

SUMMARY MINUTES
MARKETING/ PLANNING & LEGISLATIVE COMMITTEE

Thursday, December 6, 2012

The meeting was called to order at 2:0 p.m.

Those present at the meeting were:

Members: Directors Rob Schroder, Amy Worth, and Robert Storer
Staff: Rick Ramacier, Mary Burdick, Anne Muzzini, and Laramie Bowron
Guest: CCCTA Board Chair Horn

Approval of Agenda

The agenda was approved.

Public Comment

There was no public comment.

Approval of the Minutes of October 11, 2012

The minutes were approved as presented.

Award of Adaptive Service Plan

Anne Muzzini reported that earlier County Connection applied for funds from the Transportation For Livable Communities program to study alternative service delivery models within the TRANSPAC area that includes the cities of Walnut Creek, Concord, Clayton, Pleasant Hill and Martinez. The goal is identify neighborhoods where traditional fixed-route service is costly and underutilized, and to develop a service plan to provide service more efficiently.

Ms. Muzzini reported that seven proposals were received, and three were interviewed. Based on the quality of the proposal and the experience in the transit industry, staff recommended that the award be given to Nelson Nygaard.

After a brief discussion of the interview and scoring process the Committee approved the staff recommendation, and will recommend to the Board of Directors that the General Manager be authorized to execute the agreement.

Bishop Ranch Bus Wrap

Anne Muzzini reported that Bishop Ranch is in the process of updating their image by changing their branding graphics. The 14 buses used to provide service to Bishop Ranch are due to be replaced in 2014, and Bishop Ranch determined that wrapping the buses with updated graphics is the more economical option for short term. Ms. Muzzini explained that Bishop Ranch will bear the cost to produce and install the bus wraps.

There were several questions and comments. Mr. Ramacier asked staff to address the comments and provide the report to the full Board so that all views can be taken into consideration.

Bus Tracker Demonstration

Mary Burdick reported that County Connection opened Bus Tracker to the public on Wednesday, Dec. 5, 2012. Ms. Burdick demonstrated some of the features available to public to track the arrival times of buses at specific stops, demonstrated how service alerts are displayed in both the map view and the arrivals view. She also showed how easy it is to set up an account for those who wish to receive arrival alerts by email or text message. Updated fliers announcing that Bus Tracker is here were made available to members to distribute as they wish.

Marketing Reports

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

Next Meeting Date: The next meeting was scheduled for Thursday, January 3, 2012 at 2:00 PM at the CCCTA offices.

Adjournment: The meeting was adjourned at 3:00 PM.

Mary Burdick

Mary Burdick
Manager of Marketing

Date 12/17/12