

SUMMARY MINUTES
MARKETING/ PLANNING & LEGISLATIVE COMMITTEE

Thursday, September 5, 2013

The meeting was called to order at 8:20 a.m.

Those present at the meeting were:

Members: Directors Rob Schroder and Amy Worth
Staff: Rick Ramacier, Anne Muzzini, and Mary Burdick
Guest: None

Approval of Agenda

The agenda was approved.

Public Comment

There was no public comment

Approval of the Minutes of August 1, 2013

The minutes were approved.

County Connection Branding Options

The Committee reviewed 10 layouts of the bus with green/gold color combinations and selected three they would ultimately like to consider presenting to the Board. The selected colors are all standard paint colors available through County Connection's auto shop. Prior to a final report and recommendation to the board, staff will have the auto shop prepare a display with the actual paint colors to assure that true colors are represented.

Director Worth asked staff to see in studies have been published that tie branding updates to ridership increases to support the Committee recommendation. The ultimate goal of the re-branding recommendation is increasing system ridership, and we should include a discussion of the efforts we've made, such as Bus Tracker, coordination with local schools, and the re-introduction of the free mid-day service for senior and disabled passengers in the final report.

Bus Advertising Contract

The existing contract for bus advertising service expires December 31, 2013, and there is one final option year available. Staff recommended that the final option year be exercised. The Committee may recommend to the Board that the advertising formats be limited, and this discussion will likely involve other Committees. By exercising the final option year, the Committees and Board will have time to give these discussions the attention they deserve, and staff ample time to prepare bid documents based on approved policy decisions.

The Committee approved the staff recommendation and will recommend adoption of the final option year to the Board of Directors.

Marketing Reports

- School and Community Events for September were provided
- Web Statistics for August were distributed.

Next Meeting Date: The next meeting was scheduled for Thursday, October 3, 2013 at Supervisor Anderson's Lafayette office. The meeting time will be confirmed with the announcement of new committee assignments at the Sept. meeting of the Board of Directors.

Adjournment: The meeting was adjourned at 9:20 a.m.

Mary Burdick

Mary Burdick
Senior Manager of Marketing

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Date