

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

Thursday, April 3, 2014

The meeting was called to order at 8:30 a.m.

Those present at the meeting were:

Members: Directors Rob Schroder and Laura Hoffmeister  
Staff: Rick Ramacier, Anne Muzzini, Krisina Vassallo, and Mary Burdick  
Guest: None

**Approval of Agenda**

The agenda was approved as presented.

**Public Comment**

There was no public comment.

**Approval of the Minutes of March 6, 2014**

The minutes were approved as presented.

**Marketing Outreach 2014**

Mary Burdick outlined a campaign expected to launch in the near future called “Faces of County Connection”. The campaign is designed to highlight the people within the agency, as well as riders, and show the human connections that are part of our service.

Components of the campaign include exterior bus tail advertisements, interior bus cards, and a “Faces” web page that features photos, illustrations, and personal stories. Riders will be encouraged to participate in the campaign by sending us their photos that highlight their County Connection experience, and competing for monthly prizes.

Sample layouts for the first two bus ads were presented.

**New Bus Paint Scheme**

Anne Muzzini reported that Gillig is in the process of building seven buses, presenting an opportunity to brighten the color scheme and address moving the County Connection branding to the top of the bus. Ms. Muzzini explained that the MP&L Committee explored many color options last year, and decided that a brightening of the existing colors would be the most cost effective way to make the transition.

Photo samples were presented that displayed the current color and branding placements. Photos were also provided that show the new recommended brand placement, as well as the brighter colors.

Director Hoffmeister commented that the brightened russet color could invite tagging by local gangs, and suggested we review the plan with the Concord Police Dept. Rick Ramacier said this is something that the Director of Transportation could do. With no other comments, the Committee approved this direction.

**Legislation – Support SB1415 (Hill)**

Kritina Vassallo reported that recent changes were made to this bill that negate our need to recommend support. This Bill would have amended Section 40262 of the Health and Safety Code that establishes the

members who serve on the 20-member Advisory Council to the Bay Area Air Quality Management District, to propose that a member from public mass transit be represented. Since this report was written, the BAAQMD has reduced the number of members from 20 to 7, and removed specific organization requirements.

**Marketing Reports**

- School and Community Events for March/April were provided.
- Web Statistics for March were distributed.

**Next Meeting Date:** The next meeting was scheduled for Thursday, May 1, 2014 at Supervisor Anderson's Lafayette office at 8:30 AM.

**Adjournment:** The meeting was adjourned at 9:20 a.m.

*Mary Burdick*

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**Mary Burdick**

4/24/14

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**Date**