

SUMMARY MINUTES
MARKETING/ PLANNING & LEGISLATIVE COMMITTEE

Thursday, June 6, 2013

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

Those present at the meeting were:

Members: Directors Robert Storer and Mary Burdick
Staff: Rick Ramacier, Anne Muzzini, Laramie Bowron, Bill Churchill, and Mary Burdick
Guest: None

Approval of Agenda

The agenda was approved.

Public Comment

There was no public comment

Approval of the Minutes of May 2, 2013

The minutes were approved as presented.

Alamo Creek T-1 Service Proposal

General Manager, Rick Ramacier and Anne Muzzini provided a brief background on how the annual assessment fees for residents were established, as well as the intended use. These funds have been collecting for seven years, and plans need to be developed or the fees removed. County staff asked County Connection to provide a proposal for service. County Connection is proposing a same day dial-a-ride type service tailored to the needs of the Alamo Creek, Monterosso, and Ponderosa Colony communities using one LINK van within the specified service area, that would serve the Danville Park 'n Ride lot and the Walnut Creek BART station. Ms. Muzzini estimates the annual cost to be \$156,000 for service from 6 to 10 AM and from 3 to 7 PM on weekdays. Providing the service within the LINK contract at the hours specified will not violate our union agreement. The Committee approved the proposal and recommended that staff present the proposal to the County. If the service proposal is approved, it will come back to the Committee and the full Board for final approval.

Title VI Update

Laramie Bowron provided the results of the public hearings conducted for the three new Title VI policies. The new policies are a result of new FTA guidelines that require a Disproportionate Burden Policy, a Disparate Impact Policy, and a Major Service Change Policy. The committee approved the policies and will recommend approval by the Board of Directors.

County Connection Brand Update

Mary Burdick provided several color scheme options for Committee review, as well as several font options to freshen the existing County Connection logo. The Committee narrowed the color scheme options to three and provided further direction on the font lettering.

Ms. Burdick will bring make a final presentation in July.

Marketing Reports

- School and Community Events for June were provided

Next Meeting Date: The next meeting was scheduled for Tuesday, July 9, 2013 at the Supervisor Anderson's Lafayette office. The meeting will take place at 8:00 AM.

Adjournment: The meeting was adjourned at 10:15 a.m.

Mary Burdick

Mary Burdick
Senior Manager of Marketing

7/1/13
Date