

Summary Minutes
Marketing, Planning, and Legislative Committee
County Connection Administration Offices
2477 Arnold Industrial Way, Concord
December 7, 2015, 8:30 a.m.

Directors: Directors Amy Worth, Greg Manning
Staff: Anne Muzzini, Ruby Horta, Erick Chueng
Public: None

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

- 1. Approval of Agenda Items:** Agenda was approved.
- 2. Public Comment and/or Communication:** None
- 3. Approval of MP&L Summary Minutes for October 8th, 2015:** Minutes were approved.
- 4. Alamo Creek Marketing:** Ms. Muzzini summarized how the Alamo creek service is currently being used by passengers and ridership levels. In response to County desires additional marketing has been done to try and get more riders on the trips with capacity. Marketing details were discussed as well as the basic financing of the service and agreements with the County. No action was taken.
- 5. Report on Clipper Rollout:** Ms. Muzzini explained that it was a rocky start with on board equipment suffering intermittent failure due to a problem with the power system. She explained Cubic's efforts to solve the problem and told the committee that it was getting better. The public seems happy to have Clipper and very few complaints have been taken by customer service. The heaviest use is on the routes #6, 35, 10, and 20. The Committee discussed future reporting and financial reconciliation and the impact on fare revenue. No action was taken.
- 6. Marketing Reports** – The marketing reports were reviewed.
- 7. Next Scheduled Meeting** –The next meeting was scheduled for November 8th
- 8. Adjournment** – The meeting was adjourned at 9:30 a.m.