

**Summary Minutes**  
**Marketing, Planning, and Legislative Committee**  
Supervisor Andersen, District 2, Lamorinda Office  
3338 Mt. Diablo Blvd, CA  
**July 3, 2014, 8:30 a.m.**

**Directors:** Directors Schroder and Worth

**Staff:** Anne Muzzini, and Kristina Vassallo

**Public:** None

**Call to Order:** Meeting called to order at 8:35 a.m. by Director Schroder

1. **Approval of Agenda Items:** Agenda was approved.
2. **Public Comment and/or Communication:** None
3. **Approval of MP&L Summary Minutes for May 1, 2014:** Minutes were approved.
4. **Advertising Contract:** Ms. Muzzini described the background for going out to bid for advertising on the buses and the options for Committee action. Only one proposal was received and it was from the existing contractor – Lamar Transit Advertising. The RFP requested bids for two options; a) ads that don't go above the windows, and b) ads that are only allow 20% of the fleet to have full coverage. The Committee debated the choices and decided to recommend to the full Board that we limit advertising so that there are no full coverage ads despite the loss of revenue. The Committee also supported continuing with the same payment method that gives County Connection a percentage of the gross with a minimum guarantee.
5. **Title VI Equity Analyses for Service Change & Mid Day Free:** Mr. Bowron explained that the FTA required a full blown Title VI equity analysis in addition to the tables showing proving that no disparate impact was created that were previously presented to the Board when they approved the Fall Service Changes. The Equity Analyses shows that neither the fall service changes nor the midday free policy for seniors and disabled violates the Title VI policy. The Committee discussed how the demographics of the senior population are changing so that they will be more racially diverse in the future. The Committee supported Board action to approve the two Title VI analyses.
6. **Legislative Update:** Ms. Vassallo gave an update on the state of the California Cap-and-Trade Program. There was little debate and no Board action was required.
7. **Marketing Reports:** The website user report and the community events reports were presented. There was some discussion about future measurement of social media activity.
8. **Next Scheduled Meeting** –The next meeting was scheduled for August 7th at 8:30am.
9. **Adjournment** – The meeting was adjourned at 9:02 a.m.