

**Summary Minutes
Marketing, Planning, and Legislative Committee
Hanson Bridgett
1676 North California Blvd., Suite 620
Walnut Creek, CA
May 4, 2017, 10:00 a.m.**

Directors: Directors Amy Worth, Kevin Wilk, Jim Diaz

Staff: Anne Muzzini

Public: None

Call to Order: Meeting called to order at 10:02 a.m. by Director Diaz.

1. **Approval of Agenda Items:** Agenda was approved.
2. **Public Comment and/or Communication:** None.
3. **Approval of Summary Minutes for February 2, 2017:** The Committee approved the minutes.
4. **Administration Building Public Hours:** Ms. Muzzini explained that in the past several years the front desk has been staffed by customer service representatives that answer calls and attend to walk in customers. In the past there was only one staff assigned to this duty. Because there is a bench of customer service reps it is easier to cover the lunch hour. Board action is required to make the change to stay open because the Board took action to close between 12 and 1. The Committee supported a Board recommendation to stay open to better serve customers.
5. **New Service Process:** Ms. Muzzini explained how service requests are handled and reviewed. They come in typically from customer service calls, but sometimes drivers make suggestions, or requests are made to Board members and staff. Because of the budget situation service changes in the past several years have been ones that don't increase cost. Trip times have been modified – for instance to meet the Amtrak train or school bus time. Service was added when Bishop Ranch requested another trip and agreed to pay the full price. For the most part requests for significant increases have been denied due to lack of affordability. Mr. Wilk asked about how schedule changes are evaluated from the rider perspective as there must be winners and losers when times change. There was discussion on this topic.
6. **Marketing Reports:**
 - a. Website and Social Media: Committee members reviewed data provided.
 - b. Community Events
 - c. Examples of Digital Ads

7. **Next Scheduled Meeting** – The next meeting was scheduled for June 1, 2017.

8. **Adjournment** – The meeting was adjourned at 10:45 a.m.

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