

**Summary Minutes
Marketing, Planning, and Legislative Committee
Supervisor Andersen's Office
3338 Mt. Diablo Blvd.
Lafayette, CA
Thursday, March 7, 8:30 a.m.**

Directors: Candace Andersen, Amy Worth
Staff: Rick Ramacier, Bill Churchill, Melody Reebbs
Public: None

Call to Order: Meeting called to order at 8:33 a.m. by Director Worth.

1. Approval of Agenda

The Committee approved the agenda.

2. Public Communication

None

3. Approval of Minutes from February 12, 2019

The Committee approved the minutes.

4. Final 2019 Federal Legislative Program

Mr. Ramacier presented the revised 2019 Federal Legislative Program and distributed copies of the accompanying brochure. Director Andersen noted that she liked the new map. Director Worth asked if staff received any additional comments from other Board members. Mr. Ramacier responded that no additional comments were received.

5. FY 2020 Marketing Plan

Ms. Reebbs presented the draft Marketing Plan for the upcoming fiscal year and highlighted some of the special promotional campaigns that staff has planned. Director Worth suggested that staff increase promotional efforts for youth, specifically around using transit beyond home-to-school trips. Mr. Churchill expressed support for the idea, noting that it would be a good opportunity without much cost. Director Andersen added that most schools have e-blasts that could be used to help promote transit services.

6. Public Hearings for Bishop Ranch Service Restructure

Ms. Reebbs gave an update on the public hearing process for the proposed Bishop Ranch service changes. She mentioned that staff have scheduled two public hearings, which will be publicized through notices in the local newspaper and onboard vehicles.

7. New Schedule Brochures and System Map

Ms. Reeb presented an overview of County Connection's new printed schedule brochures and system map and distributed some samples. Director Andersen asked about why services in East Danville, such as the Alamo Creek Shuttle and school routes, are not shown on the system map. Ms. Reeb responded that there is a separate route brochure for the Alamo Creek Shuttle and that all information on school services are currently included in another separate piece that staff will be redesigning in the fall. Mr. Churchill added that staff felt that including school routes on the system map would overcomplicate the map. Director Andersen asked whether a separate map of school routes could be made available online. Ms. Reeb confirmed that staff will include that when redesigning the school route materials for the fall.

8. Community Events

Ms. Reeb noted that staff will be continuing their outreach efforts through mid-March for the upcoming service and fare changes.

9. Committee Comments

None

10. Future Agenda Items

Mr. Ramacier noted that staff will likely be bringing a state legislative item to the Committee at a future meeting.

11. Next Scheduled Meeting

The next meeting was scheduled for April 9 at 3:00 p.m. at 3338 Mt. Diablo Blvd.

12. Adjournment – The meeting was adjourned at 9:22 a.m.

Minutes prepared and submitted by: Melody Reeb, Manager of Planning