

**Summary Minutes**  
**Marketing, Planning, and Legislative Committee**  
**Supervisor Andersen's Office**  
**3338 Mt. Diablo Blvd.**  
**Lafayette, CA**  
**Monday, March 6, 2023, 11:30 a.m.**

**Directors:** Candace Andersen, Don Tatzin, Rob Schroder, Kevin Wilk  
**Staff:** Bill Churchill, Ruby Horta, Melody Reeb, Kristina Martinez, Pranjal Dixit, and Ryan Jones  
**Public:** None

**Call to Order:** Meeting called to order at 11:30 a.m. by Director Andersen.

**1. Approval of Agenda**

The Committee approved the agenda.

**2. Public Communication**

None

**3. Approval of Minutes from February 2, 2023**

The Committee approved the minutes.

**4. Final Draft 2023 County Connection Federal Legislative Advocacy Program**

Mr. Churchill shared the final draft of the 2023 Federal Advocacy Program brochure. The Committee reviewed and did not have any further changes to the layout and design. This brochure will be presented to elected officials in Washington D.C. during the upcoming APTA Legislative Conference.

**5. Update on PEPR and 13(c) Litigation Update**

Mr. Churchill provided an update on PEPR and the 13(c) litigation. The US District Court issued its final judgement, which permanently prevents the Department of Labor (DOL) from denying federal grants to California transit agencies on the basis of PEPR. The DOL and/or ATU have 30 days to appeal the decision, but the stay issued by the court would remain in effect during the appeal process so that federal grants will continue to flow.

**6. Marketing Plan FY23-24**

Mr. Jones shared details about the Marketing Plan for FY23-24, outlining the different components of the forthcoming marketing strategy; Events and Promotions, Service Alerts and General Updates, Education, and Recruitment. The marketing plan includes a budget to pay for all programming

associated with the outreach efforts. The Committee voted to submit the plan to the Board for approval.

#### **7. Transit Driver Appreciation Day**

Mr. Jones informed the Committee about Transit Driver Appreciation Day, observed on Saturday, March 18, 2023. This is an annual date of recognition and County Connection will participate by sharing 'Thank You' photos from passengers of agency bus operators online and is working with Transportation to supply gift bags and a meal to operators a day earlier; Friday, March 17, 2023. Additionally, in partnership with Tri Delta Transit and WestCAT, County Connection will provide a day of fare-free rides on Transit Driver Appreciation Day.

#### **8. On-Call Planning Services Contract Award**

Ms. Reeb updated the Committee on the contract, explaining that staff had consulted legal counsel to develop a Request for Proposals (RFP). The RFP was released on December 12, 2022, and a pre-proposal conference was held on December 22, 2022 via teleconference. Three firms—Nelson/Nygaard, Transportation Management & Design, and Zilo International Group—submitted proposals and met the minimum standards as outlined in the RFP. After review and scoring, staff asked that the Committee award a contract to Transportation Management & Design for a 3-year base term with a two 1-year options for an amount not to exceed \$750,000. The Committee forwarded the item to the Board for approval.

#### **9. Community Events**

Mr. Jones shared the outreach calendar for March, which included 23 Mobile Lobby events scheduled at select locations throughout the month. No additional community events were planned for the month.

#### **10. Committee Comments**

None.

#### **11. Future Agenda Items**

None.

#### **12. Next Scheduled Meeting**

The next meeting was scheduled for Thursday, April 6, 2023 at 8:30 a.m. in-person at Supervisor Andersen's Office, 3338 Mt. Diablo Blvd., Lafayette, CA

#### **13. Adjournment** – The meeting was adjourned at 12:17 p.m.

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