

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

Wednesday, June 6, 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, Mary Burdick, and Laramie Bowron  
Guest:

**Approval of Agenda**

The agenda was approved.

**Public Comment**

There was no public comment.

**Approval of the Minutes of May 2, 2012**

These minutes were approved as presented.

**Transit Access Improvement Study**

Laramie Bowron reported that in FY2011 County Connection was awarded planning grant of \$113,000 to conduct a transit access study. The study will identify the top 50 bus recommended for access improvement based on ridership, census data, and the need for pedestrian, bicycle, and disabled access. CCCTA release a Request For Proposal in April and received eight proposals. Staff recommends the award go to TJKM Transportation based on their expertise, references, and their demonstrated understanding of the project.

General Manager Ramacier further explained that by conducting the study CCCTA will have a recommended outline of improvements and allows the Authority to better compete for capital improvement funds.


The MP&L Committee approved the staff recommendation and will recommend approval to the Board of Directors.

**Marketing Reports**

- a. Website user reports for May were distributed and discussed. Director Weir suggested that CCCTA consider employing summer interns to help boost website and social media traffic.
- b. Upcoming community events for June were provided.

**Next Meeting Date:** The Committee questioned the need for a July meeting date, and agreed to meet on Thursday, July 5, 2012 if a meeting is necessary. Ms. Burdick will be in contact with Chair Weir regarding a July meeting.

**Adjournment:** The meeting was adjourned at 4:10 PM.

  
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Mary Burdick  
Manager of Marketing

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7/24/12  
Date