

**Summary Minutes
Marketing, Planning, and Legislative Committee
Supervisor Andersen's Office
3338 Mt. Diablo Blvd.
Lafayette, CA
Friday, December 7, 9:30 a.m.**

Directors: Candace Andersen, Rob Schroder, Amy Worth

Staff: Rick Ramacier, Bill Churchill, Ruby Horta, Sean Hedgepeth, Lisa Rettig, Melody Reeb

Public: None

Call to Order: Meeting called to order at 9:31 a.m. by Director Worth.

1. Approval of Agenda

Mr. Ramacier requested that Item #7 be moved to the top of the agenda. The Committee approved the agenda with the requested change.

2. Public Communication

None

3. Approval of Minutes from November 1, 2018

The Committee approved the minutes.

4. Service Change and Clipper Card Outreach Plan

Ms. Reeb provided an overview of the outreach efforts planned for the upcoming service and fare changes. Ms. Reeb added that staff worked with MTC to develop some promotional County Connection branded Clipper cards, which will be distributed to the public during outreach events. Director Worth asked when outreach efforts would begin. Ms. Horta replied that given the upcoming holidays, outreach would likely start ramping up in January.

5. Call Center Days of Operation Update

Ms. Horta gave an update since the closure of the call center on Saturdays and reported that call volumes have dropped significantly, with only about 10 missed calls per Saturday. Ms. Horta added that the continued decline in call volumes is likely due to more customers having access to real-time information. Director Andersen asked if there is an opportunity to install additional real-time information signs at bus stops, particularly for riders who may not have access to a smartphone such as seniors. Ms. Horta responded that the upcoming service changes would provide an opportunity to identify locations to install more signs.

6. Updated Basic Uniform Color for Transit Operators

Ms. Rettig explained that the brown color that has traditionally been worn by Transit Operators is being discontinued. Staff has worked with ATU leadership to select grey as the new base color for uniforms moving forward.

7. Federal and State Legislative Update

Mr. Ramacier provided an update on recent and upcoming state and federal legislation related to transit. Mr. Ramacier noted that County Connection is expected to receive about \$1 million annually of LCTOP funding and that SB1119 provides a broader range of opportunities to utilize the funds.

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 January 10, 2019 at 8:30 a.m.

12. Adjournment – The meeting was adjourned at 10:00 a.m.

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