

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

Directors: Directors Rob Schroder, Gregg Manning, Amy Worth

Staff: Rick Ramacier, Anne Muzzini, Ruby Horta

Public: None

Call to Order: Meeting called to order at 8:30 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 March 3, 2016:** Minutes were approved.
4. **General Population Survey:** Ms. Muzzini summarized the need for a General Public Awareness survey. The last survey of this kind was conducted 20+ years ago. Unlike on-board passenger surveys conducted every three years, this survey would focus on non-users. Ms. Worth indicated she would like to see questions aimed at increasing ridership. Mr. Ramacier suggested that the selected consultant be asked to present the methodology that would be used to the Committee. Ms. Worth recommended that the survey be conducted after the November elections to avoid confusion amongst respondents.
5. **Marketing Reports:**
 - a. Ms. Muzzini shared the Clipper Use report and explained how "Clipper Potential" is calculated. Ms. Worth noted the importance of replacing the monthly pass with clipper use. Ms. Muzzini shared the efforts that have been implemented to share the availability of Clipper with monthly pass users. Mr. Manning suggested sending monthly pass users a free Clipper card.
 - b. Electric Trolley: Ms. Muzzini summarized the activities completed to date. Mr. Ramacier shared his recent experience on the electric trolley while being tested in Hayward. Mr. Schoader and Mr. Manning inquired about the battery charge. Mr. Ramacier indicated the bus can reach a range of 50 miles on a full charge and in order to maximize the battery life, it should maintain a charge of 50-70%.
 - c. TEP Status: The committee discussed the most recent development with regard to the Transit Expenditure Plan. Ms. Muzzini shared the vision the City of Concord has developed for a Pedestrian Plaza between Concord BART and Downtown. They expect to start construction Summer 2016 and be completed in Summer 2017.
 - d. Community Events: The committee reviewed the community events.

6. **Next Scheduled Meeting** – The next meeting was scheduled for May 5th
7. **Adjournment** – The meeting was adjourned at 9:30 a.m.

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