

**Summary Minutes
Marketing, Planning, and Legislative Committee
Hanson Bridgett
1676 North California Blvd., Suite 620
Walnut Creek, CA
Thursday, October 5, 10:00 a.m.**

Directors: Kevin Wilk, Amy Worth, Candace Andersen

Staff: Rick Ramacier, Ruby Horta, Bill Churchill

Public: Ralph Hoffman, Ozzy Arce, Andrew Smith

Call to Order: Meeting called to order at 10:08 a.m. by Director Worth.

1. Approval of Agenda Items

The Committee approved the agenda.

2. Public Comment and/or Communication

Mr. Hoffman reported on an article in the East Bay Times.

3. Approval of Summary Minutes for September 7, 2017

The Committee approved the minutes.

4. Committee Chair Selection

The Committee voted unanimously to appoint Kevin Wilk as Chair.

5. Walnut Creek Transit Village (WCTV) Update

Ms. Horta provided an update on the WCTV. Construction has begun and certain County Connection routes were re-routed due to road closure. All routes are accessing the Walnut Creek BART station from Ygnacio Valley Road. This detour has not caused any service delays.

6. Walnut Creek Route 4 Extended Hours

Ms. Horta informed the Committee that the City of Walnut Creek decided not to fund the extended holiday hours on Route 4. In the past, the developer at Broadway Plaza would pay for the additional service. Last year was the first year the developer opted out and the City of Walnut Creek covered the cost as a temporary solution. Once again this year, the developer elected not to pay for the additional service and the City of Walnut Creek is not able to cover the cost. County Connection staff will post notices on the vehicles and the bus stops along the route to inform passengers.

7. Community Survey Summary

Ms. Horta reviewed the results provided in the memo. The Community Survey was conducted towards the end of the summer. The initial outreach, via a postcard, targeted households selected at random and was developed to generate statistically valid data. However, the response rate was minimal and staff decided to make the survey available electronically. Although the initial methodology was not successful, the purpose of this survey was achieved since the majority of respondents were non-riders, our targeted group.

Survey data along with the Comprehensive Operational Analysis will be used to make recommendations to the Board on a service restructure and community and public outreach initiatives.

8. Community Events

Committee members reviewed the memo. Director Wilk suggested having a larger role in the school activities. Director Andersen recommended initiatives that would incentivize families to explore our service area on transit. Mr. Ramacier indicated he expects to restart the Faces campaign that features passengers. Ms. Horta informed the Committee that the Class Pass program will have a greater emphasis on reaching out directly to teachers.

9. Committee Comments

The Committee agreed to move the MP&L meeting location to 3338 Mt. Diablo Blvd. in Lafayette, starting November 6th.

10. Future Agenda Items

- Monthly update on the WCTV
- On Call Planning Services Agreement

11. Next Scheduled Meeting

The next meeting was scheduled for November 6, 2017 at 9:30am. Additionally, the Committee set the times and dates for the following two meetings: December 7th at 10:00am and January 11th at 10:00.

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

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