

SUMMARY MINUTES
MARKETING/ PLANNING & LEGISLATIVE COMMITTEE

Thursday, February 6, 2014

The meeting was called to order at 9:00 a.m.

Those present at the meeting were:

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

Approval of Agenda

The agenda was approved.

Public Comment

There was no public comment.

Approval of the Minutes of January 9, 2014

The minutes were approved as presented.

Draft Short Range Transit Plan

Laramie Bowron presented the draft update for FY2013/14 – FY2022/23, reminding the committee that annual updates are required by the Metropolitan Transportation Commission (MTC) to comply with funding requirements. The plan describes the organizational structure, fixed-route and paratransit performance standards, and the operating and capital financial plans.

In review of performance standards cost control measures three of the five standards are met, with two (cost/passenger and subsidy/passenger) are very close to being met. Director Worth asked questioned the dip in the trend for on-time performance when other service quality standards are stable. Anne Muzzini reminded the Committee that this particular standard was most notably affected by the transition in sampling techniques since moving from random sampling to gathering 100% of the data.

In reviewing the operation budget, General Manager, Rick Ramacier expressed concern that the numbers presented differ from those being produced by the finance director. He asked staff to meet with her to assure that everyone is on the same page and reporting consistent information.

Discussion of Eco Passes

Anne Muzzini prepared a report describing methods in use for providing deeply discounted annual passes to employers, developers and neighborhood associations. Citing programs offered by AC Transit, Santa Clara VTA, Bishop Ranch, and Boulder Colorado, the ability to offer annual passes at the deep discounts is offset by the bulk purchase. Passes are purchased for all employees/residents knowing that a small percentage actually use the pass, but those that do, drive less. As cities, developers, and employers are looking for trip reduction strategies, new programs such as described are being reviewed in pilot programs.

The Committee was supportive of exploring this concept further and would like this placed on the Board agenda in February for full discussion.

2014 Federal Legislative Program – Second Draft

Kristina Vassallo presented the 2nd draft of the proposed County Connection Federal Legislative Program that incorporated comments from the previous meeting. The draft was in brochure format and the Committee was pleased with the layout. There were a few word changes recommended.

Staff will place the final draft on the Board agenda in February for final comments and approval.

Marketing Reports

- Web Statistics for January were distributed.
- School and Community Events for February were provided.

Director Schroder reported that the Community Focus ran a 2nd article about Bus Tracker that focused on the new mobile application. The publication also included the QR Code for direct access to the download.

Next Meeting Date: The next meeting was scheduled for Thursday, March 6, 2014 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

2/25/14
Date