

Summary Minutes
Marketing, Planning, and Legislative Committee
County Connection Administration Offices
2477 Arnold Industrial Way, Concord
June 4, 2015, 8:30 a.m.

Directors: Directors Worth, Noack

Staff: Rick Ramacier, Anne Muzzini, Laramie Bowron **Public:** None

Call to Order: Meeting called to order at 8:35 a.m. by Director Worth

1. **Approval of Agenda Items:** Agenda was approved.
2. **Public Comment and/or Communication:** None
3. **Approval of MP&L Summary Minutes for May 7, 2015:** Minutes were approved.
4. **Title VI Analysis for Martinez Shuttle:** Mr. Bowron presented the Title VI analysis for the Martinez Shuttle. The analysis showed that there were no disparate impacts on minority or low income riders. The Committee recommended approval by the Board.
5. **Performance Indicators – Short Range Transit Plan:** Mr. Bowron presented the chapter of the SRTP on performance and recommended that an adjustment be made to the standard for fixed route performance to better measure different types of routes and the fact that we measure 100% of the timepoints. The Committee discussed indicators related to cost and recommended increased the cost per passenger to \$8.50 per passenger and modifying the on time performance measurement in accordance with staff recommendation.
6. **Marketing Reports** – The Committee reviewed the marketing reports was happy to see an increase in the use of the mobile transit app in response to the recent marketing campaign.
7. **Next Scheduled Meeting** –The next meeting was scheduled for July 2nd
8. **Adjournment** – The meeting was adjourned at 9:30 a.m.

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