

SUMMARY MINUTES
MARKETING/ PLANNING & LEGISLATIVE COMMITTEE

Thursday, January 10, 2013

The meeting was called to order at 9:00 a.m.

Those present at the meeting were:

Members: Directors Rob Schroder, Amy Worth, and Robert Storer
Staff: Rick Ramacier, Mary Burdick, Anne Muzzini
Guest: Chris Weeks, Bishop Ranch and Ralph Hoffman

Approval of Agenda

The agenda was approved.

Public Comment

Mr. Hoffmann reported that he attended the Board of Supervisors meeting and Supervisor Glover suggested there should be greater effort to merge East Bay transit agencies. Mr. Hoffmann also noted that the Advisory Committee meeting was scheduled at the same time at the A&F Committee meeting in January, making it difficult for individuals to attend both meetings.

Approval of the Minutes of December 6, 2012

The minutes were approved as presented.

Bishop Ranch Bus Wrap Review

Anne Muzzini introduced Chris Weeks from Bishop Ranch Transportation. Mr. Weeks presented revised layouts of the proposed bus wrap to be installed on two of the current Bishop Ranch painted buses. In response to comments made at the December meeting of the County Connection Board of Directors, the revised design incorporated the graphic mountain element on the front. Director Schroder suggested adding the mountain graphic to both sides of the bus, and removing the dark screen element from the windows for presentation purposes. Mr. Weeks will ask the designer to make these changes for the Board presentation. Director Worth praised the flexibility of the Bishop Ranch during this transition. The Committee will recommend approval to the Board at the January meeting.

State and Federal Legislative Update

Rick Ramacier a brief update on both State and Federal legislation.

State Legislation

- With the passage of SB1339-Yee in 2012, MTC will likely begin developing programs requiring large employers to support transit options for their employees. Options could include transit fare subsidies, shuttles, and other ride sharing options. This would increase our opportunity for partnerships similar to the Bishop Ranch and Airport Plaza in Concord.
- With the passage of Proposition 30 in 2012 there is no talk in Sacramento of diverting transit funds.
- The Governor will soon release the draft 2014 budget. We expect to see transit being fully funded as per current law. Also there may be a proposal to lower the threshold to pass local transportation sales tax measures to 55%, and there may be enough support to include on a state-wide ballot in 2014.
- Pension reform was enacted in 2012, and clean up legislation to that reform has been introduced. Public transit unions are lobbying to be included to have public transit employees exempted from the pension reform. Several have been filing federal 13(c) objections to new federal grants. If these cases are held up at

the Dept. of Labor the FTA will withhold the funds. County Connection's current bus procurement is already funded, but the grant for the four electric trolleys could be impacted. Staff will keep the Committee informed as this issue works its way through the process.

Federal Legislation

- Current reauthorization, MAP-21 expires in October 2014 and work is beginning on next reauthorization. Of concern is the likelihood of the highway and mass transit accounts will be bankrupt in a few years, and with the growing national debt, federal funding programs will be challenging. Being considered is the idea of moving toward funding based on ridership, density, and air quality improvements rather than population and formula approaches. Mr. Ramacier would like to develop a federal platform that is focused on items affecting suburban operators. He feels we need to be aggressive in presenting the case to preserve formula funding or risk losing these funds.

Bus Tracker Activity

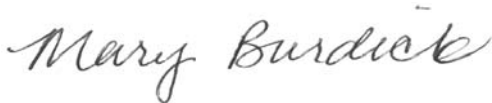
Mary Burdick reported that Bus Tracker was introduced to the public on December 5, 2012, and major advertising activity began in early January. Outreach includes the revision of the web page to include an active link to the Bus Time server, newsprint advertising, direct mail, and radio advertising. News releases and electronic flyers were also sent to the media, schools and business organizations.

Marketing Reports

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

Next Meeting Date: The next meeting was scheduled for Thursday, February 7, 2012 at the Walnut Creek office of Hansen Bridgett. An earlier meeting time was suggested, and Ms. Burdick would discuss with Hansen Bridgett staff and communicate with the Committee members.

Adjournment: The meeting was adjourned at 10:10 a.m.



Mary Burdick
Manager of Marketing

Date

1/29/13