

**SUMMARY MINUTES**  
**MARKETING/ PLANNING & LEGISLATIVE COMMITTEE**

Thursday, March 3, 2011

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

Those present at the meeting were:

Members: Directors Bob Simmons 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 expressed his congratulations to Director Worth in her appointment as Vice Chair of the Metropolitan Transportation Commission. Mr. Hoffmann acknowledge the recent newspaper article on MTC's Sustainability Study, and suggested that in some ways agencies merging could be good for CCCTA. He reported that he recently began attending Senior Mobility Action Committee meetings, suggesting that CCCTA attend because transportation is a topic of interest. Lastly, Mr. Hoffmann distributed a flyer consisting of a recently published comic, along with an opinion piece authored by Mr. Hoffmann, targeting our dependence on foreign oil.

**Approval of the Minutes of February 3, 2011**

The minutes were approved as presented.

**2011 Federal Legislative Program-Final Review**

Rick Ramacier presented the final draft 2011 Federal Legislative Program that he and Director Hudson will present in Washington DC in March. Committee members made a few minor changes and indicated their preference for the material to be presented as a small booklet.

**Fleet Capacity Reduction Analysis**

At the February meeting of the Marketing, Planning, and Legislative Committee, Laramie Bowron presented the chapter containing the capital plan, identifying capital expenditures and revenues over the 10-year reporting period. In the report it was noted that CCCTA would be replacing ten 40-ft. fixed-route buses. Committee members asked if we would replace the 10 vehicles with 40-ft. vehicles or if smaller vehicles would be more efficient. Staff indicated that a peak use demand analysis would be provided.

Mr. Bowron presented a fleet breakdown, which included the vehicle size and the seating capacity. During the peak commute period over 60percent of CCCTA's bus routes carry more passengers than the maximum number of seats on a 35-foot bus. Additionally, nearly 20 percent of the routes carry more than CCCTA's largest bus provides seats for. Staff maintains the need to plan for peak loads when replacing buses to accommodate both the current peak loads, as well as to assure adequate capacity when ridership does turn around as the economy improves.

**Advertising Revenue Proposal**

Mary Burdick presented a revenue enhancement proposal that was submitted by Allvision – a company that provides outdoor advertising asset management to its property owner clients. Allvision determined that per Caltrans regulations, CCCTA could possibly install up to two outdoor displays on the property that could net the agency up to \$218,000 annually per display in non farebox revenue.

The Committee questioned whether even if the City of Concord would consider amending their sign ordinance, we could act on the Allvision proposal without a lengthy competitive bid process. Director

Simmons suggested the General Manager consult with Director Hoffmeister to determine if a project such as this would even be considered.

**CCCTA Website User Information**

Mary Burdick presented for review and discussion the website user statistics for February which were as follows:

Total Visitors: 23,344

Unique (unduplicated) Visitors: 13,093

Page Views: 77,457

Average Pages/Visit: 3.32

Average Time on Site: 3:17

Also included was a list of the top 50 pages viewed, and definition of terms.

**Community Events**

Ms. Burdick outlined school and business events scheduled for March 2011.

**Next Meeting Date:** Thursday, April 7, 2011 at 8:30 AM in the Walnut Creek City Offices/City Managers conference room

**Adjournment:** The meeting was adjourned at 9:15 AM

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**Mary Burdick**  
**Manager of Marketing**

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**Date**