

Summary Minutes
Marketing, Planning, and Legislative Committee
Thursday, July 1, 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
Public: None

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

1. Approval of Agenda

The Committee approved the agenda.

2. Public Communication

None

3. Approval of Minutes from June 3, 2021

The Committee approved the minutes.

4. Blue-Ribbon Transit Recovery Task Force

Ms. Horta provided a summary on the latest BRTRTF meeting. The Task Force reviewed the consultant's proposal for Transit Network Management (TNM) structure, which ranged from operator-led to MTC-centered and other iterations therein. There was varied level of support for each structure, but no action was taken. The Task Force is expected to give further direction at its subsequent meeting for a business case to be developed by a separate consultant team. The Metropolitan Transportation Commission (MTC) is expected to appoint members to a committee reviewing the Business Case analysis for the selected TNM structure(s). Ms. Horta also went over the Transformation Action Plan the Task Force has supported as near-term outcomes.

5. Pass2Class Promotion

Ms. Horta provided an overview on the Pass2Class promotion, sponsored by 511 Contra Costa. 511 Contra Costa entered into a fare reimbursement contract with County Connection to by paying for rides to all Pass2Class passholders from August 2021 through October 2021. The rate of reimbursement is \$1.60 per ride, to be paid for monthly. County Connection will provide ridership reports to 511 Contra Costa as data becomes available. County Connection will not seek reimbursement for Pass2Class rides in September, due to the service-wide free rides promotion during the month of September. Director Andersen indicated she is supportive of the program and looks

forward to incentivizing transit ridership. Director Worth requested marketing materials for Directors to share at their respective City Council meetings and through other various city-sponsored outlets. The request was supported by Directors Wilk and Andersen.

6. Summer Outreach

Ms. Horta shared an update on the outreach efforts targeting schools and the distribution of information about the 600 series service. Director Andersen recommended incorporating County Connection information into the online registration process. Committee members were enthusiastic about sharing information directly with their constituents.

7. Committee Comments

None.

8. Future Agenda Items

Director Andersen requested updates on the school outreach efforts.

9. Next Scheduled Meeting

The next meeting was scheduled for September 2nd at 8:30 a.m. via teleconference.

10. Adjournment – The meeting was adjourned at 9:07 a.m.

Minutes prepared and submitted by: Ruby Horta, Director of Planning & Marketing