

Summary Minutes
Marketing, Planning, and Legislative Committee
County Connection Administration Offices
2477 Arnold Industrial Way, Concord
May 5, 2016, 8:30 a.m.

Directors: Directors Rob Schroder, Gregg Manning, Amy Worth
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 Schroader

1. **Approval of Agenda Items:** Agenda was approved.
2. **Public Comment and/or Communication:** None
3. **Approval of MP&L Summary Minutes for April 7, 2016:** Minutes were approved.
4. **Background on State Legislative Activity at County Connection:** Mrs. Martinez provided a State Legislative update.
5. **State Legislative Update: Support AB 2292, Oppose AB 2094:**
 - a. Support AB 2292: Ms. Martinez summarized AB 2292 which proposes to amend the process of identifying disadvantaged communities. Such an amendment may offer additional opportunities to expand service in County Connection's service area beyond the single disadvantaged community (DAC) in Martinez. Staff recommended support of this bill be forwarded to the Board of Directors; committee members agreed.
 - b. Oppose AB 2094: Ms. Martinez summarized AB 2094 which proposes to reallocate TDA funds to backfill loss in the State Transportation Improvement Program (STIP) and Local Streets and Roads Program at the state level. In order to backfill losses to transit, the legislation proposes the use of cap and trade funds through the Low-Carbon Transit Operations Program (LCTOP). Ms. Martinez described the volatility and limitations of LCTOP funds. Staff recommended opposition to this bill be forwarded to the Board of Directors; committee members agreed.
6. **Marketing Reports:**
 - a. Report on Electric Trolley Implementation – Celebration
Ms. Muzzini shared with the Committee the planning efforts being discussed with the City of Walnut Creek to showcase the Electric Trolley once it is ready to be put into service.
 - b. Website Update
Ms. Muzzini provided an update on the efforts underway to make the website mobile-friendly.
 - c. Real time signage, promotion of Transitapp

Ms. Muzzini indicated that the marketing staff prepared a sticker to be placed on bus stop poles, promoting the bus tracker website and the transit mobile application. Additionally, buses have been fitted with a wrap promoting the technology upgrades on County Connection, including free wi-fi on the buses.

d. **TEP Status**

Ms. Muzzini provided a summary of the most recent TEP meeting, which took place May 4th. The Contra Costa Transit Authority (CCTA) is on a schedule to consider adopting a final TEP on May 18, 2016 for possible placement on a November 2016 ballot measure.

e. **Community Events**

Ms. Muzzini provided a summary of the upcoming community events.

7. Next Scheduled Meeting – The next meeting was scheduled for June 3rd, 2016 (CANCELLED)

8. Adjournment – The meeting was adjourned at 9:30 a.m.

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