

**Summary Minutes
Marketing, Planning, and Legislative Committee
Supervisor Andersen's Office
3338 Mt. Diablo Blvd.
Lafayette, CA
Thursday, November 7, 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 8:31 a.m. by Director Worth.

1. Approval of Agenda

The Committee approved the agenda.

2. Public Communication

None

3. Approval of Minutes from October 3, 2019

The Committee approved the minutes.

4. 2019 Summer Youth Pass Update

Ms. Reebbs provided an overview of the 2019 Summer Youth Pass program, including pass sales, ridership, and results from a survey of program participants. She noted that even with Routes 11, 14, and 16 becoming free routes, there was a significant increase in ridership using the pass compared to last year. She added that many participants who responded to the survey indicated interest in a year-round youth pass program. Director Worth asked how staff is planning to promote the program for next year. Mr. Churchill responded that staff regularly works with schools to provide information on various programs, including the Summer Youth Pass program. Director Worth suggested that the cities may be able to help with distributing information and requested that an item be brought to the Board to get input on how to further promote the program for next year.

5. Student Ridership and Class Pass

Mr. Churchill presented a summary of ridership on County Connection's 600-series school routes and noted that ridership increased significantly this past September compared to last year. He also provided statistics on the class pass program. Director Haydon asked whether Clayton Valley Charter High School is served by one of the 600-series routes. Mr. Churchill replied that Clayton Valley is served by Route 10 and that 600-series service is typically provided to schools that aren't served by a regular bus route or when schedules for regular bus routes don't match up with bell times.

6. Endorsement of the Contra Costa Transportation Authority (CCTA) Transportation Expenditure Plan (TEP)

Mr. Ramacier asked the Committee to forward to the Board a resolution endorsing the TEP. Director Worth suggested that staff highlight some of the categories that funding will be used for, such as youth transportation, in presenting the item to the Board.

7. Status of FASTER Bay Area

Mr. Ramacier informed the Committee that Senator Beall intends to draft legislation to place the FASTER initiative on the ballot in November 2020. He noted that there has been some push back on a sales tax and discussion of reducing transit fares for low-income populations to help offset the financial burden of an additional tax.

8. 2019-20 State Legislative Session – Year One Quick Review

Mr. Ramacier provided an overview of current state legislation related to transit. He noted that SB 742 could possibly provide a funding source for express bus service in the 680 corridor. He said that two bills that were opposed by CTA, AB 1066 and SB 336, were vetoed and pulled from consideration.

9. Website and Social Media Report

Ms. Reeb provided an overview of website and social media activity for July through September. She noted that activity increased compared to the prior quarter, which is typical this time of year with the start of the new school year. There was also increased activity due to the BART bus bridges.

10. Community Events

Ms. Reeb provided an overview of outreach events for October and November, noting that staff has been focused on outreach for the upcoming changes to routes serving Bishop Ranch.

11. Committee Comments

Director Haydon asked staff about if any discount programs exist for special needs groups. Mr. Ramacier responded that the RTC card provides a 50% discount off the regular fare for people with disabilities.

12. Future Agenda Items

None

13. Next Scheduled Meeting

The next meeting was scheduled for December 5th at 8:30 a.m. at 3338 Mt. Diablo Blvd.

14. Adjournment – The meeting was adjourned at 9:44 a.m.