

Summary Minutes
Marketing, Planning, and Legislative Committee
Supervisor Andersen's Office
3338 Mt. Diablo Blvd.
Lafayette, CA
Thursday, November 7, 2024, 8:30 a.m.

Directors: Candace Andersen, Amy Worth

Staff: Bill Churchill, Ruby Horta, Andrew Smith, John Sanderson, Kyle Boehm, Ryan Jones

Public: None

Call to Order: Meeting called to order at 8:30 a.m. by Director Andersen.

1. Approval of Agenda

The Committee approved the agenda.

2. Public Communication

None.

3. Approval of Minutes from October 3, 2024

The Committee approved the minutes.

4. State Legislative Update

Mr. Churchill shared that there are not a lot of legislative updates because the senate is in recess. However, he was able to speak to Gov. Newsom's effort to prevent gas prices from spiking in California by signing ABX2-1 (Hart) that requires oil refineries to increase the storage of fuel, holding a higher inventory as a mechanism to control gas price spikes. As well, the US Court in the Eastern District took action to dismiss the Public Employees' Pension Reform Act (PEPRA).

5. Educational Marketing

Mr. Jones shared plans to add educational marketing content into the comprehensive marketing plan, including highlighting public figures who have made an impact on public transit, transit trivia to help share information on the transit industry, and training videos to aid those who may need additional help to understand things such as reading a timetable, safety protocols, and using a Clipper card. Staff will begin working on content and include it in customer engagement materials in Spring 2025.

6. Mobile Lobby Report

Mr. Jones provided an update on the Mobile Lobby, sharing that there's been a decrease in average monthly visitors and engagement. Staff believes this decline is due to staff participating in fewer weekend events, which had been factored into previous counts. As well, as we move further away

from the pandemic and its related impacts on service (due to run cuts, low rider demand, and short staffing), passengers are not seeking out information in the same way as they did when those big operational shifts were taking place. The current Mobile Lobby schedules are largely intended for general audiences. However, moving forward, staff will be working to plan for more targeted audience engagements. There will be a particular focus on working with community organizations who are already working with the vulnerable communities with whom we're looking to engage.

7. Community Events

Mr. Jones shared the outreach calendar for November, which included 18 Mobile Lobby events scheduled at select locations throughout the month. Staff will also participate in community events at the San Ramon Kids' Book Fair (11/3).

8. Committee Comments

None.

9. Future Agenda Items

None.

10. Next Scheduled Meeting

The next meeting was scheduled for Thursday, December 5, 2024, at 8:30 a.m. in-person at Supervisor Andersen's Office, 3338 Mt. Diablo Blvd., Lafayette, CA.

11. Adjournment – The meeting was adjourned at 9:28 a.m.

Minutes prepared and submitted by Ryan Jones, Manager of Marketing & Communications.