

**Summary Minutes
Marketing, Planning, and Legislative Committee
Supervisor Andersen's Office
3338 Mt. Diablo Blvd.
Lafayette, CA
Thursday, May 2, 8:30 a.m.**

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

Call to Order: Meeting called to order at 8:30 a.m. by Director Worth.

1. Approval of Agenda

The Committee approved the agenda.

2. Public Communication

None

3. Approval of Minutes from April 9, 2019

The Committee approved the minutes.

4. Summary of Public Comments for the Proposed Bishop Ranch Service Restructure

Ms. Reebbs presented a summary of the public hearing process for the proposed Bishop Ranch service changes. She noted that while no formal comments were received at the hearings, staff received a total of 75 comments through the website and email. One of the most significant concerns raised was regarding the proposed change to Route 97X and removal of express service between Dublin/Pleasanton BART and Bishop Ranch. Director Andersen asked if staff would be looking at alternative options to address those concerns. Ms. Horta confirmed that staff has been working on developing alternatives and will be bringing an item to the O&S Committee to propose delaying the changes to Route 97X in the meantime. Ms. Horta also mentioned that Chevron is looking to minimize public access to their facility, which would require routes to serve stops that are further away. Director Andersen added that it would be helpful to know where employees are coming from and that that information would also be helpful for marketing the services to potential new riders.

5. Website and Social Media Report

Ms. Reebbs provided an overview of website and social media activity for the period of January through March. She noted that social media activity continued to grow, mostly

due to staff's efforts to promote the recent service changes, and that engagement levels were higher, particularly on Facebook and Instagram.

6. Transportation Expenditure Plan (TEP) Update

Ms. Horta gave an update on the development of the Transportation Expenditure Plan being led by CCTA. She noted that staff is concerned that input from transit operators is not being actively solicited and that transit improvements may ultimately be limited in the plan.

7. Community Events

Ms. Reeb provided a summary of community events for the months of April and May. Director Worth asked about the outcome of the free rides promotion at Walnut Creek BART. Ms. Horta responded that staff did see a significant increase in ridership that week, particularly on Route 14.

8. Committee Comments

None

9. Future Agenda Items

None

10. Next Scheduled Meeting

The next meeting was scheduled for June 13th at 8:30 a.m. at 3338 Mt. Diablo Blvd.

11. Adjournment – The meeting was adjourned at 9:21 a.m.

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