

Summary Minutes
Marketing, Planning, and Legislative Committee
County Connection Administration Offices
2477 Arnold Industrial Way, Concord
March 5th, 2015, 8:30 a.m.

Directors: Directors Schroder, Worth
Staff: 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 February 5, 2015:** Minutes were approved.
4. **Proposed Marketing Campaigns:** Ms. Muzzini explained that there were sufficient funds left in the 2014-15 promotions budget to embark on two new campaigns. The first would be using print on buses and in BART station to promote availability of real time information using the mobile app. The second would be a “we’re all in this together” video. She explained that both campaigns are copies of APTA AdWheel winners. The Committee viewed the Toledo Transit print campaign and the Kansas City videos and reviewed cost estimates for implementation. They agreed to move forward with the expectation that when final art or video are completed it would be brought back to them for show and tell at the Board.
5. **Updates on Bishop Ranch and Paratransit bus paint, Martinez Shuttle status, and Shadelands Marketing:** Ms. Muzzini told the Committee that the Bishop Ranch buses were in the next group slated for replacement and that staff was working with them to finalize the paint scheme which is the same as the wrapped buses. In addition new paratransit vehicles have been delivered and have been painted with the new red stripe and white background instead of the tan. The Martinez shuttle stops are being located in conjunction with the City, but no formal approval of the LCTOP grant had been obtained. The Shadelands business owners have not yet developed their logo or marketing materials for the “free” Route #7.
6. **Marketing Reports** – The usual marketing reports on web use were reviewed.
7. **Next Scheduled Meeting** –The next meeting was scheduled for April 9th 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