

**Summary Minutes
Marketing, Planning, and Legislative Committee
Thursday, January 5, 2023, 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, 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 December 22, 2022

The Committee approved the minutes.

4. Federal Legislative Focus 2023

Mr. Churchill discussed preparations for this year's Federal Advocacy Program, pointing out that last year CCCTA included information on the agency's operational response to COVID. For a 2023 update, he suggested adding information on the changing demographics of our ridership and how we're coming out of COVID. Mr. Churchill recognized that a challenge this year is the change in the House leadership, which may change the order or alter the priorities we present in our brochure. He said he would meet with the APTA Legislative Staff to go through what the APTA Legislative Advocacy Program will be and then see how we can incorporate that program with our own. One of the opportunities Mr. Churchill highlighted was directed spending, suggesting we could ask for funding to support electrification. Dir. Andersen offered that we consider an ask for back-up generators in case there's a power shutoff and we need to charge our electric vehicles. Mr. Jones discussed printed format options to present the information.

5. Update on PEPRA and 13(c) Litigation Update

Mr. Churchill discussed a brief history of the Public Employees' Pension Reform Act (PEPRA). In 2012, Jerry Brown signed PEPRA into law, and immediately following that the ATU filed

an objection with the US Dept. of Labor (DOL) preventing federal grants from flowing to SacRT and Monterey-Salinas Transit. In 2021, the DOL reversed its determination from 2019 and found that PEPRA violated 13(c). The US District Court for the Eastern District of California then had to file an injunction to ensure that grants continue to flow to the transit agencies. In December, the court upheld their 2014 and 2016 determinations and has continued their injunction against the DOL. The court has required all three parties to meet and confer to consider a permanent injunction.

6. Integrated Transit Plan (ITP) Update

Ms. Reeb provided an update on the countywide integrated transit plan being developed by CCTA. The idea of the plan came from the 2020 Transportation Expenditure Plan that established a transit-first policy, but the March 2020 measure didn't pass. CCTA is moving forward with the ITP to improve coordination amongst transit operators. The plan will look at existing services, different travel markets, and develop recommendations for service improvements and possible expansions. In the absence of a new sales tax measure, implementing any new plans will require a new source of funding. CCTA is in the process of hiring a consultant to conduct a study. The planned development is estimated to take about 12-18 months.

7. Community Events

Mr. Jones shared the outreach calendar for January, which included 21 Mobile Lobby events scheduled at select locations throughout the month. Director Tatzin asked if we've seen a change in who's coming back to transit. Ms. Reeb shared that we are looking mostly at the routes that have had the most increase in ridership in the last year, indicating that many of the passengers are low-income and more transit dependent.

8. Committee Comments

None.

9. Future Agenda Items

None.

10. Next Scheduled Meeting

The next meeting was scheduled for February 2, 2023 at 8:30 a.m. via teleconference.

11. Adjournment – The meeting was adjourned at 8:33 a.m.

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