

SUMMARY MINUTES
MARKETING/ PLANNING & LEGISLATIVE COMMITTEE

Thursday, May 2, 2013

The meeting was called to order at 9:10 a.m.

Those present at the meeting were:

Members: Directors Rob Schroder, Amy Worth and Robert Storer
Staff: Anne Muzzini, and Mary Burdick
Guest: Ralph Hoffmann

Approval of Agenda

The agenda was approved.

Public Comment

Mr. Hoffman reported that he attended the Plan Bay Area hearing hosted by MTC. He also reminded the committee that May 1st marked the beginning of the Air District's summer Spare The Air season, and that May 9th was Bike To Work day. He reported that he will attend an event later in the month "Out of Isolation" hosted by Senior Mobility Action Counsel taking place at the John Muir Medical Center – Walnut Creek campus.

Approval of the Minutes of April 4, 2013

The minutes were approved as presented.

FY 2014 Marketing and Communications Plan

Mary Burdick presented the FY2014 plan which outlines the focus and strategies for promoting County Connection service. The Committee discussed activities to further engage high school age youths. Most campuses have Green Teams and/or Leadership programs that could help spread the environmental message, and that corporate sponsors such as Kaiser or John Muir could be solicited to host Healthy Living events with public transportation being a primary component.

The Committee also discussed the possibility of reinstating the Free Mid-Day program for senior and disabled passengers. Anne Muzzini agreed that this could increase mid-day ridership levels. This is a program that will be considered and would need the approval of the Board, but will be included in the plan as a possible activity to increase senior ridership.

The Committee approved the plan and the \$180,000 budget and will recommend approval to the Board of Directors.

County Connection Brand Update

Mary Burdick provided an update work completed in replacing the recently approved logo treatment on much of the internal and external print materials and on the website.

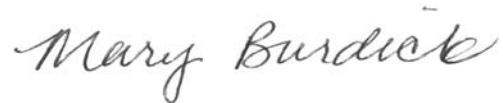
Ms. Burdick presented several color options as well as a recommendation to relocate the branding on the buses to maximize visibility when large format ads are present. The Committee agreed on the branding placement, but asked to see some additional color options as well as font options. Additional options will be presented in June.

Marketing Reports

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

Next Meeting Date: The next meeting was scheduled for Thursday, June 6, 2013 at the Walnut Creek office of Hansen Bridgett.

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



Mary Burdick
Senior Manager of Marketing

5/28/13
Date