

Summary Minutes
Marketing, Planning, and Legislative Committee
Supervisor Andersen's Office
3338 Mt. Diablo Blvd.
Lafayette, CA
Thursday, July 6, 2023, 8:30 a.m.

Directors: Candace Andersen, Kevin Wilk, Rob Schroder
Staff: Bill Churchill, Ruby Horta, Rashida Kamara, Melody Reebbs, 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 June 1, 2023

The Committee approved the minutes.

4. State Legislative Update

Mr. Churchill shared updates on bills going through the State Legislature, highlighting AB-102 (Ting) and SB-102 (Skinner) that would create a zero-emissions capital program with financial incentives to reduce air pollutants of mobile and stationary sources. AB-610 (Holden) is a youth pilot program for anyone 18 and under to travel for free anywhere in the state on public transit. Mr. Churchill added that this bill had cleared the assembly and moved on to the Senate for review. SB-532 (Wiener) requires that Bay Area bridge tolls be increased by \$1.50 and the revenue would be put into a fund for use by regional agencies.

5. Paratransit Service Area Analysis

Ms. Kamara provided background that since 2005, service had changed to adapt to ridership patterns, leaving some ADA passengers outside of the service area when the fixed-route service was cut. Rather than exclude these passengers, they were given an exception for ADA service even though they were outside the defined service area. Currently, less than 1% of paratransit trips provided fall outside of the service area and there is no clear policy on when to provide services and when to pull them back due to fixed-route service cuts (as experienced during the pandemic). Because of changing travel patterns brought on from the pandemic, staff will conduct an analysis of

services and provide the MP&L Committee members with a summary of issues that will guide future policy decisions.

6. Pass2Class

Mr. Jones spoke on the annual Pass2Class program, spearheaded by 511 Contra Costa and in partnership with County Connection, WestCAT, Tri Delta Transit, and AC Transit. The countywide program strives to reduce traffic congestion and improve air quality by providing county students with free transit passes good for unlimited rides. The program runs from mid-August through the end of October.

7. Onboard Passenger Survey

Ms. Reeb provided information on a planned onboard survey happening in October, a time when ridership tends to be the most consistent. The survey will include standard questions as well as questions regarding remote work and commute patterns, with a goal of surveying about 10% of passenger boardings, both weekday and weekend riders. A final report will be presented to the Committee and Board once completed.

8. Thank You For Riding Campaign

Mr. Jones outlined the *Thank You For Riding* fall campaign, which includes a 1-minute video, printed interior bus panels, and targeted social media posts. The primary goal of the campaign is to thank those who have continued to utilize our services, even through the most challenging of times. From this campaign, staff will work to continue to emphasize our commitment to public service.

9. Community Events

Mr. Jones shared the outreach calendar for July, which included 21 Mobile Lobby events scheduled at select locations throughout the month. Mobile Lobby staff gave special focus on promoting the Summer Youth Pass and the Fall service change, including sharing updates about the new, fare-free 99X with service between Amtrak and North Concord BART. There were no additional community events planned for the month.

10. Committee Comments

None.

11. Future Agenda Items

None.

12. Next Scheduled Meeting

The next meeting was scheduled for Thursday, August 3, 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 9:24 a.m.

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