

SUMMARY MINUTES
MARKETING/ PLANNING & LEGISLATIVE COMMITTEE

Thursday, December 5, 2013

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

Those present at the meeting were:

Members: Directors Rob Schroder and Amy Worth
Staff: Rick Ramacier, Anne Muzzini, Laramie Bowron, and Mary Burdick
Guest: Paul Supawanich, Nelson Nygaard

Approval of Agenda

The agenda was approved.

Public Comment

There was no public comment.

Approval of the Minutes of November 7, 2013

The minutes were approved as presented.

Adaptive Service Plan

Lamarie Bowron reported that Measure J Transpac funds were used to conduct a study of transit alternatives in areas where traditional fixed-route services were not productive. He introduced Paul Supawanich from Nelson Nygaard who described the specific areas studied and the recommendation for improvements.

The study focus was narrowed down to three areas - the Trotter/South Walnut Creek area, downtown Martinez, and the Shadelands Business Park in Walnut Creek.

In the Trotter/South Walnut Creek area they recommend eliminating Route 2 and using those resources to increase the frequency of Route 5. Many areas served by Route 2 are low density housing with little potential for growth in transit use. The Creekside Dr. has more characteristics that lend to great transit use such as high density housing, limited residential and street parking, and proximity to shopping and jobs.

In downtown Martinez realignment of the Routes 28 and 18 are recommended to streamline the routes and reduce travel time. Elimination of Route 19 is recommended, with those resources transferring to a new service that would run between the Amtrak station and businesses along Arnold Dr. via D St. and Vista Way. Two routing alternatives are suggested.

In the Shadelands area, a dedicated shuttle is recommended to provide faster, more frequent service between the Pleasant Hill during peak commute hours. Currently both Route 1 and Route 7 serve the area. Route 7 could be realigned to avoid duplicative service, or eliminated. Additionally, there appears to be interest among several businesses to form a Transportation Management Association, which could be potential funding source for commute based transportation.

The Committee was pleased with the presentation and will recommend that the Board approve the Adaptive Service Plan. Once the plan has been approved, service recommendations would be further explored through the Committee process and public hearings.

Bus Advertising Program

Mary Burdick reminded the Committee that County Connection will be entering our final option year with Lamar Transit Advertising, and outlined existing revenue as well as revenue generated in prior years. Because the Committee has expressed concern about both the amount of full and large format advertising, Ms. Burdick recommended that we develop a Request for Proposal seeking two revenue quotations. One would continue to allow full and large format advertising on up to 20% of the available fleet surfaces, and one that allows only advertising that is placed beneath the windows. Ms. Burdick suggested that we begin working on the RFP soon with the goal of having it released in early to mid-spring, in order to allow a smooth transition should a new contractor be chosen.

The Committee approved the staff recommendation to go out to bid for bus advertising services, and will recommend approval to the Board.

County Connection Branding Options

Anne Muzzini provided the bus replacement schedule published in the Short Range Transit Plan. This schedule was used to calculate the cost estimates for repainting the fleet. In December staff presented cost estimates for system re-branding with a range of \$1.2 - \$2.3 million. The Committee agreed that the bigger issue to address is bus advertising, and that if full coverage advertising is limited, a simple shift in the placement of the existing logos will provide a fresher, more updated look.

Mr. Ramacier stated that the Director of Maintenance plans to move the branding to the top of the bus on one of the new vehicles currently in production and will be presented as soon as they are ready.

Marketing Reports

- Web Statistics for November were distributed
- School and Community Events for December were provided

Next Meeting Date: The next meeting was scheduled for Thursday, January 9, 2014 at Supervisor Anderson's Lafayette office at 8:30 AM.

Adjournment: The meeting was adjourned at 10:20 a.m.



Mary Burdick
Senior Manager of Marketing

12/23/13

Date