

Summary Minutes
Marketing, Planning, and Legislative Committee
County Connection Administration Offices
2477 Arnold Industrial Way, Concord
April 9th, 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 March 5, 2015:** Minutes were approved.
4. **Proposed Marketing Campaigns:** Ms. Muzzini presented the print ads that will run on the buses and in the BART stations advertising the mobile transit app and real time information. The Committee suggested that the County Connection logo could be bigger.
5. **Amended Public Hearing Policy:** Ms. Muzzini presented a revision to the public hearing policy that further described the use of email, phone calls to customer service, mobile apps, surveys, blog posts to obtain public comments. In addition the revisions state more clearly that all comments will be summarized and presented to the Board. These revisions were in response to findings in the recent FTA Triennial Review. The Committee forwarded staff recommendation to amend the policy to the Board.
6. **Lamorinda Service Plan Option:** Ms. Muzzini described the various service options developed by Nelson Nygaard in the Lamorinda Service Alternatives – Executive Summary. The alternatives are targeted to address the needs of commuters, students, and seniors. Options to alleviate congestion at BART included vanpools, a Moraga/Orinda shuttle, and a Lafayette BART shuttle. Options to address senior and mid day community needs included flexible transit service using a zone system and deviated fixed route service. School transportation was addressed through expansion of the Lamorinda School Bus Program. Ms. Muzzini explained that the LPMC would be reviewing the options prior to another round of public input.
7. **Vision List Review:** The Committee reviewed the vision list of projects previously adopted by the Board for consideration of inclusion in the CCTA expenditure plan. Committee members suggested reviewing the public survey results to see which projects are likely to score better in terms of public opinion.
8. **Marketing Reports** – The usual marketing reports on web use were reviewed.
9. **Next Scheduled Meeting** – The next meeting was scheduled for May 7th
10. **Adjournment** – The meeting was adjourned at 9:30 a.m.

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