

SUMMARY MINUTES
MARKETING/ PLANNING & LEGISLATIVE COMMITTEE

Wednesday, December 7, 2011

The meeting was called to order at 9:00 a.m.

Those present at the meeting were:

Members: Directors Jack Weir, and Gregg Manning
Staff: Rick Ramacier, Anne Muzzini, and Mary Burdick
Guest: None

Approval of Agenda

The agenda was approved.

Public Comment

There was no public comment.

Approval of the Minutes of November 2, 2011

There minutes were approved as presented.

2011 Legislative Review & 2012 Legislative Preview

Rick Ramacier first provided a review of both state and federal activities affecting transit funding that took place during 2011, stating that overall, news was positive. State Transit Assistance (STA) funds remained intact and no new legislation that would negatively impact transit funding was enacted. Very little has occurred at the federal level. While no new transportation bill has been authorized, the FY12 transportation program was supported by another continuing resolution, at current levels, and predicts these temporary extensions will continue until after the November election. Mr. Ramacier suggested that there may not be a need for a large contingency in Washington DC at the APTA Legislative Conference this year, and that we need to focus on state budget issues.

In preparation of the 2012 Legislative Program, Mr. Ramacier stated that in 2012, the primary focus should be at the state level.

Possible state budget issues include:

- STA funds are safe under Proposition 22, but considering the deep cuts to education, there is talk of a special session to rework the cuts and new attempts to raid STA funds may be made.
- Proposition 1B transit bonds have been issued slowly holding up capital projects. Need to keep pressure on to get these issued in a timely manner.
- Legislation likely will give regions the ability to ask voters for new gas fees to pay for transportation improvements.

Advertising Revenue Proposal

Mary Burdick reported on a new product – advertising handles - that was displayed at the recent APTA annual conference. Company and contact information was provided to the Marketing Manager by a CCCTA Board member who thought the opportunity was worth exploring.

Staff reported that our current advertising contractor was willing to present the new format to prospective advertisers, but was unable to project revenue generation. Staff reported that most advertisers are interested in exterior advertising space, and that we currently have unsold interior advertising space. The general consensus

was that until advertising activity picked up overall, it was not wise to invest in another interior format at this time.

BART Plus Program Update

Mary Burdick provided an update to the Committee on the status of the BART Plus regional ticket program. BART has agreements in place with all regional bus transit providers to accept the BART Plus ticket as full fare payment when passengers show the valid ticket. BART in turn reimburses transit agencies for the bus fares.

The BART Plus ticket will eventually be eliminated as more agencies are included in the Clipper program. The final extension agreement was signed, and the program will remain intact for one final year – through December 2012.

Because CCCTA (as well as Tri Delta, Wheels, and WestCAT) is not expected to be brought into the Clipper program until the final phase, it will be important to make sure that this program (or a reasonable alternative) remain available to passengers in the East Bay. Staff will keep the Committee updated.

Mobility Management Project Update

Anne Muzzini provided a brief recap of the project purpose and the actions that CCCTA was taking to keep the project moving forward. After completing the Request for Proposal process two companies provided bids. On December 1, 2011 the review panel met with both companies and staff will recommend to the Board of Directors to enter into agreement with Innovative Paradigms. The Committee supported the staff recommendation and will forward the complete analysis and report to the Board of Directors at the December meeting.

Marketing Reports

Website User Report

Mary Burdick provided information on website usage for November 2011.

Community Events

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

Next Meeting Date: Wednesday, January 4, 2012 at 3:30 PM at the County Connection Office, 3rd Floor Conference Room.

Adjournment: The meeting was adjourned at 10:30 AM.



Mary Burdick
Manager of Marketing

12/27/11

Date