

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

Due to COVID-19, this meeting was conducted as a teleconference pursuant to the provisions of Assembly Bill 361.

Directors: Amy Worth, Candace Andersen, Kevin Wilk, Rob Schroder
Staff: Rick Ramacier, Bill Churchill, Ruby Horta, Melody Reeb, Madeline Chun
Public: None

Call to Order: Meeting called to order at 8:32 a.m. by Director Worth.

1. Approval of Agenda

The Committee approved the agenda.

2. Public Communication

None

3. Approval of Minutes from October 7, 2021

The Committee approved the minutes.

4. Pass2Class Update

Ms. Horta provided an update on the Pass2Class program in partnership with 511 Contra Costa. About 1,700 passes were issued between South and Central County. For the month of August, there were over 10,000 trips that were taken using the pass, and 55% of those trips were on 600-series school routes. Director Schroder asked whether staff can tell from the data whether there has been an increase in ridership because of the passes. Ms. Horta replied that it's difficult to say, especially with the impacts of the pandemic, but the 600-series routes are currently carrying a larger proportion of overall ridership compared to pre-COVID. Director Worth asked whether staff will be able to look at whether riders who are using the pass continue to ride after the promotion ends. Ms. Horta responded that staff is planning to promote the Youth Clipper fare discount and will be able to reach out directly to those who used the Pass2Class program.

5. September Free Rides Promotion

Ms. Reeb presented a summary of the September Free Rides promotion, which was done in coordination with several other Bay Area transit agencies including BART. Staff was able to use one of BART's contractors to run a digital ad campaign, which ended up being very successful in terms of engagement. In terms of ridership, there was an increase during the promotion, but most of the gains were lost once it ended in October.

6. Community Events

Ms. Horta provided a summary of outreach being conducted in November. She noted that staff has added some libraries as outreach locations and is looking into adjusting outreach times as ridership has started to pick up earlier in the day.

7. Committee Comments

None

8. Future Agenda Items

None

9. Next Scheduled Meeting

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

10. Adjournment – The meeting was adjourned at 9:15 a.m.

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