

The County Connection

2477 Arnold Industrial Way

Concord, CA 94520-5326

(925) 676-7500

www.cccta.org

MARKETING, PLANNING, & LEGISLATIVE MEETING AGENDA

**Thursday, March 7, 2013
9:00 a.m.**

**Hanson Bridgett
1676 North California Blvd., Suite 620
Walnut Creek, California**

The committee may take action on each item on the agenda. The action may consist of the recommended action, a related action or no action. Staff recommendations are subject to action and/or change by the committee.

1. Approval of Agenda
2. Public Communication
3. Approval of Minutes of February 7, 2013*
4. 2013 Federal Legislative Program*
5. 2013 State Legislative Program*
6. County Connection Branding*
7. Marketing Reports:
 - a. Website User Report – Activity for February*
 - b. Community Events*
8. Next Meeting – April 4, 2013
9. Adjournment

*Enclosure

FY2013/2014 MP&L Committee

Amy Worth – Orinda, Rob Schroder – Martinez, Robert Storer – Danville

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

CENTRAL CONTRA COSTA TRANSIT AUTHORITY

General Information

Public Comment: Each person wishing to address the committee is requested to complete a Speakers Card for submittal to the Committee Chair before the meeting convenes or the applicable agenda item is discussed. Persons who address the Committee are also asked to furnish a copy of any written statement to the Committee Chair. Persons who wish to speak on matters set for Public Hearings will be heard when the Chair calls for comments from the public. After individuals have spoken, the Public Hearing is closed and the matter is subject to discussion and action by the Committee.

A period of thirty (30) minutes has been allocated for public comments concerning items of interest within the subject matter jurisdiction of the Committee. Each individual will be allotted three minutes, which may be extended at the discretion of the Committee Chair.

Consent Items: All matters listed under the Consent Calendar are considered by the committee to be routine and will be enacted by one motion. There will be no separate discussion of these items unless requested by a committee member or a member of the public prior to when the committee votes on the motion to adopt.

Availability of Public Records: All public records relating to an open session item on this agenda, which are not exempt from disclosure pursuant to the California Public Records Act, that are distributed to a majority of the legislative body, will be available for public inspection at 2477 Arnold Industrial Way, Concord, California, at the same time that the public records are distributed or made available to the legislative body. The agenda and enclosures for this meeting are posted also on our website at www.CCCTA.org.

Accessible Public Meetings: Upon request, CCCTA will provide written agenda materials in appropriate alternative formats, or disability-related modification or accommodation, including auxiliary aids or services, to enable individuals with disabilities to participate in public meetings. Please send a written request, including your name, mailing address, phone number and brief description of the requested materials and preferred alternative format or auxiliary aid or service so that it is received by CCCTA at least 48 hours before the meeting convenes. Requests should be sent to the Board Clerk, Janet Madrigal, at 2477 Arnold Industrial Way, Concord, CA 94520 or madrigal@cccta.org.

Shuttle Service: With 24-hour notice, a CCCTA LINK shuttle can be available at the nearest BART station for individuals who want to attend the meeting. To arrange for the shuttle service, please call Robert Greenwood – 925/680 2072, no later than 24 hours prior to the start of the meeting.

Currently Scheduled Board and Committee Meetings

Board of Directors:	Thursday, March 21, 9:00 a.m., CCCTA Board Room
Administration & Finance:	Wednesday, April 3, 9:00 a.m. 1676 N. California Blvd., S620, Walnut Creek
Advisory Committee:	Friday, March 8, 9:30 a.m., CCCTA Board Room
Marketing, Planning & Legislative:	Thursday, March 7, 9:00 a.m., 1676 N. California Blvd., S620, Walnut Creek
Operations & Scheduling:	Friday, April 5, 8:00 a.m., Walnut Creek City Offices

The above meeting schedules are subject to change. Please check the CCCTA Website (www.CCCTA.org) or contact CCCTA staff at 925/676-1976 to verify date, time and location prior to attending a meeting.

This agenda is posted on CCCTA's Website (www.CCCTA.org) and at the CCCTA Administrative Offices, 2477 Arnold Industrial Way, Concord, California

SUMMARY MINUTES
MARKETING/ PLANNING & LEGISLATIVE COMMITTEE

Thursday, February 7, 2013

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

Those present at the meeting were:

Members: Directors Rob Schroder and Robert Storer
Staff: Rick Ramacier and Mary Burdick
Guest: Erling Horn, County Connection Board Chair, Ralph Hoffman

Approval of Agenda

The agenda was approved.

Public Comment

None

Approval of the Minutes of January 10, 2013

The minutes were approved as presented.

2013 Federal Legislative Program

Rick Ramacier explained the nature of the legislative conference in Washington DC and how the program brochure is used in meetings with both representatives and staff aides. The current federal program, Moving Ahead for Progress in the 21st Century (MAP21) is in place until 2014, but this is when we typically begin talking about the next reauthorization to assure adequate funding is secured.

Mr. Ramacier explained key messages:

- Future federal investment must double in size over the next six years to meet capital needs and support ridership increases
- The ability to use federal formula funds for preventive maintenance and to maintain present levels of service.
- Metro Mobility programs funded from FHWA fund with equal access for suburban transit systems.
- Revise and increase funding in the Bus and Bus Facility Formula (5339) so each urbanized area receives a formula share-California operators typically fare better with formula programs than with the now defunct earmarks.

2013 State Legislation Program

Mr. Ramacier explained the key messages in the state program as:

- Fully fund State Transit Assistance (STA) by maintaining the sales tax on diesel fuel, and ensuring the funds are deposited in the Public Transit Account.
- Appropriate the highest level of Proposition 1B funds – these are typically matching funds for bus procurement, and if not fully appropriated capital projects could be at risk.
- Improve coordination between Non-Emergency Medical Transportation and public transit operators so that Medi-Cal recipients can take certain fixed-route transit trips and have their fares reimbursed, rather than making trips by more expensive means.
- Allow regional areas greater flexibility in seeking voter approval for additions taxes to support transit.

Legislation- AB160-Alejo

Rick Ramacier reported that this bill was introduced and seeks to exempt public transit employees in unions from the state pension reform (PEPRA). The claim is that PEPRA takes away the right to bargain over pension benefits. Unions are filing objections with the Department of Labor which could jeopardize the release of funds for federal

grants. However labor attorneys claim that PEPRA requires bargaining. Mr. Ramacier suggested County Connection remain neutral on this bill, but suggests we educate our state representatives on these issues and consequences.

Marketing Reports

- Pass sales for the 2nd quarter were discussed.
- Call center activity for the 2nd quarter was discussed.
- Website Activity for January was provided

Next Meeting Date: The next meeting was scheduled for Thursday, March 7, 2013 at the Walnut Creek office of Hansen Bridgett.

Adjournment: The meeting was adjourned at 9:50 a.m.



Mary Burdick
Manager of Marketing

Date 2/22/13

To: Marketing, Planning, & Legislative Committee

Date: February 28, 2013

From: Rick Ramacier
General Manager

Reviewed by:

SUBJECT: Review of final County Connection 2013 federal and state legislative programs

Attached are the draft final 2013 County Connection federal and state legislative programs. Staff believes the comments made at the February board meeting have been accounted for in these versions. Staff would like you to briefly review and comment on these versions at your meeting on March 7th.

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.

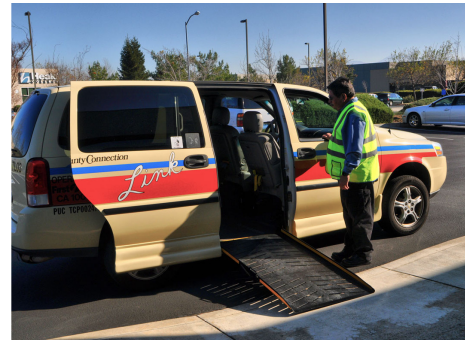
County Connection

2477 Arnold Industrial Way • Concord, CA 94520 • (925) 676-1976

The information in this brochure is available on the
County Connection website - www.cccta.org

County Connection

2013 Federal Legislative Program



COUNTY CONNECTION

2477 Arnold Industrial Way • Concord, CA 94520 • (925) 676-1976

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. The annual combined operating budget of County Connection is over \$34 million. County Connection operates 121 fixed-route buses and another 54 paratransit vehicles.

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

- Commuters going to work.
- People connecting to regional rail like BART, Capitol Corridor and ACE Train (Altamont Commuter Express).
- Students going to school.
- Seniors and persons with disabilities who are dependent on public transit.

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 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.
- County Connection has participated in the planning of innovative transit oriented development projects at both the Pleasant Hill and Walnut Creek BART stations. Both stations will serve as major transit hubs for regional connectivity.

Federal Positions

A. Reauthorization of the Moving Ahead for Progress in the 21st Century (MAP 21) with the following principles:

1. Ensure equal access to federal funding for suburban transit systems in large urban areas.
2. Secure the financial integrity of the Mass Transit Account with the Highway Trust Fund.
3. 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.
4. 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.
5. 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.
6. Create any Metro Mobility program as a flexible program funded out of FHWA funds like either the STP or CMAQ programs.
7. 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 needs 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 (UZA) as defined receives 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 formula.
2. Inadequate funding in the 5339 program is greatly increased to higher levels of funding to make it a meaningful program similar to the State of Good Repair program – which is rail intensive. 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 now comparably and significantly underfunded, and very few bus projects can proceed nationally. The 5339 program funding should increase to at least \$1.2 billion annually in order to restore comparability to the previous 5309 program.

This is the only real program where suburban bus agencies like County Connection can go to for federal 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 fully funded 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.

-
-
- Transit dependent people who are productively participating in the community.
 - Residents who want to connect to their life activities in a manner that reduces their carbon footprint.

County Connection Faces Financial Challenges

- County Connection lost over 15% (over \$16 million in total) of its annual operating funds during the recent recession. County Connection cannot make any significant service additions without additional operating revenues.
- County Connection has eliminated and restructured its least productive services.
- County Connection employees agreed to long term wage freezes and benefit reductions.

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.

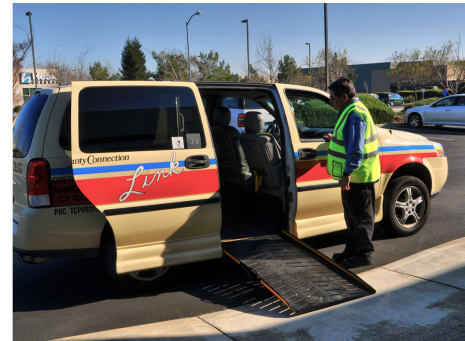
County Connection

2477 Arnold Industrial Way • Concord, CA 94520 • (925) 676-1976

The information in this brochure is available on the
County Connection website - www.cccta.org

County Connection

2013 State Legislative Program



COUNTY CONNECTION

2477 Arnold Industrial Way • Concord, CA 94520 • (925) 676-1976

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. The annual combined operating budget of County Connection is over \$34 million. County Connection operates 121 fixed-route buses and another 54 paratransit vehicles over a 200 square mile area.

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

- Commuters going to work.
- People connecting to regional rail like BART, Capitol Corridor or ACE Train (Altamont Commuter Express).
- Students going to school.

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 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.
- County Connection has participated in the planning of transit oriented development projects at both Pleasant Hill and Walnut Creek BART stations. Both stations will serve as major transit hubs for regional connectivity.

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% of its service.

- 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. 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 trips with ADA paratransit trips thereby increasing overall productivity and paratransit coordination. Allowing Medi-Cal users to use fixed-route services 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 position to help its communities implement AB32 or SB375, or work to meet the growing transportation needs of seniors.

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

County Connection Faces Financial Challenges

- County Connection lost over 15% (over \$16 million in total) of its annual operating funds during the recent recession. County Connection cannot make any significant service additions without additional operating revenues.
- County Connection has eliminated and restructured its least productive services.
- County Connection employees agreed to long term wage freezes and benefit reductions.

To: Marketing, Planning, & Legislative Committee

Date: February 28, 2013

From: Mary Burdick, Sr. Manager of Marketing

Reviewed by:

SUBJECT: County Connection Brand

Summary of Issues:

The County Connection “brand” was recently discussed at the Marketing, Planning, & Legislative Committee and the Board of Directors meetings. At that time questions were raised about our awareness within the community, our name and how we’re known, and suggestions were given to refresh our color scheme. The General Manager retained an independent communications professional, Stephanie Jordan, to conduct a brief review of County Connection’s brand, and to provide feedback and recommendations.

Ms. Jordan reviewed a sampling of marketing and communications materials, the agency website, and the agency vehicles. During the review it became clear that the agency’s naming structure is inconsistent. Agency descriptors used throughout all communications include:

- Central Contra Costa Transit Authority (CCCTA)
- CCCTA (without spelling out the acronym)
- County Connection
- The County Connection

Ms. Jordan suggests that while the brand of the agency is tied to a number of things, how the agency refers to itself is the foundation on which we build our awareness and our reputation programs. The recommended first key step is to determine how the agency name should appear, be consistent in how the name is used going forward, and to determine the extent willing to go to address the situation. Once this is decided, we can move forward with an action plan.

Further Considerations:

- Consider purchasing additional URLs to protect the brand
- Consider refreshing the County Connection color scheme
- Consider the value of formal branding

Ms. Jordan stressed that by defining the agency name and being purposeful about the use of the name, we can build reputation in the marketplace, which leads to:

An increase in exposure and awareness

More effective communication of services and amenities

Enhanced sense of partnership in the community

More clearly defined single net impression

More friendly and approachable

Correct position to the audience (rider, media, and community member)

Staff Recommendation:

Based on a number of factors, including how the telephones are answered, the most prevalent use of the agency name in print materials, how the agency is referred to by riders and the media (newsprint, radio/television, telephone directories), staff recommends that "The" be removed from the agency nomenclature, and that we refer to Central Contra Costa Transit Authority (County Connection) in a limited fashion, such as in legal documents.

Attached is an action plan for accomplishing the key first step and next step considerations.

Financial Implications:

Many of the activities outlined in the first step action plan can be accomplished with minimal financial impact, if we are willing to consider a transitional approach to replacing logos on the vehicles and bus stop signage. Staff recommends that existing letterhead, envelopes, and mail labels be replaced immediately at an estimated cost of \$7,000.

County Connection Brand Review and Action Plan – First Steps

The County Connection Name

The recommendation to drop “The” from the agency nomenclature and refer to the agency as “County Connection” is a subtle change and will require revising the existing logo. Reproducing existing internal and external print communication materials can begin immediately and be accomplished with minimal financial impact. Replacing the logo on all agency vehicles, bus stop signs, shelters, and information panels will take longer, without a significant financial commitment.

Of the 121 fixed-route buses 81 will be replaced through 2015 leaving only the 900 series (40 buses replaced in 2010) with older version logos.

Implementation Plan

To rollout the consistent use of the agency name, a few documents will be developed:

- Letter from the General Manager to employees
- Mini-style guide with recommendations for website content, printed materials, signage, and agency vehicles

Completed within the year:

- Internal documents/letterhead – 1 month
- Schedules/System Maps as reprinted – 2 to 6 months
- Website content update – 1 month
- Current program literature as reprinted – 6 to 12 months

Transition over time:

- Bus Stop Flags – There are approximately 1500 active bus stops
- Bus Stop Information Panels – Approximately 550 stops have panels
- Fixed-Route Buses – 121 (81 being replaced by 2015)
- Paratransit Vehicles – 63 (42 replaced last year)
- Staff trucks/vans – 9

Next Step Considerations

1. Purchase additional URL's – The IT Manager found the following URLs available for purchase for prices varying from \$5,000 to \$8,000 and purchased countyconnection.com.

- thecountyconnection.org
- thecountyconnection.net
- countyconnection.com

2. Consider refreshing the color palette

Refreshing the color palette can be as simple as introducing a single new color to the existing color scheme or as dramatic as changing a number of colors currently in use.

First step would be to retain a professional graphic designer to make suggestions and offer recommendations on color palette options.

Upon board approval, the new color palette rollout would require:

- Changes to internal documents and communications materials, which would take place quickly with nominal financial investment.
- Gradual changes to vehicle and street signage would require more time, but be incorporated within the planned budget for replacement or upgrades
- Immediate changes to vehicle and street signage would require unplanned financial investment.

3. Brand Equity

To date, we have completed a top level brand communications review. If desired, staff can embark on additional in depth brand studies.

Additional branding investigations include:

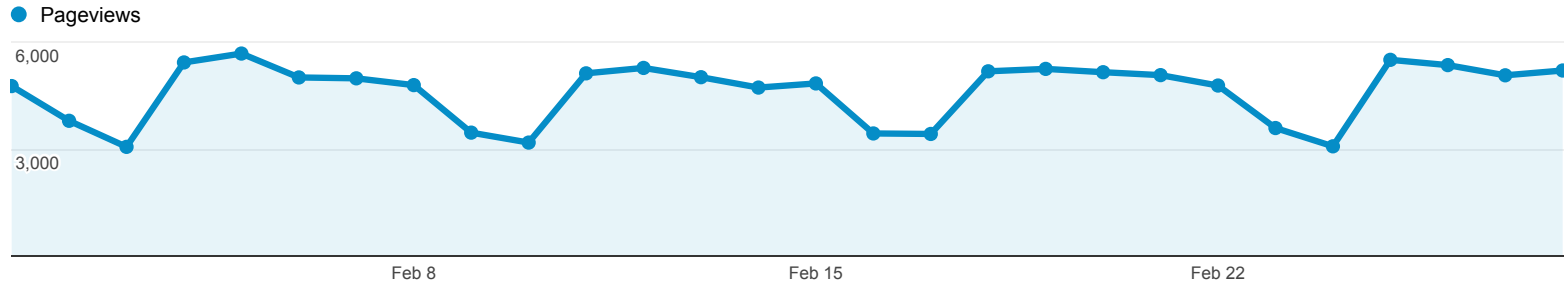
- Formal trademark - establishing “value” requires both research and legal assistance.
- Market traction, customer, and non-customer brand awareness research, which requires marketing outreach, surveys, polling, and analysis.

Pages

% of pageviews: 100.00%

Explorer

Site Usage



Pageviews 129,217 % of Total: 100.00% (129,217)	Unique Pageviews 95,795 % of Total: 100.00% (95,795)	Avg. Time on Page 00:01:35 Site Avg: 00:01:35 (0.00%)	Entrances 47,388 % of Total: 100.00% (47,388)	Bounce Rate 44.54% Site Avg: 44.54% (0.00%)	% Exit 36.67% Site Avg: 36.67% (0.00%)	Page Value \$0.00 % of Total: 0.00% (\$0.00)
---	--	---	---	---	--	--

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
1. /	29,877	20,937	00:01:09	19,056	32.18%	30.83%	\$0.00
2. /maps-schedules/	15,843	10,101	00:00:56	8,737	18.19%	18.18%	\$0.00
3. /mobile-schedules/	10,759	6,475	00:00:38	1,526	22.28%	11.04%	\$0.00
4. /schedule/6/	4,446	3,877	00:06:08	2,575	85.51%	78.68%	\$0.00
5. /schedule/98X/	3,158	2,689	00:03:36	1,498	86.78%	64.98%	\$0.00
6. /schedule/18/	3,068	2,495	00:02:35	729	70.37%	48.60%	\$0.00
7. /schedule/9/	2,971	2,452	00:02:59	728	74.73%	53.92%	\$0.00
8. /fares/	2,969	2,327	00:01:32	437	54.92%	32.70%	\$0.00
9. /schedule/20/	2,643	2,220	00:02:39	713	77.70%	58.08%	\$0.00
10. /schedule/15/	2,517	2,082	00:02:54	687	76.27%	56.77%	\$0.00
11. /schedule/16/	2,480	2,015	00:02:35	494	73.68%	47.30%	\$0.00
12. /schedule/10/	2,366	1,874	00:02:59	542	75.83%	55.45%	\$0.00
13. /schedule/21/	2,165	1,765	00:02:50	442	76.24%	51.45%	\$0.00
14. /schedule/14/	1,849	1,504	00:02:45	440	71.82%	47.97%	\$0.00
15. /schedule/4/	1,714	1,453	00:03:52	856	78.15%	68.55%	\$0.00
16. /schedule/11/	1,697	1,378	00:02:19	314	69.43%	42.66%	\$0.00
17. /schedule/316/	1,679	1,350	00:03:02	382	71.20%	53.54%	\$0.00
18. /schedule/96X/	1,641	1,302	00:02:28	422	73.70%	48.26%	\$0.00
19. /schedule/35/	1,588	1,235	00:03:50	561	70.94%	51.57%	\$0.00
20. /schedule/28/	1,388	1,123	00:02:24	312	80.45%	50.94%	\$0.00
21. /how-to-ride/	1,339	1,025	00:00:43	33	36.36%	11.05%	\$0.00
22. /schedule/314/	1,334	1,089	00:02:49	258	70.16%	48.80%	\$0.00
23. /schedule/320/	1,053	892	00:02:56	273	79.85%	55.18%	\$0.00
24. /schedule/95X/	1,044	844	00:01:26	400	50.47%	25.25%	\$0.00

24.	/schedule/95X/	1,044	844	00:01:36	190	59.47%	35.25%	\$0.00
25.	/driver-login/	1,000	549	00:02:49	302	28.48%	49.80%	\$0.00
26.	/schedule/1/	988	753	00:02:36	120	65.83%	40.69%	\$0.00
27.	/schedule/321/	970	799	00:03:05	211	78.20%	54.85%	\$0.00
28.	/schedule/310/	967	799	00:03:24	196	78.57%	60.08%	\$0.00
29.	/schedule/7/	967	772	00:02:30	176	73.30%	44.36%	\$0.00
30.	/schedule/19/	883	677	00:01:37	96	64.58%	29.33%	\$0.00
31.	/schedule/36/	861	668	00:02:24	154	74.68%	43.44%	\$0.00
32.	/schedule/311/	851	688	00:02:14	144	73.61%	45.12%	\$0.00
33.	/maps-schedules/600-select-service/	820	348	00:01:17	31	64.52%	21.59%	\$0.00
34.	/schedule/17/	794	669	00:02:04	219	84.47%	52.27%	\$0.00
35.	/about/	789	637	00:00:43	42	16.67%	16.60%	\$0.00
36.	/schedule/93X/	781	599	00:02:10	183	68.85%	44.43%	\$0.00
37.	/about/real-time-bus-tracker/	643	395	00:01:44	31	32.26%	31.73%	\$0.00
38.	/schedule/97X/	604	468	00:02:06	120	66.67%	38.74%	\$0.00
39.	/link/	591	457	00:01:05	219	48.40%	31.64%	\$0.00
40.	/bus-tracker/	550	379	00:01:04	332	34.64%	33.64%	\$0.00
41.	/schedule/2/	543	458	00:02:31	119	73.11%	47.70%	\$0.00
42.	/schedule/5/	500	413	00:01:58	72	73.61%	40.40%	\$0.00
43.	/fares/where-to-buy/	496	351	00:01:49	80	57.50%	35.08%	\$0.00
44.	/schedule/92X/	481	389	00:02:08	114	71.05%	40.12%	\$0.00
45.	/public-meetings/	452	376	00:00:37	18	61.11%	15.93%	\$0.00
46.	/fares/clipper-card/	421	352	00:01:03	44	54.55%	30.88%	\$0.00
47.	/?force=desktop	420	339	00:01:08	79	22.78%	23.10%	\$0.00
48.	/how-to-ride/paying-your-fare/	392	331	00:01:41	21	66.67%	17.60%	\$0.00
49.	/about/jobs/	374	297	00:01:16	86	63.95%	51.87%	\$0.00
50.	/maps-schedules/route-250-st-marys-college-gael-rail-shuttle-schedule/	329	261	00:02:27	84	72.62%	51.37%	\$0.00

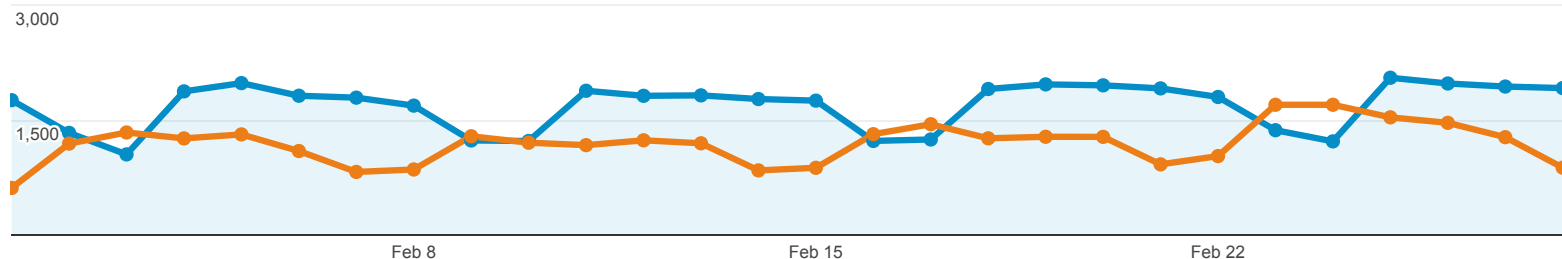
Visitor Report

change in % of visits: +0.00%

Report Tab

Metric Group

Feb 1, 2013 - Feb 28, 2013: Visits
Jan 1, 2012 - Jan 31, 2012: Visits



Visits 27.46% 47,394 vs 37,182	Unique Visitors 22.38% 23,295 vs 19,035	Pageviews 11.57% 129,217 vs 115,817	Avg. Visit Duration -9.54% 00:02:44 vs 00:03:01	Pages / Visit -12.47% 2.73 vs 3.11
---	--	--	--	---

Visitor Type	Mobile (Including Tablet)	Visits	Unique Visitors	Pageviews	Avg. Visit Duration	Pages / Visit
1. Returning Visitor	Yes					
Feb 1, 2013 - Feb 28, 2013		20,183	5,068	50,006	00:02:44	2.48
Jan 1, 2012 - Jan 31, 2012		10,626	2,866	26,519	00:02:40	2.50
% Change		89.94%	76.83%	88.57%	2.51%	-0.72%
2. Returning Visitor	No					
Feb 1, 2013 - Feb 28, 2013		10,455	4,269	30,190	00:02:52	2.89
Jan 1, 2012 - Jan 31, 2012		11,989	5,032	39,220	00:03:06	3.27
% Change		-12.80%	-15.16%	-23.02%	-7.52%	-11.73%
3. New Visitor	No					
Feb 1, 2013 - Feb 28, 2013		9,549	9,535	30,737	00:02:58	3.22
Jan 1, 2012 - Jan 31, 2012		11,036	11,019	39,286	00:03:15	3.56
% Change		-13.47%	-13.47%	-21.76%	-8.83%	-9.58%
4. New Visitor	Yes					
Feb 1, 2013 - Feb 28, 2013		7,207	7,204	18,284	00:02:12	2.54
Jan 1, 2012 - Jan 31, 2012		3,531	3,528	10,792	00:03:03	3.06
% Change		104.11%	104.20%	69.42%	-27.66%	-16.99%

Rows 1 - 4 of 4

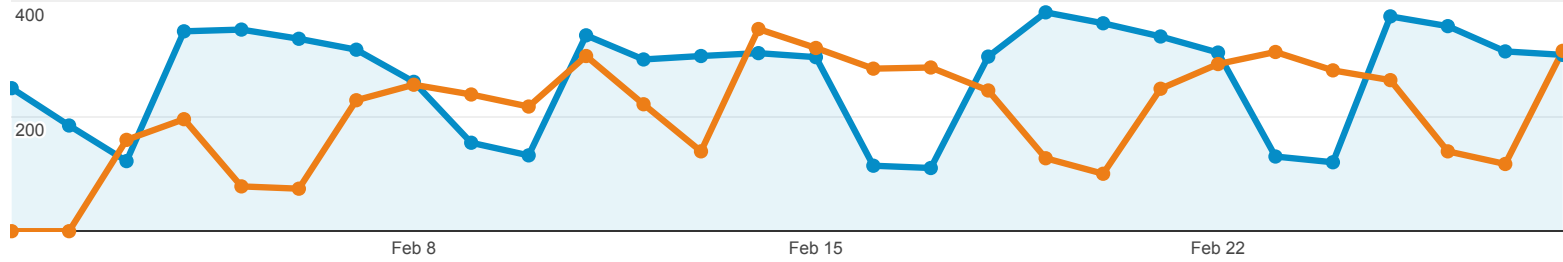
Overview

change in % of visits: +0.00%

Explorer

Site Usage

Feb 1, 2013 - Feb 28, 2013: Visits
Jan 1, 2013 - Jan 31, 2013: Visits



Visits
13.10%
7,531 vs 6,659

Pages / Visit
-6.25%
4.27 vs 4.56

Avg. Visit Duration
-3.29%
00:05:50 vs 00:06:02

% New Visits
-10.84%
20.90% vs 23.44%

Bounce Rate
8.27%
32.23% vs 29.76%

Mobile (Including Tablet)

	Visits	Pages / Visit	Avg. Visit Duration	% New Visits	Bounce Rate
1. Yes					
Feb 1, 2013 - Feb 28, 2013	6,037	4.13	00:05:52	18.45%	35.15%
Jan 1, 2013 - Jan 31, 2013	5,075	4.24	00:05:55	20.57%	33.36%
% Change	18.96%	-2.44%	-0.77%	-10.30%	5.37%
2. No					
Feb 1, 2013 - Feb 28, 2013	1,494	4.83	00:05:43	30.79%	20.41%
Jan 1, 2013 - Jan 31, 2013	1,584	5.58	00:06:26	32.64%	18.24%
% Change	-5.68%	-13.44%	-11.13%	-5.67%	11.89%

To: Marketing, Planning, & Legislative Committee

Date: February 25, 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:

3/7/13 – Walnut Ave Community Christian Preschool 20 students/6 adults
3/8/13 – Walnut Ave Community Christian Preschool 25 students/7 adults
3/11/13 – Campolindo High School 21 students/2 adults
3/19/13 – Hidden Valley Elementary 34 students/7 adults
3/21/13 – Creative Play Center 19 students/6 adults
3/26/13 – Hidden Valley Elementary 34 students/7 adults

Business/Community Events:

Monday, March 11, 2013 – Transportation event – PGE Walnut Creek
Thursday, March 14, 2014 – Transportation event – PGE San Francisco

Recommendation:

For information only

Financial Implications:

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