

**SUMMARY MINUTES**  
**MARKETING/ PLANNING & LEGISLATIVE COMMITTEE**

Wednesday, March 7, 2012

The meeting was called to order at 3:30 p.m.

Those present at the meeting were:

Members: Directors Jack Weir and Gregg Manning  
Staff: Rick Ramacier, Anne Muzzini, 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 February 1, 2012**

There minutes were approved as presented.

**Short Range Transit Plan**

Laramie Bowron presented Chapter Two of the planning document which outlines the Authority's objectives, goals and performance standards. Mr. Bowron pointed out several performance improvements since the adoption of the 2010 mini-SRTP that included a 2.1% increase in ridership, a 0.5% decrease in operating cost, and passenger/revenue mile indicator of 1.44, which is a five year high. Director Weir noted that many of the performance standards were not met, and questioned if using the standards in a business plan is a rational way to operate. Mr. Ramacier acknowledged that while many of the standards are high, they do offer a snapshot of the overall effectiveness and safety of CCCTA services.

Mr. Bowron also pointed out that CCCTA has the ability to measure on-time performance using the on-board RSM Ridecheck software. Staff is working with the contractor on a report that extrapolates actual on-time data from a 100% sampling base.

Staff will incorporate comments into the final draft to be presented to the Board in several months.

**MTC One Bay Area Plan – Summary Report**

Anne Muzzini summarized the work of MTC and ABAG to create a plan for the Bay Area that addresses the requirement of SB375. The goal of the One Bay Area plan is to move the Bay Area toward lower emissions, less reliance on auto trips, lower transportation costs, and the ability to house the projected 2035 population without impact to low income individuals.

Five scenarios were developed, and MTC/ABAG are conducting a series of workshops. There is controversy surround the adoption of a plan because all the scenarios impact land use decisions. There is no negative financial impact to public transit. There are financial implications to CCCTA in MTC's Transit Sustainability Plan, an staff will provide updates to the committee as they become available.

**Marketing Reports**

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

**Next Meeting Date:** Wednesday, April 4, 2012 at 3:30 PM at the County Connection Office, 3<sup>rd</sup> Floor Conference Room.

**Adjournment:** The meeting was adjourned at 4:30 PM.

*Mary Burdick*

---

**Mary Burdick**  
**Manager of Marketing**

2/28/12

---

**Date**