

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

Thursday, April 4, 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, Anne Muzzini, Laramie Bowron and Mary Burdick  
Guest: Ralph Hoffmann

**Approval of Agenda**

The agenda was approved.

**Public Comment**

None

**Approval of the Minutes of March 7, 2013**

The minutes were approved as presented.

**Downtown and Neighborhood Shuttles**

Anne Muzzini reported that as jurisdictions begin work to implement SB375 several cities are interested in exploring the viability of downtown shuttles, citing studies underway in Concord and Danville. She explained that attention is centered on transit within priority development areas (PDA's) where the focus is on affordable housing, infill development, walkability, and transit use.

Ms. Muzzini pointed out that the Route 4 free trolley is often brought up as an example of a successful downtown shuttle, and pointed out the features that contribute to its success – it's free, frequent, branded, and serves major destinations.

Discussion centered on the roll that County Connection can play as mentors by assisting cities in the planning process. County Connection needs to convey a consistent message in this role. Key points that should be emphasized are: 1) if County Connection is going to operate the service it must be productive; if the service is to be free to users, the fares must be covered by another entity; transit service is not inexpensive even if provided by a private contractor, and; successful shuttles need to be free, frequent, branded, and connect major destinations.

The MP&L Committee asked that this report be provided as information to the Board of Directors.

**Proposed Revisions To Title VI Civil Rights Policy**

Laramie Bowron reported that in October of 2012 the Federal Transit Administration released new guidelines requiring the adoption of three policies: Disproportionate Burden Policy, Disparate Impact Policy, and Major Service Change Policy. The three policies relate to service levels and fares, and the impact they have on users based on income level and race/ethnicity. The proposed policies describe thresholds that will trigger further analysis before implementation.

Mr. Bowron provided a list of public meeting dates and locations and expects to have the final recommendation to the Board of Directors in May for adoption.

**Marketing Reports**

- Website Activity for March was provided
- Community Events for April were provided

**Next Meeting Date:** The next meeting was scheduled for Thursday, May 2, 2013 at the Walnut Creek office of Hansen Bridgett.

**Adjournment:** The meeting was adjourned at 10:300 a.m.



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

4/23/13

**Date**