

SUMMARY MINUTES
MARKETING/ PLANNING & LEGISLATIVE COMMITTEE

Wednesday, November 2, 2011

The meeting was called to order at 3:00 p.m.

Those present at the meeting were:

Members: Directors Jack Weir, and Gregg Manning
Staff: Mary Burdick and Laramie Bowron
Guest: None

Approval of Agenda

The agenda was approved.

Public Comment

There was no public comment.

Approval of the Minutes of September 1, 2011 and October 14, 2011

There minutes were approved as presented.

Selection of Officers

Jack Weir was elected as Committee Chair, Gregg Manning was elected as Committee Vice Chair, and Laura Hoffmeister was elected as Committee Secretary.

Measure J Transportation For Livable Communities Program Call For Projects

Laramie Bowron explained that the Contra Costa Transportation Authority approved the guidelines for the Measure J Transportation for Livable Communities funding program, and that the Regional Transportation Planning Committees (RTPC's) released the call for projects. Mr. Bowron reminded the MP&L members that a small percentage of Measure J funds flow through CCTA to regional committees to fund plans and projects that support walkable, mixed-use, and transit oriented communities. He explained that CCTA overlaps two regional committees, TRANSPAC and SWAT, and that CCTA only planned to submit an application to the TRANSPAC region for bus stop improvements and enhancements. The Committee asked that this report be included in the MP&L Committee report to the Board of Directors as in information item.

TDA Triennial Performance Audit Final Report

Mr. Bowron presented the final audit report prepared for MTC by Mundle and Associates, explaining that this is a required audit which is performed every three years. The audit reviews data collection and reporting procedures, performance trends, and compliance with statutory requirements. The audit also contains discussion of action taken from prior audits, as well as any findings and/or recommendations. Mr. Bowron pointed out that there were no negative comments or findings.

In reviewing the trend analysis of some performance standards such as accidents, on-time performance, and driver retention, Director Weir asked if there are industry standards. Since the analysis is based on our own standards which are set very high, some of the comments could be construed as negative comments. Mr. Bowron commented that industry wide standards are not common due to the vast difference in operating environments. The MP&L Committee asked that this report be included in the MP&L Committee report to the Board of Directors as in information item.

Climate Action Program Update

Mr. Bowron provided a brief background on the evolution of the Climate Action Program, and County Connection's role. The Climate Action Initiative was born from the last MTC forecast. The Climate Action Program is sponsored by MTC, the Bay Area Air Quality Management District, the Bay Conservation and Development Commission, and the Association of Bay Area Governments. The goals are to change external factors that influence whether people will take transit and making transit systems more efficient and sustainable.

The agencies managing the program are including transit, but only indirectly. CCCTA will not design any new services, but will provide input and data regarding CCCTA service/policy changes and performance as requested. CCCTA activity pertaining to Climate Action Plans will be addressed in the Short Range Transit Plan.

Marketing Reports

Website User Report

Mary Burdick provided information on website usage for October 2011. User data is now available for a full year, so trends will be compared on a year to year basis.

Community Events

A list was provided of school Class Pass trips and community events scheduled for November.

Next Meeting Date: Wednesday, December 7, 2011 at 9:00 AM at the County Connection Office, 3rd Floor Conference Room.

Adjournment: The meeting was adjourned at 4:00 PM.

Mary Burdick

Mary Burdick
Manager of Marketing

11/23/11

Date