

Summary Minutes
Marketing, Planning, and Legislative Committee
Thursday, April 7, 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, Kevin Wilk, Rob Schroder, Mike McCluer
Staff: Bill Churchill, Ruby Horta, Melody Reeb, Madeline Chun
Public: None

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

1. Approval of Agenda

The Committee approved the agenda.

2. Public Communication

None

3. Approval of Minutes from March 3, 2022

The Committee approved the minutes.

4. Network Management Business Case Update

Mr. Churchill introduced Rick Ramacier who has been serving as a technical advisor to the transit operators for the regional Network Management Business Case analysis being led by MTC. Mr. Ramacier provided an update on the Transformation Action Plan and the network management alternatives that are being evaluated. Director Worth asked about the status of SB 917 (Becker) and the proposed amendments. Mr. Churchill responded that the author has been working with the transit operators and MTC to ensure the bill aligns with the regional efforts that are already underway. He noted that there could be concerns with AB 1938 (Friedman), which is similar to SB 917 but covers the entire state.

5. Summer Youth Pass

Ms. Reeb informed the Committee that staff is planning to offer the Summer Youth Pass program this year following a two-year hiatus due to COVID. The program is a partnership with 511 Contra Costa, WestCAT, and Tri Delta Transit, and allows for unlimited rides across the three transit operators for three months. 511 Contra Costa will also be increasing their subsidy so that parents will only pay \$30 for a pass instead of the full \$60 value. Director Wilk asked if there was a flyer to help promote the program. Ms. Reeb responded that staff will be putting together a press kit with materials that will be sent out to the cities.

6. State Legislative Efforts

Mr. Churchill said that in addition to SB 917 and AB 1938 discussed earlier, staff has been continuing to monitor AB 1919 (Holden), which initially began as free transit for youth but has since been amended to include all individuals ages 25 or under. The bill is problematic in that there is no proposed funding to backfill lost revenues. He also noted that SB 328, which was signed by the governor in 2019, takes effect this summer and impacts bell times for middle and high schools. This will likely have an impact on 600-series routes.

7. Community Events

Ms. Reebbs presented the calendar of outreach planned for April 2022. She noted that there are several outdoor community events that staff plan attend.

8. Committee Comments

None

9. Future Agenda Items

None

10. Next Scheduled Meeting

The next meeting was scheduled for May 5th at 8:30 a.m. via teleconference.

11. Adjournment – The meeting was adjourned at 9:26 a.m.

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