

Summary Minutes
Marketing, Planning, and Legislative Committee
Thursday, December 1, 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 November 3, 2022

The Committee approved the minutes.

4. Final Short-Range Transit Plan

Mr. Dixit provided an update on the SRTP, which has been submitted to MTC, including comments on the plan. Comments addressed on the final plan included concerns about projected revenue for each of the three scenarios, issues around the driver shortage, as well as Director Tatzin's previous comment about how CCCTA might adapt to a shifting transit landscape because of possible continued driver shortages, new public health crises, or future revenue shortfalls. This item was approved to be submitted to the Board.

5. Weekend Monument Free Expansion Title VI Fare Equity Analysis

Ms. Reeb gave background of this item, sharing that the Board approved a 6-month pilot of this program to the weekend route that served the corridor in March 2022. This expansion was possible because of available funding through LCTOP grant program. Since the launch of the program, there has been a 32% increase in ridership on the free weekend routes, and Route 314 is carrying more passengers now than pre-pandemic. Because of the success of this pilot, staff is proposing to continue the program while funds remain available. In order to continue offering free weekend routes, staff must conduct a fare equity analysis, which

found no disparate impact on minority riders and no disproportionate burden on low-income riders. This item was approved to be submitted to the Board.

6. October Free Ride Campaign

Mr. Jones gave a summary of the October Free Ride Campaign, which provided a month-long of free rides on all routes. In partnership with Zero Company, a digital marketing company, the campaign was amplified across all CCCTA social media channels as well as on various websites (purchased ad space). The results showed an approximate 3 million impressions (views) of the ads online, which translated into a roughly 26% increase in ridership system wide compared to ridership from September 2021, bringing rider levels closer to pre-pandemic levels. This item was submitted to the Board for information only.

7. Community Events

Mr. Jones shared the outreach calendar for December, which included 22 Mobile Lobby events scheduled at select locations throughout the month. CCCTA staff members also participated in two holiday parades in Walnut Creek and Martinez.

8. Committee Comments

Director Schroder shared that newly elected mayor, Brianne Zorn, has agreed to let him serve out his term on the CCCTA Board until April 2024.

9. Future Agenda Items

Mr. Churchill shared that the Board would like him to put in the GM report consideration for on-going remote meetings, suggesting meetings continue to follow the governor's recommendations with the possibility of resuming in-person meetings in March 2023.

10. Next Scheduled Meeting

The next meeting was scheduled for January 5, 2023 at 8:30 a.m. via teleconference.

11. Adjournment – The meeting was adjourned at 8:26 a.m.

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