

SUMMARY MINUTES
MARKETING/ PLANNING & LEGISLATIVE COMMITTEE

Thursday, May 5, 2011

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

Those present at the meeting were:

Members: Directors Bob Simmons, Amy Worth and Candace Andersen
Staff: Rick Ramacier, Anne Muzzini, and Mary Burdick
Guest: None

Approval of Agenda

The agenda was approved as presented.

Public Comment

There was no public communication

Approval of the Minutes of April 7, 2011

The minutes were approved as presented.

Legislation-Support SB582-Emerson

Rick Ramacier updated the Committee on the bill first discussed in April. Upon closer examination Mr. Ramacier reported that the bill would pose no financial hardship to CCCTA as the Authority currently participates in the Commuter Check program, provides free CCCTA service to employees and dependents, and a free shuttle from the North Concord BART station available to employees. Therefore, this legislation could provide a greater opportunity for employers to consider bus transit partnerships and result in increased ridership.

The Committee supported the staff recommendation to forward to the Board for approval, but asked the General Manager to seek final assurance that the bill cannot be interpreted to preclude, or impact in any way, the successful programs already in place with large employers, or have a negative impact on large employers in locations that are not well served by transit.

FY2012 Draft Marketing Plan

Mary Burdick presented the draft marketing plan for FY2012 that serves as a guide for department activities. The plan outlines opportunities, challenges, and objectives for promoting CCCTA in FY2012, as well as strategies planned for targeting the commute, student and senior market segments.

The Committee offered suggestions that will be included in the draft, and approved moving the plan to the Board of Directors in May for discussion and approval.

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:

CCCTA Website User Information

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

Community Events

Mary Burdick outlined the community events and school Class Passes scheduled for May 2012.

Next Meeting Date: Thursday, June 2, 2011 at 8:30 AM in the Walnut Creek City Offices/City Managers conference room.

Adjournment: The meeting was adjourned at 9:20 AM.

Mary Burdick

Mary Burdick
Manager of Marketing

5/27/11

Date