

SUMMARY MINUTES
MARKETING/ PLANNING & LEGISLATIVE COMMITTEE

Thursday, July 7, 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: 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 June 2, 2011

The minutes were approved as presented.

New Van Design Scheme

Mary Burdick presented four examples of how a photographic image would appear as a vinyl wrap on a paratransit vehicle. Staff recommended creating a unique exterior on three vehicles to be used throughout the service area. The total cost to wrap three vehicles is \$28,000 and includes all design, production and installation costs. The Committee provided feedback on each of the designs and approved the staff recommendation to proceed. The Committee will defer to staff to make the final decision on which design(s) to use.

CCCTA Website User Information

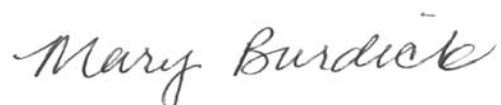
Mary Burdick provided information on website usage for June 2011.

Community Events

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

Next Meeting Date: Thursday, August 4, 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

7/26/11

Date