

The County Connection

2477 Arnold Industrial Way Concord, CA 94520-5326 (925) 676-7500 www.cccta.org

MEETING

Marketing, Planning & Legislative Committee

Walnut Creek City Office

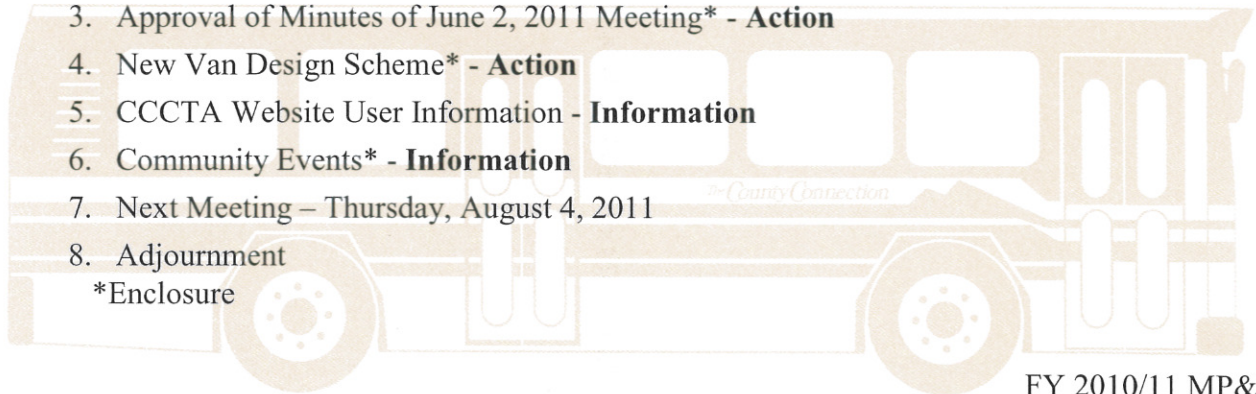
City Manager's Conference Room, 3rd Floor

1666 North Main St., Walnut Creek, CA

July 7, 2011, 8:30 A.M.

AGENDA

1. Approval of Agenda Items – The Committee may hear, discuss, deliberate, and/or take action on any agendized item listed herein.
 2. Public Communication
 3. Approval of Minutes of June 2, 2011 Meeting* - **Action**
 4. New Van Design Scheme* - **Action**
 5. CCCTA Website User Information - **Information**
 6. Community Events* - **Information**
 7. Next Meeting – Thursday, August 4, 2011
 8. Adjournment
- *Enclosure



FY 2010/11 MP&L

Committee

Bob Simmons, Walnut Creek-Chair
Candace Andersen, Danville
Amy Worth, Orinda

General Information

Public Comment: Each person wishing to address the Marketing, Planning, & Legislative Committee (MP&L) 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 staff liaison. 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.

Accessible Public Meetings: Upon request, CCCTA 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 CCCTA at least 48 hours before the meeting convenes. Requests should be sent to Manager of Marketing, 2477 Arnold Industrial Way, Concord, CA 94520 or burdick@cccta.org.

Shuttle Service: With 24-hour notice, a CCCTA LINK shuttle can be available at the Walnut Creek BART station for individuals who want to attend the MP&L meetings. To arrange for the shuttle service, please call Fernando Gonzales at 925/680-2070, no later than 24 hours prior to the start of the meeting.

Clayton • Concord • Contra Costa County • Danville • Lafayette • Martinez
Moraga • Orinda • Pleasant Hill • San Ramon • Walnut Creek

SUMMARY MINUTES
MARKETING/ PLANNING & LEGISLATIVE COMMITTEE

Thursday, June 2, 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 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 May 5, 2011

The minutes were approved as presented.

State Legislation – AB147 (Dickinson), AB485 (Ma), AB710 (Skinner), and SB310 (Hancock)

Rick Ramacier explained that while the CCCTA Board of Directors will seldom take positions on legislation that does not have a direct impact on transit, there are several bills being considered that could have an indirect link to transit, depending how they are interpreted, and briefly described each to the Committee.

AB147 (Dickinson) – The Subdivision Map Act, requires payment of a fee as a condition of approval of final maps or as a condition of issuing building permits to defray the costs of building bridges or thoroughfares. The Mitigation Fee Act authorizes local agencies to collect similar fees to defray costs of constructing transportation facilities. This bill could increase opportunities for transit to receive developer fees related to new development and new transit services.

AB485 (Ma) – Modifies the Transit Village Development Planning Act of 1994, eliminating the requirement of voter approval for the adoption of an infrastructure finance plan, the creation of an infrastructure financing district, and issuing bonds in respect to the transit village district. The bill would require the entities using the bonds, use 20% of the funds to improve and expand the number of moderate and low-income units available, and that construction meets California Green Building Standards.

AB710 (Skinner) – Prohibits a city or county from requiring more than one parking space be provided in specified residential and commercial developments.

AB310 (Hancock) – Establishes the Transit Priority Project Program to encourage developers to meet environmental and low-income requirements. In exchange, building height limits would be relaxed.

Both Directors Simmons and Anderson appreciated the update, but agreed with the past practice of not recommending that the Board take action on legislation that did not directly impact transit.

Federal Legislation – Senate Draft Legislation on Transportation Reauthorization

Rick Ramacier reported on draft legislation announced in late May that proposes a six-year transportation bill totaling \$339.2 billion, which maintains current levels with inflation factored in. Key items include the elimination of earmarks, and consolidation of programs. A new section of the bill, “America Fast Forward” will enhance the Transportation Infrastructure Finance and Innovation Act. These funds are not part of the formula program and will need private investment to qualify. The Final draft is expected to be ready by July 4, 2011, and staff recommended that no action is required at this time.

CCCTA Website User Information

Mary Burdick provided information on website usage for May 2011.

Community Events

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

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

Adjournment: The meeting was adjourned at 9:00 AM.

Mary Burdick

Mary Burdick
Manager of Marketing

627/11

Date

To: Marketing, Planning, & Legislative Committee

Date: June 27, 2011

From: Mary Burdick, Sr. Manager of Marketing

Reviewed By: *AM*

SUBJECT: New Van Design Scheme

SUMMARY OF ISSUES:

The marketing and planning department wishes to create a unique exterior for three of the new paratransit vans. The idea is to create a small bus that has community acceptance and appeal. The vans would be wrapped with photos and used throughout the service area in LINK paratransit service or on special routes like the Gael Rail Shuttle.

Staff is recommending the special treatment because:

- Vans wrapped with beautiful scenery will give people a positive feeling about transit buses on their street
- Vans with special treatment can be used to delineate service types; LINK paratransit vs fixed route or flex route service
- Van wrapped with local outdoor scenes can convey a “transit = green” message.

This program will be paid for with FY2010-11 marketing and planning funds. It is intended to improve the public perception of transit and transit buses.

FINANCIAL IMPLICATIONS:

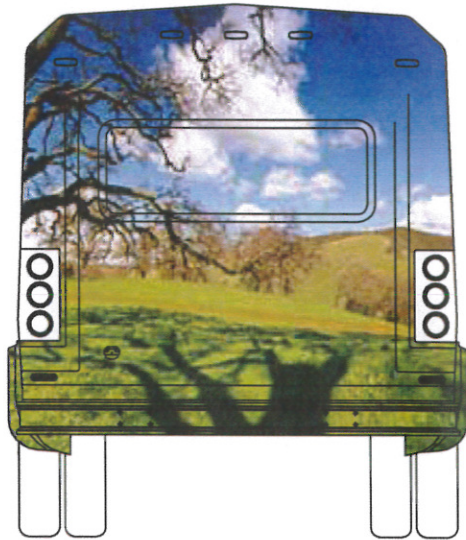
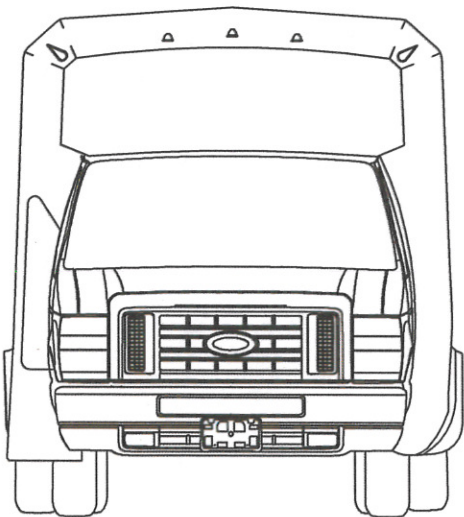
The total cost to wrap three vehicles is \$28,000 and includes design fees, photo rights, vinyl production, installation, and removal. The wraps will remain on the vehicles for several years.

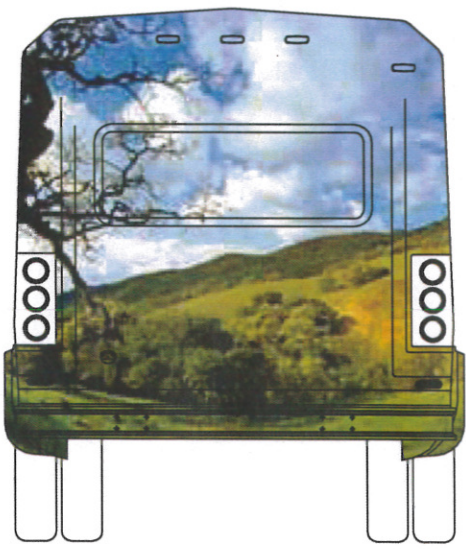
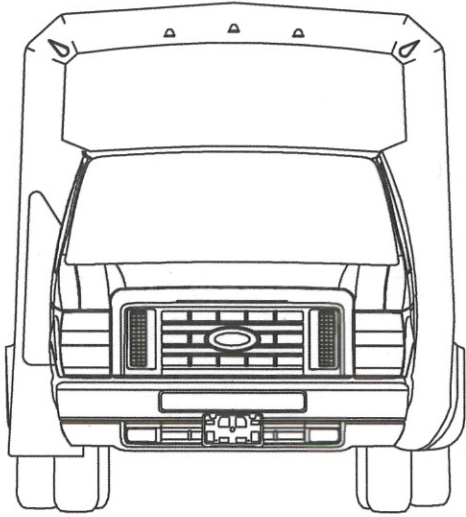
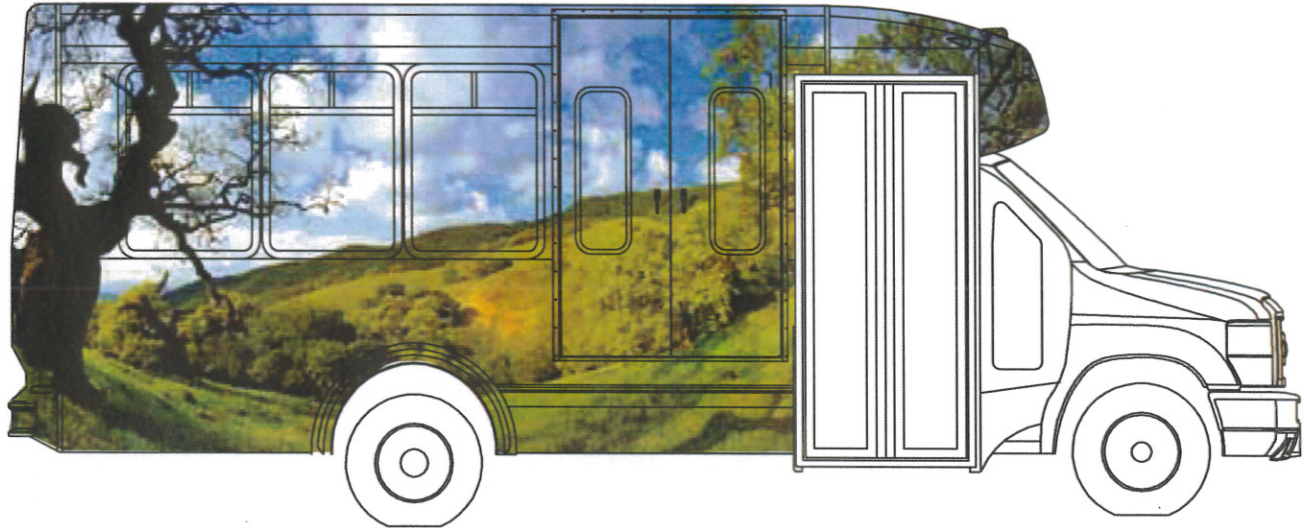
RECOMMENDATION:

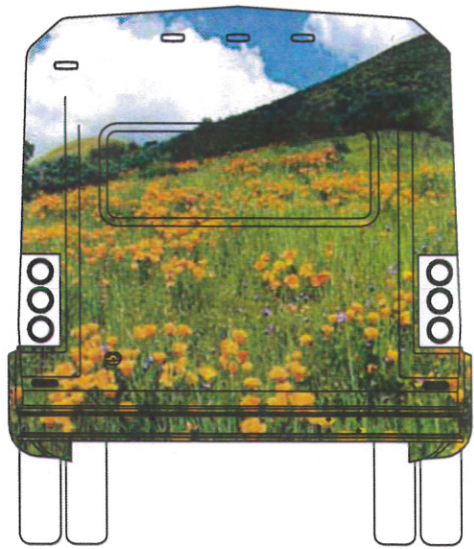
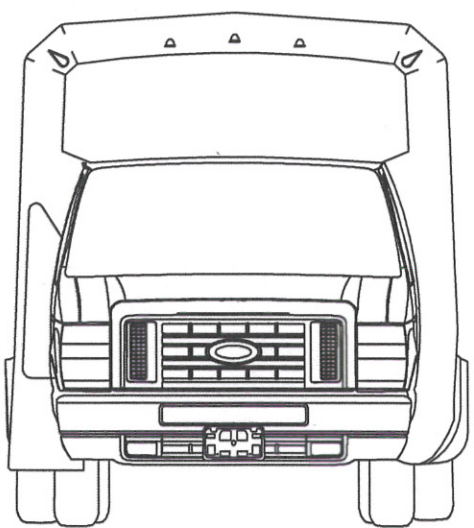
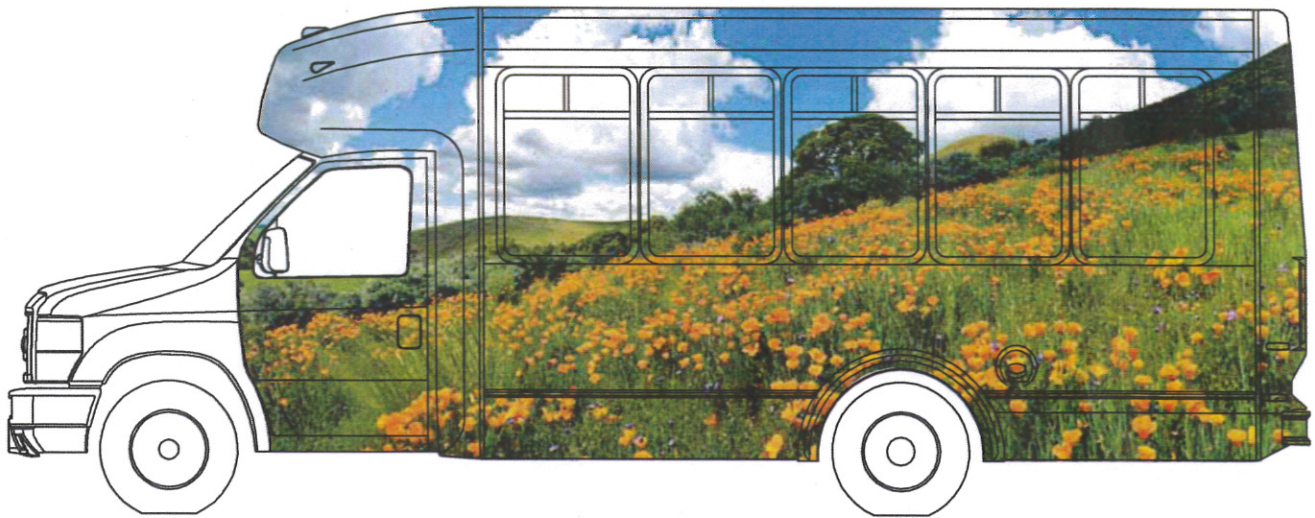
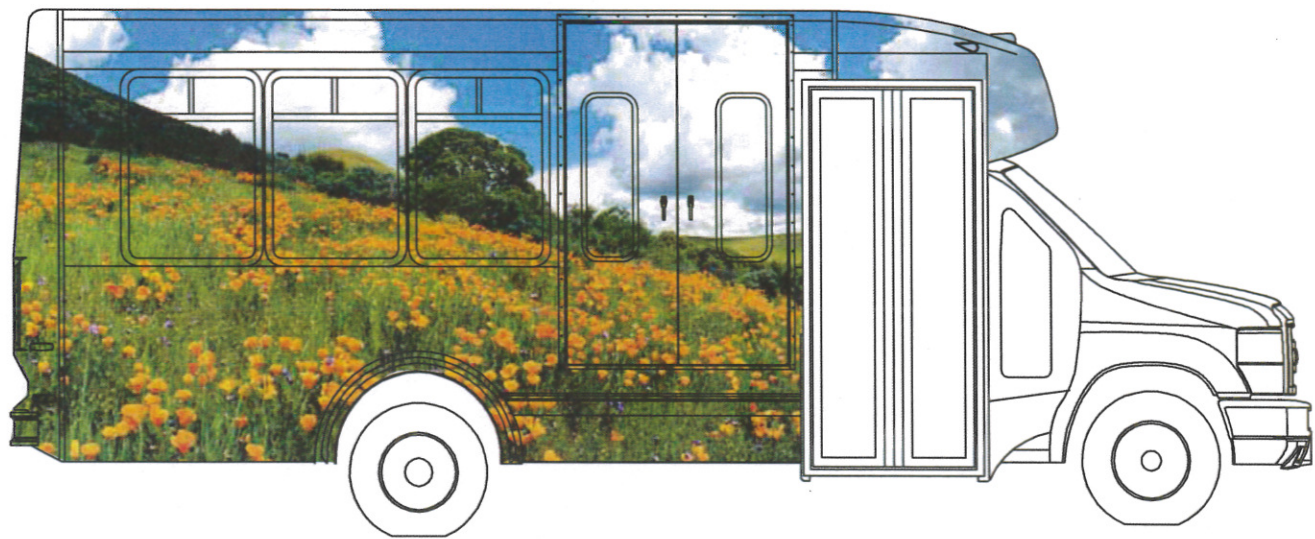
Create a unique theme for three vans by wrapping them with photos

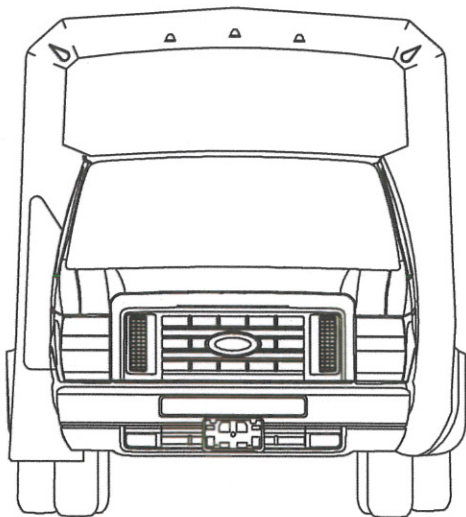
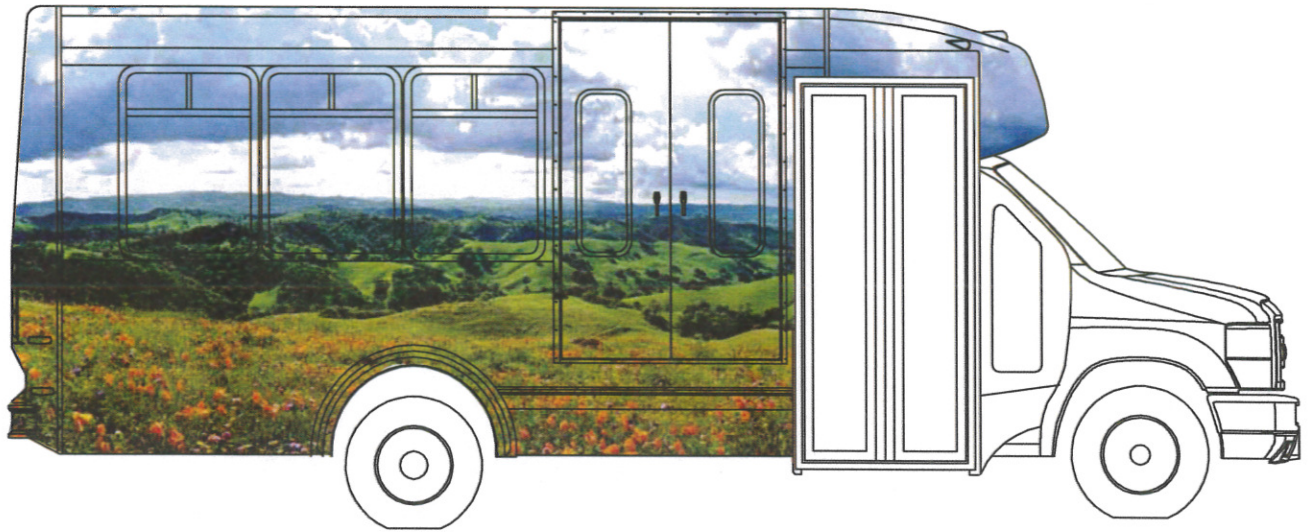
ATTACHMENTS:

Four preliminary designs and messages









Wrapped Van Messages

In addition to the CCCTA logo, phone number, website and required identifying features, below are messages that are being considered:

- Transit – A Clean Choice
- Transit – A Green Choice
- Transit – Your Best Choice For A Healthy Community
- We're Going Your Way

The County Connection

Inter Office Memo

To: Marketing and Planning Committee

Date: June 29, 2011

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.

June Class Passes

7/1/11 – Concord Child Care Center – 48 students/7 adults

7/14/11 – WCCA Club – 12 students/2 adults

7/21/11 – WCCA Club – 12 students/2 adults (using summer youth passes)

Community Events – None presently scheduled

RECOMMENDATION:

For information only

FINANCIAL IMPLICATIONS:

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