

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

Directors: Directors Schroder, Weir
Staff: Rick Ramacier, 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 November 6, 2014:** Minutes were approved.
4. **Systemwide Title VI Standards and Policies:** Mr. Bowron showed the committee maps showing service coverage that were requested at the Board meeting. The GIS analysis shows that 73.8% of the population lives within ¾ mile of a bus stop. He explained that this figure assumes equal distribution of population throughout the census tract, when in fact some very large census tracts have population concentrated closer to the transit system. Further refinements to cluster population near the street and road network will show a higher percent of the population living within ¾ mile of the transit service. The Committee discussed the goals for the Title VI program then agreed to forward the standards to the Board.
5. **On Board Survey RFP:** Ms. Muzzini explained that it had been three years since the last on board survey and that the information obtained from these surveys is very useful for determining the impact of service and fare changes. She asked that the Committee support the release of an RFP for a consultant to conduct an on board survey. A recommendation will be brought back to the Committee prior to award. The Committee supported release of an RFP.
6. **Planning Workplan for Next 6 Months:** Ms. Muzzini explained that in the next 6 months there are several major projects to be undertaken such as completing the Title VI report, coordinating the FTA Triennial Audit, developing the Short Range Transit Plan, as well as participating in the Countywide Express Bus study, managing the Lamorinda Study, and work related to implementing Clipper in the fall. The Committee received the report.
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.