

**Summary Minutes  
Marketing, Planning, and Legislative Committee  
County Connection Administrative Offices  
2477 Arnold Industrial Way  
Concord, CA  
Tuesday, February 12, 3:00 p.m.**

**Directors:** Candace Andersen, Amy Worth

**Staff:** Rick Ramacier, Bill Churchill, Ruby Horta, Melody Reeb

**Public:** None

**Call to Order:** Meeting called to order at 3:03 p.m. by Director Worth.

**1. Approval of Agenda**

The Committee approved the agenda.

**2. Public Communication**

None

**3. Approval of Minutes from January 10, 2019**

The Committee approved the minutes.

**4. 2019 Federal Legislative Program**

Mr. Ramacier presented the revised 2019 Federal Legislative Program and distributed copies of the accompanying brochure. He noted that changes from the draft included switching out Positions #4 and #5 with the two new ones identified at the previous Committee meeting.

**5. Status of Potential Bus on Shoulder Related Legislation**

Mr. Ramacier provided an update on recent discussions with Contra Costa legislators on the issue of Bus on Shoulder. He noted that CCTA has been working with CHP on the issue and that there have been discussions about holding a workshop and inviting Minnesota DOT to present at the workshop. Director Andersen expressed support for County Connection working to move the issue forward and suggested getting CCTA to help sponsor the workshop.

**6. BART Early Morning Bus Bridge Update**

Ms. Horta gave an update on the early morning bus bridge service for BART that began on February 11. Directors Worth and Anderson both noted that they had not received any complaints so far from residents but asked to be kept informed of any issues that come up.

## **7. Website and Social Media Report**

Ms. Reeb presented a summary of web and social media activity for October through December 2018. Director Worth asked if the “page likes” metric for Facebook represents new followers each month or if it is a cumulative total. Ms. Reeb responded that it is a cumulative total. Ms. Reeb added that staff has been working to increase the agency’s presence on Instagram. Director Andersen expressed support for this, noting that Instagram is used by a demographic that is more likely to use transit.

## **8. Service and Fare Change Outreach Update**

Ms. Reeb gave an update on staff’s outreach efforts within the last month for the upcoming service and fare changes and distributed copies of some outreach materials. Director Andersen suggested sending information about the changes to all the cities to include in their newsletters. Ms. Horta confirmed that she had sent information to planning department contacts at all the cities.

## **9. Community Events**

Ms. Reeb noted that most of the events planned for February are outreach events related to the upcoming service and fare changes.

## **10. Committee Comments**

None

## **11. Future Agenda Items**

Ms. Horta noted that staff will be bringing the draft FY 2020 Marketing Plan to the Committee next month.

## **12. Next Scheduled Meeting**

The next meeting was scheduled for March 7 at 8:30 a.m. at 3338 Mt. Diablo Blvd.

## **13. Adjournment** – The meeting was adjourned at 4:09 p.m.

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