

**Summary Minutes  
Marketing, Planning, and Legislative Committee  
Supervisor Andersen's Office  
3338 Mt. Diablo Blvd.  
Lafayette, CA  
Thursday, February 6, 8:30 a.m.**

**Directors:** Amy Worth, Keith Haydon  
**Staff:** Bill Churchill, Melody Reeb  
**Public:** None

**Call to Order:** Meeting called to order at 8:31 a.m. by Director Worth.

**1. Approval of Agenda**

The Committee approved the agenda.

**2. Public Communication**

None

**3. Approval of Minutes from January 2, 2020**

The Committee approved the minutes.

**4. Draft 2020 Federal Legislative Program**

Mr. Churchill provided an overview of the draft 2020 Federal Legislative Program and accompanying brochure. He noted that the primary issues identified are similar to last year, and that federal reauthorization will likely be the main priority. Director Worth asked what percentage of County Connection's capital costs are federally funded. Mr. Churchill responded that it is generally 80%, which is significant given that County Connection's current rolling stock value is around \$80 million. Director Haydon asked how the brochure will be distributed. Mr. Churchill replied that staff will be handing it out when meeting with representatives and their staff. The Committee forwarded a recommendation to the Board for approval.

**5. FASTER Measure**

Mr. Churchill informed the Committee that Senator Beall's bill has still not been written, and there has been continuing discussions over whether or not it should be a combined transportation and housing bill. One of the major issues that would need to be worked out with a combined bill is how to allocate funding. He also said that while staff supports the creation of an express bus network, which is one of the main components of the bill, it should not be at the expense of local service. The bill will also likely incorporate the concepts of seamless transit and a network manager. Director Worth asked staff to bring an item back to the Committee on how staff currently coordinates with other agencies around the region.

## **6. Customer Service Activity Update**

Ms. Reeb provided a summary of customer service activities, including call center volumes and in-person activity over the last half of 2019. She noted that while call volumes have been declining over the past several years, they did go up slightly, mostly due to the new Monument Free program and Bishop Ranch service changes. Staff has also more recently started tracking in person visits to County Connection's offices, the majority of which are related to Clipper and RTC cards.

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

Ms. Reeb provided an overview of website and social media activity for October through December. She noted that activity decreased mostly due to the holidays. She also mentioned that the report metrics have been updated to be more consistent across the different platforms. Mr. Churchill added that a press release on County Connection's recent ridership gains was picked up by a local news channel. Director Worth suggested that staff bring this up at the next Board meeting.

## **8. Community Events**

Ms. Reeb provided an overview of outreach events for January and February. She noted that staff has been focusing recent outreach efforts on schools and colleges, including DVC and St. Mary's.

## **9. Committee Comments**

None.

## **10. Future Agenda Items**

None

## **11. Next Scheduled Meeting**

The next meeting was scheduled for March 5<sup>th</sup> at 8:30 a.m. at 3338 Mt. Diablo Blvd.

## **12. Adjournment** – The meeting was adjourned at 9:06 a.m.

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