

**Summary Minutes
Marketing, Planning, and Legislative Committee
Supervisor Andersen's Office
3338 Mt. Diablo Blvd.
Lafayette, CA
Thursday, July 11, 8:30 a.m.**

Directors: Candace Andersen, Amy Worth, Rob Schroder

Staff: Rick Ramacier, Bill Churchill, Melody Reeb

Public: None

Call to Order: Meeting called to order at 8:32 a.m. by Director Worth.

1. Approval of Agenda

The Committee approved the agenda.

2. Public Communication

None

3. Approval of Minutes from June 13, 2019

The Committee approved the minutes.

4. Customer Service Activity Update

Ms. Reeb provided an update on Customer Service activities, including call center volumes and in person visits to County Connection's administrative offices. She noted that while call volumes have continued to decline, they did increase significantly in March due to the major service and fare changes.

5. Advertising Policy Review

Ms. Reeb provided some background on County Connection's advertising policy, which was last updated in 1994. She noted that the current content policy is less restrictive than other peer agencies' policies and asked the Committee for feedback on whether any changes to the policy should be pursued. Director Andersen asked if any issues have arisen due to the less restrictive nature of the current policy. Mr. Ramacier responded that the advertising contractor has worked with staff to resolve any issues that have come up in the past. Directors Andersen, Worth, and Schroder all expressed support for having a less restrictive advertising policy and keeping the current policy as is.

6. Transportation Expenditure Plan Update

Mr. Churchill informed the Committee that the CCTA meeting to discuss the TEP that was scheduled for the prior day was cancelled, so staff did not have a significant update to

provide. Director Worth noted that the draft TEP should be released for circulation later that day and that staff should inform the Committee members of any issues that are identified. Mr. Churchill responded that staff has been working closely with CCTA and the RTPCs. He added that there has been general consensus for a youth transit pass and that the transit policy developed by staff has been well received. Director Andersen noted that transit should play an important role in the TEP, particularly with first/last mile connections and on demand modes.

7. Faster Bay Area Update

Mr. Ramacier notified the Committee that he did not have a significant update on the proposed regional tax measure for transit, but that there was a meeting scheduled later this month. He added that one of the major projects being proposed includes an express bus network. Director Andersen asked if the proposed project would include service between San Ramon and Silicon Valley, noting that a large percentage of Dougherty Valley residents currently commute there. Mr. Ramacier replied that it would be included, as well as first/last mile connections and fleet electrification. Director Worth asked that staff provide an update to the full Board at the next meeting.

8. BART Late Night Bus Bridge

Mr. Churchill informed the Committee that BART has approached County Connection staff about operating a late night bus service that would run from Pittsburg/Bay Point BART to either Oakland or San Francisco after the last BART train stops running. He added that AC Transit used to run a similar service but that the service was discontinued due to low ridership. Mr. Ramacier said that staff will be putting together some pricing, but may also be reaching out to AC Transit who may be better equipped to operate the service.

9. Community Events

Ms. Reeb noted that staff will be starting outreach for the free Monument Corridor routes and new Route 335 in July.

10. Committee Comments

None

11. Future Agenda Items

None

12. Next Scheduled Meeting

The next meeting was scheduled for August 5th at 8:30 a.m. at 3338 Mt. Diablo Blvd.

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