

**Summary Minutes
Marketing, Planning, and Legislative Committee
Supervisor Andersen's Office
3338 Mt. Diablo Blvd.
Lafayette, CA
Thursday, May 4, 2023 8:30 a.m.**

Directors: Candace Andersen, Don Tatzin, Kevin Wilk
Staff: Ruby Horta, Melody Reeb, Pranjal Dixit, and Ryan Jones
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 April 6, 2023

The Committee approved the minutes.

4. State Legislative Update

Ms. Horta shared updates on Bills going through the State Legislature, including SB 537 (Rubio) which would add teleconference procedures for multijurisdictional agencies and was amended to require teleconference locations be open to the public. AB 96 (Kalra) is a Bill on autonomous transit vehicles and the author has been working with the California Transit Association to amend the Bill. Additionally, Ms. Horta noted that the Metropolitan Transit Commission (MTC) has taken action to support an Advocacy Framework for distribution of state funds to mitigate the fiscal cliff. The ask of the State is temporary and would result in a potential \$7.4 billion redirected to transit. MTC will also advocate for flexing existing capital sources to transit to operating funds temporarily.

5. 99X Service Change Title VI Equity Analysis

Mr. Dixit shared information on a Title VI Service Equity Analysis completed for a proposed route and fare changes, affecting Route 27 and 99X, which runs from Martinez Amtrak to North Concord BART. As part of the 2013 Title VI Policy update, the Board established a threshold of 20% for determining both disparate impacts to minorities and disproportionate burdens on low-income populations. On the Service Equity Analysis, while minority riders would be impacted slightly more than their proportion of population systemwide, the differential of +1.4% is well within the 20% threshold and those considered low-income riders would be impacted less than their proportion of population on

the system as a whole by a margin of 3.9%. The Committee forwarded the item to the Board for approval.

6. Summer Youth Pass Marketing Plan

Staff has been working in coordination with 511 Contra Costa and the other participating transit agencies to promote the program. 511 Contra Costa has developed marketing materials including a flyer and graphics for the transit agencies to use on their websites, social media, newsletters, and other communication platforms. All materials have been translated into Spanish. 511 Contra Costa will be conducting outreach to schools, as well as to Pass2Class program participants. In addition, staff will provide materials to city staff and other community partners to use in their communication channels.

7. Community Events

Mr. Jones shared the outreach calendar for May, which included 22 Mobile Lobby events scheduled at select locations throughout the month, with special focus on promoting the Summer Youth Pass, valid June 1-August 31, 2023. There were no additional community events planned for the month.

8. Committee Comments

None.

9. Future Agenda Items

None.

10. Next Scheduled Meeting

The next meeting was scheduled for Thursday, June 1, 2023 at 8:30 a.m. in-person at Supervisor Andersen's Office, 3338 Mt. Diablo Blvd., Lafayette, CA

11. Adjournment – The meeting was adjourned at 8:55 a.m.

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