

**Summary Minutes
Marketing, Planning, and Legislative Committee
Supervisor Andersen's Office
3338 Mt. Diablo Blvd.
Lafayette, CA
Thursday, February 8, 9:30 a.m.**

Directors: Kevin Wilk, Amy Worth, Candace Andersen
Staff: Bill Churchill, Kristina Martinez, Sean Hedgpeth
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 January 11, 2018

The Committee approved the minutes.

4. On-Board Survey Update:

Sean Hedgpeth provided a brief summary of the status of the on-board survey including some details regarding the division of work staff is performing and the components the contractor will complete. Sean anticipates the project will be completed sometime in late March or April. No action was taken this item was for information only.

5. Draft 2018 Federal Legislative Program:

Kristina Martinez provided an overview of the brochure and informed the committee the overall plan of approach with our representatives remains relatively unchanged from last year.

The Committee had a robust conversation regarding the appearance and the content of the brochure. The committee requested staff to simplify the brochure into a tri-fold format if possible and to print the document on a slightly heavier paper stock with some sheen. The committee expressed to staff a goal of inexpensively improving the level of professionalism of the document's appearance while making the message simple and easy to digest. The committee said it is important to convey to our federal legislators that County Connection is not just another suburban bus operator but rather a critical and integral component of the region's transportation system connecting communities

of concern to the Bay Area as a whole. The committee approved sending this item to the full board for review and approval with as many of the modifications as staff can accommodate.

6. State Legislative Status:

Bill Churchill provided a brief overview of the work that Rick Ramacier would like to begin; a series of meetings with our state legislators and interested board members to address a number of emerging issues such as the proposed new CARB regulation, Bus on shoulder, the SB1 repeal and other issues. The committee agreed there is a significant amount of work to be done over the coming months at the state level and applauded Rick's approach in actively reaching out to our representatives. The committee approved this item to be forwarded to the full board for discussion.

7. Community Events

Staff provided a brief overview of the next few community events on the calendar.

8. Committee Comments

Amy Worth complimented Ruby Horta on her efforts to make the County Connection Facebook page more relevant and positive.

9. Future Agenda Items

No discussion for this item

10. Next Scheduled Meeting

The next meeting was scheduled for March 1, 2018 at 9:30am.

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

Minutes prepared and submitted by: Bill Churchill, Assistant General Manager of Administration