

Summary Minutes
Marketing, Planning, and Legislative Committee
County Connection Administration Offices
2477 Arnold Industrial Way, Concord
February 4, 2016, 8:30 a.m.

Directors: Directors Rob Schroder, Gregg Manning

Staff: Rick Ramacier, Anne Muzzini, Kristina Martinez, Ruby Horta

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 January 7th, 2016:** Minutes were approved.
4. **Federal and State Legislative Update:** Mrs. Martinez gave an overview of the following state legislation: AB 1592 (Bonilla), SB 824 (Beall) and the Bus on Shoulder draft bill. The Committee supported forwarding the legislation to the Board for approval. There was discussion about having the ability to use LCTOP funds in other areas within County Connection's service area in addition to the identified DAC in Martinez. Mrs. Martinez also shared the draft 2016 County Connection Federal Legislative Program, requesting feedback from the Committee.
5. **2016 Marketing Promotions Campaign:** Ms. Muzzini shared a new marketing campaign promoting technology available on County Connection: free Wi-Fi, Clipper, and real-time information on the mobile app. Samples of bus backs and a video were shared with the Committee promoting the new technology available. Mr. Manning demonstrated interest in gathering data after the campaign to find out the effectiveness of the marketing efforts. The Committee supported the campaign as proposed.
6. **2016-2025 Short Range Transit Plan:** Ms. Muzzini provided a summary of the Short Range Transit Plan. She explained that recent increases in cost have been minimal and largely due to the decreasing cost of fuel. She also noted that subsequent to the current fixed-route fleet purchase, the next significant investment in fleet replacement is scheduled to occur in 2024. Mr. Ramacier added that future fleet purchases may require investment in electric and/or fuel cell buses. Ms. Muzzini mentioned that even though the TDA account balance shows reserve levels, the reserve is heavily diminished in 2024 when the fleet is scheduled for replacement. These projections demonstrate the limited ability to expand service. Mr. Schroder mentioned that he anticipates the need to expand service once the Concord Naval Weapons Station is developed. Mr. Ramacier suggested that an agreement could be developed in order to have the development pay for service. Ms. Muzzini

summarized Chapter 7, which provides a list of projects County Connection could complete if additional sources of funding became available. Ms. Muzzini notified the Committee that the public comment process, to review the SRTP, would begin and that the final report would go to the Board for approval at the March 17th Board meeting.

7. Marketing Reports: Ms. Muzzini explained that a number of passengers using monthly passes have yet to transition to Clipper. Staff will be mailing a notice explaining the benefits of Clipper to monthly pass users in an effort to have them transition to Clipper. Ms. Muzzini shared samples of the fare box covers stating “Your fare paid for by the City of Walnut Creek/Shadelands”. Ms. Muzzini also shared the information to be placed on bus stop poles promoting real time information - also available in Spanish, per the Committee request. The marketing reports were reviewed. Mr. Schroder asked if data was available about how many people in County Connection’s service area have downloaded the app. Ms. Muzzini agreed to inquire about this matter.

8. Next Scheduled Meeting – The next meeting was scheduled for March 3rd

9. Adjournment – The meeting was adjourned at 9:20 a.m.

Minutes prepared and submitted by: Ruby Horta, Manager of Planning