

Summary Minutes
Marketing, Planning, and Legislative Committee
Supervisor Andersen, District 2, Lamorinda Office
3338 Mt. Diablo Blvd, CA
May 1, 2014, 8:30 a.m.

Directors: Directors Schroder

Staff: Rick Ramacier, Anne Muzzini, and Kristina Vassallo

Public: None

Call to Order: Meeting called to order at 8:35 a.m. by Director Schroder

- 1. Approval of Agenda Items:** Agenda was approved.
- 2. Public Comment and/or Communication:** None
- 3. Approval of O&S Summary Minutes for April 3, 2014:** Minutes were approved.
- 4. Marketing Plan and Budget 2014:** Ms. Muzzini presented the 2014 Marketing Plan and Budget explaining that emphasis has been placed on promoting new service, growing our Community through use of social media, and highlighting the Faces of County connection. The plan also includes ongoing efforts to keep the website updated and enhance the interface for mobile devices. There was discussion about the social media campaign then the plan and budget were approved for Board action.
- 5. Lamorinda Service Plan Request for Proposals:** Ms. Muzzini explained that the Lamorinda Program Management Committee (OPMC) had obtained some funds (\$70,000) to conduct a study of transit options in the Lafayette, Moraga, and Orinda area. They have asked County Connection to manage the study on their behalf and contribute some funds toward the effort. The study will evaluate current ridership and potential demand and explore ways to generate additional funding and service changes to better serve the community. A draft RFP was presented for review. The Committee approved the staff direction to release an RFP knowing that they will have an opportunity to review and approve the selection of a consultant after proposals are received. No Board action was required.
- 6. Legislative Update:** Ms. Vassallo gave an update on SB 990 (Vidak) and the state of the California Cap-and-Trade Program. There was little debate and no Board action was required.
- 7. Marketing Reports:** The website user report and the community events reports were presented. There was some discussion about future measurement of social media activity.
- 8. Next Scheduled Meeting** –The next meeting was scheduled for June 5th at 8:30am.
- 9. Adjournment** – The meeting was adjourned at 9:02 a.m.

Minutes prepared and submitted by: Anne Muzzini, Director of Planning & Marketing