

**Summary Minutes**  
**Marketing, Planning, and Legislative Committee**  
**Thursday, March 4, 2021, 8:30 a.m.**

*Due to COVID-19, this meeting was conducted as a teleconference pursuant to the provisions of the Governor's Executive Orders N-25-20 and N-29-20.*

**Directors:** Amy Worth, Candace Andersen, Kevin Wilk, Rob Schroder

**Staff:** Rick Ramacier, Bill Churchill, Ruby Horta, Melody Reeb, Erick Cheung, Madeline Chun

**Public:** Andy Smith

**Call to Order:** Meeting called to order at 8:35 a.m. by Director Worth.

**1. Approval of Agenda**

The Committee approved the agenda.

**2. Public Communication**

None

**3. Approval of Minutes from February 4, 2021**

The Committee approved the minutes.

**4. FY 2022 Marketing Plan**

Ms. Horta presented the proposed marketing plan for the upcoming fiscal year. She noted that due to COVID, much of the current year's budget has not been spent. However, in the coming year and as riders return to transit, staff plans to increase promotional efforts, including for the Clipper START and youth fare programs, as well as post-COVID recovery. Director Wilk asked how marketing efforts will evolve over the next year as things begin to reopen. Ms. Horta responded that staff plans to reach out to employers, schools, and others who have not been riding transit over the past year to inform them of service changes and safety protocols. Director Andersen emphasized the need to remain flexible since there are still many unknowns. Director Worth also noted that the current regional fare integration efforts could be a good opportunity to help promote transit. The Committee forwarded the item to the Board for approval.

**5. State and Federal Legislative Update**

Mr. Ramacier provided an update on potential state and federal bills that would impact public transit. Staff is currently tracking state bills AB629 (Chiu), AB455 (Bonta), and AB917 (Bloom), but the details of those bills are still under development. Staff also expects bills regarding free fares for certain populations such as youth and seniors to resurface this year as well. Federally, the proposed American Rescue Plan Act includes

additional funding for transit, and the Urbanized Area cap would be amended such that County Connection would be eligible to receive funds. He also informed the Committee that CCTA has met with Congressman DeSaulnier about designating the I-680 corridor as a “Clean Corridor,” which would make projects eligible for additional funding sources. Director Worth asked if additional materials are available that Board members could use when meeting with their delegation. Mr. Ramacier responded that CCTA has been working on promotional materials that highlight the coordination efforts currently underway among the transit operators in the county.

**6. Committee Comments**

Director Wilk noted that there have been significant impacts to the downtown Walnut Creek parking fund since many parking spaces are currently being used for outdoor dining.

**7. Future Agenda Items**

None

**8. Next Scheduled Meeting**

The next meeting was scheduled for April 1<sup>st</sup> at 8:30 a.m. via teleconference.

**9. Adjournment** – The meeting was adjourned at 9:23 a.m.

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