

SUMMARY MINUTES
MARKETING/ PLANNING & LEGISLATIVE COMMITTEE

Thursday, November 7, 2013

The meeting was called to order at 8:40 a.m.

Those present at the meeting were:

Members: Director Amy Worth
Staff: Rick Ramacier, Anne Muzzini, Laramie Bowron, Scott Mitchell, and Mary Burdick
Guest: Robert Storer - County Connection Board member

Approval of Agenda

The agenda was approved.

Selection of Chair – Director Rob Schroder was selected as Chair.

Public Comment

There was no public comment.

Approval of the Minutes of October, 2013

The minutes were approved as presented.

Title VI – Senior Mid-Day Fare Program

Lamarie Bowron reported that a Title VI Equity Analysis was required to determine if the recently adopted implementation of a demonstration program allowing senior and disabled passengers to ride fixed-route buses for free between 10AM and 2PM daily. Mr. Bowron reported that an analysis was conducted based on data compiled from the on board survey completed in April 2012.

Mr. Bowron provided data to support that implementing this demonstration program will not violate County Connection's Disparate Burden or Disparate Impact policies. The program will be introduced with the winter service bid on December 22, 2012.

2014 County Wide Summer Youth Pass

Mary Burdick reported that Lynn Overcashier with 511 Contra Costa recently met with the marketing managers from Tri Delta Transit, County Connection, and West CAT to discuss the possibility of providing one summer youth pass that would be accepted on all three transit systems. This request is made on behalf of County Supervisor Federal Glover who will be hosting an annual youth summit in Pittsburg this Spring. In past years attendance has been focused on youths in East County, and those attending the summit were provided with a free summer youth pass good on Tri Delta Transit. The cost of free passes has been subsidized by 511 Contra Costa, and this practice would continue if a joint pass is approved.

Both County Connection and Tri Delta Transit currently have summer youth programs that are structured differently. Tri Delta's program consists of a wrist band that sells for \$60 and is good all summer. The price of the pass is the same regardless of when it is purchased. County Connection's program consists of a 20-Ride punch pass that is sold throughout the summer. WestCAT does not have a summer youth pass program.

After discussion, the MP&L Committee was not in favor of approving a departure from our current program. Several factors raised concern that this transition would violate our Title VI Disparate Burden and Disparate Impact policies. Because all three systems have transfer agreements, 511 Contra Costa could simply supply Supervisor Glover with a supply of County Connection's summer youth punch cards.

County Connection Branding Options

Anne Muzzini prepared a report that detailed the cost of re-branding. If implemented at once, the total cost is estimated at \$2.3 million. If spread over 5 year, that cost is \$1.2 million. Additionally, information was provided that outlines how many years it would take to pay for the re-branding if ridership increase between 5% and 20% occur.

Because it is difficult to determine whether or not re-branding results in increased ridership or increased public approval, staff reached out transits systems who have undertaken re-branding efforts. A table was produced that included feedback from 14 transit agencies with varying results.

The Committee asked staff to bring the bus replacement schedule to the next meeting.

Marketing Reports

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

Next Meeting Date: The next meeting was scheduled for Thursday, December 5, 2013 at Supervisor Anderson's Lafayette office at 8:30 AM.

Adjournment: The meeting was adjourned at 10:00 a.m.



Mary Burdick
Senior Manager of Marketing

11/26/13
Date