

**Summary Minutes
Marketing, Planning, and Legislative Committee
Supervisor Andersen's Office
3338 Mt. Diablo Blvd.
Lafayette, CA
Thursday, November 1, 8:30 a.m.**

Directors: Candace Andersen, Amy Worth

Staff: Rick Ramacier, Bill Churchill, Ruby Horta, Jim Brown, Melody Reeb

Public: None

Call to Order: Meeting called to order at 8:32 a.m. by Director Worth.

1. Approval of Agenda

The Committee approved the agenda.

2. Public Communication

None

3. Approval of Minutes from October 11, 2018

The Committee approved the minutes.

4. Website Redesign Status and Preview

Mr. Brown showed the committee a preview of the new County Connection website. The new design includes custom widgets on the homepage that allow users to quickly access a trip planner, real-time information, and service alerts. Director Andersen expressed support for the new trip planner, adding that it appears easier to use than the one on the existing website. Director Worth noted that the term "Day Pass Accumulator" may be confusing. Director Andersen suggested adding an information button to help explain what it is. Director Andersen also suggested adding something to the homepage about employment opportunities. Director Andersen recommended that staff present the new website to the Board as an information item.

5. Website and Social Media Report

Ms. Reeb provided an overview of website and social media activity from July through September. Ms. Reeb noted this report provides a baseline in anticipation of the new website and upcoming service change outreach efforts. Director Andersen recommended increasing County Connection's presence on Instagram as a way to reach younger audiences who tend not to use platforms such as Facebook. Ms. Reeb responded that staff has been working on developing a social media strategy to increase the agency's

presence across the various platforms. Director Worth suggested partnering with cities and counties to help promote County Connection through things like newsletters.

6. Community Events

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

7. Committee Comments

None

8. Future Agenda Items

Ms. Horta noted that staff will be bringing an item on the proposed service changes to the next O&S committee meeting.

9. Next Scheduled Meeting

The next meeting was scheduled for December 6, 2018 at 8:30 a.m.

10. Adjournment – The meeting was adjourned at 9:23 a.m.

Minutes prepared and submitted by: Melody Reeb, Manager of Planning