

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

Thursday, March 6, 2014

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, 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 - Update**

Laramie Bowron presented an update to the draft plan reviewed by the Committee in February. The update reflects revisions to the Operating and Capital Budget that include updated fund estimates from the Metropolitan Transportation Commission (MTC) as well as lower cost estimates used by County Connection's finance department in the draft FY15 budget. With these revisions County Connection would not need to reduce service to maintain a positive TDA balance through 2023.

However, Mr. Bowron reported that MTC just released new finance projections that include increases. This chapter will remain subject to change until the final budget projections are finalized.

**2014 State Legislation**

Kristina Vassallo reported on two pieces of legislation that are of interest to County Connection.

- AB1720 – This bill seeks a temporary exemption of the state's bus axle weight limit. The current weight limit is due to be reinstated beginning January, 2015. This limit (20,500 lbs/axle) is outdated and does not reflect the safety and accessibility features that are required on public buses. The California Transit Association is the sponsor of the bill which seeks a one year extension. An in depth study is due to be released in May, and the extension would allow time for review, comments and development of long term solutions.
- AB2445 – This bill would provide clarity on current state law relating to community colleges and how transportation services are provided and funded. Some districts feel that the funding of transit services is a campus by campus decision, and others feel that approval must be district wide. This bill would clarify that funding of transit service is a campus by campus decision. County Connection recommends supporting this bill with amendments that allow parking fees be used to subsidize transit fares for students and faculty.

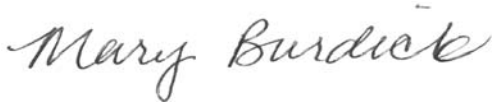
The staff recommendation was supported by Directors Schroder and Worth. The MP&L Committee will recommend support of both bills at the March meeting of the Board of Directors.

## Marketing Reports

- FY2014 Mid-Year Marketing Reports – Pass sales and telephone response reports were presented.
- Web Statistics for February were distributed.
- School and Community Events for March were provided.

**Next Meeting Date:** The next meeting was scheduled for Thursday, April 3, 2014 at Supervisor Anderson's Lafayette office at 8:30 AM.

**Adjournment:** The meeting was adjourned at 9:00 a.m.



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

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**3/26/14**  
**Date**