

**Summary Minutes
Marketing, Planning, and Legislative Committee
Supervisor Andersen's Office
3338 Mt. Diablo Blvd.
Lafayette, CA
Thursday, May 10, 10:30 a.m.**

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

Call to Order: Meeting called to order at 10:30 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 March 1, 2018

The Committee approved the minutes.

4. FY 19 Marketing Plan

Ms. Horta outlined a marketing plan for this coming fiscal year. She mentioned that the plan focuses on informing the public in advance of the service restructure planned in year 2019. Director Wilk asked if there will be Clipper promotion. Ms. Horta explained that County Connection will purchase Clipper Cards with County Connection logos on them, to be passed out as part of a promotion. She also said some of the additional budget will cover printing costs for new schedules as well as a new website for countyconnection.com.

5. Call Center Days of Operation

Ms. Horta outlined the plan to reduce call center operating hours to only cover Monday thru Friday, and closing it on Saturdays as well as Sundays, which saves about 2 FTEs. Director Wilk asked what people are calling about and Ms. Horta said that it is mostly people who are asking where a bus is in case bus tracker is down. Director Wilk then motioned for a trial to be reassessed in January 2019.

6. Draft Route 3 & 99X Title VI Analysis

Mr. Hedgpeth outlined the FTA required Title VI equity analysis required for the elimination of Route 3 and the implementation of Route 99X. He explained that eliminating a route constitutes a major service change. Mr. Hedgpeth went on to explain the analysis,

which was done by comparing route mileage of Route 3 vs. Route 99X crossing through minority census blocks. The conclusion of the analysis was that there were 2,353% more miles in minority census blocks on the new Route 99X vs. Route 3 which is proposed to be replaced and no disparate impact was found.

7. Community Events

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

8. Committee Comments

None.

9. Future Agenda Items

None.

10. Next Scheduled Meeting

The next meeting was scheduled for June 14, 2018 at 11:00am.

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

Minutes prepared and submitted by: Sean Hedgpeth, Manager of Planning