

Summary Minutes
Marketing, Planning, and Legislative Committee
Thursday, March 3, 2022, 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
Staff: Bill Churchill, Ruby Horta, Amber Johnson, Melody Reebbs, Kristina Martinez, Madeline Chun
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 February 3, 2022

The Committee approved the minutes.

4. FY 2023 Marketing Plan

Ms. Reebbs presented the proposed marketing plan for the upcoming fiscal year. Although there is still a lot of uncertainty around when and how ridership demand will return, staff is planning to focus promotional efforts on post-COVID recovery, including another free fare promotion. Staff is also planning on conducting outreach and surveys to better understand any changes in the needs of the community post-pandemic. Director Worth suggested using the mobile lobby to conduct more outreach at schools, such as to environmental clubs that may have an interest in getting more students on transit. The Committee forwarded the item to the Board for approval.

5. Final Draft 2022 County Connection Federal Legislative Advocacy Program

Mr. Churchill presented a final draft of this year's federal advocacy program, which staff updated based on feedback from the Committee and the Board last month. Since meetings are now expected to be in person, staff has converted the prior PowerPoint presentation into a printed brochure. The Committee provided additional feedback and directed staff to move forward with finalizing the brochure.

6. State Legislative Efforts

Mr. Churchill informed the Committee that there's been a lot of activity with state legislative efforts. Staff anticipated that SB 114, which provides 80 hours of supplemental COVID-19 pay, would result in a significant increase in absenteeism similar to SB 95, but to date there hasn't been a noticeable impact. He said that staff has significant concerns about SB 917 (Becker), which is the Seamless Transportation Act, as it is duplicative of the Blue Ribbon Task Force efforts and also conflicts with the work of the Fare Integration Task Force. He also described three additional bills related to transit, including AB 1919 (Holden), AB 2622 (Mullen), and AB 2441 (Kalra). Ms. Chun provided an update on current legislation regarding public meetings and teleconferencing.

7. Community Events

Ms. Reebbs presented the calendar of outreach planned for March 2022. She noted that three schools have reached out about taking Class Pass field trips.

8. Committee Comments

None

9. Future Agenda Items

None

10. Next Scheduled Meeting

The next meeting was scheduled for April 7th at 8:30 a.m. via teleconference.

11. Adjournment – The meeting was adjourned at 9:58 a.m.

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