

## County Connection Advisory Committee Report to Board, January 2023

Our purpose is to bring feedback to the County Connection Board reflecting the voices of the community, riders, and stakeholders. This will help the Board more fully understand factors impacting the system's ridership and help inform its decisions.

### Committee Discussion Points from the January 2023 Meeting

- Proposed Regional Network Management under the MTC: Ms. Rashida Kamara introduced the plans for the new regional network governance structure. The committee has asked to review the MTC's consultant's report on the proposed structure. This will help us to contemplate and speak into the impact from our perspectives across stakeholder groups. Likewise, we look forward to updates from staff on the plan's implementation and their own evolving understanding of how these changes will impact the CCCTA.
- CCTA Framework for the Development of a Coordinated Entity: Ms. Kamara introduced the CCTA's plans to develop a coordinated entity to address the ATSP's findings. After explaining the context, she highlighted the task force's recommendation for a centralized entity to coordinate the delivery of services. She explained its merits and the funding considerations. The advisory committee affirmed the possibilities from the rider's perspective. The idea of a "one-stop-shop" for riders to navigate all the county's transportation options was viewed positively. The committee looks forward to updates as the entity becomes operationalized.
- Strategic Marketing Plan: Mr. Ryan Jones highlighted the key elements of the '23-'24 strategic marketing plan. The advisory committee provided Mr. Jones with ideas for additional tactics for the plan. These focused on ways to reach underrepresented stakeholder groups other than through social media. Tactics were identified for reaching specific stakeholder through in-person events and the venues where they may be found. For example, non-profit social service agencies, health and rehabilitation service providers, faith-based programs providing support services, senior centers, professional gatherings, public fairs and service provider showcases/networking events, transit villages/high density housing areas, and neighborhood/homeowners' associations. These in-person efforts would complement the plan's other tactics.

### Continuing Requests of the Board

- Connect with your district's advisory committee member: We are encouraging the members to connect with their respective city/district's director. Please help make this connection, such as identifying appropriate events where your member can hear about city initiatives/plans that affect riders and transit while meeting other constituents and city officials. For example, the City of Walnut Creek is including its representative in an upcoming Mayor's breakfast.
- District Representation: We are having some turnover in our membership adding to the committee's empty seats. We respectfully request continued recruitment in the following districts:
  - Clayton
  - Lafayette
  - Orinda
  - Martinez
  - San Ramon

When recruiting members, consider constituents who are local riders and who can bring diverse perspectives such as students of all ages, commuters, intra-county travelers, veterans, disabled, seniors, parents, people whose incomes are below poverty thresholds, and other underrepresented or marginalized groups.

Our Next Meeting is Scheduled for March 14, 2023

Respectfully submitted,  
Marjorie McWee, Chair