

SUMMARY MINUTES
MARKETING/ PLANNING & LEGISLATIVE COMMITTEE

Wednesday, January 4, 2012

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

Those present at the meeting were:

Members: Director Gregg Manning
Staff: Rick Ramacier, Laramie Bowron, and Mary Burdick
Guest: Ralph Hoffman

Approval of Agenda

The agenda was approved.

Public Comment

Mr. Hoffmann suggested that ethanol subsidies going away will affect fuel prices. Director Manning agreed but reminded that CCCTA and other transit providers buy fuel under contract.

Approval of the Minutes of December 7, 2011

These minutes were approved as presented.

2012 Legislative Program

Rick Ramacier presented the draft 2012 Legislative Program booklet which outlines both the federal and state issues affecting CCCTA, and the recommended positions for Board adoption. Mr. Ramacier expressed that he expects little change to take place on the federal level until after the election in November. Continued focus is on the reauthorization of SAFETEA-LU with funding principles to sustain and grow public transit services. Mr. Ramacier stressed that close attention be paid to state funding for transit services as the struggle continues in closing the state budget deficit.

Mr. Hoffmann asked if any changes were approved on the federal level to the specification for seat widths in public transit vehicles, and Mr. Ramacier indicated that he was aware of none. Mr. Hoffmann asked cities were working with CCCTA on the development of their Climate Action Plans, and Mr. Ramacier answered yes.

The Committee suggested several minor changes, and will recommend approval of the FY2012 Legislative Program to the Board of Directors.

Short Range Transit Plan

Laramie Bowron reported that CCCTA will begin work on the comprehensive Short Range Transit Plan (SRTP). He explained that each year the plan is updated in the form of a "mini" SRTP, but every four years MTC required a more detailed version be produced that includes peer review analysis, Title VI update, and an on-board survey. MTC provides \$30,000 to aid in completing the full SRTP.

CCCTA will seek quotes from qualified consultants to assist with the on-board survey. Staff will bring chapter updates to the Committee for approval over the next several months.

Development of Mobile Web Pages

Mary Burdick reported that the growth in users accessing our website using a mobile device led to greater interest in modifying several of the web pages to be more user friendly. This can be done relatively easily by

developing mobile web pages (not to be confused with an application) created as a sub-domain to our existing account. Suggested mobile pages include the trip planner, schedules, fares, and news announcement.

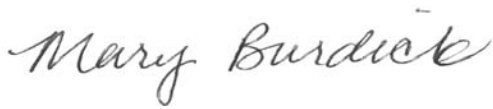
The re-design costs are estimated at \$5,000 and will be covered by the existing marketing line budgets. The Committee agreed with the benefits of moving forward.

Marketing Reports

- a. Website user reports for December were distributed and discussed.
- b. Upcoming community events were provided.

Next Meeting Date: Wednesday, February 1, 2012 at 3:30 PM at the County Connection Office, 3rd Floor Conference Room.

Adjournment: The meeting was adjourned at 4:15 PM.



Mary Burdick
Manager of Marketing

1/25/12

Date