

County Connection

2477 Arnold Industrial Way Concord, CA 94520-5326 (925) 676-7500 countyconnection.com

MARKETING, PLANNING, & LEGISLATIVE MEETING AGENDA

Tuesday November 1, 2016

9:00 a.m.

Hanson Bridgett

1676 North California Blvd., Suite 620

Walnut Creek, California

1. Approval of Agenda
2. Public Communication
3. Approval of Minutes of October 4, 2016*
4. Select Committee Chair – action item
5. Marketing Reports:
 - a. Report on Electric Trolley Ribbon Cutting Tasks - verbal
 - b. Community Events*
 - c. Website and Social Media – available at the meeting
6. Next Meeting – December 6, 2016
7. Adjournment

*Enclosure

FY2016/2017 MP&L Committee

Amy Worth – Orinda, Bob Simmons – Walnut Creek, Jim Diaz – Clayton

Clayton • Concord • Contra Costa County • Danville • Lafayette • Martinez
Moraga • Orinda • Pleasant Hill • San Ramon • Walnut Creek

CENTRAL CONTRA COSTA TRANSIT AUTHORITY

General Information

Public Comment: Each person wishing to address the committee is requested to complete a Speakers Card for submittal to the Committee Chair before the meeting convenes or the applicable agenda item is discussed. Persons who address the Committee are also asked to furnish a copy of any written statement to the Committee Chair. Persons who wish to speak on matters set for Public Hearings will be heard when the Chair calls for comments from the public. After individuals have spoken, the Public Hearing is closed and the matter is subject to discussion and action by the Committee.

A period of thirty (30) minutes has been allocated for public comments concerning items of interest within the subject matter jurisdiction of the Committee. Each individual will be allotted three minutes, which may be extended at the discretion of the Committee Chair.

Consent Items: All matters listed under the Consent Calendar are considered by the committee to be routine and will be enacted by one motion. There will be no separate discussion of these items unless requested by a committee member or a member of the public prior to when the committee votes on the motion to adopt.

Availability of Public Records: All public records relating to an open session item on this agenda, which are not exempt from disclosure pursuant to the California Public Records Act, that are distributed to a majority of the legislative body, will be available for public inspection at 2477 Arnold Industrial Way, Concord, California, at the same time that the public records are distributed or made available to the legislative body. The agenda and enclosures for this meeting are posted also on our website at www.countyconnection.com.

Accessible Public Meetings: Upon request, County Connection will provide written agenda materials in appropriate alternative formats, or disability-related modification or accommodation, including auxiliary aids or services, to enable individuals with disabilities to participate in public meetings. Please send a written request, including your name, mailing address, phone number and brief description of the requested materials and preferred alternative format or auxiliary aid or service so that it is received by County Connection at least 48 hours before the meeting convenes. Requests should be sent to the Assistant to the General Manager, Lathina Hill, at 2477 Arnold Industrial Way, Concord, CA 94520 or hill@countyconnection.com.

Shuttle Service: With 24-hour notice, a County Connection LINK shuttle can be available at the BART station nearest the meeting location for individuals who want to attend the meeting. To arrange for the shuttle service, please call Robert Greenwood – 925/680 2072, no later than 24 hours prior to the start of the meeting.

Currently Scheduled Board and Committee Meetings

Board of Directors:	Thursday, November 17, 9:00 a.m., County Connection Board Room
Administration & Finance:	Thursday, November 17, 8:30 a.m., County Connection Board Room
Advisory Committee:	Tuesday, January 10, 2:00 p.m., County Connection Board Room
Marketing, Planning & Legislative:	Tuesday, November 1, 9:00 a.m., 1676 N. California Blvd., S620, Walnut Creek
Operations & Scheduling:	Friday, November 4, 8:00 a.m., 309 Diablo Rd, Danville

The above meeting schedules are subject to change. Please check the County Connection Website (www.countyconnection.com) or contact County Connection staff at 925/676-1976 to verify date, time and location prior to attending a meeting.

This agenda is posted on County Connection's Website (www.countyconnection.com) and at the County Connection Administrative Offices, 2477 Arnold Industrial Way, Concord, California

Summary Minutes
Marketing, Planning, and Legislative Committee
County Connection Administration Offices
2477 Arnold Industrial Way, Concord
October 4, 2016, 9:00 a.m.

Directors: Directors Amy Worth, Bob Simmons

Staff: Ruby Horta

Public: Ralph Hoffman

Call to Order: Meeting called to order at 9:05 a.m. by Director Simmons.

1. **Approval of Agenda Items:** Agenda was approved.
2. **Public Comment and/or Communication:** Mr. Hoffman reminded the Committee of the upcoming local elections and shared his endorsements.
3. **Approval of MP&L Summary Minutes for September 1, 2016:** Minutes were approved.
4. **Resolution Authorizing the Filing of Applications to the Federal Transit Administration:** The Committee accepted staff's recommendation to forward the resolution to the Board for approval.
5. **Marketing Reports:**
 - a. **Report on Electric Trolley Ribbon Cutting Tasks**

Ms. Horta provided a status update on the electric trolley ribbon cutting. A "Save the Date" email was sent on October 3rd. Committee members confirmed receipt. Director Simmons suggested including the City of Walnut Creek as the host, in addition to County Connection. Director Worth was in agreement. Future communication should highlight the City of Walnut Creek's involvement in the event. Ms. Horta shared the site schematic of the event at the Leshner Center, the tote bag design and electric trolley USB drive. The Committee members discussed potential speakers including: Mark DeSaulnier (Congressman), Leslie Rogers (FTA), Amy Worth (MTC), Laura Hoffmeister (County Connection), Bob Simmons (County Connection/City of Walnut Creek), and Loella Haskew (City of Walnut Creek). Although the speaker list will focus on elected officials, representatives from partner companies may be contacted, as needed.
 - b. **Community Events**

Committee members reviewed the attached memo.
 - c. **Website and Social Media**

Committee members reviewed data provided.

6. Next Scheduled Meeting – The next meeting was scheduled for November 1, 2016.

7. Adjournment – The meeting was adjourned at 8:40 a.m.

Minutes prepared and submitted by: Ruby Horta, Manager of Planning

To: Marketing, Planning, & Legislative Committee

Date: October 21, 2016

From: Mary Burdick

Reviewed by:

SUBJECT: Community Events –

Summary of Issues:

County Connection participates in select community and business events, and coordinates Class Pass field trips for schools with service along fixed-routes.

School & Community Events:

Thursday, November 3 – Rossmoor Healthy Living

Thursday, November 3 – John Muir Elementary, Martinez 24 students/6 adults

Saturday, November 5 – Electric Trolley Ribbon Cutting

Recommendation:

For information only

Financial Implications:

Any costs associated with events are included in the Promotions budget.