

The County Connection

2477 Arnold Industrial Way

Concord, CA 94520-5326

(925) 676-7500

www.cccta.org

Agenda Item No. 4.a.

CCCTA BOARD OF DIRECTORS

MINUTES OF THE REGULAR MEETING December 20, 2012

DEDICATION OF THE GAYLE B. UILKEMA MEMORIAL BOARD ROOM

Chair Horn introduced the daughter, friends and staff of former Director Uilkema who were in attendance at the dedication of the CCCTA Board Room in her memory. Rick Ramacier, General Manager, stated that Director Uilkema was one of the founding members of CCCTA who was instrumental in the allocation of funds used to build the paratransit facility where the Board Room is located. This was one example of her dedication to the success of CCCTA. Vice Chair Simmons spoke of the commitment of Director Uilkema to public transit and her service on the CCCTA Board for 32 years. Steve Dexter stated that Director Uilkema was passionate about the need for public transit, especially for seniors and individuals with disabilities. He related how she took delight in all CCCTA accomplishments, including the DVC transit center. He expressed appreciation to the Board for dedicating the Board Room in her honor.

CALL TO ORDER/ROLL CALL/CONFIRM QUORUM

Chair Horn called the regular meeting of the Board of Directors to order at 9:30 a.m. Board Members present were Directors Andersen, Dessayer, Hoffmeister, Hudson, Manning, Schroder, Simmons, Storer, Weir and Worth.

Staff: Ramacier, Chun, Barnes, Bowron, Burdick, Casenave, Churchill, Hill, Madrigal, Mitchell, Muzzini and Rettig

Guests: Steve Dexter (prior Chief of Staff for Director Uilkema), Chris Weeks (Bishop Ranch/Sunset Development) and David Libby (City of Orinda)

PUBLIC COMMUNICATION

There was no communication from the public relative to items not on the agenda.

Clayton • Concord • Contra Costa County • Danville • Lafayette • Martinez
Moraga • Orinda • Pleasant Hill • San Ramon • Walnut Creek

CONSENT CALENDAR

MOTION: Director Hudson moved approval of the Consent Calendar, consisting of the following items: (a) Approval of Minutes of Regular Meeting of November 15, 2012; (b) CCCA Investment Policy—Quarterly Reporting Requirement; and (c) Approval of FY13 and FY14 Transit Capital Priorities Project Submittal and Resolution No. 2013-012. Director Manning seconded the motion and it received the following vote of approval.

Aye: Directors Andersen, Dessayer, Hoffmeister, Horn, Hudson, Manning, Schroder, Simmons, Storer, Weir and Worth
No: None
Abstain: None
Absent: None

REPORT OF CHAIR: There was no report.

REPORT OF GENERAL MANAGER

Mr. Ramacier introduced Rashidi Barnes who was hired as the Senior Manager of Transportation. Referring to the electric trolley project, he advised that staff is in discussions with vendors and the City of Walnut Creek regarding various options. He also described a potential issue related to recent pension reform in California that may affect distribution of federal funds for some transit operators.

(Chair Horn left the meeting.)

REPORT OF STANDING COMMITTEES

Marketing, Planning and Legislative Committee

Adaptive Service Plan—Consultant Selection

Director Schroder stated that the MP&L Committee reviewed the analysis and endorsed the selection of Nelson\Nygaard Consulting Associates, Inc. for an Adaptive Service Analysis Plan.

MOTION: Director Hudson moved Resolution No. 2013-013 that authorizes award of contract for consulting services to Nelson\Nygaard Consulting Associates, Inc. for an Adaptive Service Analysis Plan. The motion was seconded by Director Worth and it passed.

Aye: Directors Andersen, Dessayer, Hoffmeister, Hudson, Manning, Schroder, Simmons, Storer, Weir and Worth
No: None
Abstain: None
Absent: Director Horn

Bishop Ranch Bus Wrap

Director Schroder introduced this topic by stating that staff at Bishop Ranch is interested in updating its image to a green theme and wants to change the image on the buses used for the Bishop Ranch service. The MP&L Committee reviewed the proposed changes and noted that the traditional CCCTA mountain logo is absent from the example for the new image, and they discussed amending the proposal. They are seeking input from the Board regarding the proposal.

Expressing support for public-private enterprises and the current logo and color scheme for the buses used for the Bishop Ranch service, Director Dessayer stated that the CCCTA brand and logo are very important because they represent our image that is projected to the community. The proposed changes, with new colors and names, take away from CCCTA's brand and logo and changes the dynamics of our public relations and visual image. He suggested sending this item back to the MP&L Committee for further consideration.

Director Weir expressed concern with eroding the CCCTA brand, which he believes this proposal would do. The current brand has a positive image that should be reinforced. The appearance of the rolling stock is our brand. CCCTA should be careful about altering that brand and should not alter it without very serious consideration. He supported developing a policy for the maintenance and evolution of the CCCTA brand because it is important for CCCTA's welfare and marketing program to provide policy control over its brand. He suggested working in parallel on a policy and responding to the request from Bishop Ranch to wrap the buses.

Director Andersen expressed appreciation for the partnership with Bishop Ranch whereby they are assisting by providing financial subsidies and trip reductions. She wanted to go forward with wrapping two buses, determine the reaction, and then wrap the remaining buses if the new design meets approval. Director Hudson pointed out that this would be a demonstration project to wrap two buses and then evaluate results. The new Bishop Ranch logo is used now except for the buses that have the old design. He supported the proposal to have Bishop Ranch pay for the demonstration and then decide if it works.

Director Hoffmeister felt that the proposed design and color scheme do not adequately convey that the bus is part of CCCTA's fleet and service. She suggested that it be modified to reflect a hybrid design that would meet the needs of both parties, such as adding the CCCTA color component along with the green and white colors and using the logos of both entities.

Director Schroder stated that the MP&L Committee did not discuss the larger picture of the CCCTA brand but there was concern that CCCTA was not as identifiable as it is currently. He supported a hybrid design and indicated that the MP&L Committee could discuss these ideas on a demonstration basis. He felt that the Board also wanted to discuss a policy decision relative to the CCCTA brand, including the mountain logo, the County Connection font, and colors. Director Worth concurred and felt that it would be appropriate for the MP&L Committee to continue to work on this design. Vice Chair Simmons stated that there was Board consensus to have the MP&L Committee review this item and come back with a recommendation at the January Board meeting.

Chris Weeks said that Bishop Ranch products are being redesigned and this proposal would wrap the CCCTA buses to make the Bishop Ranch look continuous. The Bishop Ranch logo reflects an ecological theme for carpooling, bicycling and busing. Ideally, he would like to make the changes now; but he is willing to talk to the designers about incorporating ideas expressed today.

Bus Tracker Demonstration

Director Schroder advised Bus Tracker is available online. It tracks buses in real time and it can be customized to meet the needs of travelers. Mary Burdick, Manager of Marketing, provided a brief demonstration of program features. One feature enables staff to issue service alerts.

BOARD COMMUNICATION

Director Worth reported that there may be opportunities to link the San Joaquin Rail corridor with CCCTA, BART, Bishop Ranch and other employment centers in Contra Costa County.

ADJOURNMENT

Vice Chair Simmons adjourned the regular Board meeting at 10:25 a.m.

Minutes prepared by

Janet Madrigal, Clerk to the Board

Date