

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

Thursday, September 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: Mary Burdick, and Laramie Bowron  
Guest: None present

**Approval of Agenda**

The agenda was approved.

**Public Comment**

There was no public comment.

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

The minutes were approved as presented.

**2012 On-Board Survey-Draft Report**

Laramie Bowron presented the draft report completed by RedHill Group, a consultant hired by the Metropolitan Transportation Commission to oversee the project for several transit properties. The survey focused on trip patterns and purpose, payment methods, and demographic information that provide an updated rider profile. Notable findings reported by staff include:

53% of respondents do not have a driver's license  
60% of respondents ride at least 5 days a week  
52% of respondents use the service to get to work  
17% of non-English speaking households speak Tagalog

Several other findings discussed by the Committee were that 38% of reported one-way trips were completed on one bus, while 45% required one transfer, and 17% required two or more transfers. Also of interest was the finding that 17% of respondents indicated that if County Connection service was not available they would not have been able to make their trip. Finally, 80% of respondents indicate they have at least one way of accessing the internet either through a traditional computer (69%), a smartphone (43%) or a tablet (13%).

Mr. Bowron explained that staff had a few questions that he expects to be addressed in the final report, and this will be included with the Short Range Transit Plan that will come to the Committee in October, and forwarded to Board of Directors for adoption.

**Real Time Bus Tracker Introduction**

Mary Burdick updated the Committee on introduction of Bus Tracker and the timing of activities surrounding the launch. Currently "Coming Soon" flyers are being distributed, and in the next four to six weeks bus ads and radio announcements will begin. Ms. Burdick provided draft layouts of print materials.

**Bus Advertising Services – Contract Extension**

Ms. Burdick reported that the current contract with Lamar Transit Advertising expires December 31, 2012. The contract allows for two one-year extensions. Staff recommended exercising the first one-year extension, explaining that both Tri Delta Transit and WestCAT were pleased with the service provided by Lamar Transit Advertising. If the option year was not going to be exercised, staff will need to begin the RFP process immediately if a new contract is to be in place by January 1, 2013.

Ms. Burdick reported that the only change recommended to the existing contract is an adjustment to the Minimum Annual Guarantee (MAG) for WestCAT.

The Committee approved the staff recommendation and will forward this item to Board of Directors

**Marketing Reports**

- a) Website user reports for August were distributed and discussed.
- b) Upcoming school/community events for August/September were provided.

**Next Meeting Date:** The next meeting was tentatively scheduled for Thursday, October 4, 2012

**Adjournment:** The meeting was adjourned at 4:20 PM.

*Mary Burdick*

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

10/02/12  
**Date**