

SUMMARY MINUTES
MARKETING/ PLANNING & LEGISLATIVE COMMITTEE

Thursday, August 1, 2013

The meeting was called to order at 8:10 a.m.

Those present at the meeting were:

Members: Directors Robert Storer, Rob Schroder, and Amy Worth
Staff: Rick Ramacier, Anne Muzzini Laramie Bowron, and Mary Burdick
Guest: Board Chair Erling Horn, Phil McGuire-Innovative Paradigms

Approval of Agenda

The agenda was approved.

Public Comment

There was no public comment

Approval of the Minutes of June 6, 2013

Director Worth advised that she was present at the June meeting. The minutes were approved as amended.

County Connection Branding Options

Mary Burdick provided renderings of the County Connection bus focusing on green/gold color combinations, as well as the image of the current color combination that was brightened. Also included were four different font and mountain treatments. Rick Ramacier stressed that when the Committee is prepared to make a recommendation to the Board it is important that they see the process the Committee undertook, and reasoning behind the recommendation.

The Committee selected a font and mountain treatment and suggested some different shades based on choices from standard print sample books. Moving forward, staff will meet with County Connection auto body vendor for further advice on standard color choices that are available to the automotive industry, and meet with the Director of Maintenance to confirm the lettering choices will meet ADA standards.

The Committee asked that the bus replacement schedule continue to be included with the updates.

Exterior Bus Advertising

At the July meeting staff reported the estimated revenue loss provided by Lamar Transit to be approximately \$200,000 should County Connection prohibit full wrap, full side, and full back bus advertising. Committee members were interested in getting revenue projections based on the elimination of all large format advertising, not just the full wrap, side, and rear advertising. Staff suggested the best way to get an accurate estimate is to go out to bid. After that meeting the General Manager decided it best to get Board direction prior to going out to bid.

At the meeting Mr. Ramacier explained that this is a policy decision that could generate a lively debate at the Board level. Whatever policy changes, if any, need to be in place and clearly outlined prior to staff going out to bid. Additionally, because this is a joint contract, our actions could have a negative impact on the two smaller partner agencies. He suggested that since we have just one more option year remaining,

the Committee and Board should take this final year to have thoughtful discussion about the advertising policy, the impact on revenue, and potential ridership gains.

Contra Costa Mobility Management Plan

Laramie Bowron provided background on the mobility management project – a product of Measure J that includes in its expenditure plan transportation funding for seniors and persons with disabilities. County Connection received federal grant funds to study mobility management in Contra Costa County. Mr. Bowron introduced Phil McGuire of Innovative Paradigms, who conducted the outreach and prepared the final draft Contra Costa Mobility Management Plan.

Mr. McGuire provided a brief background of his credentials and described the outreach methodology, the functions of a consolidated transportation service agency (CTSA), structure options, and implementation steps for forming a CTSA.

Mr. McGuire described mobility management as the utilization of a broad mix of service delivery and support strategies directed at the travel needs of seniors, persons with disabilities and low income. The strategies integrate with and support public services, creating a “toolkit” of solutions.

Common objectives of a CTSA are to increase transportation options for seniors, the disabled and low income, reduce the cost of transportation, and identify and implement efficiencies in transportation operations. With this objective in mind, through extensive outreach, several gaps were identified and strategies proposed for improvements that could be a function of a CSTA in Contra Costa County include; improved travel training, ADA eligibility process, better human service agency partnerships, centralized maintenance and information programs, volunteer and driver training programs, and technical assistance for planning and grant management.

Director Worth suggested that the final draft which is presented to the full Board include some statistics on current needs not being met, and how forming a CTSA will save everyone money and improve services. She also suggested the implementation plan was very abstract, and that a more detailed plan may be necessary.

Marketing Reports

- School and Community Events for August were provided
- Web Statistics for July were distributed.
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Next Meeting Date: The next meeting was scheduled for Thursday, September 5, 2013 at Supervisor Anderson’s Lafayette office. The meeting will take place at 8:00 AM.

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



Mary Burdick
Senior Manager of Marketing

8/28//13
Date