

Summary Minutes
Marketing, Planning, and Legislative Committee
Thursday, February 4, 2021, 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, Candace Andersen, Kevin Wilk, Rob Schroder
Staff: Rick Ramacier, Bill Churchill, Ruby Horta, Melody Reeb, Erick Cheung, Julie Sherman
Public: None

Call to Order: Meeting called to order at 8:31 a.m. by Director Worth.

1. Approval of Agenda

The Committee approved the agenda.

2. Public Communication

None

3. Approval of Minutes from January 7, 2021

The Committee approved the minutes.

4. Draft 2021 County Connection Federal Legislative Advocacy Program

Mr. Ramacier presented a draft of this year's federal advocacy program. Instead of the traditional printed brochure, staff has developed a presentation that will be better suited to a virtual meeting format. Director Wilk suggested using bullet points or bolded phrases to highlight the most important parts under each priority. The Committee agreed that the presentation should focus on the main points and that staff could have a "leave behind" that contains the additional detail. Mr. Ramacier said that staff will work on updating the materials and send them to the Committee members for additional input before presenting to the Board.

5. 2021 Service Plan Draft Recommendation

Ms. Reeb provided a summary of the public outreach that was conducted for the proposed service reduction scenarios. She also presented staff's draft recommendation, which is to implement Scenario 1. This scenario includes the least amount of service cuts, and staff further revised the proposal in response to the public comments that were received. Director Schroder asked whether there were any impacts on ridership due to the recent regional shelter-in-place order. Ms. Reeb responded that that ridership has remained relatively steady over the past few months and is down around 70%. However, there was a very slight drop to around 75% during the regional order. Mr. Ramacier

noted that the proposed service plan provides the flexibility to be able to respond to any changes in ridership demand.

6. Committee Comments

None

7. Future Agenda Items

None

8. Next Scheduled Meeting

The next meeting was scheduled for March 4th at 8:30 a.m. via teleconference.

9. Adjournment – The meeting was adjourned at 9:17 a.m.

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