

Summary Minutes
Marketing, Planning, and Legislative Committee
County Connection Administration Offices
2477 Arnold Industrial Way, Concord
September 4, 2014, 8:30 a.m.

Directors: Directors Schroder
Staff: Rick Ramacier, Kristina Vassallo, Laramie Bowron, Anne Muzzini
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 August 7, 2014:** Minutes were approved.
4. **Short Range Transit Plan FY2013-14:** Mr. Bowron presented the Short Range Transit Plan informing the committee that this was the mini SRTP and that next year a more exhaustive plan would be done. He highlighted the fact there is an assumption of a fare increase in FY16, FY19 and FY22 although public hearings, Title VI analysis and Board approval would be required to implement increases. The plan does not identify a specific fare increase; it only shows an increase the average fare per passenger. The TDA reserve at the end of the ten year plan is positive and equal to \$11 million which is only a third of the annual operating budget. The Committee supported taking the plan to the Board for approval.
5. **Legislative Update:** Ms. Vassallo presented a legislative update on SB 556, AB 1720, AB 69, AB 1783 and activities to implement the Cap and Trade Program fund distribution. There was discussion about the Cap and Trade funding allocations and Mr. Ramacier went into detail describing how the proposed Cal Enviro screen would impact distribution throughout the State.
6. **Marketing Reports:** The website user report and the community events reports were presented. Annual statistics on pass sales and customer service phone calls were reviewed.
7. **Next Scheduled Meeting** –The next meeting was scheduled for October 2nd at 8:30am.
8. **Adjournment** – The meeting was adjourned at 9:30 a.m.

Minutes prepared and submitted by: Anne Muzzini, Director of Planning & Marketing