

**Summary Minutes
Marketing, Planning, and Legislative Committee
Supervisor Andersen's Office
3338 Mt. Diablo Blvd.
Lafayette, CA
Thursday, December 7, 9:30 a.m.**

Directors: Kevin Wilk, Amy Worth, Candace Andersen
Staff: Rick Ramacier, Ruby Horta, Bill Churchill
Public: None

Call to Order: Meeting called to order at 9:30 a.m. by Director Wilk.

1. Approval of Agenda Items

The Committee approved the agenda.

2. Public Comment and/or Communication

None.

3. Approval of Summary Minutes for November 6, 2017

The Committee approved the minutes.

4. Marketing Plan Update

Ms. Horta provided the marketing plan update for the remainder of the fiscal year. The main goal is to update the website to improve the user experience. Additionally, staff will begin the recruitment process for a planner/community liaison that will enhance County Connection's community and social media presence.

The MP&L Committee agreed with the recommendation to make changes to the website to improve the current platform, accessibility, customer service interfaces and overall layout as well as recruit staff to support online and community outreach.

5. 2018 APTA Legislative Conference

Mr. Ramacier explained how recent changes in schedules have complicated the coordination of MTC events and the APTA legislative Conference in March. The Committee agreed that Mr. Ramacier should be present at both events, despite the extended schedule. Ms. Worth indicated that she will be in attendance at the MTC events as part of her role as a MTC Commissioner. Other Board members may be interested in attending. MP&L Committee will seek additional feedback from the Board.

6. Bus Shelter Project

Ms. Horta updated the Board on the number of shelter projects and their locations. Most of the completed projects are in Concord and Pleasant Hill. Staff is currently working with the cities of San Ramon and Moraga.

7. Community Events

Ms. Horta reviewed the memo.

8. Committee Comments

9. Future Agenda Items

- Draft Legislative Update

10. Next Scheduled Meeting

The next meeting was scheduled for January 11, 2018 at 9:30am.

11. Adjournment – The meeting was adjourned at 10:30 a.m.

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