

**Summary Minutes
Marketing, Planning, and Legislative Committee
Supervisor Andersen's Office
3338 Mt. Diablo Blvd.
Lafayette, CA
Thursday, June 13, 8:30 a.m.**

Directors: Candace Andersen, Amy Worth

Staff: Bill Churchill, Melody Reeb

Public: None

Call to Order: Meeting called to order at 8:35 a.m. by Director Worth.

1. Approval of Agenda

The Committee approved the agenda.

2. Public Communication

None

3. Approval of Minutes from May 2, 2019

The Committee approved the minutes.

4. Appointments to Advisory Committee Representing City of Pleasant Hill

The Committee forwarded to the Board the recommendation to approve the appointments of representatives to the Advisory Committee for the City of Pleasant Hill.

5. Appointment to the Advisory Committee Representing Contra Costa County

The Committee forwarded to the Board the recommendation to approve the appointment of a representative to the Advisory Committee for Contra Costa County.

6. Walnut Creek BART Free Ride Promotion

Ms. Reeb provided a summary of ridership during the free rides promotion at Walnut Creek BART in partnership with 511 Contra Costa. She noted that there was an increase in ridership compared to last year, and that staff will continue to monitor ridership to see if any increases were sustained after the promotion ended. Director Andersen expressed support for free ride promotions to help attract new riders and suggested doing one every year.

7. Advertising RFP Update

Ms. Reeb presented an overview of the upcoming procurement process for bus advertising services. She noted that the RFP will be released in July and that staff will be

bringing a recommendation back to the Committee and the Board in October. Director Andersen asked if there were many potential bidders other than the current contractor, Lamar. Ms. Reeb responded that there are a few others and that staff maintains a list of potential vendors, which will be used for distribution of the RFP.

8. MTC Transit Passenger Survey

Ms. Reeb provided an overview of the upcoming onboard passenger survey that will be conducted by MTC in the fall. She noted that the survey will be conducted using tablets, which provides more accurate data but also tends to result in fewer overall responses. Mr. Churchill added that staff uses this type of data a lot, as it provides important insight into who our riders are and, specifically, their transit dependence.

9. Draft Transportation Expenditure Plan Project List

Mr. Churchill presented a summary of staff's priority projects for consideration in the Transportation Expenditure Plan. Director Andersen mentioned wanting to see improved paratransit coordination across operators in order to reduce the burden of transfer trips. Director Worth expressed support for youth transit passes, noting that this will become especially important with the costs of the TRAFFIX program going up.

10. Community Events

Ms. Reeb provided a summary of community events for the months of May and June.

11. Committee Comments

None

12. Future Agenda Items

Mr. Churchill noted that staff will continue to bring updates the Committee on the Transportation Expenditure Plan.

13. Next Scheduled Meeting

The next meeting was scheduled for July 11th at 8:30 a.m. at 3338 Mt. Diablo Blvd.

14. Adjournment – The meeting was adjourned at 9:31 a.m.

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