

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

Wednesday, May 2, 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, Laramie Bowron, and Mary Burdick  
Guest:

**Approval of Agenda**

The agenda was approved.

**Public Comment**

No member of the public present.

**Approval of the Minutes of April 4, 2012**

There minutes were approved as presented. One typographical error was noted.

**Short Range Transit Plan – Operations Plan**

Laramie Bowron presented Chapter 3 of the Short Range Transit Plan which focuses on fixed-route and paratransit performance, recent service changes, and current planning projects. Additionally, corridor route maps were developed in response to a request from the Metropolitan Transportation Committee to describe overlapping services within the CCCTA service area.

In evaluating and discussing fixed-route performance levels staff presented route level information that includes riders per hour, TDA cost per passenger, and cost effectiveness by route.

Planning projects outlined include: 1) review of community development plans; 2) evaluation of high use bus stops; 3) addressing specific route on time performance; 4) planning for demand increases in Bishop Ranch; and, 4) evaluate service to the Pacheco transit hub.

The MP&L Committee approved the Chapter. Staff will incorporate comments into the final document which will be taken to the Board of Directors upon completion.

**FY2013 Marketing and Communications Plan**

Mary Burdick presented the final draft marketing plan. The final draft included a brief discussion of research measuring ridership increases attributed to the availability of real time schedule information. Also included was the use of educational video in the promotion of the real time Bus Tracker application. The \$180,000 budget presented in the first draft did not change.

At the Committee's request, Ms. Burdick created a Power Point version of the Marketing Plan, and the Committee suggested that this summary be forwarded to the Board, and to have a few copies of the complete plan available.

“Love The Bus” Photo Competition

Mary Burdick reported plans for conducting a photo contest during the summer to engage local photographers and/or aspiring photographers. Modest prizes will be awarded to winners in three categories. CCCTA will display and use these photos on the website.


Ms. Burdick presented a contest flyer that described the contest and outlined rules, judging, and prizes. The Committee supported the project.

**Marketing Reports**

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

**Next Meeting Date:** Wednesday, June 6, 2012 at 3:30 PM at the County Connection Office, 3<sup>rd</sup> Floor Conference Room. The Committee also discussed the July meeting date, and agreed to meet on Thursday, July 5<sup>th</sup>.

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



---

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

5/29/12

---

**Date**