

County Connection

2477 Arnold Industrial Way Concord, CA 94520-5326 (925) 676-7500 countyconnection.com

MARKETING, PLANNING, & LEGISLATIVE MEETING AGENDA

**Thursday, January 9, 2014
8:30 a.m.**

**Supervisor Andersen, District 2, Lamorinda Office
3338 Mt. Diablo Blvd.
Lafayette, 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 December 5, 2013*
4. First Draft of Proposed County Connection 2014 Federal Legislative Program*
5. Alamo Creek Shuttle Service*
6. Marketing Reports:
 - a. Website User Report – Activity for December*
 - b. Community Events*
7. Next Meeting – February 6, 2014
8. Adjournment

*Enclosure

FY2013/2014 MP&L Committee

Amy Worth – Orinda, Rob Schroder – Martinez, Laura Hoffmeister – Concord

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.countyconnection.com.

Accessible Public Meetings: Upon request, County Connection 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 County Connection at least 48 hours before the meeting convenes. Requests should be sent to the Assistant to the General Manager, Lathina Hill, at 2477 Arnold Industrial Way, Concord, CA 94520 or hill@countyconnection.com.

Shuttle Service: With 24-hour notice, a County Connection LINK shuttle can be available at the BART station nearest the meeting location 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, January 16, 9:00 a.m., County Connection Board Room
Administration & Finance:	Wednesday, January 8, 9:00 a.m. 1676 N. California Blvd., S620, Walnut Creek
Advisory Committee:	Friday, January 10, 9:30 a.m., County Connection Board Room
Marketing, Planning & Legislative:	Thursday, January 9, 8:30 a.m., 3338 Mt. Diablo Blvd., Lafayette
Operations & Scheduling:	Friday, January 3, 8:30 a.m., 100 Gregory Ln., Pleasant Hill

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

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

SUMMARY MINUTES
MARKETING/ PLANNING & LEGISLATIVE COMMITTEE

Thursday, December 5, 2013

The meeting was called to order at 8:40 a.m.

Those present at the meeting were:

Members: Directors Rob Schroder and Amy Worth
Staff: Rick Ramacier, Anne Muzzini, Laramie Bowron, and Mary Burdick
Guest: Paul Supawanich, Nelson Nygaard

Approval of Agenda

The agenda was approved.

Public Comment

There was no public comment.

Approval of the Minutes of November 7, 2013

The minutes were approved as presented.

Adaptive Service Plan

Lamarie Bowron reported that Measure J Transpac funds were used to conduct a study of transit alternatives in areas where traditional fixed-route services were not productive. He introduced Paul Supawanich from Nelson Nygaard who described the specific areas studied and the recommendation for improvements.

The study focus was narrowed down to three areas - the Trotter/South Walnut Creek area, downtown Martinez, and the Shadelands Business Park in Walnut Creek.

In the Trotter/South Walnut Creek area they recommend eliminating Route 2 and using those resources to increase the frequency of Route 5. Many areas served by Route 2 are low density housing with little potential for growth in transit use. The Creekside Dr. has more characteristics that lend to great transit use such as high density housing, limited residential and street parking, and proximity to shopping and jobs.

In downtown Martinez realignment of the Routes 28 and 18 are recommended to streamline the routes and reduce travel time. Elimination of Route 19 is recommended, with those resources transferring to a new service that would run between the Amtrak station and businesses along Arnold Dr. via D St. and Vista Way. Two routing alternatives are suggested.

In the Shadelands area, a dedicated shuttle is recommended to provide faster, more frequent service between the Pleasant Hill during peak commute hours. Currently both Route 1 and Route 7 serve the area. Route 7 could be realigned to avoid duplicative service, or eliminated. Additionally, there appears to be interest among several businesses to form a Transportation Management Association, which could be potential funding source for commute based transportation.

The Committee was pleased with the presentation and will recommend that the Board approve the Adaptive Service Plan. Once the plan has been approved, service recommendations would be further explored through the Committee process and public hearings.

Bus Advertising Program

Mary Burdick reminded the Committee that County Connection will be entering our final option year with Lamar Transit Advertising, and outlined existing revenue as well as revenue generated in prior years. Because the Committee has expressed concern about both the amount of full and large format advertising, Ms. Burdick recommended that we develop a Request for Proposal seeking two revenue quotations. One would continue to allow full and large format advertising on up to 20% of the available fleet surfaces, and one that allows only advertising that is placed beneath the windows. Ms. Burdick suggested that we begin working on the RFP soon with the goal of having it released in early to mid-spring, in order to allow a smooth transition should a new contractor be chosen.

The Committee approved the staff recommendation to go out to bid for bus advertising services, and will recommend approval to the Board.

County Connection Branding Options

Anne Muzzini provided the bus replacement schedule published in the Short Range Transit Plan. This schedule was used to calculate the cost estimates for repainting the fleet. In December staff presented cost estimates for system re-branding with a range of \$1.2 - \$2.3 million. The Committee agreed that the bigger issue to address is bus advertising, and that if full coverage advertising is limited, a simple shift in the placement of the existing logos will provide a fresher, more updated look.

Mr. Ramacier stated that the Director of Maintenance plans to move the branding to the top of the bus on one of the new vehicles currently in production and will be presented as soon as they are ready.

Marketing Reports

- Web Statistics for November were distributed
- School and Community Events for December were provided

Next Meeting Date: The next meeting was scheduled for Thursday, January 9, 2014 at Supervisor Anderson's Lafayette office at 8:30 AM.

Adjournment: The meeting was adjourned at 10:20 a.m.



Mary Burdick
Senior Manager of Marketing

12/23/13

Date

To: MP&L Committee

Date: December 23, 2013

From: Kristina Vassallo, Civil Rights Administrator

Reviewed by:

SUBJECT: First Draft of Proposed County Connection 2014 Federal Legislative Program

Background:

Attached you will find the first draft copy of the proposed County Connection 2014 Federal Legislative Program. This includes County Connection's interests in the reauthorization of MAP-21 and the full funding of FY15 transit appropriations bill. MAP-21 is set to expire September 30, 2014.

In addition, you will find the 2013 Federal Legislative Program for reference. Content and organization may be subject to change. Currently, the draft only contains two interests. More positions that County Connection will take interest in may be added as federal legislative updates become available.

Action Requested:

Staff respectfully wishes the MP&L Committee to review the following draft of the proposed County Connection 2014 Federal Legislative Program and provide any feedback you may feel is necessary and pertinent.

2014 Federal Legislative Program

County Connection

County Connection is a joint powers agency established on March 27, 1980. The authority runs fixed-route and ADA paratransit services through the communities in Central Contra Costa County. Currently, County Connection operates 131 transit buses and 63 paratransit vehicles to a population of nearly 500,000 community members. While many of the County's residents are transit dependent, County Connection strives to best meet these needs which affect customers, communities, and the general public. County Connection is comprised of eleven Member jurisdictions and overseen by a Board of Directors whom are representatives of each jurisdiction. The service areas and jurisdictions include the cities of Clayton, Concord, Lafayette, Martinez, Orinda, Pleasant Hill, San Ramon, and Walnut Creek, the towns of Danville and Moraga, and the unincorporated areas of Central Contra Costa County.

County Connection Mission Statement

The following mission statement was adopted by County Connection's Board of Directors in 1991. Our mission serves as a daily reminder of our goal to be the best transit agency while serving the public and our fellow employees.

CCCTA is committed to providing transportation services with the constraints of our suburban and financial environment. CCCTA will also aggressively promote the expanded use of transit through creative implementation of programs and services to the communities we serve, in order to improve air quality, reduce traffic congestion, and energy consumption.

Ridership

Many of County Connection customers are dependent on public transportation. County Connection customers come from a diverse background both socially and economically. The service area (Central Contra Costa County) is approximated at 200 square miles with a population of 482,400. Annual ridership is estimated at 5 million for both fixed-route and paratransit services. 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
- Transit dependent people who productively participate in the community
- Residents who want to connect to their life activities in a manner that reduces their carbon footprint

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 our residents, County Connection is a life sustaining service!

The Benefits of County Connection

- Provides direct connections to shopping via shuttles from neighborhoods and BART
- Provides commuter shuttles that reduce travel time, relieve congestion, and connect to regional transportation services
- Provides comprehensive local services that allow students to use public transit to go to and from school.
- Provides direct and convenient service between communities of concern such as the Monument Corridor in Concord and medical facilities such as the County Hospital
- Provides over 200 paying blue collar jobs, and by indirectly supporting many more through the purchase of vehicles and supplies.
- Provides alternative modes of transportation that support economic enhancement, environmental improvements, promote energy independence, senior mobility, student transportation, and connections all around the Bay Area region.

County Connection Innovation

- County Connection plays a key role in facilitating mobility management and commute alternatives that go beyond traditional fixed-route transit. This allows the public greater transportation alternatives.
- County Connection will use a federal Clean Fuels grant to fund the 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, which are manufactured locally.
- County Connection has participated in the planning of innovative transit oriented development project at both the Pleasant Hill and Walnut Creek BART stations. Both stations will serve as major transit hubs for regional connectivity.

Federal Legislative Program

Legislation is a major component in determining Federal policies and programs. In turn, it widely affects the funding allocations that County Connection will utilize in its operations and budgets. County Connection relies on over \$5 million dollars annually in federal transit funding for necessities crucial to the Authority such as bus replacement and preventative maintenance.

As a recipient of federal financial assistance, it is crucial that County Connection become aware of any new legislation to bring to its Board of Directors. Upon approval and adoption, County Connection has the ability to effectively respond to such legislation that could ultimately affect the Authority and its communities as a whole.

In relation to federal funding, County Connection has three primary interests:

1. Reauthorize MAP-21
2. Fully fund the FY15 transit appropriations bill

Position #1: Reauthorize MAP-21 with the following principles

Reauthorization of Moving Ahead for Progress (MAP-21) is crucial to the core mission of County Connection. The principles behind MAP-21 should:

- Ensure equal access to federal funding for suburban transit systems in large urban areas
- Secure the financial integrity of the Mass Transit Account with the Highway Trust Fund
- Double the size of the federal investment in transit over six years to meet at least 50% of the \$60 billion in annual critical public transit capital needs. Support a projected doubling of ridership over the next 20 years.
- Continue to allow the use of federal formula funds for preventive maintenance and to maintain present levels of service through direct operating assistance options
- Maintain new programs 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.
- Create and Metro Mobility program as a flexible program funded out of FHWA funds like the STP of CMAQ programs.
- Maintain the ADA set-a-side option in the 5307 program.

Position #2: Fully fund the FY15 transit appropriations bill

County Connection needs federal funds to maintain service levels and maintain capital equipment to a state of good repair. The FY15 transit appropriations bill should:

- Maintain funding in FY15 at the authorized level.
- Provide funding in a timely manner without burdensome review

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.

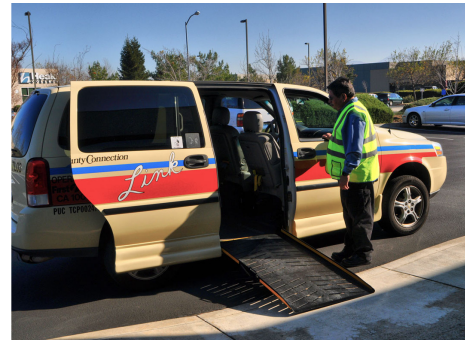
County Connection

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

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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 covers a 200 square mile area. 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 our residents, County Connection is a life sustaining service!

County Connection Innovation

- County Connection plays a key role in facilitating mobility management and commute alternatives that go beyond traditional fixed-route transit, giving the public greater transportation options.
- 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 Program

County Connection relies on over \$5 million dollars a year 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 33%. Reauthorization of Moving Ahead for Progress (MAP-21) is crucial to the core mission of County Connection.

County Connection has three primary interests related to federal funding; 1) reauthorize MAP-21, 2) increase Bus and Bus Facilities Formula (5339) funds, and 3) fully fund the FY2014 appropriations bill.

Position #1: Reauthorize MAP-21 with the following principles

- Ensure equal access to federal funding for suburban transit systems in large urban areas.
- Secure the financial integrity of the Mass Transit Account with the Highway Trust Fund.
- 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. Support a projected doubling of ridership over the next 20 years.
- Continue to allow the use of federal formula funds for preventive maintenance and to maintain present levels of service through direct operating assistance options.

- Maintain new programs 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.
- Create any Metro Mobility program as a flexible program funded out of FHWA funds like either the STP or CMAQ programs.
- Maintain the ADA set-a-side option in the 5307 program.

Position #2: Increase funding in the Bus and Bus Facilities Formula (5339) Program

Bus and Bus Facilities Formula (5339) funds are the only funds suburban transit operators have to pay for bus facility improvements and/or fleet expansion. These funds allow for the strategic expansion of services. We have two interests related to the Bus and Bus Facilities Formula funding program.

- Ensure that 5339 funding is allocated and spent in the same Urbanized Area (UZA). Ensure that the formula takes into account population as well as other factors.
- The current 5339 program should be funded by at least \$1.2 billion a year. This will begin to restore it to the funding levels in existence prior to MAP-21 when 5309 was in place.

Position #3: Fully fund the FY14 transit appropriations bill

County Connection needs federal funds to maintain service levels and maintain capital equipment to a state of good repair. The FY14 transit appropriations bill should:

- Maintain funding in FY14 at the authorized level.
- Provide funding in a timely manner without unnecessary and burdensome review.

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.
- 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 and Legislative Committee Date: January 2, 2014

From: Mary Burdick, Sr. Manager Marketing/Cust. Service Reviewed by:

Subject: Alamo Creek Shuttle Service Introduction

Background:

County Connection entered into an agreement with Contra Costa County to provide transportation service within the County Service Area T-1 (CSA T-1) located in defined neighborhoods in Eastern Danville near Blackhawk.

The service will be provided with LINK shuttle van and is free for residents in the defined area. The service will be a demand responsive, flexible service that runs between the defined neighborhoods, the Danville Park 'n Ride lot, and the Walnut Creek BART station. The shuttle may also stop at other locations within the 1.5 mile corridor along Camino Ramon and I-680.

The service begins on Monday, January 27th. To encourage advance reservations, \$10 Starbucks gift cards will be offered to the first 25 passengers making reservations. Director Andersen will travel with the van on the inaugural morning trips to welcome passengers and distribute Starbucks gift cards to the first 25 passengers.

Attached is the service description and marketing plan approved by County staff.

Requested Action:

For information only.

Alamo Creek Shuttle Service – January 27, 2014



Objective:

To provide reliable transit service to both residents and visitors traveling to destinations between the defined neighborhoods and the Walnut Creek BART station. The service will provide a travel option in an area that has grown tremendously in recent years, and has no current transit service.

Service Description:

- Service will be free for those traveling into or out of the Alamo Creek, Monterosso, and Ponderosa Colony developments.
- Service will operate on a flexible fixed-route where passengers schedule a pick up at their home.
- There will be three AM trips and three PM trip between the Alamo Creek area and the Walnut Creek BART station.
- Service will operate from 6-10 AM and 3-7 PM Monday through Friday.
- Service will be provided with an accessible vehicle.

Marketing Components

- January 6, 2014
A direct mail brochure will be mailed to the supplied resident list which describes how the service operates, how to schedule a pick-up request, and the times the bus is scheduled to depart and arrive at the two terminal points.

To encourage advance reservations, a \$10 Starbucks gift card will be given to the first 25 people who reserve a trip.

- February 3, 2014

A door hanger advertisement with an attached magnet will be placed on the doors of the residences outlining the service.

- April 1, 2014

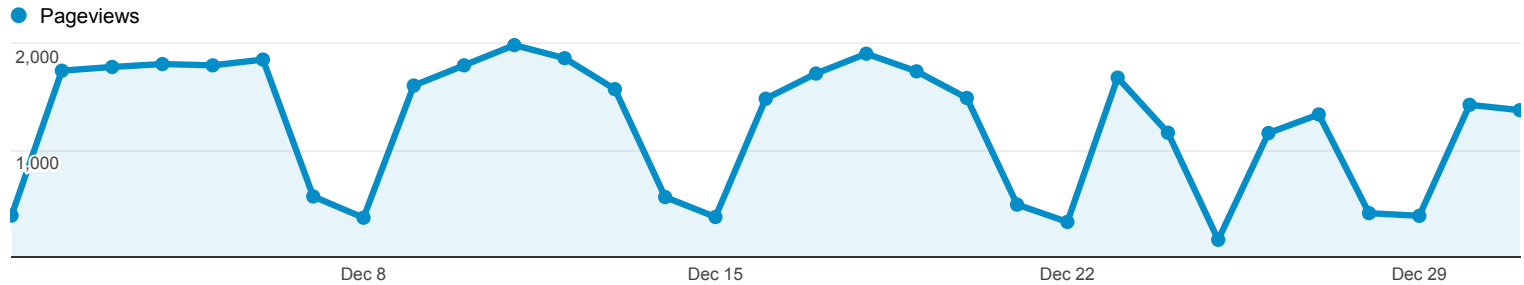
Once the service has been in place for three months and a list of users has been established a Tell-A-Friend campaign may be considered.

Dec 1, 2013 - Dec 31, 2013

Pages



Explorer



Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	38,208 % of Total: 100.00% (38,208)	22,564 % of Total: 100.00% (22,564)	00:02:01 Site Avg: 00:02:01 (0.00%)	8,907 % of Total: 100.00% (8,907)	36.02% Site Avg: 36.02% (0.00%)	23.31% Site Avg: 23.31% (0.00%)	\$0.00 % of Total: 0.00% (\$0.00)
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28.	/bustime/eta/eta.jsp?route=95X&direction=NORTH&stop=BART WALNUT CREEK&id=1948&showAllBusses=on	93	62	00:00:48	7	28.57%	8.60%	\$0.00
29.	/bustime/eta/eta.jsp?route=21&direction=NORTH&stop=3158 DANVILLE BLVD&id=970&showAllBusses=on	92	73	00:00:16	3	0.00%	9.78%	\$0.00
30.	/bustime/eta/eta.jsp?route=21&direction=NORTH&stop=SOUTH MAIN ST + CREEKSIDE DR&id=1893&showAllBusses=on	86	39	00:05:22	0	0.00%	18.60%	\$0.00
31.	/bustime/eta/eta.jsp?route=28&direction=WEST&stop=DIABLO VALLEY COLLEGE&id=2172&showAllBusses=on	86	12	00:01:02	8	0.00%	5.81%	\$0.00
32.	/bustime/eta/eta.jsp?route=96X&direction=NORTH&stop=CHEVRON SAN RAMON&id=1692&showAllBusses=off	86	43	00:05:31	40	47.50%	47.67%	\$0.00
33.	/bustime/eta/eta.jsp?route=93X&direction=WEST&stop=BUCHANAN RD + HARBOR DR&id=441&showAllBusses=on	85	42	00:05:31	29	41.38%	35.29%	\$0.00
34.	/bustime/eta/eta.jsp?route=21&direction=SOUTH&stop=RAILROAD AVE + IRON HORSE PLZ&id=1119&showAllBusses=on	84	23	00:02:57	17	11.76%	23.81%	\$0.00
35.	/bustime/eta/eta.jsp?route=96X&direction=NORTH&stop=SAN RAMON TRANSIT CENTER&id=1695&showAllBusses=on	82	57	00:01:51	25	68.00%	31.71%	\$0.00
36.	/bustime/eta/eta.jsp?route=96X&direction=NORTH&stop=BISHOP RANCH 15&id=1555&showAllBusses=on	81	48	00:03:13	29	65.52%	34.57%	\$0.00
37.	/bustime/wireless/html/selectstop.jsp?route=96X&direction=NORTH	81	59	00:00:08	29	0.00%	2.47%	\$0.00
38.	/bustime/eta/eta.jsp?route=93X&direction=WEST&stop=YGNACIO VALLEY RD + MICHIGAN BLVD&id=880&showAllBusses=on	80	26	00:04:25	16	31.25%	26.25%	\$0.00

39.	/bustime/eta/eta.jsp?route=---&direction=---&stop=---&id=1947&showAllBusses=on	79	35	00:04:19	15	33.33%	22.78%	\$0.00
40.	/bustime/eta/eta.jsp?route=93X&direction=EAST&stop=YGNACIO VALLEY RD + MICHIGAN BLVD&id=881&showAllBusses=on	79	35	00:03:46	18	50.00%	29.11%	\$0.00
41.	/bustime/eta/eta.jsp?route=20&direction=WEST&stop=CLAYTON RD + FRY WAY&id=563&showAllBusses=on	77	50	00:01:39	40	55.00%	51.95%	\$0.00
42.	/bustime/eta/eta.jsp?route=18&direction=SOUTH&stop=MORELLO AVE + VILLAGE OAKS DR&id=1311&showAllBusses=on	72	1	00:00:14	0	0.00%	0.00%	\$0.00
43.	/bustime/eta/eta.jsp?routeSelect=NORROUTE	70	53	00:01:05	4	75.00%	15.71%	\$0.00
44.	/bustime/wireless/html/eta.jsp?route=93X&direction=WEST&id=880&showAllBusses=on	70	18	00:04:30	10	40.00%	18.57%	\$0.00
45.	/bustime/eta/eta.jsp?route=---&direction=---&stop=---&id=1948&showAllBusses=on	68	28	00:05:20	22	54.55%	35.29%	\$0.00
46.	/bustime/eta/eta.jsp?route=20&direction=WEST&stop=GATEWAY BLVD + WILLOW PASS RD&id=635&showAllBusses=on	68	40	00:03:35	18	38.89%	36.76%	\$0.00
47.	/bustime/eta/eta.jsp?route=36&direction=SOUTH&stop=SAN RAMON VALLEY BLVD + BARNWOOD DR&id=1669&showAllBusses=on	68	20	00:04:30	8	37.50%	25.00%	\$0.00
48.	/bustime/eta/eta.jsp?route=---&direction=---&stop=---&id=1894&showAllBusses=on	67	7	00:01:33	0	0.00%	7.46%	\$0.00
49.	/bustime/eta/eta.jsp?route=15&direction=EAST&stop=LANDANA DR + VILLAGE DR&id=666&showAllBusses=on	67	28	00:05:51	28	32.14%	41.79%	\$0.00
50.	/bustime/eta/eta.jsp?route=6&direction=WEST&stop=MORAGA WAY + WHITEHALL DR&id=1395&showAllBusses=on	67	5	00:02:01	0	0.00%	4.48%	\$0.00

Rows 1 - 50 of 2584

http://cccta.org - http://cccta.org
cccta.org

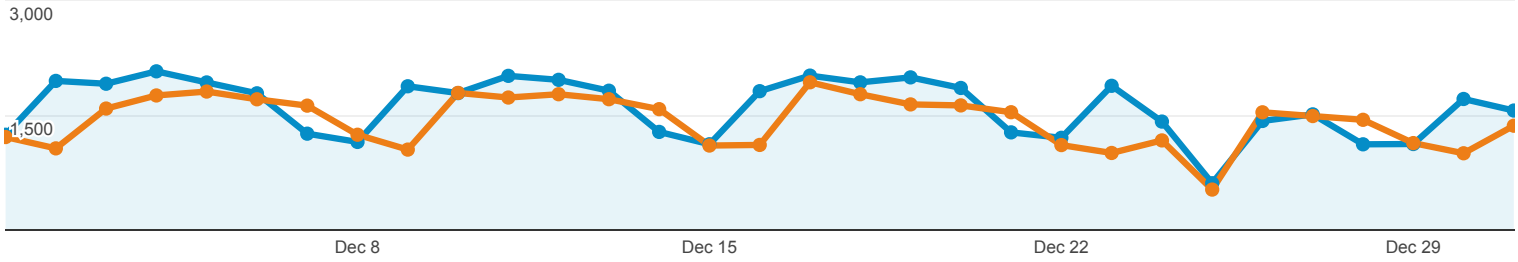
Visitor Report

Dec 1, 2013 - Dec 31, 2013
Compare to: Dec 1, 2012 - Dec 31, 2012

All Visits
+0.00%

Report Tab

Dec 1, 2013 - Dec 31, 2013: Visits
Dec 1, 2012 - Dec 31, 2012: Visits



Visitor Type	Mobile (Including Tablet)	Visits	Unique Visitors	Pageviews	Avg. Visit Duration	Pages / Visit
		12.37% ▲ 49,624 vs 44,163	7.35% ▲ 21,578 vs 20,100	6.59% ▲ 143,065 vs 134,219	4.62% ▼ 00:02:56 vs 00:03:04	5.14% ▼ 2.88 vs 3.04
1. Returning Visitor	Yes					
Dec 1, 2013 - Dec 31, 2013		25,608	5,964	66,635	00:02:51	2.60
Dec 1, 2012 - Dec 31, 2012		18,075	4,388	50,437	00:03:07	2.79
% Change		41.68%	35.92%	32.12%	-8.35%	-6.75%
2. New Visitor	No					
Dec 1, 2013 - Dec 31, 2013		8,014	8,000	26,901	00:03:03	3.36
Dec 1, 2012 - Dec 31, 2012		9,517	9,509	32,004	00:03:07	3.36
% Change		-15.79%	-15.87%	-15.94%	-2.00%	-0.18%
3. New Visitor	Yes					
Dec 1, 2013 - Dec 31, 2013		8,008	7,994	23,452	00:02:50	2.93
Dec 1, 2012 - Dec 31, 2012		5,355	5,350	17,329	00:02:58	3.24
% Change		49.54%	49.42%	35.33%	-4.73%	-9.50%
4. Returning Visitor	No					
Dec 1, 2013 - Dec 31, 2013		7,994	3,528	26,077	00:03:09	3.26
Dec 1, 2012 - Dec 31, 2012		11,216	4,304	34,449	00:03:01	3.07
% Change		-28.73%	-18.03%	-24.30%	4.55%	6.21%

Rows 1 - 4 of 4

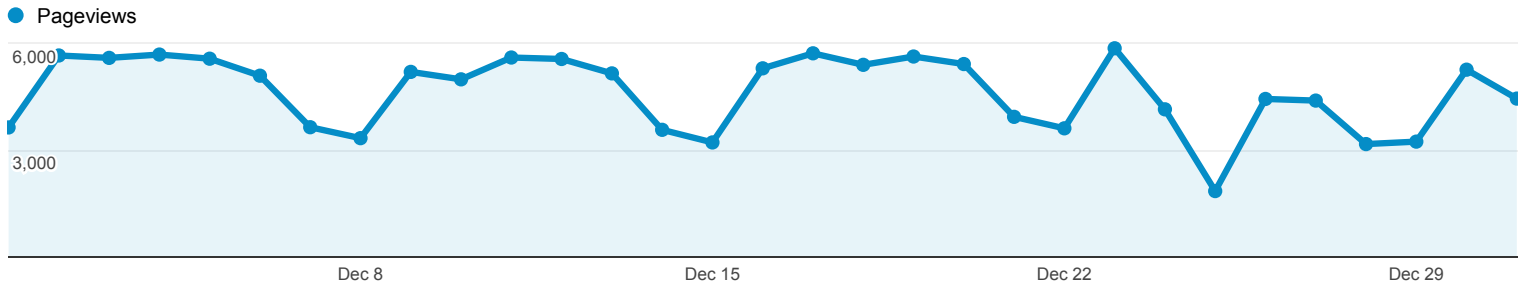
http://cccta.org - http://cccta.org
cccta.org

Dec 1, 2013 - Dec 31, 2013

Pages

All Visits
100.00%

Explorer



Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	143,065 % of Total: 100.00% (143,065)	103,352 % of Total: 100.00% (103,352)	00:01:33 Site Avg: 00:01:33 (0.00%)	49,621 % of Total: 100.00% (49,621)	43.84% Site Avg: 43.84% (0.00%)	34.68% Site Avg: 34.68% (0.00%)	\$0.00 % of Total: 0.00% (\$0.00)
1. /	29,721	18,913	00:01:06	16,781	21.94%	23.19%	\$0.00
2. /mobile-schedules/	15,807	9,399	00:00:36	2,437	25.81%	10.98%	\$0.00
3. /maps-schedules/	15,358	9,758	00:01:02	8,209	20.17%	20.10%	\$0.00
4. /schedule/6/	3,772	3,272	00:06:53	2,172	85.27%	78.00%	\$0.00
5. /schedule/18/	3,750	3,000	00:02:56	1,031	68.87%	48.56%	\$0.00
6. /schedule/20/	3,491	2,923	00:03:08	1,077	76.60%	58.55%	\$0.00
7. /schedule/98X/	3,183	2,728	00:03:20	1,453	81.83%	63.52%	\$0.00
8. /schedule/9/	3,101	2,555	00:03:12	994	76.46%	54.76%	\$0.00
9. /fares/	2,908	2,167	00:01:26	527	52.18%	32.46%	\$0.00
10. /schedule/16/	2,851	2,318	00:02:49	665	72.33%	48.26%	\$0.00
11. /schedule/10/	2,533	2,090	00:02:43	692	77.46%	59.26%	\$0.00
12. /schedule/15/	2,488	2,047	00:03:21	738	71.54%	54.58%	\$0.00
13. /schedule/21/	2,395	1,966	00:02:46	644	72.36%	53.78%	\$0.00
14. /schedule/4/	2,361	1,973	00:05:19	1,268	78.15%	69.59%	\$0.00
15. /schedule/14/	2,205	1,798	00:02:47	616	67.21%	49.48%	\$0.00
16. /schedule/316/	2,065	1,678	00:03:01	574	75.44%	54.72%	\$0.00
17. /schedule/96X/	1,963	1,605	00:03:00	705	70.50%	53.54%	\$0.00
18. /schedule/11/	1,913	1,554	00:02:16	391	67.26%	43.49%	\$0.00
19. /schedule/314/	1,834	1,494	00:03:03	498	72.69%	55.62%	\$0.00
20. /schedule/35/	1,751	1,391	00:02:50	684	74.12%	56.25%	\$0.00
21. /schedule/28/	1,657	1,348	00:02:56	449	75.50%	51.06%	\$0.00
22. /how-to-ride/	1,431	1,037	00:00:43	32	34.38%	10.41%	\$0.00

23.	/schedule/17/	1,341	1,116	00:03:12	409	73.59%	53.47%	\$0.00
24.	/driver-login/	1,110	515	00:02:01	261	44.06%	39.28%	\$0.00
25.	/schedule/310/	1,080	930	00:02:43	287	78.75%	63.80%	\$0.00
26.	/schedule/19/	1,035	811	00:01:58	136	61.76%	31.11%	\$0.00
27.	/schedule/320/	1,030	833	00:02:23	177	68.36%	40.68%	\$0.00
28.	/schedule/321/	981	849	00:02:50	355	80.85%	61.37%	\$0.00
29.	/schedule/311/	979	785	00:02:09	229	60.26%	46.37%	\$0.00
30.	/schedule/95X/	972	778	00:01:39	204	63.24%	34.98%	\$0.00
31.	/schedule/1/	928	698	00:02:32	150	68.67%	42.46%	\$0.00
32.	/schedule/7/	900	710	00:02:24	171	67.84%	42.00%	\$0.00
33.	/schedule/93X/	893	698	00:03:13	279	72.76%	50.39%	\$0.00
34.	/about/	818	638	00:00:30	58	24.14%	11.49%	\$0.00
35.	/schedule/36/	762	588	00:02:22	144	68.06%	39.50%	\$0.00
36.	/?force=desktop	721	484	00:00:50	108	45.37%	21.36%	\$0.00
37.	/maps-schedules/600-select-service/	706	289	00:00:57	22	40.91%	19.69%	\$0.00
38.	/alerts/several-bus-stops-in-martinez-close-temporarily-121313/	650	601	00:00:25	17	35.29%	5.08%	\$0.00
39.	/link/	644	478	00:01:08	216	46.30%	29.97%	\$0.00
40.	/schedule/97X/	597	489	00:01:56	177	61.58%	45.73%	\$0.00
41.	/schedule/5/	575	494	00:02:14	128	71.09%	45.57%	\$0.00
42.	/schedule/92X/	573	371	00:02:05	143	66.43%	34.38%	\$0.00
43.	/schedule/2/	554	448	00:02:15	142	73.94%	45.13%	\$0.00
44.	/public-meetings/	544	414	00:00:28	22	22.73%	12.32%	\$0.00
45.	/driver-login/?force=desktop	542	358	00:03:47	218	51.38%	52.21%	\$0.00
46.	/news/	505	375	00:00:29	19	52.63%	14.46%	\$0.00
47.	/fares/where-to-buy/	496	365	00:01:46	70	64.29%	36.90%	\$0.00
48.	/how-to-ride/paying-your-fare/	491	385	00:01:52	48	70.83%	26.27%	\$0.00
49.	/fares/clipper-card/	431	347	00:00:51	46	41.30%	25.06%	\$0.00
50.	/county-connection-changes-several-bus-routes-122213/	424	346	00:00:56	77	83.12%	25.71%	\$0.00

To: Marketing, Planning, & Legislative Committee

Date: January 2, 2014

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 & Community Events:

Tuesday, January 7, 2014 – Walnut Creek Rotary speaking engagement

Tuesday, January 14, 2014 – ATT San Ramon employee event

Monday, January 27, 2014 – Kick off of the Alamo Community Shuttle service

Thursday, January 30, 2014 – Kaiser, San Ramon employee event

Recommendation:

For information only

Financial Implications:

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