

# County Connection

2477 Arnold Industrial Way    Concord, CA 94520-5326    (925) 676-7500    countyconnection.com

## **MARKETING, PLANNING, & LEGISLATIVE MEETING AGENDA**

**Thursday, April 3, 2014  
8:30 a.m.**

**Supervisor Andersen, District 2, Lamorinda Office  
3338 Mt. Diablo Blvd.  
Lafayette, California**

The committee may take action on each item on the agenda. The action may consist of the recommended action, a related action or no action. Staff recommendations are subject to action and/or change by the committee.

1. Approval of Agenda
2. Public Communication
3. Approval of Minutes of March 6, 2014\*
4. Marketing Outreach 2014\*
5. Paint Scheme For New Buses\*
6. Support SB 1415 (Hill)\*
7. Marketing Reports:
  - a. Website User Report – Activity for March
  - b. Community Events\*
8. Next Meeting – May 1, 2014
9. Adjournment

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\*Enclosure  
FY2013/2014 MP&L Committee  
Amy Worth – Orinda, Rob Schroder – Martinez, Laura Hoffmeister – Concord

Clayton • Concord • Contra Costa County • Danville • Lafayette • Martinez  
Moraga • Orinda • Pleasant Hill • San Ramon • Walnut Creek

**CENTRAL CONTRA COSTA TRANSIT AUTHORITY**

## General Information

**Public Comment:** Each person wishing to address the committee is requested to complete a Speakers Card for submittal to the Committee Chair before the meeting convenes or the applicable agenda item is discussed. Persons who address the Committee are also asked to furnish a copy of any written statement to the Committee Chair. Persons who wish to speak on matters set for Public Hearings will be heard when the Chair calls for comments from the public. After individuals have spoken, the Public Hearing is closed and the matter is subject to discussion and action by the Committee.

A period of thirty (30) minutes has been allocated for public comments concerning items of interest within the subject matter jurisdiction of the Committee. Each individual will be allotted three minutes, which may be extended at the discretion of the Committee Chair.

**Consent Items:** All matters listed under the Consent Calendar are considered by the committee to be routine and will be enacted by one motion. There will be no separate discussion of these items unless requested by a committee member or a member of the public prior to when the committee votes on the motion to adopt.

**Availability of Public Records:** All public records relating to an open session item on this agenda, which are not exempt from disclosure pursuant to the California Public Records Act, that are distributed to a majority of the legislative body, will be available for public inspection at 2477 Arnold Industrial Way, Concord, California, at the same time that the public records are distributed or made available to the legislative body. The agenda and enclosures for this meeting are posted also on our website at [www.countyconnection.com](http://www.countyconnection.com).

**Accessible Public Meetings:** Upon request, County Connection will provide written agenda materials in appropriate alternative formats, or disability-related modification or accommodation, including auxiliary aids or services, to enable individuals with disabilities to participate in public meetings. Please send a written request, including your name, mailing address, phone number and brief description of the requested materials and preferred alternative format or auxiliary aid or service so that it is received by County Connection at least 48 hours before the meeting convenes. Requests should be sent to the Assistant to the General Manager, Lathina Hill, at 2477 Arnold Industrial Way, Concord, CA 94520 or [hill@countyconnection.com](mailto:hill@countyconnection.com).

**Shuttle Service:** With 24-hour notice, a County Connection LINK shuttle can be available at the BART station nearest the meeting location for individuals who want to attend the meeting. To arrange for the shuttle service, please call Robert Greenwood – 925/680 2072, no later than 24 hours prior to the start of the meeting.

### **Currently Scheduled Board and Committee Meetings**

Board of Directors:	Thursday, April 17, 9:00 a.m., County Connection Board Room
Administration & Finance:	Wednesday, April 2, 9:00 a.m. 1676 N. California Blvd., S620, Walnut Creek
Advisory Committee:	Tuesday, May 13, 2:00 p.m., County Connection Board Room
Marketing, Planning & Legislative:	Thursday, April 3, 8:30 a.m., 3338 Mt. Diablo Blvd., Lafayette
Operations & Scheduling:	Friday, April 11, 8:30 a.m., 100 Gregory Ln., Pleasant Hill

**The above meeting schedules are subject to change. Please check the County Connection Website ([www.countyconnection.com](http://www.countyconnection.com)) or contact County Connection staff at 925/676-1976 to verify date, time and location prior to attending a meeting.**

**This agenda is posted on County Connection's Website ([www.countyconnection.com](http://www.countyconnection.com)) and at the County Connection Administrative Offices, 2477 Arnold Industrial Way, Concord, California**

**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**

To: Marketing Planning and Legislative Committee

Date: March 25, 2014

From: Mary Burdick, Sr. Manager of Marketing

Reviewed by:

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**Subject: Faces Campaign - 2014**

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**Background:**

In the first months of 2014 marketing staff has been working to increase the focus on people on the website homepage and is developing of a “Faces of County Connection” campaign.

The Faces campaign is designed to show the people behind the organization and emphasize the human connections that are a part of the service through portraits of employees and riders. Many organizations are using personal stories in their ad campaigns such as California State Automobile Associations “Lives to Help” campaign. This trend follows the rise of social media, cameras on phones, and public interest in “behind the scenes” snapshots.

Components of the Faces Campaign will include exterior bus ads featuring portraits of employees, interior ads encouraging riders to participate by contributing “selfies” and Instagram photos, and a webpage that features pictures and stories about employees and riders. The exterior ads will run on the back of the bus and the space is free. A local watercolor artist (John Finger) has been retained to photograph and draw portraits and a communications consultant (Stephanie Jordan) has been retained to assist in managing the campaign. The following are the first two bus back ads that will run.



**Meet Hack. Phone ace.  
Customer service superstar.**

*"I like honest feedback  
and helping people."*



countyconnection.com



**Meet Sheila. Dependable  
driver. Incurably cheerful.**

*"My passengers make me  
laugh and giggle."*



countyconnection.com

To: Marketing Planning and Legislative Committee

Date: March 28, 2014

From: Anne Muzzini, Director of Planning & Marketing

Reviewed by:

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**Subject: Paint for New Buses**

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### **Background:**

Gillig is in the process of building the next order of buses – 7 (30 foot) buses. It is an opportunity to update our paint scheme in terms of using the top of the bus and brightening the colors. In previous MP&L meetings there was consensus that this was the right direction.

### Use of Top

Current bus styling provides an opportunity to put our logo and lettering on the top which avoids it being covered up by advertising. If done as part of the bus build, this new top will be painted, not a decal. The advertising bid documents specifically prohibit ads from covering part of the bus. This is the proposed graphic for the top of the bus:



We'd also like to retrofit the existing buses with a decal that can be inexpensively placed on the top. It would look like this:



### Brightening Colors

In recent print material we've been brightening our color scheme. Memos, letterhead, business cards, & promotional materials shifted the traditional County Connection colors to be brighter. The buses however still retain the old colors. Marketing staff would like to carry the brighter look to the buses by changing the red. We request that the Committee confirm the direction given last year by the members of the MP&L. Here is the difference:

*County  
Connection*



Current Branding



PMS464





To: MP&L Committee

Date: March 24, 2014

From: Kristina Vassallo, Civil Rights Administrator

Reviewed by:

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**SUBJECT:** Support SB 1415 (Hill)

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**Background:**

The Bay Area Air Quality Management District was established in 1955 as the first regional air pollution control organization whose objective is the regulation of such sources in air pollution surrounding the Bay Area. The District is comprised of nine counties including Alameda, Contra Costa, Marin, Napa, San Francisco, San Mateo, Santa Clara, southwestern Solano, and southern Sonoma.

Alongside its 22 member Board of Directors, the District has established an Advisory Council for support in air quality issues that exist or may arise throughout its surrounding counties. The Council has the authority to conduct studies pertaining to the differing aspects of air emissions and may make recommendations to the Board of Directors or Executive Officer. The Advisory Council currently includes 20 members, each representing different areas from the community, health, environmental, and other organizations.

Existing law establishes the members who are to serve the Advisory Council under Section 40262 of the Health and Safety Code. While Transportation is identified within the Code, it is broadly represented and not definitive of public transportation. Therefore, SB 1415 is an act to amend Section 40262 of the Health and Safety Code and proposes that a member from public mass transportation serve as part the Bay Area Air Quality Management District Advisory Council.

**Action Requested:**

Staff respectfully wishes the MP&L Committee to support SB 1415 and recommend the item to the Board of Directors.

To: Marketing, Planning, & Legislative Committee

Date: February 26, 2014

From: Mary Burdick, Sr. Manager of Marketing

Reviewed by:

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### **SUBJECT: Community Events**

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#### **Summary of Issues:**

County Connection marketing staff continues to participate in select community and business events, and to coordinate Class Pass field trips for schools with service along fixed-routes.

#### **School & Community Events:**

- March 12 – Alhambra High, Martinez – 15 students/2 adults
- March 13 – Creative Play Center, Pleasant Hill – 14 students/7 adults
- March 20 – Creative Play Center, Pleasant Hill – 14 students/8 adults
- March 25 – Parkmead Elementary, Walnut Creek – 23 Students/5 adults
- March 27 – John Muir Elementary, Martinez – 30 students/5 adults
- March 27 – Pleasant Hill Middle, Pleasant Hill – 30 students/3 adults
- March 28 – Parkmead Elementary, Walnut Creek – 23 Students/5 adults
- March 28 – Woodside Elementary, Concord – 9 students/5 adults (special needs group)
- April 1 – Concord High, Concord – 24 students/2 adults
- April 1 – Hidden Valley Elementary, Martinez – 32 students/5 adults
- April 3 – Hidden Valley Elementary, Martinez – 34 students/5 adults
- April 15 – Hidden Valley Elementary, Martinez – 34 students/5 adults
- April 16 – New Leaf Collaborative, Martinez – 28 students/8 adults
- April 17 – Hidden Valley Elementary, Martinez – 34 students/5 adults
- April 24 – Cal State East Bay, Concord – Current/potential student open house
- April 24 – Concord Child Care Center – Concord – 34 students/8 adults
- April 24 – Morellow Park Elementary, Martinez – 30 students/9 adults
- April 26 – Earth Day celebration, John Muir House, Martinez

#### **Recommendation:**

For information only

#### **Financial Implications:**

Any costs associated with events are included in the Promotions budget.