

# County Connection

2477 Arnold Industrial Way    Concord, CA 94520-5326    (925) 676-7500    countyconnection.com

**BOARD OF DIRECTORS  
MEETING AGENDA  
Thursday, October 19, 2023  
9:00 a.m.**

**The Board Meeting will be held in-person at:**

**County Connection Board Room  
2477 Arnold Industrial Way, Concord, California and via teleconference location\*\*\*\***

Staff and members of the public may attend in-person or participate remotely via Zoom at:

<https://us02web.zoom.us/j/85399133311>

Or One tap mobile :

US: +16699006833,,85399133311# or +14086380968,,85399133311#

Or Telephone:

Dial(for higher quality, dial a number based on your current location): +1 408 638 0968

Webinar ID: 853 9913 3311

**Please Note the following COVID-19 Protocols for in-person attendance:**

Visitors experiencing the following symptoms of COVID-19 may not enter the building:

- Cough
- Chills
- Sore Throat
- Shortness of Breath
- Muscle Pain
- Loss of Taste or Smell
- Fever

Public comment may be submitted via email to: [hill@cccta.org](mailto:hill@cccta.org). Please indicate in your email the agenda item to which your comment applies. Comments submitted before the meeting will be provided to the Board of Directors before the meeting. Comments submitted after the meeting is called to order will be included in the correspondence that will be provided to the full Board.

Oral public comments will also be accepted during the meeting in person and through Zoom\* or the teleconference number listed above.

Should Zoom not be operational, please check online at: [www.countyconnection.com](http://www.countyconnection.com) for any updates or further instruction.

The County Connection Board of Directors may take action on each item on the agenda. The action may consist of the recommended action, a related action or no action. Staff recommendations are subject to action and/or change by the Board of Directors.

1. Call to Order/Pledge of Allegiance
2. Roll Call/Confirm Quorum
3. Public Communication
4. Consent Calendar
  - a) Approval of Minutes of Regular Meeting of September 28, 2023\*
5. Report of Chair
6. Report of General Manager

Under this item, the General Manager will report on matters of relevance to CCCTA including, but not necessarily limited to, the following:

- a) Report on the American Public Transportation Association (APTA) TRANSform Conference
  - b) State Legislative Update
  - c) CCCTA Thanksgiving Feast on November 16, 2023
7. Report of Standing Committees
  - a) Marketing, Planning & Legislative Committee
    - 1) Summer Youth Pass Report – Information Only\*
    - 2) Mobile Lobby Update – Information Only\*
    - 3) One Seat Regional Ride Video\*  
(Staff will provide a preview of the One Seat Regional Ride video.)
8. Report from the Advisory Committee
  - a) Ian McLaughlin, Chair of the Advisory Committee, will give an update from the Advisory Committee\*
9. Board Communication – (Directors are limited to providing information, asking clarifying questions about matters not on the agenda, responding to public comment, referring matters to committee or staff for information, or requesting a report to be made at another meeting.)
10. Next Meeting Date: November 16, 2023
11. Adjournment

\*Enclosure

\*\*It will be available at the time of the Board meeting.

\*\*\*For Board members only

\*\*\*\*Teleconference location 180 Sugarine Circle, Pinecrest, CA 95364

## General Information

Public Comment: If you wish to address the Board, please follow the directions at the top of the agenda. If you have anything that you wish distributed to the Board and included for the official record, please include it in your email. Comments that require a response may be deferred for staff reply.

Consent Items: All matters listed under the Consent Calendar are considered by the Board to be routine and will be enacted by one motion. There will be no separate discussion of these items unless requested by a Board Member or a member of the public prior to when the Board votes on the motion to adopt.

Availability of Public Records: All public records relating to an open session item on this agenda, which are not exempt from disclosure pursuant to the California Public Records Act, that are distributed to a majority of the legislative body, will be available for public inspection at 2477 Arnold Industrial Way, Concord, California, at the same time that the public records are distributed or made available to the legislative body. The agenda and enclosures for this meeting are posted also on our website at [www.countyconnection.com](http://www.countyconnection.com).

Accessible Public Meetings: Upon request, County Connection will provide written agenda materials in appropriate alternative formats, or disability-related modification or accommodation, including auxiliary aids or services, to enable individuals with disabilities to participate in public meetings and provide comments at/related to public meetings. Please submit a request, including your name, phone number and/or email address, and a description of the modification, accommodation, auxiliary aid, service or alternative format requested at least two days before the meeting. Requests should be sent to the Assistant to the General Manager, Lathina Hill, at 2477 Arnold Industrial Way, Concord, CA 94520 or [hill@cccta.org](mailto:hill@cccta.org). Requests made by mail must be received at least two days before the meeting. Requests will be granted whenever possible and resolved in favor of accessibility.

### Currently Scheduled Board and Committee Meetings

Board of Directors:	Thursday, November 16, 2023 at 9 a.m., County Connection Board Room
Administration & Finance:	Wednesday, November 1 at 2 p.m., County Connection Offices, 2477 Arnold Industrial Way, Concord, CA
Advisory Committee:	TBD
Marketing, Planning & Legislative:	Thursday, November 2 at 8:30 a.m., Supervisor Andersen's Office, 3338 Mt. Diablo Blvd. Lafayette, CA.
Operations & Scheduling:	Wednesday, November 1 at 8 a.m., Supervisor Andersen's Office, 309 Diablo Rd, Danville, CA 94526

**The above meeting schedules are subject to change. Please check the County Connection Website ([www.countyconnection.com](http://www.countyconnection.com)) or contact County Connection staff at 925/676-1976 to verify date, time and location prior to attending a meeting. This agenda is posted on County Connection's Website ([www.countyconnection.com](http://www.countyconnection.com)) and at the County Connection Administrative Offices, 2477 Arnold Industrial Way, Concord, California**

# County Connection

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## CCCTA BOARD OF DIRECTORS

### MINUTES OF THE REGULAR MEETING

September 28, 2023

#### CALL TO ORDER/ROLL CALL/CONFIRM QUORUM

Chair Amy Worth called the regular meeting of the Board of Directors to order at 9:00 a.m. Board Members present were Directors Andersen, Diaz, Hoffmeister, Hudson, Schroder, Sos, Storer, Tatzin and Wilk. Director Noack was absent.

Staff: Churchill, Sherman, Dixit, Glenn, Hill, Horta, Johnson, Jones, Martinez, McCarthy, Mitchell, and Rees

#### PUBLIC COMMUNICATION:

Andrei Obolenskiy came to introduce himself to the Board as he sits on County Connection Advisory Committee. He voiced that he would like the committee to be more involved and work with the Board of Directors on questions and concerns.

Jordan Morofsky, a citizen from the City of Martinez, voiced his concern about applying for the Regional Transit Card for those with disabilities. Please look into streamlining the process and make it easier for all.

#### **Public Hearing:** Clipper Fare Changes and Corresponding Title VI Equity Analysis

Chair Worth opened the public hearing at 9:11 a.m. stating that the purpose of this Public Hearing is to receive public comment on proposed fare changes to increase the discount for Clipper START and Youth Clipper from 20% to 50% and to reduce Express route Clipper fares to match local fares. She turned the meeting over to Melody Rees, Director of Planning, Marketing, & Innovation, and she explained what public outreach was performed. Staff reports were posted on the County Connection website. Legal Notices were published in the East Bay Times. The Notice of Public Hearing was posted on the County Connection website and on all fixed route vehicles. Announcements were posted on social media. And all printed materials and handouts were translated in Spanish, per the County Connection's Limited English Proficiency (LEP) Plan.

As of September 20th, four (4) comments were received related to the proposed fare changes, all of which were in support of one or more elements of the proposal. Two (2) comments were from users of Clipper START who expressed appreciation for the program and the benefits it provides. One (1) comment was in support of the proposed \$2 Adult Express route fare, and another comment expressed general support for more fare discounts. There were no in-person comments and the public hearing closed at 9:15 a.m.

#### CONSENT CALENDAR

MOTION: Director Hoffmeister moved approval of the Consent Calendar, consisting of the following items: (a) Approval of Minutes of Regular Meeting of July 20, 2023; (b) CCCTA Investment Policy-Quarterly Reporting Requirement for the period-ending June 30, 2023; (c) Independent Accountant's Report on Federal Funding Allocation Data for Federal Transit Administration for

Fiscal Year 2022; and (d) 2024 Administrative Employees Cafeteria Adjustment and Resolution No. 2024-06. Director Sos seconded the motion, and it received the following vote of approval:

Aye: Directors Andersen, Diaz, Hoffmeister, Hudson, Schroder, Storer, Sos, Tatzin, Wilk, and Worth  
No: None  
Abstain: None  
Absent: Director Noack

## **REPORT OF CHAIR:**

### Election of CCCTA Officers

Chair Worth informed the Board that the nominating committee consists of the current Chair and the last 2 Chairs, Director Hudson and Director Andersen. She noted that in accordance with the customary Board rotation of officers, the nominees for the next year will be Don Tatzin as Chair, Kevin Wilk as Vice Chair and Renata Sos as Secretary.

MOTION: Director Hoffmeister moved approval of Don Tatzin as Chair, Kevin Wilk as Vice Chair and Renata Sos as Secretary. Director Hudson seconded the motion, and it received the following vote of approval:

Aye: Directors Andersen, Diaz, Hoffmeister, Hudson, Schroder, Storer, Sos, Tatzin, Wilk, and Worth  
No: None  
Abstain: None  
Absent: Director Noack

### Seating of New CCCTA Officers and Announcement of 2023-2024 Committee Assignments

#### A&F Next Meeting October 4 at 2 p.m.

Laura Hoffmeister  
Sue Noack  
Renata Sos

#### MP&L Next Meeting October 5 at 8:30 a.m.

Candace Andersen  
Rob Schroder  
Kevin Wilk  
Amy Worth

#### O&S Next Meeting October 4 at 8:15 a.m.

Jim Diaz  
Dave Hudson  
Robert Storer

## **REPORT OF GENERAL MANAGER:**

### Recognition of the services of the departing Director of ADA Services Rashida Kamara

Rashida Kamara has done a great job as County Connection's Director of ADA Services. We all wish her well in her next endeavors. General Manager Bill Churchill provided an overview of Rashida's many accomplishments

during her tenure at CCCTA. These comments were followed by accolades from several Board members. Rashida thanked everyone for their comments.

### PEPRA Update

General Manager Bill Churchill provided a brief overview of the PEPRA litigation, explaining that in 2022 a final judgment was passed to allow federal grants and an appeal has been filed in the 9<sup>th</sup> Circuit. In 2024, oral arguments will be heard and the final ruling will be given.

### State Budget Update

Bill Churchill informed the Board that \$4 Billion of Transit and Intercity Rail Capital Program (TRICP) funds are available for operational purposes. Funds in the amount of \$1.1 billion are being set aside in “flexible” funding over the next four years, money that transit agencies can use for operations or infrastructure. The legislature had originally proposed this same amount of money be made available over the next three years.

It also allows transit agencies to dip into about \$4 billion in state infrastructure assistance to use this money for operations over the next two years. Most of this \$4 billion was originally set aside for big rail projects like the extension of BART to San Jose’s Diridon station. So, taking some of the \$4 billion and using it for operations, according to advocates, would mean delaying important infrastructure projects, and it could force the state and the Bay Area to miss out on an additional \$6 billion in federal matching funds for the rail extension project. Mr. Churchill will continue to update the Board as things develop.

## **REPORT OF STANDING COMMITTEES**

### **Administrative & Finance Committee**

#### Regional Measure 3 Allocation Request and Resolution No. 2024-05

Melody Reeb, Director of Planning, Marketing, & Innovation, explained that the Regional Measure 3 (RM 3) raised tolls on the Bay Area’s state-owned bridges starting in 2019. Following the dismissal of legal challenges in January 2023, the Metropolitan Transportation Commission (MTC) began allocating funds to eligible projects identified in the RM3 Expenditure Plan, which included \$20 million for transit improvements in Contra Costa County with project selection being delegated to the Contra Costa Transportation Authority (CCTA).

Staff would like to submit an allocation request for \$5,000,000 in RM3 funds for the replacement of forty (40) 40-foot buses that have reached the end of their useful life. Production of the new buses began in spring, and delivery is expected to be completed this fall. The requested funds would provide local match to a federal grant, and funds cannot be expended until MTC approval of the allocation request, which will be considered at the September 27th Commission meeting and contingent upon approval by the Boards of both County Connection and CCTA.

**MOTION:** Director Diaz moved adoption of Resolution No. 2024-05 authorizing the General Manager to submit an allocation request to MTC for RM3 funds. Director Hoffmeister seconded the motion, and it received the following vote of approval:

**Aye:** Directors Andersen, Diaz, Hoffmeister, Hudson, Schroder, Storer, Sos, Tatzin, Wilk, and Worth

**No:** None

**Abstain:** None

**Absent:** Director Noack

## **Marketing, Planning and Legislative Committee**

### Clipper Fare Changes and Corresponding Title VI Equity Analysis and Resolution No. 2024-07

Melody Reeb, Director of Planning, Marketing, & Innovation, gave a summary of the proposed fare changes, including the increased discount for Clipper START and Youth as well as the elimination of Express route surcharges on Clipper. If approved, the proposed fare changes would take effect in January 2024. The Clipper START and Youth fare discounts would remain a pilot program through June 30, 2025. However, the proposed Express route fare changes would be permanent.

When the Board approved the two-year extension of the Clipper START and Youth Clipper discounts in June, staff estimated a net fare revenue loss of about \$50,000 annually, assuming a continuation of the 20% discount. For the proposed increase to a 50% discount and reduction in Express route Clipper fares, staff estimates an additional fare revenue loss of about \$37,000 annually. For the two-year pilot extension of the Clipper START program, MTC will be providing a one-time upfront payment to transit operators based on anticipated fare revenue losses as opposed to quarterly reimbursement payments. County Connection is expected to receive a total of \$28,271 to cover FY 2024 and FY 2025.

**MOTION:** Director Sos moved adoption of Resolution No. 2024-07 approving the proposed fare changes. Director Worth seconded the motion, and it received the following vote of approval:

Aye: Directors Andersen, Diaz, Hoffmeister, Hudson, Schroder, Storer, Sos, Tatzin, Wilk, and Worth

No: None

Abstain: None

Absent: Director Noack

## **Operations & Scheduling Committee**

### Fiscal Year 2023 Fixed Route Performance Report

Pranjal Dixit, Manager of Planning, explained that FY 2023 was the first full year since the shelter-at-home orders were lifted, mask mandates were relaxed, and schools came back in-person, and ridership has seen a steady increase, aided by systemwide and regionwide fare promotions. Average weekday ridership fluctuated between 20%-40% below normal pre-COVID levels throughout FY 2023. Weekend ridership recovered more quickly than on weekdays and ranged between 20% below to 2% above pre-pandemic ridership.

Bus schedules were changed three times in the 2022-2023 fiscal year to accommodate changes in bell times, BART service, and traffic congestion. In August 2022, schedules were changed to reflect new bell times, several of which were implemented as a result of Senate Bill 328 requiring later start times for high schools. The schedules were also adjusted to align with BART service changes on weekends. In November 2022, routes in Martinez were restructured to realign routes to better serve the demand. In January 2023, schedules were further adjusted to improve on time performance and operator layovers to adjust for increased traffic congestion and changes in travel patterns. Overall, about 0.64% of scheduled trips were missed over the course of FY 2023, which was 65% lower than the previous year.

Overall, on-time performance in FY 2023 was 85%, which was lower than the previous year. However, this was largely a result of changes to the methodology for calculating on-time performance to account for early departures at timepoints starting in July 2022. Additionally, along with the increase in ridership, traffic conditions worsened as the post-pandemic reopening of businesses continued, leading to a decline in on-time performance. This was an information only item.

## Fiscal Year 2023 Paratransit Performance Report\*

Rosa Noya, Manager of ADA and Special Services, gave a brief background stating that LINK Paratransit service has continued to experience ridership growth through the third year of the COVID-19 Pandemic. Unlike years one and two, LINK has ceased performing alternative services like Meals on Wheels, school lunches and food bank trips. These programs have also experienced a reasonable amount of recovery, although they have all asked LINK to standby.

Staffing issues were further compounded with the loss of Transdev Operations and Safety Manager. As was provided in the Paratransit contract with Transdev, monetary penalties for service failures were imposed. Transdev, being a good partner, used that incentive to cast a wide net in their recruiting efforts. On-time performance although starting at 92.9% of July 2022, dropped to an all-time low of 72.8% in November 2022. In response to this trend, Transdev provided several staff solutions, which resulted in us ending the fiscal year at 94.3%, the best service performance, since Transdev started providing these services.

We now have working relationships with the following, Choice in Aging, One Seat Ride Programs, Livermore Amador Valley Transportation and a Travel Training Company. Staff budgeted \$7,828,061 for the FY 2023 Paratransit Service and spent \$6,927,403 on operating costs. This number could have been higher, but Transdev was charged almost \$300,000 in liquidated damages for areas in which they failed to meet service standards. This was an information only item.

Director Andersen left at 10:37 a.m.

## 2022-23 BART Bus Bridges Update

Yvette Glenn, Director of Transportation, gave a brief background stating that post-pandemic, County Connection, alongside other transit agencies, continues to face significant labor shortages, which has had an impact on our ability to provide bus bridges for BART. In previous years County Connection was able to provide up to 24 buses per day for bus bridges, however, with labor shortages at an all-time high, County Connection could only guarantee a maximum of 12 buses per day. As a result, the total number of passengers carried on Bus Bridges is down from previous years. Also, to carry the volume of passengers required on the planned Bus Bridge from Rockridge to Orinda both AC Transit and County Connection had to collaborate and work together to provide a sufficient number of buses.

Staff worked closely with BART to support and manage each Bus Bridge, providing field supervision as well to ensure a successful deployment. BART has since requested two additional bridges for October 14-15, 2023, and October 28 -29, 2023. Unscheduled bus bridges result from a vast variety of emergency situations ranging from trees falling on the track, truck and or equipment failure, fires and even at times unauthorized individuals entering the track area. In these situations, staff are required to respond quickly to design and implement a solution. Generally, County Connection can respond within fifteen to twenty minutes with buses on the road mitigating the emergency. Per the agreement, BART covers all costs associated with any bus bridge. This was an information item only.

**BOARD COMMUNICATION:** None

## **CLOSED SESSION:**

The Board went into closed session at 10:42 a.m. to discuss the following item:

Liability Claims (Government Code Section 54956.95) Claim against Central Contra Costa Transit Authority;  
Claimant: Shannon Cross



**OPEN SESSION:**

The Board came back into open session at 11:17 a.m. No reportable action was taken.

**ADJOURNMENT:** Chair Tatzin adjourned the regular Board meeting at 11:18 am.

Minutes prepared by:

Lathina Hill

Asst to the General Manager/Clerk to the Board of Directors

Date: October 9, 2023

# County Connection

## INTER OFFICE MEMO

To: Board of Directors

Date: 10/11/2023

From: Ryan Jones, Manager of Marketing & Communications

Reviewed by: MR

**SUBJECT: Summer Youth Pass Update**

### Background:

In 2019, County Connection partnered with 511 Contra Costa and neighboring transit agencies Tri Delta Transit and WestCAT to offer a joint summer youth pass providing unlimited rides on the three bus systems from June through August. This pass replaced a 20-ride punch pass that County Connection had offered prior to eliminating all paper passes in March 2019. Due to COVID-19, the Summer Youth Pass program was not offered in 2020 or 2021. However, once restrictions were lifted and schools returned to in-person instruction, the program was offered again starting in 2022.

### Pass Sales:

The pass is valued at \$60 and 511 Contra Costa provided a subsidy of \$30 per pass, cutting the actual retail cost in half. Revenues from pass sales are distributed to the transit agencies based on customer location. 511 Contra Costa managed the design and production of the passes, as well as online sales and fulfillment. County Connection staff sold passes through the Mobile Lobby as well as our main lobby.

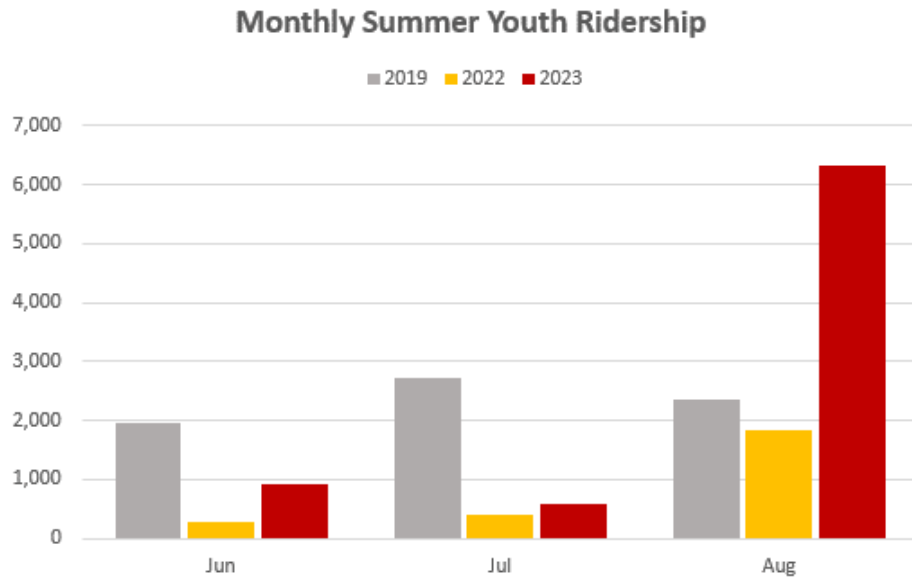
In total, there were 236 passes sold this season (County Connection - 68, Tri Delta Transit - 131, and WestCAT - 37). County Connection total pass sales were down 28 pass sales from 2022, and 225 fewer sales than 2019, when the pass was first introduced. In addition to lower ridership demand as a result of the pandemic, youth can receive a discounted fare on Clipper of \$1.60 per ride, or 20% off the regular adult fare, so the Summer Youth Pass provides slightly less of a discount than it did when first introduced. Also, there was some overlap with the Pass2Class program, which provides free rides for youth from mid-August through October, so purchasing a Summer Youth Pass only made sense for those who were riding frequently during the summer prior to the start of the new school year.

### Pass Usage:

Despite a decrease in pass sales over the years, ridership with the Summer Youth Pass has increased over the years, which indicates that those using the pass are riding more frequently. In addition, staff worked with 511 Contra Costa to minimize the overlap with Pass2Class.

MONTH	USAGE 2019	2020-2021 Summer Youth Program Not Offered	USAGE 2022	USAGE 2023
June	1,956		276	928
July	2,726		412	587
August	2,367		1,833	6,317
<b>TOTAL RIDES</b>	<b>7,049</b>		<b>2,521</b>	<b>7,832</b>

A total of 7,832 trips were taken using the pass, which equates to an average of 115 rides taken per pass. Based on the retail price of \$30 per pass, this averages to about \$0.26 per ride, which is a significant additional discount off the Youth Clipper fare.



**Financial Implications:**

Total revenue received by County Connection for the 2023 Summer Youth Pass program was \$4,080. This includes a subsidy from 511 Contra Costa of \$2,040 towards the cost of the pass. In addition, 511 Contra Costa covered the costs of the operating the online store, including transaction fees and fulfillment, producing the fare media, and developing the marketing campaign.

**Recommendation:**

None, for information only.

**Action Requested:**

None, for information only.

**Attachments:**

None

**To:** Board of Directors

**Date:** 10/11/2023

**From:** Ryan Jones, Manager of Marketing & Communications

**Reviewed by:** MR

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**SUBJECT: Mobile Lobby Update**

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**Background:**

During the pandemic, County Connection’s front lobby closed to the public due to the risk factors of being in an indoor and enclosed space. As social distancing restrictions began to lift for outdoor activities, in 2021, staff decided to launch a pilot “mobile lobby” to provide customer service at various locations around the county, meeting customers at locations nearer to them including transit hubs, senior centers, and Farmers’ Markets.

Since its inception, customers who visit the Mobile Lobby can get information on Clipper, bus schedules, trip planning, paratransit, and have their questions answered in-person at a convenient location near them (or nearer to them). In June of 2022, we took the Mobile Lobby on bus routes, having customer service reps ride designated routes with a bag full of brochures, bus schedules, etc. Though this seemed to reach fewer people than at transit centers such as BART or Amtrak stations, having staff ride our routes allowed for more targeted engagement. This was particularly true when there was an upcoming service change on a line and staff could speak directly with passengers who may be impacted.

In its first year, the Mobile Lobby reached close to 5,000 individuals. In FY 2023, engagement continued to increase, and the Mobile Lobby reached over 5,800 individuals, processing more than 600 Clipper cards (youth, senior, START, RTC), and provided schedule information to more than 2,000 riders.

FISCAL YEAR	TOTAL VISITORS	CLIPPER CARDS	SCHEDULE INFO	AVG VISITOR/MO.
FY 2021-22	4,916	768	1,423	410
FY 2022-23	5,847	627	2,220	487

We are finding the Mobile Lobby model to be an excellent way to not only extend our customer service efforts, but to be out in the community and plug more people into the services we offer.

For reference, following the pandemic, our main lobby reopened to the public in September 2022, and from that time through June 2023, we have seen 981 visitors, roughly 98 visits per month. The reason for those visits were largely guests asking about our services as well as some arriving for appointments (e.g. meetings, interviews, etc.).

**Financial Implications:**

Any costs associated with the Mobile Lobby are included in the Promotions budget.

**Recommendation:**

None, for information only.

**Action Requested:**

None, for information only.

**Attachments:**

None.

## INTER OFFICE MEMO

**To:** Board of Directors

**Date:** 10/11/2023

**From:** Ryan Jones, Manager of Marketing & Communications

**Reviewed by:** MR

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**SUBJECT:** One Seat Regional Ride Video

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### **Background:**

To make travelling across multiple public transit service areas easier and safer for Paratransit riders, County Connection's Board of Directors approved the "One Seat Regional Ride" pilot program in 2021 in partnership with Tri Delta Transit, WestCAT, and LAVTA. The program aims to streamline current regional ride practices by eliminating transfers for trips that cross multiple transit service areas. With One Seat, passengers can have a "one-seat" ride for the entire duration of their trip, without the need to transfer to a different vehicle and service provider.

### **Marketing Campaign:**

As interest in the One Seat Regional Ride program and its success grows, staff is putting together marketing assets, starting with a video. In collaboration with our transit partners, staff produced a One Seat Regional Ride video, featuring passenger testimonies and an overview of the program. This approximately 2-minute video also illustrates how the program works through animations and infographics. From this, staff will work in conjunction with our partnering agencies to further public engagement through marketing of the One Seat Regional Ride.

The One Seat Regional Ride video was shared at the 2023 APTA Expo, presented by Christy Wegener, Executive Director of LAVTA.

### **Financial Implications:**

All costs associated with this marketing campaign are included in the Promotions budget.

### **Recommendation:**

None, for information only.

### **Action Requested:**

None, for information only.

### **Attachments:**

None

## **Central Contra Costa Transit Authority Advisory Committee Report to Board of Directors, October 2023**

The ongoing purpose of the Central Contra Costa Transit Authority Advisory Committee (“Advisory Committee”) is to bring feedback to the County Connection Board of Directors reflecting the voices and needs of the communities, riders, and other stakeholders represented by our Advisory Committee members.

The Advisory Committee currently consists of six members, with five seats vacant and another vacancy coming in November.

### **September 2023 Advisory Committee Meeting**

As has been the case in most meetings of the Advisory Committee to date, at the September 19 regular meeting the Advisory Committee received several informational reports from staff, both embedded within the consent calendar and as separate agenda items. Staff member Pranjal Dixit provided an informational update on fare changes and an update on the onboard survey. Committee member Birdwell then provided an update on the travel training program that she directs to facilitate use of the system, particularly among our community of seniors. These informational reports typically do not require any committee action but serve as valuable tools to provide context and background information for committee members.

### **Selection of Chair/Vice Chair**

At the September meeting the Advisory Committee selected a permanent chair and vice chair, with committee member Kaplan from Martinez elected as vice chair and the undersigned as chair.

### **Committee Vacancies**

As noted above, with the recent appointments to the Advisory Committee we currently have six members, and the term of committee member Yu from Moraga will expire in November. This will create another vacancy to join the ongoing vacancies for the districts of Danville, Orinda, Clayton, Lafayette and San Ramon; Filling these vacancies would bring our Advisory Committee to a full roster of eleven members, and we respectfully request that the Board help facilitate appointments of members from those jurisdictions.

When recruiting new members, please consider constituents who are local riders, closely connected with their communities, and who can bring diverse perspectives and viewpoints to the Advisory Committee, particularly viewpoints from underrepresented and marginalized populations. The recent appointees bring valuable new perspectives and a breadth of practical

and professional experience to the Advisory Committee, and we hope that future appointees will do the same. At our July meeting the Advisory Committee held an agenda discussion about how our two bodies could interact and collaborate more effectively, and if the Board has feedback about coordinating the work of our two bodies, please provide your recommendations so that the full Advisory Committee can consider the Board's input. We also encourage each Board member to connect directly with the Advisory Committee member serving the same jurisdiction.

#### Joint Meeting/ Collaboration With Board/ Role of Advisory Committee

Even in our current composition with numerous vacancies, the recent appointments have brought new energy and experience to the Advisory Committee, and we are well positioned to assume a more impactful role in the County Connection governance structure. We respectfully seek guidance from the Board about how the Advisory Committee can be most useful in the process and whether we can establish more systematized avenues for our collaboration. In a sidebar conversation after the last Board meeting, General Manager Churchill suggested a joint Board/Advisory Committee meeting in the future, and I raised this for discussion during the September 19 Advisory Committee meeting. All committee members in attendance supported the idea, and I personally think that even a brief joint meeting would provide Advisory Committee members with valuable insight into the type of work done by the Board, and it would be a natural opportunity for Board members to provide Advisory Committee members with guidance about how we can best inform the governance process.

Our next Advisory Committee meeting is scheduled for November 14, 2023

Respectfully submitted,

Ian McLaughlin, Chair