

The County Connection

2477 Arnold Industrial Way

Concord, CA 94520-5326

(925) 676-7500

www.cccta.org

MEETING NOTICE & AGENDA

Marketing, Planning & Legislative Committee

Hanson Bridgett

1676 North California Blvd., Suite 620

Thursday, February 7, 2013, 9:00 A.M.

The Committee may hear, discuss, deliberate, and/or take action on any item on the agenda

1. Approval of Agenda
2. Public Communication
3. Approval of Minutes of January 10, 2013 Meeting* - **Action**
4. 2013 State Legislative Program* - **Action**
5. 2013 Federal Legislative Program* - **Action**
6. Legislation - AB160-Alejo* - **Review**
7. Marketing Reports:
 - a. Pass Sales Report – 2nd quarter*
 - b. Call Center Activity – Mid Year Report*
 - c. Website User Report – Activity for the month of January will be provided.
 - d. Community Events*
8. Next Meeting – March 7, 2013
9. Adjournment

*Enclosure

FY 2013/2014
MP&L Committee
Amy Worth – Orinda
Rob Schroder - Martinez
Robert Storer - Danville

General Information

Public Comment: Each person wishing to address the above named committee is requested to complete a Speaker Card for submittal to the Committee Chair before the applicable agenda item is discussed. **Accessible Public Meetings:** Upon request, CCCTA will provide written agenda materials in appropriate alternative formats, or disability-related accommodations. Please send a written request and description of the requested materials so that it is received by CCCTA at least 48 hours before the meeting convenes. **Requests should be sent to:** Janet Madrigal, Clerk to the Board – CCCTA – Administrative Department, 2477 Arnold Industrial Way, Concord, CA 94520 or madrigal@cccta.org. **Shuttle Service:** With a 24-hour notice, a CCCTA LINK shuttle will be provided from the closest BART station to the meeting location. To arrange for the shuttle, please call Robert Greenwood 925/680-2072.

Clayton • Concord • Contra Costa County • Danville • Lafayette • Martinez
Moraga • Orinda • Pleasant Hill • San Ramon • Walnut Creek

SUMMARY MINUTES
MARKETING/ PLANNING & LEGISLATIVE COMMITTEE

Thursday, January 10, 2013

The meeting was called to order at 9:00 a.m.

Those present at the meeting were:

Members: Directors Rob Schroder, Amy Worth, and Robert Storer
Staff: Rick Ramacier, Mary Burdick, Anne Muzzini
Guest: Chris Weeks, Bishop Ranch and Ralph Hoffman

Approval of Agenda

The agenda was approved.

Public Comment

Mr. Hoffmann reported that he attended the Board of Supervisors meeting and Supervisor Glover suggested there should be greater effort to merge East Bay transit agencies. Mr. Hoffmann also noted that the Advisory Committee meeting was scheduled at the same time at the A&F Committee meeting in January, making it difficult for individuals to attend both meetings.

Approval of the Minutes of December 6, 2012

The minutes were approved as presented.

Bishop Ranch Bus Wrap Review

Anne Muzzini introduced Chris Weeks from Bishop Ranch Transportation. Mr. Weeks presented revised layouts of the proposed bus wrap to be installed on two of the current Bishop Ranch painted buses. In response to comments made at the December meeting of the County Connection Board of Directors, the revised design incorporated the graphic mountain element on the front. Director Schroder suggested adding the mountain graphic to both sides of the bus, and removing the dark screen element from the windows for presentation purposes. Mr. Weeks will ask the designer to make these changes for the Board presentation. Director Worth praised the flexibility of the Bishop Ranch during this transition. The Committee will recommend approval to the Board at the January meeting.

State and Federal Legislative Update

Rick Ramacier a brief update on both State and Federal legislation.

State Legislation

- With the passage of SB1339-Yee in 2012, MTC will likely begin developing programs requiring large employers to support transit options for their employees. Options could include transit fare subsidies, shuttles, and other ride sharing options. This would increase our opportunity for partnerships similar to the Bishop Ranch and Airport Plaza in Concord.
- With the passage of Proposition 30 in 2012 there is no talk in Sacramento of diverting transit funds.
- The Governor will soon release the draft 2014 budget. We expect to see transit being fully funded as per current law. Also there may be a proposal to lower the threshold to pass local transportation sales tax measures to 55%, and there may be enough support to include on a state-wide ballot in 2014.
- Pension reform was enacted in 2012, and clean up legislation to that reform has been introduced. Public transit unions are lobbying to be included to have public transit employees exempted from the pension reform. Several have been filing federal 13(c) objections to new federal grants. If these cases are held up at

the Dept. of Labor the FTA will withhold the funds. County Connection's current bus procurement is already funded, but the grant for the four electric trolleys could be impacted. Staff will keep the Committee informed as this issue works its way through the process.

Federal Legislation

- Current reauthorization, MAP-21 expires in October 2014 and work is beginning on next reauthorization. Of concern is the likelihood of the highway and mass transit accounts will be bankrupt in a few years, and with the growing national debt, federal funding programs will be challenging. Being considered is the idea of moving toward funding based on ridership, density, and air quality improvements rather than population and formula approaches. Mr. Ramacier would like to develop a federal platform that is focused on items affecting suburban operators. He feels we need to be aggressive in presenting the case to preserve formula funding or risk losing these funds.

Bus Tracker Activity

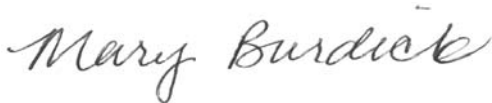
Mary Burdick reported that Bus Tracker was introduced to the public on December 5, 2012, and major advertising activity began in early January. Outreach includes the revision of the web page to include an active link to the Bus Time server, newsprint advertising, direct mail, and radio advertising. News releases and electronic flyers were also sent to the media, schools and business organizations.

Marketing Reports

- a) Website user reports for December were distributed and discussed.
- b) Upcoming school/community events for January were provided.

Next Meeting Date: The next meeting was scheduled for Thursday, February 7, 2012 at the Walnut Creek office of Hansen Bridgett. An earlier meeting time was suggested, and Ms. Burdick would discuss with Hansen Bridgett staff and communicate with the Committee members.

Adjournment: The meeting was adjourned at 10:10 a.m.



Mary Burdick
Manager of Marketing

Date

1/29/13

To: MP&L Committee

Date: January 30, 2013

From: Rick Ramacier
General Manager

Reviewed by:

SUBJECT: Draft County Connection 2013 Federal Legislative Program and State Program

Background

Attached you will find draft copies of the proposed County Connection 2013 federal and state legislative programs. Staff wishes to review both of these with you at your meeting on February 7, 2013. Staff also seeks your feedback.

Once approved by the full Board, these two pieces will be used to inform our congressional and state legislative delegations of our legislative interests in 2013.

Action Requested

Upon your review of the two draft programs, staff requests that you forward them to the Board of Directors for comment and action.

Text version for review – Layout of the program brochure will be available at the meeting.

FEDERAL PROGRAM

Central Contra Costa Transit Authority (County Connection)

is a joint powers agency of 11 communities serving a population of nearly 500,000 people taking over 3.6 million transit trips annually.

County Connection serves a dynamic and diverse modern suburban area that is geographically spread out. Serving such an area is both challenging and rewarding. County Connection patrons are ethnically and economically diverse, and often transit dependent. Without County Connection services, many central Contra Costa County residents would have no transportation available for work, school, medical appointments, or to take advantage of recreational opportunities. For them County Connection is a life sustaining service!

County Connection Customers Are

- o Commuters going to work.
- o Students going to school.
- o Seniors and persons with disabilities who are dependent on public transit.
- o Transit dependent people who are productively participating in the community.
- o Residents who want to connect to their life activities in a manner that reduces their carbon footprint.

County Connection Faces Financial Challenges

- o County Connection permanently lost over 15% of its operating funds during the recent recession. County Connection cannot make any significant service additions without additional operating revenues.
- o County Connection employees agreed to long term wage freezes and benefit reductions.
- o County Connection has eliminated and restructured its least productive services.

County Connection Innovation

- County Connection will use a federal Clean Fuels grant to fund the full electrification of our highly successful Walnut Creek downtown trolley.
- County Connection maintains a nationally recognized public-private partnership with the Bishop Ranch Business Park to provide frequent and fast shuttles between the Bishop Ranch and two regional rail systems, BART and the ACE Train. This features significant operating cost reimbursement as well as full fare subsidy from Bishop Ranch.
- County Connection customers can use Bus Tracker, a real time bus stop information system that allows people to access real time bus arrival predictions from their laptops and smart phones.
- County Connection uses clean burning hybrid Gillig buses manufactured locally.

FEDERAL POSITIONS

- A. Reauthorization of the Moving Ahead for Progress in the 21st Century (MAP 21) with the following principles:
1. Secure the financial integrity of the Mass Transit Account with the Highway Trust Fund.
 2. Double the size of the federal investment in transit over six years to meet at least 50% of the estimated \$60 billion in annual critical public transit capital needs by the end of the six years, and to support a projected doubling of ridership over the next 20 years.
 3. Continue to allow the use of federal formula funds for preventive maintenance and the allowance of greater use of federal funds to maintain present levels of service through direct operating assistance options.
 4. Maintain the new program structures for Enhanced Mobility of Seniors and Individuals with Disabilities, and continue the folding of the old Job Access/Reverse Commute program within the 5307 and 5311 formula programs. Maintain and enhance the related coordination requirements.
 5. Create any Metro Mobility program as a flexible program funded out of FHWA funds in addition to any transit 5307 program. **Ensure equal access to such funds for suburban transit systems in large urban areas.**
 6. Maintain the ADA set-a-side option in the 5307 program.

County Connection relies on over \$5 million dollars on an annualized basis in federal transit funding for critical things like bus replacement and preventative maintenance. Without this funding, County Connection would have to permanently reduce its services by at least 33%. Thus, a strong and robust reauthorization of MAP 21 is crucial to the core mission of County Connection.

B. Revise and increase funding in the Bus and Bus Facilities Formula (5339) such that:

1. Each individual Urbanized Area and each rural area as defined receive a formula share of 5339 that must be spent in that area. This formula should be based in part on population and modeled on the 5307 and 5311 splits.
2. Woefully low funding in the 5339 program is infused with much higher levels of funding, similar to the State of Good Repair program – which is rail intensive – to rebalance the federal transit program between bus and rail. Under MAP 21, the State of Good Repair program is funded at five times the level of the Bus and Bus Facilities program. Thus, bus improvement programs that were once funded under the old 5309 program prior to MAP 21 are terribly underfunded and very few bus projects can proceed nationally. The 5339 program funding should increase by three-fold to at least \$1.2 billion annually.

This is the only real program where suburban bus agencies like County Connection can go to federally for resources to help fund bus facility improvements and/or expansions to rolling stock that allow for the strategic expansion of services. Without a robust 5339 program, agencies like County Connection will be very hard-pressed to enhance or expand services to meet the growing demand for suburban bus service.

C. FY2014 transit appropriations funded to authorized levels including:

1. Funding transit at a level that is greater than FY13 levels.
2. Funding that is provided in a timely basis and without unnecessary or overly burdensome review.

A full FY14 transit appropriations bill is needed to ensure that County Connection receives the federal funding it is counting on to maintain services and its capital equipment in a state of good repair.

County Connection Benefits The Community By

- Providing direct connections to shopping via shuttles from neighborhoods and BART.
- Providing commuter shuttles that reduce travel time, relieve congestion, and connect to regional transportation services.
- Providing comprehensive local services that allow students to use public transit to go to and from school.
- Providing direct and convenient service between communities of concern like the Monument Corridor in Concord and medical facilities like the County Hospital.

- Providing over 200 good paying blue collar jobs and by indirectly supporting hundreds more through the purchase of vehicles and supplies.
- Providing alternative modes of transportation that support economic enhancement, environmental improvements, promote energy independence, senior mobility, student transportation, and connections to the Bay Area region for all activities.

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STATE PROGRAM

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STATE POSITIONS

- A. Fully fund the State Transit Assistance (STA) in FY14 by maintaining the sales tax on diesel fuel rates, and by ensuring that all of those proceeds are deposited in the Public Transportation Account (PTA) as called for by current law.

STA is expected to provide County Connection with approximately \$3.2 million in FY14 which represents nearly 10% of its projected operating budget in FY14. Without this STA funding, County Connection would have to cut up to 15% its services.

- B. Fully appropriate the highest possible level of Proposition 1B bond revenue as a part of the FY14 state budget, and ensure that bonds are issued timely by the Treasurer's Office so that Proposition 1B projects are not delayed.

County Connection is programmed to receive federal grants in FY14 to replace old buses and paratransit vehicles. The required local match is to be Proposition 1B funds. If sufficient Proposition 1B bonds are not sold in a timely manner, these crucial vehicle replacement projects could be delayed or worse. And, a lack of Proposition 1B funding could put County Connection federal funding at risk as well. Finally, without its expected FY14 Proposition 1B funding, County Connection will have to keep less reliable and energy efficient vehicles on the street longer than anticipated, driving up operating costs, and leading to less reliable service to the public.

- C. Improve Non-Emergency Medical Transportation (NEMT) coordination with public transit service by allowing public transit operators to act as Medi-Cal transportation brokers and allowing Medi-Cal users to be reimbursed for using fixed-route transit to and from medical services.

This will allow County Connection to better coordinate overly expensive Medi-Cal trip with ADA paratransit trips thereby increasing overall productivity and paratransit coordination. Allowing Medi-Cal users to use fixed-route and get reimbursed will save the state significant money.

As California implements the Affordable Healthcare Act (AHCA), the potential number of Medi-Cal transportation based users will likely explode. These will be individuals that qualify based on income rather than health condition. It only makes financial sense that California allows public transit operators to transport these individuals on fixed-route services and receive fare reimbursement versus transporting otherwise healthy, able-bodied people via more expensive means.

- D. Provide local or regional areas greater ability and flexibility to seek voter approval for additional tax or fee revenues to support transit capital and operations.

County Connection can only maintain present service levels at best. Without additional revenue support, County Connection will not be in a position to help its communities implement AB32 or SB375, or work to meet the growing transportation needs of seniors.

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To: MP&L Committee

Date: January 30, 2013

From: Rick Ramacier
General Manager

Reviewed by:

SUBJECT: AB160 – Alejo

Background

As expected, a bill has been introduced (AB160) to exempt public transit employees that are in unions from the recently enacted state pension reform (PEPRA). The unions maintain that PEPRA conflicts with section 13(c) of federal transportation law. Among other things, section 13(c) requires public transit operators that receive federal funds to negotiate with unions on pension benefits. The unions claim that PEPRA takes away the right to bargain over pension benefits.

The unions are filing 13(c) objections with the US Department of Labor (DOL) against the federal grants of applicable California transit operators and citing PEPRA as the reason. If AB160 were to be enacted, the unions would presumably drop these objections.

Many well respected labor attorneys have pointed out quite clearly how PEPRA in fact requires bargaining with public unions over pensions and over PEPRA implementation. To that end, I have invited all three of our unions to bargain with us over PEPRA. So far, none of our unions have asked to bargain about this.

I think that once elected officials are educated on the issues surrounding PEPRA and section 13(c), they will see that PEPRA does not take away a union's right to bargain over pensions. Thus, PEPRA does not cast aside section 13(c) rights.

Action Requested

It remains to be seen if AB160 moves through the legislative process. The Governor has suggested he does not support such legislation. At this time, I recommend that County Connection remain neutral on AB160. I further recommend that we educate our state delegation on the facts surrounding these issues as related to AB160.

To: Marketing, Planning, & Legislative Committee

Date: January 31, 2013

From: Mary Burdick, Sr. Manager of Marketing

Reviewed by:

SUBJECT: FY2013 Mid-Year Pass Sales Report

Summary of Issues:

The Senior Manager of Marketing monitors the pass sales to evaluate the effectiveness of public outreach efforts. The trends of both pass sales volume and the method of purchase is tracked.

Pass sales *volume* during the first half of FY2013 increased by over 28% compared to the first half of FY2012, with the biggest gain in the sale of the Commuter Card punch pass. The highest sales continues to be the 12-Ride punch pass, represents 65% of all pass sales.

Pass sales *revenue* increased by 4.5% compared to the first half of FY2012.

The majority of sales activity takes place at our off site outlets - 89%. Outlets receive no monetary incentive for selling CCCTA bus passes, so making sure the outlets are well served and recognized for their community service is an important element of the marketing program. On line pass sales activity increased by 12.5% over the same period in FY2012.

Financial Implications:

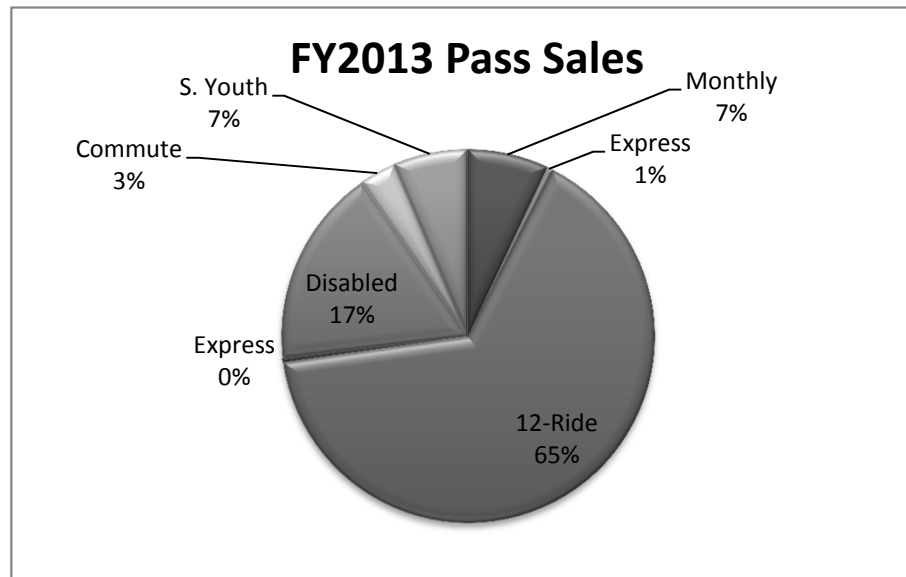
Revenue from pass sales represents about 25% of all fare revenue.

Recommendation:

This is presented for information and review only.

FY12	Monthly		12-Ride	Senior/	Commute	S. Youth	Total	Revenue*	Single Ride	Revenue	RTC Cash	Mo. Deposit
	Monthly	Express	12-Ride	Express								
July	196	0	1151	0	81	199	1,546	\$51,250	1,600	\$3,200	\$157	\$54,607
August	307	0	1383	0	86	478	2,168	\$69,725	1,285	\$2,570	\$213	\$72,508
Sept.	424	0	2170	0	148	640	3,234	\$96,396	6,640	\$13,280	\$244	\$109,920
Oct.	200	0	2176	0	101	282	2,658	\$72,935	1,560	\$3,120	\$209	\$76,264
Nov.	372	0	4771	0	86	11	5,154	\$132,638	170	\$340	\$156	\$133,134
Dec.	161	0	3586	0	97	0	3,747	\$90,605	2,200	\$4,400	\$215	\$95,220
Total	1,660	0	15,237	0	4,096	599	18,507	\$513,549	13,455	\$26,910	\$1,194	\$541,653

FY13	Monthly		12-Ride	Senior/	Commute	S. Youth	Total	Revenue*	Single Ride	Revenue	RTC Cash	Mo. Deposit	
	Monthly	Express	12-Ride	Express									Disabled
July	310	21	1295	10	107	245	2809	\$66,465	1302	\$2,604	\$113	\$69,182	
August	241	19	977	15	120	600	2562	\$58,340	400	\$800	\$79	\$59,219	
Sept.	221	29	4668	20	126	346	6076	\$130,055	3130	\$6,260	\$245	\$136,560	
Oct.	321	17	2664	14	155	327	4393	\$97,516	500	\$1,000	\$88	\$98,604	
Nov.	201	30	3585	13	161	6	4383	\$98,444	1100	\$2,200	\$199	\$100,843	
Dec.	370	17	2365	11	88	0	3614	\$85,913	2740	\$5,480	\$46	\$91,439	
Total	1,664	133	15,554	83	4,122	757	1,524	\$536,733	9,172	\$18,344	\$770	\$555,847	
Inc.	100.2%	na	102.1%	na	100.6%	126.4%	94.7%	128.8%	104.5%	68.2%	68.2%	64.5%	102.6%



Pass Sales Revenue By Source Location

FY2012	Offsite*	Mail	On Line	Total	ID Cards
July	\$48,587	\$2,130	\$3,890	\$54,607	51
August	\$60,798	\$3,660	\$8,050	\$72,508	67
September	\$92,520	\$8,990	\$8,410	\$109,920	76
October	\$67,339	\$1,610	\$7,315	\$76,264	63
November	\$125,074	\$2,275	\$5,785	\$133,134	66
December	\$86,245	\$4,010	\$4,965	\$95,220	64
Total	\$480,563	\$22,675	\$38,415	\$541,653	387

*Inc RTC & Ret. Check Deposits

FY2013	Offsite*	Mail	On Line	Total	ID Cards
July	\$60,771	\$3,799	\$4,612	\$69,182	35
August	\$50,179	\$1,220	\$7,820	\$59,219	25
September	\$122,123	\$6,200	\$8,237	\$136,560	69
October	\$86,687	\$2,140	\$9,777	\$98,604	28
November	\$90,819	\$2,860	\$7,164	\$100,843	63
December	\$81,396	\$4,430	\$5,613	\$91,439	14
Total	\$491,975	\$20,649	\$43,223	\$555,847	234

Increase over FY2012

102.4%

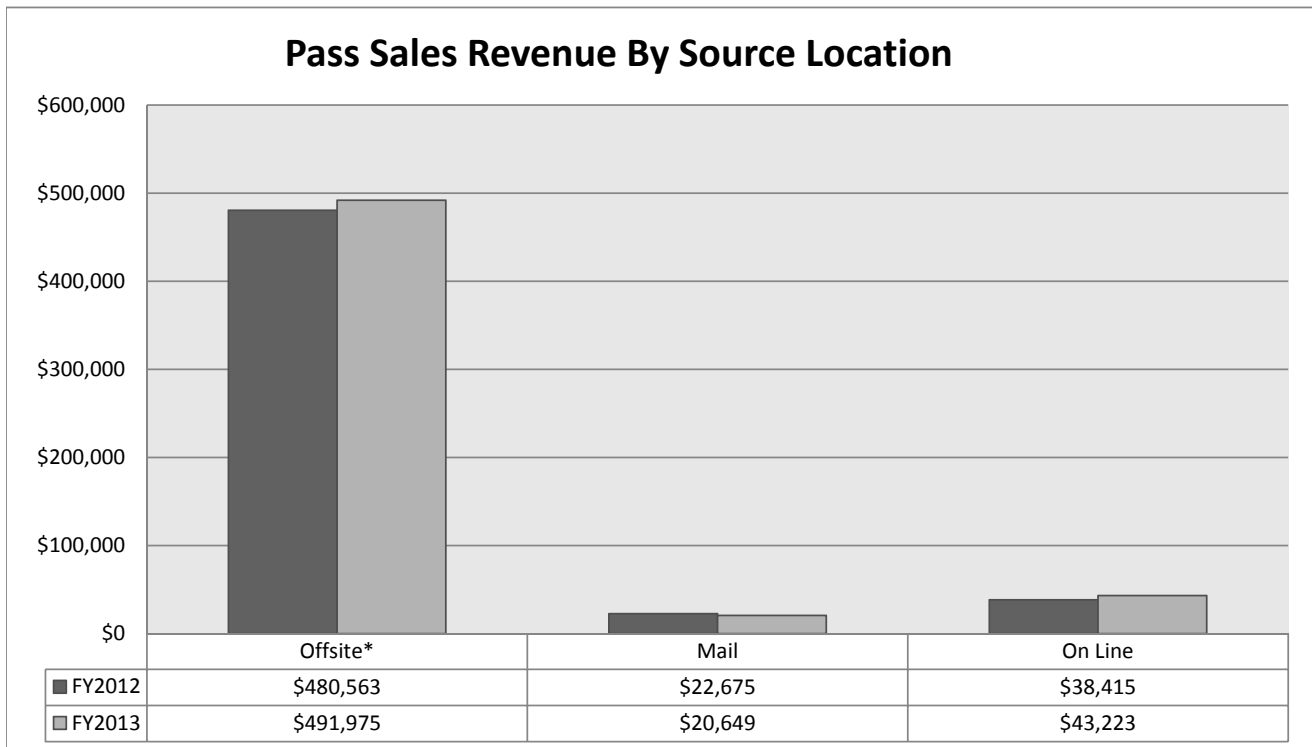
91.1%

112.5%

102.6%

60.5%

*Inc RTC & Ret. Check Deposits



To: Marketing, Planning, & Legislative Committee

Date: January 31, 2013

From: Mary Burdick, Sr. Manager of Marketing

Reviewed by:

SUBJECT: Mid-Year Call Center Activity

Summary of Issues:

The Senior Manager of Marketing monitors call center activity to ensure that Board adopted customer service goals are met. Phone response standards include the objective that 92% of all calls are answered, and that 75% are answered within thirty seconds.

To date both standards have been met. A total of 93.4% of all calls were answered, and 84.6% were answered within thirty seconds.

It is worth noting that the total number of calls received/answered have declined over the same period in FY2012 which is likely the result of increased website use. However, the average length of the call has been slowly increasing over the past 3 years. The average call length today is now 90 seconds compared to 76 seconds three years ago.

Call activity will continue to be monitored to determine what impact Bus Tracker may have on call volumes.

Recommendation:

This is presented for information and review only.

Attachments:

- 1) Call center activity

Customer Service Telephone Statistics

Goal: 92% answered, and 75% ans. w/l :30

FY2012			FY2013		
July Calls	6,918		January	7,311	
Answered	6,440	93.1%	Answered	6,851	93.7%
Ans. W/l :30	5,861	84.7%	Ans. W/l :30	6,323	86.5%
Ans after :30	579	8.4%	Ans after :30	528	7.2%
Dropped	478	6.9%	Dropped	460	6.3%
August	9,015		February	6,736	
Answered	8,107	89.9%	Answered	6,353	94.3%
Ans. W/l :30	7,067	78.4%	Ans. W/l :30	5,380	79.9%
Ans after :30	1040	11.5%	Ans after :30	973	14.4%
Dropped	908	10.1%	Dropped	383	5.7%
September	8,015		March	6,715	
Answered	7,301	91.1%	Answered	6,368	94.8%
Ans. W/l :30	6,448	80.4%	Ans. W/l :30	5,918	88.1%
Ans after :30	853	10.6%	Ans after :30	450	6.7%
Dropped	714	8.9%	Dropped	347	5.2%
October	7,541		April	6,322	
Answered	6,871	91.1%	Answered	5,971	94.4%
Ans. W/l :30	6,201	82.2%	Ans. W/l :30	5,544	87.7%
Ans after :30	670	8.9%	Ans after :30	427	6.8%
Dropped	670	8.9%	Dropped	351	5.6%
November	7,195		May	6,796	
Answered	6,750	93.8%	Answered	6,426	94.6%
Ans. W/l :30	6,199	86.2%	Ans. W/l :30	5,966	87.8%
Ans after :30	551	7.7%	Ans after :30	460	6.8%
Dropped	445	6.2%	Dropped	370	5.4%
December	6,876		June	7,169	
Answered	6,478	94.2%	Answered	6,683	93.2%
Ans. W/l :30	5,986	87.1%	Ans. W/l :30	6,029	84.1%
Ans after :30	492	7.2%	Ans after :30	654	9.1%
Dropped	398	5.8%	Dropped	486	6.8%

Calls Generating:
 CSF Complaint - 476
 Commendations - 59

Mid Year FY 2012
 Total Calls 45,560
 Answered 41,947

Total FY2012
 Calls 86,609
 Answered 80,599 93.1%
 Ans. W/l :30 72,922 84.2%
 Ans. After :30 7,677 8.9%
 Dropped 6,010 6.9%

Calls Generating:
 CSF Complaint - 190
 Commendations - 24

TotalYTD
 Calls 40,862
 Answered 38,153 93.4%
 Ans. W/l :30 34,556 84.6%
 Ans. After :30 3,597 8.8%
 Dropped 2,709 6.6%

To: Marketing, Planning, & Legislative Committee

Date: January 31, 2013

From: Mary Burdick, Sr. Manager of Marketing

Reviewed by:

SUBJECT: Community Events

Summary of Issues:

County Connection marketing staff continues to participate in select community and business events, and to coordinate Class Pass field trips for schools with service along fixed-routes.

School Outreach:

2/28/13 – John Muir Elementary 30 students/10 adults

Community Events:

None Scheduled for February at present.

Recommendation:

For information only

Financial Implications:

Any costs associated with events are included in the Promotions budget.