



Pass Sales Fulfillment

SHIPPING & HANDLING

November 29, 2011



Current System

Mail, Phone, Online, OCTA Store and Retail Vendors

- Pass fulfillment one dedicated staff member
- All shipping cost are paid by OCTA
- OCTA continues to look for cost effective solutions due to constrained fiscal environment

Channel	Transactions	Dollars
Mail	2,994	\$581,968
Phone	10,021	\$867,215
Online	7,911	\$579,176

Shipping & Handling Costs

Shipping Costs FY 2010-11	
FedEx	\$8,105
USPS	\$13,062
Total Shipping	\$21,167

Approximate Handling Costs FY 2010-11	
Total Transactions	20,926
Cost per transaction*	\$3.00
Annual Cost	\$62,778

*Best case based on 6 minutes per transaction

Total Shipping & Handling Costs = \$83,945

Peer Review

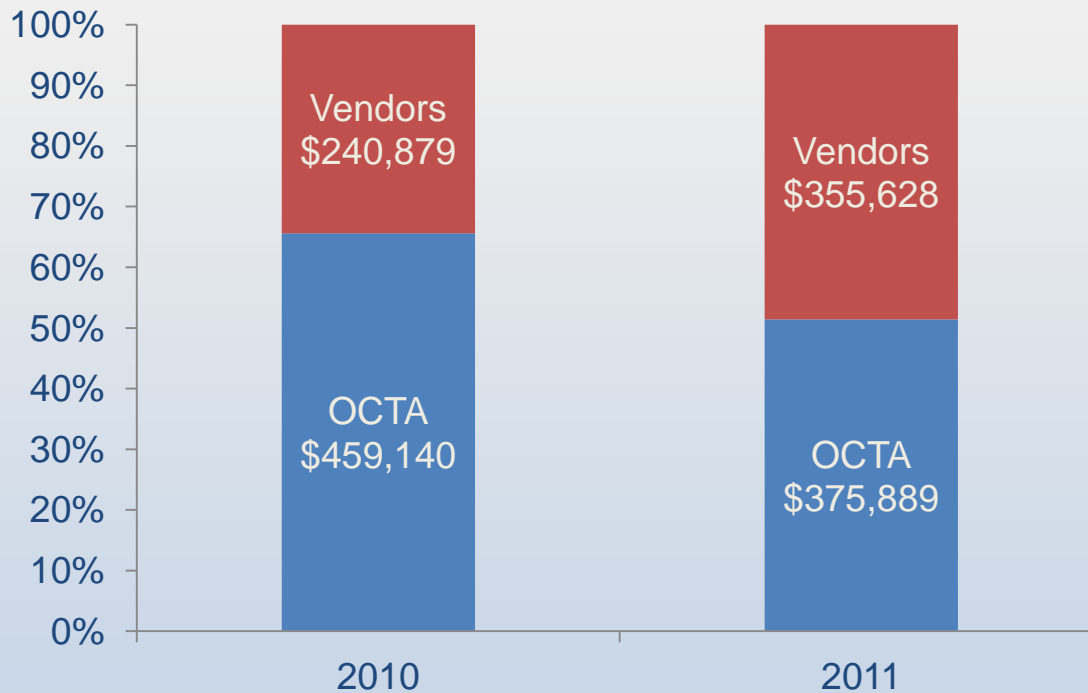
MTA	
UPS (orders under \$300)	\$3.00
FedEx/Tokens	\$10.00

OMNITRANS	
USPS (order under \$500)	\$1.00
Certified Mail	\$3.00
Courier Service (Orders \$500-\$999)	\$10.00
Courier Service (orders \$1,000-\$1,999)	\$15.00

DART	
USPS	\$0.50
USPS (orders over \$300)	\$3.00
<i>Online orders ONLY. No mail or phone orders.</i>	

Retail Vendor ACCESS Coupon Sales

ACCESS Coupons
June - October



- ACCESS coupons are available at Ralphs, VONS & Pavilions
- Potential vendors include
 - Northgate
 - Wal-Mart
 - Albertsons
 - Food 4 Less

Proposed Changes...

- **Effective July 1, 2012 OCTA will charge for shipping and handling**
 - \$2 Standard USPS
 - \$7 FedEx

- **Implement customer education program beginning January 2012**
 - ACCESS newsletter
 - Marketing campaigns
 - Digital communications