

Summary Minutes
Marketing, Planning, and Legislative Committee
Thursday, October 7, 2021, 8:30 a.m.

Due to COVID-19, this meeting was conducted as a teleconference pursuant to the provisions of Assembly Bill 361.

Directors: Amy Worth, Candace Andersen, Kevin Wilk

Staff: Rick Ramacier, Bill Churchill, Ruby Horta, Rashida Kamara, Melody Reeb, Julie Sherman

Public: Andy Smith

Call to Order: Meeting called to order at 8:37 a.m. by Director Worth.

1. Approval of Agenda

Mr. Ramacier requested that Item #4 be deferred to the next meeting. The Committee approved the agenda as amended.

2. Public Communication

None

3. Approval of Minutes from September 2, 2021

The Committee approved the minutes.

4. LINK Services Reimagined

This item was deferred to a future meeting.

5. Title VI Program Update

Ms. Reeb presented an overview of the agency's Title VI Program, which is updated every three years. The main updates were to the demographic analysis and service performance assessment. This included identifying languages that are prevalent within the service area and evaluating whether service is being provided equitably. Director Andersen asked whether the most recent Census data was used for the analysis. Ms. Reeb responded that data from 2019 was used, which was the most recent dataset available when staff conducted the analysis. Director Worth asked about the size of Census blocks and the difference between ACS and PUMS data. Ms. Reeb responded that blocks can vary in size depending on population density. She noted that PUMS data was used for the language analysis due to a change in the ACS data that no longer provided enough detail. The Committee forwarded the item to the Board for approval.

6. Community Events

Ms. Horta provided a summary of outreach being conducted as part of the “mobile lobby” that was introduced in July. She noted that staff added some locations based on suggestions from the Advisory Committee, which included the Safeway at Rossmoor, Shadelands, and DVC.

7. Committee Comments

None

8. Future Agenda Items

None

9. Next Scheduled Meeting

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

10. Adjournment – The meeting was adjourned at 9:00 a.m.

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