

**Summary Minutes**  
**Marketing, Planning, and Legislative Committee**  
County Connection Administration Offices  
2477 Arnold Industrial Way, Concord  
**January 7, 2016, 8:30 a.m.**

**Directors:** Directors Rob Schroder, Amy Worth

**Staff:** Rick Ramacier, 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 December 7th, 2015:** Minutes were approved.
4. **Federal and State Legislative Update:** Mr. Ramacier gave an overview of the recently adopted Federal funding program - FAST. There was discussion about the Frasier bill at the State level that would fund transportation. The Committee also discussed the status of Cap and Trade funding and the implications for County Connection given the limits on how its spent and the location of the DAC in Martinez.
5. **Report on Clipper Use:** Ms. Muzzini showed the Committee the type of reports being generated by Cubic as well as in house. She presented data on how riders are purchasing Clipper and how they are using it on County Connection. There was discussion about the need to continue the paper monthly pass given its replacement by Clipper. No action was taken.
6. **Marketing Reports** – Staff described how recent marketing efforts were going including the farebox covers stating “your fare paid for by the City of Walnut Creek and the installation of bus information panels in Clayton. Stickers to be placed on bus stop poles promoting real time information were viewed. The Committee suggested that the stickers have information in Spanish as well. The marketing reports were reviewed.
7. **Next Scheduled Meeting** –The next meeting was scheduled for February 4th
8. **Adjournment** – The meeting was adjourned at 9:30 a.m.