

**Summary Minutes
Marketing, Planning, and Legislative Committee
Supervisor Andersen's Office
3338 Mt. Diablo Blvd.
Lafayette, CA
Tuesday, April 9, 3:00 p.m.**

Directors: Candace Andersen, Amy Worth, Rob Schroder

Staff: Bill Churchill, Ruby Horta, Melody Reeb

Public: None

Call to Order: Meeting called to order at 3:04 p.m. by Director Worth.

1. Approval of Agenda

The Committee approved the agenda.

2. Public Communication

None

3. Approval of Minutes from March 7, 2019

The Committee approved the minutes.

4. Summer Youth Pass Program

Ms. Horta provided an overview of the proposed changes to the Summer Youth Pass Program for this year. The changes will include switching from a punch pass to an unlimited ride pass for the three-month period from June through August. 511 Contra Costa will be subsidizing the pass to bring the cost down from \$60 to \$35. Director Andersen noted that there could be potential fraud issues with multiple people using the same pass. Director Worth asked if staff was working with schools to help promote the program. Ms. Horta confirmed that staff will be reaching out to schools to distribute information before the end of the school year.

5. Walnut Creek Transit Center "Free Rides"

Ms. Reeb presented an overview of the upcoming free rides promotion and outreach planned for the new Transit Center at Walnut Creek BART. Staff will be conducting outreach at the station and has established a co-marketing partnership with BART. Director Andersen requested that posts on social media be shared with Board members so that they can help push out the message through their own accounts.

6. Monument Corridor Free Rides Outreach Plan

Ms. Reebbs presented a summary of marketing and outreach efforts planned for the free fare pilot on routes serving the Monument corridor. Staff plans to partner with community-based organizations and schools to help reach residents within the community, as well as with employers and health facilities. Director Andersen suggested reaching out to First 5 as another good resource.

7. Community Events

Ms. Horta noted that staff had modified the format of this report to better accommodate the growing number of events.

8. Committee Comments

None

9. Future Agenda Items

None

10. Next Scheduled Meeting

The next meeting was scheduled for May 2nd at 8:30 a.m. at 3338 Mt. Diablo Blvd.

11. Adjournment – The meeting was adjourned at 3:17 p.m.

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