

**Summary Minutes  
Operations & Scheduling Committee  
Friday, January 7, 8:15 a.m.**

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

**Directors:** Robert Storer, Renata Sos, Don Tatzin  
**Staff:** Bill Churchill, Ruby Horta, Rashida Kamara, Melody Reebbs, Rosa Noya, Madeline Chun  
**Public:** None

**Call to Order:** Meeting called to order at 8:15 a.m. by Director Storer.

**1. Approval of Agenda**

The Committee approved the agenda.

**2. Public Communication**

None

**3. Approval of Minutes of December 3, 2021**

The Committee approved the minutes.

**4. Advertising Contracts**

Ms. Reebbs presented an overview of bus shelter and bus advertising contracts. Four local jurisdictions and the County have contracts with Outfront Media for shelter advertising and maintenance, and County Connection has a contract with Vector Media for advertising on buses. Director Sos asked whether the current approach to shelter maintenance is working or if alternatives should be considered. Mr. Churchill responded that with ad revenues down, it's unclear how sustainable the current approach will be for ad companies. However, there would be a direct and immediate cost if County Connection staff were to take over shelter maintenance. Staff will continue to monitor ad revenues to see if they recover or if alternative approaches need to be explored.

**5. Spring Bid Update**

Ms. Reebbs provided an update on the Spring bid, which will take effect on February 20<sup>th</sup>. With the current operator shortage, staff looked at ways to improve efficiency and will be making some peak frequency reductions on low ridership routes as well as adding some trips along high ridership corridors using existing vehicles and drivers that are already out on the road.

## **6. Choice in Aging One-Year Demonstration Project**

Ms. Kamara informed the Committee that staff is requesting a one-year demonstration of the Choice in Aging pilot. Due to the pandemic, social services like Choice in Aging were forced to close during the shelter-in-place order. Since then, staff has been working with Choice in Aging on their reopening plans and will be modifying the program to allow for same-day rides. Director Tatzin asked where the funding for the program comes from. Ms. Kamara responded that it's funded through the same sources that are used for paratransit. Director Tatzin asked if there could be opportunities for Silver Ride to provide additional service within the County. Ms. Kamara replied that staff is continuing to explore other types of programs, but that the current contract is between Silver Ride and Choice in Aging. Director Sos asked whether the sustainability of funding will be a factor when evaluating service options. Ms. Kamara responded that paratransit operators will typically use a mix of service options in order to manage costs given existing funding levels. Mr. Churchill noted that County Connection is federally obligated to provide paratransit service and meet demand. The Committee forwarded the item to the Board for approval.

## **7. Monthly Reports**

Ms. Kamara reported that ridership decreased slightly in October but was up from last year. However, ridership has been recovering at a very slow pace. Productivity also decreased to 1.20 in October, resulting in an increase in cost.

## **8. Committee Comments**

None

## **9. Future Agenda Items**

None

## **10. Next Scheduled Meeting**

The next meeting was scheduled for February 4<sup>th</sup> at 8:15 a.m. via teleconference.

## **11. Adjournment** – The meeting was adjourned at 9:06 a.m.

Minutes prepared and submitted by: Melody Reeb, Director of Planning, Marketing & Innovation