

Summary Minutes
Marketing, Planning, and Legislative Committee
County Connection Administration Offices
2477 Arnold Industrial Way, Concord
September 1, 2016, 8:30 a.m.

Directors: Directors Rob Schroder, Amy Worth, Jim Diaz

Staff: Rick Ramacier, Ruby Horta

Public: Bob Simmons

Call to Order: Meeting called to order at 8:30 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 July 7, 2016:** Minutes were approved.
4. **Legislative Activity:** Mr. Ramacier provided a summary of the outstanding transportation funding issues in the extraordinary session.
5. **Marketing Reports:**
 - a. **Report on Electric Trolley Ribbon Cutting Tasks**

Ms. Horta provided a status update on the electric trolley ribbon cutting. The event has been scheduled for November 5th. County Connection has executed a contract with Circlepoint to plan the event and has been in touch staff from the City of Walnut Creek to secure a location for the event. Mr. Jeremy Lochirco suggested the Leshner Center and a meeting to discuss event logistics has been scheduled for September 19th. County Connection staff has developed a mailing list for the event. Ms. Horta shared the list with the Committee members and additional names were included, per the Directors' requests.
 - b. **Survey Results from Wayside Demonstration Project**

Ms. Horta shared the results of the text survey conducted to obtain feedback from passengers waiting at the bus stops. A total of 142 responses were collected. More than 80% of respondents thought "It's great, I would like to see more of them". About half of the respondents stated that visibility was inadequate.
 - c. **Community Events**

Ms. Horta provided a summary of the past and upcoming community events.
 - d. **Website and Social Media**

Ms. Horta indicated that media data has been rather consistent, for the most part. TransitApp downloads continue to be on the rise early spring, which could be attributed to the bus wraps promoting transit technology that were installed around the same time.

6. Next Scheduled Meeting – The next meeting was scheduled for October 6th, 2016.

7. Adjournment – The meeting was adjourned at 9:10 a.m.

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