

**Summary Minutes
Marketing, Planning, and Legislative Committee
Supervisor Andersen's Office
3338 Mt. Diablo Blvd.
Lafayette, CA
Monday, August 5, 8:30 a.m.**

Directors: Candace Andersen, Amy Worth

Staff: Rick Ramacier, Bill Churchill, Ruby Horta, Melody Reeb

Public: None

Call to Order: Meeting called to order at 8:36 a.m. by Director Worth.

1. Approval of Agenda

The Committee approved the agenda.

2. Public Communication

None

3. Approval of Minutes from July 11, 2019

The Committee approved the minutes.

4. Bishop Ranch Service Change Outreach

Ms. Reeb provided an overview of the marketing and outreach plan for the upcoming changes to Routes 95X, 96X, and 97X, which serve Bishop Ranch. Director Andersen suggested that staff send a press kit to Board members for distribution. Ms. Horta added that staff will be working with Sunset Development to reach employees and target commuters who would benefit from the improved service.

5. Route 335 Free Ride Promotion

Ms. Reeb informed the Committee that staff has started outreach for the new weekend Route 335 and that 511 Contra Costa will be sponsoring free rides for the first month and a half of the service. She shared copies of the printed materials that were developed for the campaign, including an onboard vehicle notice, handout, mailer, and schedule brochure. Director Andersen asked whether materials would be translated into Chinese and Hindi. Ms. Reeb responded that a second handout could be developed to accommodate additional languages.

6. Transportation Expenditure Plan Update

Mr. Ramacier provided an update on the development of the TEP. He noted that many of the advocacy groups feel that the percentage of funds dedicated to transit is too low.

However, he added that the draft TEP leaves a lot of discretion to future CCTA leadership to decide how funds are ultimately allocated, providing the flexibility needed to accommodate new mobility options. He also mentioned that the new policies that were developed, including one related to transit coordination, will be important for guiding implementation.

7. Faster Bay Area Update

Mr. Ramacier provided an update on the development of a regional tax measure for transit. He noted that the group leading the effort has been considering different types of taxes, including parcel and payroll taxes, but that it will likely be a sales tax. He added that one of the potential projects being discussed is an express bus corridor along I-680 from Solano to San Jose. Another use of the funds could be for fleet electrification.

8. Website and Social Media Report

Ms. Reeb provided a summary of website and social media activity for the period of April through June. She noted that activity declined slightly, mostly due to the prior quarter being abnormally busy with the service and fare changes. She also added that some changes may be made to future reports to better reflect usage of the new website.

9. Community Events

Ms. Reeb noted that outreach efforts in August will focus mainly on schools, which will be back in session. Director Andersen suggested that staff email the school districts with new route information and that bus information should be added to school district websites. Director Worth added that Board members could help staff with getting the right contacts at the school districts to facilitate this.

10. Committee Comments

None

11. Future Agenda Items

None

12. Next Scheduled Meeting

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

13. Adjournment – The meeting was adjourned at 9:30 a.m.

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