

SUMMARY MINUTES
MARKETING/ PLANNING & LEGISLATIVE COMMITTEE

Thursday, April 7, 2011

The meeting was called to order at 8:30 a.m.

Those present at the meeting were:

Members: Directors Amy Worth and Candace Andersen
Staff: Rick Ramacier, Anne Muzzini, Laramie Bowron and Mary Burdick
Guest: Ralph Hoffman

Approval of Agenda

The agenda was approved as presented.

Public Comment

Ralph Hoffman acknowledged the article in the Walnut Creek Journal covering the City Councils approval to continue funding the free trolley in the next fiscal year. He also reported on the difficulty Kaiser ophthalmology patients have getting to and from Saturday appointments as the Rt. 301 only runs as far as John Muir on the weekend schedule. He has issued a complaint with Kaiser and will suggest they subsidize the additional running time to have Saturday bus travel to Shadelands.

Approval of the Minutes of March 3, 2011

The minutes were approved as presented.

Short Range Transit Plan – Final Review

Laramie Bowron presented the final draft plan review and approval. The final draft addresses questions and suggestions submitted by members over the past several months as each chapter was reviewed individually. The SRTP provides information on the agency's operations, finance, and capital plans spanning a ten year period. The primary update to this year's "mini" SRTP is in the finance plan. Mr. Bowron provided three different operating budget scenarios with different funding growth/cut assumptions, and the corresponding fare increases and service cuts that would be necessary to maintain service over the 20 year period. All three scenarios assume a 4% cost growth rate after FY2012, and all highlight the importance of stable STA funds to this agency.

The Committee will recommend approval at the Board of Directors meeting, and asked staff to schedule a public hearing to take place at the Board meeting.

Federal and State Legislative Update

Federal Budget

Rick Ramacier outlined discussions that took place at the recent APTA Legislative Conference. Mr. Ramacier reported that the President's FY21 transportation budget and six year outline calls for a significant increase over the previous SAFETEA-LU transportation bill. His proposal would allow large areas with high unemployment to use a portion of the federal funds to support operations, create a Bus and Rail State of Good Repair Program, and combine new start and small start programs into the Transit Expansion & Liveable Communities program, broadening the project eligibility list. However, the proposal doesn't include any increase in revenue, or additional revenue sources. Neither the House nor the Senate have come out with details of their bills as of yet.

At this time, Mr. Ramacier suggests that a short term funding bill that leaves existing funding levels and formulas alone could be the best result for transit. At this time six year bill may not be advantageous.

State Budget

While the Governor has signed into law legislation that honors the STA commitment, budget talks have broken down, with no indications on how the \$14 billion shortfall will be filled. Mr. Ramacier explained that the Legislative Analyst Office is not fully supportive of the STA program – feeling that the State should not be funding local services.

SB582 – Emerson

This is a bill sponsored by MTC and CTA allowing MTC to partner with the BAAQMD to adopt a commute benefit program that requires employers with 20 or more employees to participate. Mr. Ramaciers stated that while these programs can benefit CCCTA in terms of employer partnerships, this would have a cost to CCCTA. He has not had the opportunity to fully explore ridership/cost implications and therefore is not asking the Committee or the Board to take any action at this time.

Director Worth asked the General Manager – if this moves forward - to make sure that all elements are supportive of the subsidies we already have in place with various partners.

MTC Transit Sustainability Project

The General Manager provided an update to the Committee on the work that's been done to date on the MTC project. The TSP has been divided into three areas: financial, service delivery, and institutional. Each area is connected to a technical advisory committee (TAC) made up of a select group of operators who will advise MTC staff. Work in the finance area is nearly complete, and service delivery is well under way.

With service and funding levels unsustainable, the project was undertaken to examine funding and service levels for the future. MTC staff expects to have the completed study available for public review later this summer. Brief highlights follow:

Financial Area

Consultants estimate \$235 million in savings from three areas: pension reform, bus operator work rule reform, reducing the cost of administrative services (seven large agencies studied) by nearly 5%.

Service Delivery Work

Focused on developing performance measures that systems will be expected to meet. Consultants are developing a set of service definitions with its own standards. Suburban operators have argued that standards need to reflect urban vs. suburban environments. First reports in the area of study are due very soon.

Director Worth stated that the new census data just released shows a dramatic increase in the transit dependent population in Central Contra Costa.

Institutional Work

While this area hasn't yet begun, or shared with anyone, it is one area that has received much attention in the press. This will look at how savings can be realized by consolidating some functions, such as customer service, ADA eligibility and purchasing.

Earth Day Outreach Activities

Mary Burdick outlined several employer events that were taking place, and the activities around a Bay Area radio station Commuter Appreciation Day (April 21) promotion.

CCCTA Website User Information

Mary Burdick provided information on website usage for the month of March, 2011.

Community Events

Mary Burdick outlined the community events and school Class Passes scheduled for April.

Next Meeting Date: Thursday, May 5, 2011 at 8:30 AM in the Walnut Creek City Offices/City Managers conference room

Adjournment: The meeting was adjourned at 9:50 AM

Mary Burdick
Manager of Marketing

Date