

Summary Minutes
Marketing, Planning, and Legislative Committee
County Connection Administration Offices
2477 Arnold Industrial Way, Concord
September 3, 2015, 8:30 a.m.

Directors: Directors Amy Worth and Sue Noack

Staff: Rick Ramacier, Anne Muzzini, Kristina Vassallo

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 June 4, 2015:** Minutes were approved.
4. **Legislation Update on Extraordinary Session:** Ms. Vassallo explained that the Senate has passed the Hill bill, SBX18 and SBX17 but explained that likely nothing would get thru the session by Friday. Mr Ramacier explained that there was no consensus. The Committee discussed Cap and Trade funding and the Martinez DAC.
5. **Clipper Marketing:** Ms. Muzzini outlined the marketing efforts being undertaken by MTC for the soft launch of the East Bay Operator Group. Go live is expected to take place on November 1st and County Connection will be getting 500 promotional Clipper cards for distribution. There was discussion about promoting transit and clipper to students, in particular Sequoia and Pleasant Hill Middle School.
6. **Lamorinda Transit Study – Public Input on Options:** Ms. Muzzini explained that the public input effort was very successful due to the use of Nextdoor for promoting the survey. Based on public input service options have been selected for the next stop in the planning study – implementation. Options selected are: fixed route service to augment the Route #6; a Lafayette shuttle for Mt. Diablo; increased school bus service; and a new taxi subsidy program. None of the options are funded at this point. The Committee spent some time talking about how a taxi subsidy program would work.
7. **Marketing Reports** – The marketing reports were not reviewed this month.
8. **Next Scheduled Meeting** –The next meeting was scheduled for October 8th
9. **Adjournment** – The meeting was adjourned at 9:30 a.m.

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