

**Summary Minutes
Marketing, Planning, and Legislative Committee
Supervisor Andersen's Office
3338 Mt. Diablo Blvd.
Lafayette, CA
Thursday, November 2, 2023, 8:30 a.m.**

Directors: Candace Andersen, Rob Schroder, Amy Worth
Staff: Bill Churchill, Ruby Horta, Melody Reeb, 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 October 5, 2023

The Committee approved the minutes.

4. Regional Transportation Planning Studies

Ms. Reeb shared County Connection's involvement with strategic planning studies in response to the impact felt in public transit following the COVID-19 pandemic. These studies are being conducted regionally and include the Fare Coordination and Integration Study, the Regional Mapping & Wayfinding Project, BusAID & Transit Priority Policy, Transit 2050+, Countywide Transportation Plan, Integrated Transit Plan, and the Countywide Smart Signals Project & IDEA TSP. On the agency level, County Connection just wrapped an on-board survey to help us better understand and serve our customers and their current travel patterns. As well, earlier this year the agency was awarded a grant that will help identify transit priority improvements in four major corridors. Staff also plans to conduct a bus stop access study that will consider future stop consolidation and improvements.

5. Fare Change Outreach Plan

Mr. Jones outlined outreach plans for the upcoming changes in fares to Clipper START, Youth Clipper, and the rate reduction to express routes so that they match that of local fares. For Clipper START, MTC will be developing a regional marketing and outreach campaign and promoting the program through its own communication channels. Staff will work with MTC to amplify their messaging. For Youth Clipper and new express route fares, staff will develop and distribute assets and distribute

primarily through County Connection social media channels, printed flyers displayed on buses, and through the Mobile Lobby. Additionally, staff will post content through Peach Jar to be disseminated to parents with children attending schools within San Ramon and Mt. Diablo Unified School Districts.

6. Food Drive

Mr. Jones shared that in partnership with the Food Bank of Contra Costa & Solano, the agency will be participating in a Food Drive starting in November. The agency will be asking passengers to donate to the Food Drive virtually by going online to donate directly to the Food Bank. For each dollar raised, the Food Bank can provide two meals to food-insecure individuals or families. Staff will be promoting the food drive on social media as well as through printed flyers displayed on our buses. Donations will be accepted beginning November 26th through December 11th.

7. Community Events

Mr. Jones shared the outreach calendar for November which included 22 Mobile Lobby events scheduled at select locations throughout the month and participation in the San Ramon 40th Anniversary parade (11/4) and at the Concord Library's first Unhoused Resource Fair (11/15). December has an additional 20 events scheduled as well as two holiday parades: Walnut Creek (11/30) and Martinez (12/1).

8. Committee Comments

None.

9. Future Agenda Items

None.

10. Next Scheduled Meeting

The next meeting was scheduled for Thursday, December 7, 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 9:44 a.m.

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