

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

Thursday, October 3, 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, Laramie Bowron, and Mary Burdick  
Guest: Robert Storer - County Connection Board member, Phil McGuire - Innovative Paradigms, and Ralph Hoffman.

**Approval of Agenda**

The agenda was approved.

**Public Comment**

County Connection Board member Robert Storer expressed interest in attending the MP&L meetings to keep up to date on the re-branding project begun by the previous Committee. Ralph Hoffman encouraged County Connection to increase interest in the Advisory Committee citing low attendance, and to further promote and expand the Ambassador program.

**Approval of the Minutes of September 5, 2013**

The minutes were approved.

**Contra Costa Mobility Management Plan – Final Draft**

Mr. Bowron reminded the Committee that the plan was first presented in September, 2013. At that time the Committee approved the plan, but asked that an additional appendix be included that contains case studies of other jurisdictions that have implemented a Consolidated Transportation Services Agency (CTSA).

Phil McGuire of Innovative Paradigms pointed out that a second appendix was included with five case studies that illustrate different approaches taken by California communities in forming and operating the CTSA. Mr. McGuire stated that the biggest step for Contra Costa County will be in determining how to structure a CTSA – is it an existing organization or a new entity.

Rick Ramacier said that the main concern among stake holders is that they will automatically lose their funding if a CTSA is formed, and Health & Human Services (HHS) and non-profits need to be assured that it is in everyone's best interest to keep these transportations sustainable. There is consensus among the Contra Costa transit operators to develop a mobility management function, and see if it will further develop into a CTSA.

The Committee approved the final report will recommend approval to the Board of Directors. Assuming approval by County Connection's Board, the plan will be submitted to the Contra Costa Transportation Authority.

**Marketing Reports**

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

**Next Meeting Date:** The next meeting was scheduled for Thursday, November 1, 2013 at Supervisor Anderson's Lafayette office at 8:30 AM.

**Adjournment:** The meeting was adjourned at 9:40 a.m.

*Mary Burdick*

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

10/29/13

**Date**