

**Summary Minutes
Marketing, Planning, and Legislative Committee
Hanson Bridgett
1676 North California Blvd., Suite 620
Walnut Creek, CA
August 3, 10:00 a.m.**

Directors: Kevin Wilk, Jim Diaz
Staff: Rick Ramacier, Ruby Horta, Bill Churchill
Public: Andrew Smith, Ozzy Arce, Ralph Hoffman

Call to Order: Meeting called to order at 10:07 a.m. by Director Diaz.

- 1. Approval of Agenda Items:** The Committee approved the agenda.
- 2. Public Comment and/or Communication:** None.
- 3. Approval of Summary Minutes for June 2, 2017:** The Committee approved the minutes.
- 4. TLC Grant – Walnut Creek Bus Stop Access & Safety Improvements**

Ms. Horta explained the partnership between the City of Walnut Creek and County Connection staff over the last several months to develop a project eligible for Measure J funding under Transportation for Livable Communities program. County Connection staff ranked stops by total boardings per day in order to maximize the impact of the project. The project was awarded \$852,000 in TLC funds. County Connection has bus stop access improvement grants available that match the scope of this project.

Mr. Arce highlighted the idea that bus stop safety and accessibility improvements could, potentially, increase ridership.

The Committee agreed to forward the request for \$100,000 in Transit Performance Incentive (TPI) Program to the Board for approval.

- 5. Marketing Reports:**
 - Website and Social Media: Committee members reviewed data provided.
 - Community Events: Committee members reviewed the memo.
- 6. Next Scheduled Meeting** – The next meeting was scheduled for September 7, 2017.
- 7. Adjournment** – The meeting was adjourned at 10:26 a.m.

Minutes prepared and submitted by: Ruby Horta, Acting Director of Planning and Marketing