

**Summary Minutes  
Marketing, Planning, and Legislative Committee  
Supervisor Andersen's Office  
3338 Mt. Diablo Blvd.  
Lafayette, CA  
Thursday, September 6, 9:30 a.m.**

**Directors:** Candace Andersen, Amy Worth

**Staff:** Rick Ramacier, Bill Churchill, Ruby Horta, Paul Jewel

**Public:** Kristin Bisbal

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

**1. Approval of Agenda Items**

The Committee approved the agenda.

**2. Public Comment and/or Communication**

None.

**3. Approval of Summary Minutes for July 12, 2018**

The Committee approved the minutes.

**4. Summary of Public Comments – Service and Fare Proposals**

Ms. Horta provided a summary of the comments submitted during the public hearing process. In addition, she reviewed comments received via email, website, via phone and mail. All comments have been logged and in many cases staff contacted individuals directly to answer questions.

**5. IDEA Grants in Concord & Walnut Creek**

Ms. Horta provided an overview of the work completed to date regarding the IDEA grants awarded to the Cities of Concord and Walnut Creek. County Connection is particularly interested in ensuring that both cities, and any other cities looking at transit signal priority (TSP) solutions, develop projects that are compatible with each other and can utilize the same equipment. County Connection buses are already equipped with various technology and any new TSP technology should integrate with what's already existing. Mr. Ramacier noted the importance of these types of project in providing an advantage to transit, particularly in suburban areas. These projects also provide an opportunity to further the goals of CCTA's Innovate 680 program. Ms. Worth and Ms. Andersen both recognized the importance of making transit a priority in any future countywide efforts and ensuring technology is included.

## **6. County Connection's Role in Transformative Projects**

Ms. Horta described MTC's Horizon project and its relevance to CCTA's Innovate 680 program. There's a great deal of potential for County Connection to collaborative with its transportation partners throughout the region to pursue a more efficient and public transportation system.

## **7. Strategic Plan**

Mr. Ramacier and Mr. Jewel presented an update on the various aspects of the Strategic Plan under development. Mr. Jewel introduced himself to the Committee and provided examples of Strategic Plans he has helped define. He recommended moving away from a full Strategic Plan and focusing on a specific product plan to provide a clear goal for the agency. Mr. Ramacier added that it was important for County Connection to develop a plan that has the potential to be implemented. Ms. Andersen indicated the importance remaining a relevant transit option as mobility changes.

## **8. Community Events**

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

## **9. Committee Comments**

None

## **10. Future Agenda Items**

None

## **11. Next Scheduled Meeting**

The next meeting was scheduled for October 11, 2018 at 8:30 a.m.

## **12. Adjournment** – The meeting was adjourned at 10:30 a.m.

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