

Summary Minutes
Marketing, Planning, and Legislative Committee
Thursday, October 1, 8:30 a.m.

Due to COVID-19, this meeting was conducted as a teleconference pursuant to the provisions of the Governor's Executive Orders N-25-20 and N-29-20.

Directors: Amy Worth, Rob Schroder, Candace Andersen, Kevin Wilk

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

Public: Andy Smith

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

1. Approval of Agenda

The Committee approved the agenda.

2. Public Communication

None

3. Approval of Minutes from September 3, 2020

The Committee approved the minutes.

4. County Connection/LAVTA Coordination

Mr. Ramacier informed the Committee that he has begun discussions with the Executive Director of LAVTA to look at opportunities to improve coordination, including potential mergers. He noted that staff is continuing to work on improving regional paratransit coordination through the one-seat ride pilot program, and that LAVTA will be going out to bid on their paratransit operations contract, which could provide another opportunity to further blend the services on an operational level. Another opportunity being discussed with both LAVTA and on a regional level is consolidating customer service centers. Director Andersen expressed support for exploring these opportunities, particularly with regard to the Tri Valley region. Director Worth also expressed support, noting that these types of functional integrations will be more effective than trying to change governance.

5. Clipper START and Youth Fare Public Outreach

Ms. Reeb provided an overview of the outreach efforts planned to gather public comment on the proposed Clipper START and youth fare discount programs. She noted that due to COVID-19, the two public meetings, as well as the public hearing, which will be held prior to the November Board meeting, will be conducted virtually. Staff will also be posting information on the buses, website, social media, and in the local newspaper.

6. Committee Comments

None

7. Future Agenda Items

None

8. Next Scheduled Meeting

The next meeting was scheduled for November 5th at 8:30 a.m. via teleconference.

9. Adjournment – The meeting was adjourned at 8:47 a.m.

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