

Summary Minutes
Marketing, Planning, and Legislative Committee
County Connection Administration Offices
2477 Arnold Industrial Way, Concord
November 6, 2014, 8:30 a.m.

Directors: Directors Schroder, Weir
Staff: Rick Ramacier, Laramie Bowron, Anne Muzzini
Public: Elaine Welch

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 September 4, 2014:** Minutes were approved.
4. **Systemwide Title VI Standards and Policies:** Mr. Bowron explained that every three years County Connection is required to complete a new Title VI report and that adopting standards that will be used to measure equity is the first step. The Committee had questions about the population coverage recommended – 70% within ½ mile. Mr. Ramacier suggested that we set the standard at ¾ of a mile to coincide with the ADA requirement for service. The Committee forwarded the staff's recommendation to the Board for approval.
5. **Mobility Manager Contract:** Mr. Bowron described the progression of grant funding for mobility management phases and how County Connection was taking responsibility for claiming the remainder of the allocated funds and contracting for mobility management services. Ms. Welch described the work tasks she would undertake given award of the contract. The Committee accepted the reports and forwarded the staff recommendation to the Board.
6. **Vision List for Undetermined Funding:** Ms. Muzzini presented a list of projects that are long range in scope and as yet unfunded. She explained that the list was developed in response to growing discussions about a new sales tax measure at the Countywide transportation authority. Projects included capital for facilities and bus purchases as well as operating funding for increased service. The Committee discussed the likelihood for new funding as well as other projects such as ferry service from Martinez. The Committee recommended that the item go to the Board for discussion.
7. **Marketing Reports** – The Committee reviewed the standard reports as well as a new report on website and social media activity.
8. **Next Scheduled Meeting** –The next meeting was scheduled for December 4th at 8:30am.
9. **Adjournment** – The meeting was adjourned at 9:30 a.m.