

Summary Minutes
Marketing, Planning, and Legislative Committee
Thursday, November 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: Candace Andersen, Don Tatzin, Rob Schroder, Kevin Wilk
Staff: Bill Churchill, Ruby Horta, Melody Reeb, Pranjal Dixit, Ryan Jones,
and Julie Sherman
Public: None

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

1. Approval of Agenda

The Committee approved the agenda.

2. Public Communication

None

3. Approval of Minutes from October 6, 2022

The Committee approved the minutes.

4. Selection of Committee Chair

The Committee selected and unanimously approved Director Andersen as Committee Chair.

5. Pass2Class

The Pass2Class Program was funded by 511 Contra Costa as part of an effort to reduce traffic congestion and air pollution by reducing the number of cars being driven to schools. Ridership totaled about 28,700 with 75.6% of the trips being taken on school routes. The remaining trips (24.4%) were used on regular fixed routes. 511 Contra Costa will be reimbursing County Connection at the rate of \$1.60 per ride for a total amount of about \$46,000. This item was put on consent.

6. On-Call Planning Services

Ms. Reeb informed the Committee that staff has previously had on-call contracts for planning services. The previous contract was awarded to Nelson/Nygaard in 2017 and expired during the pandemic. We have the opportunity seek new grant funding opportunities post-COVID, finding ways to reimagine our services, transitioning our fleet to zero emissions, and

advancing regional coordination efforts. Upcoming projects that will require consultant support include our federally required onboard passenger survey as well as updates to our Title VI program. Staff plans to release an RPF this winter and award a contract in the spring. This item was put on consent.

7. Food Drive and Giving Tuesday

Mr. Jones provided an update on the Food Drive, which County Connection has participated in for many years. The Food Drive is in partnership with the Food Bank of Contra Costa & Solano and all County Connection buses will have a donation bin aboard for canned/dried goods food donations, as well as two barrels located within the CCCTA building. The drive will run from November 27-December 11. On Giving Tuesday, November 29, County Connection will also offer free rides for any donation aboard a bus (1 donation=1 ride, no transfers). A virtual giving page will also be set up. The Committee asked for an update at the Board Meeting.

8. Community Events

Mr. Jones shared the outreach calendar for November, which included 22 Mobile Lobby events scheduled at select locations throughout the month.

9. Committee Comments

None.

10. Future Agenda Items

None.

11. Next Scheduled Meeting

The next meeting was scheduled for December 1, 2022 at 8:30 a.m. via teleconference.

12. Adjournment – The meeting was adjourned at 8:48 a.m.

Minutes prepared and submitted by Ryan Jones, Manager of Marketing & Communications