

**Summary Minutes
Marketing, Planning, and Legislative Committee
Supervisor Andersen's Office
3338 Mt. Diablo Blvd.
Lafayette, CA
Thursday, October 3, 8:30 a.m.**

Directors: Amy Worth, Keith Haydon
Staff: Rick Ramacier, Bill Churchill, Melody Reebbs
Public: None

Call to Order: Meeting called to order at 8:33 a.m. by Director Worth.

1. Approval of Agenda

The Committee approved the agenda.

2. Public Communication

None

3. Approval of Minutes from September 5, 2019

The Committee approved the minutes.

4. Bus Advertising Contract

Ms. Reebbs informed the Committee that staff released an RFP for a new bus advertising contract on July 23rd and received two proposals by the deadline of September 5th, one from County Connection's current contractor Lamar, and the other from Vector Media. Ms. Reebbs noted that while both proposers were well-qualified in terms of experience and proposed work plan and approach, Vector Media's proposed revenues were significantly higher than Lamar's and more in line with the current contract. Director Haydon asked if that meant that Lamar did not meet their current pricing in their proposal. Ms. Reebbs confirmed that Lamar's pricing was significantly lower than the current contract and that it was likely because historic revenues have not met the guarantee threshold. The Committee recommends to the Board approval to award the contract to Vector Media for bus advertising services.

5. 600 Series Ridership Comparison

Mr. Churchill provided a summary of ridership on County Connection's 600-series school routes. He also provided some background on the efforts required by staff to plan and schedule services for each school year. Director Haydon noted that he met a group of special needs students who rely on County Connection. Director Worth expressed interest in targeting youth to increase ridership and asked if staff could provide some additional

metrics, such as the number of students that take each route and the usage of transit by schools for field trips and/or by special education groups.

6. Faster Bay Area Update

Mr. Ramacier provided an update on the development of a regional tax measure for transit. He mentioned that staff has been pushing to include Highway 4 in the regional express bus plan. He also noted that the current timeline requires a vote by the state legislature by January.

7. Analyses of Express Bus Service out of Lamorinda

Mr. Churchill informed the Committee that staff has been working on analyzing the potential for express bus service out of the Lamorinda area, including the use of local church parking lots as park & ride lots, and that staff will bring back a full analysis to the Committee once it is complete. Mr. Ramacier added that this idea is primarily being driven by overcrowding issues on BART. Director Worth expressed interest in broadening the analysis of express bus services to the larger County Connection service area.

8. Community Events

Ms. Reeb provided an overview of outreach events for September and October, noting that staff will be starting outreach for the upcoming changes to routes serving Bishop Ranch.

9. Committee Comments

None

10. Future Agenda Items

None

11. Next Scheduled Meeting

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

12. Adjournment – The meeting was adjourned at 9:41 a.m.

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