

**Summary Minutes
Marketing, Planning, and Legislative Committee
Hanson Bridgett
1676 North California Blvd., Suite 620
Walnut Creek, CA
February 2, 2017, 10:00 a.m.**

Directors: Directors Amy Worth, Jim Diaz

Staff: Rick Ramacier, Anne Muzzini, Kristina Martinez, Bill Churchill

Public: Ralph Hoffman

Call to Order: Meeting called to order at 10:02 a.m. by Director Diaz.

- 1. Approval of Agenda Items:** Agenda was approved.
- 2. Public Comment and/or Communication:** Mr. Hoffman suggested that there be more marketing of the free routes in particular Route #5. He wanted to lobby for more free routes and against a fare increase or elimination of the midday free for seniors.
- 3. Nomination of Chair:** Mr. Jim Diaz was nominated and approved as Chair of the MP&L Committee.
- 4. Approval of Summary Minutes for January 5, 2017:** The Committee approved the minutes.
- 5. Draft 2017 Federal Legislative Program*:** Ms. Martinez gave the Committee background on the legislative program and format for use at the APTA Legislative conference. The Committee chose the large format and had some edits; include a picture of the trolley with people, take out "new" in administration, include in private/public partnerships Shadelands and City of Walnut Creek. Director Diaz asked that staff send him information about the trolley project for use in an article he was writing.
- 6. General Awareness Survey:** Ms. Muzzini explained that it had been 20 years since the last general survey of riders and non-riders. Staff asked for Committee endorsement for going out to bid to solicit proposals for a survey that will solicit information about brand awareness, perceived quality of service, desired attributes and barriers to use. Director Worth suggested that the title be changed to reflect the fact that the survey is also about how to make transit more attractive and increase ridership. The Committee supported going out to bid.
- 7. Digital Advertising Campaign:** Ms. Muzzini told the Committee that there were still funds in the promotions budget and that she recommended spending \$15,000 doing a digital marketing campaign with Alpha Media, the digital division of Diablo Valley's KKDV radio. Banner ads would be targeted based on sites, searches,

keywords, and geo fencing. There was discussion about how the digital ads were placed and staff promised to bring back examples for the committee to see. They did approve going ahead with the project

8. Marketing Reports:

a. Website and Social Media: Committee members reviewed data provided.

9. Next Scheduled Meeting – The next meeting was scheduled for March 2, 2017.

10. Adjournment – The meeting was adjourned at 11:00 a.m.

Minutes prepared and submitted by: Anne Muzzini, Manager of Planning