

# County Connection

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## CCCTA BOARD OF DIRECTORS

### MINUTES OF THE REGULAR MEETING

October 19, 2023

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

Vice Chair Kevin Wilk 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, Noack, Schroder, Tatzin and Worth. Director Hoffmeister arrived after the meeting convened. Directors Sos and Storer were absent.

Staff: Churchill, Louie, Dixit, Glenn, Hill, Horta, Johnson, Jones, Martinez, McCarthy, Mitchell, and Reeb

**PUBLIC COMMUNICATION:** None

#### CONSENT CALENDAR

**MOTION:** Director Andersen moved approval of the Consent Calendar, consisting of the following item: Approval of Minutes of Regular Meeting of September 28, 2023. Director Hudson seconded the motion, and it received the following vote of approval:

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

#### REPORT OF GENERAL MANAGER:

##### Report on the American Public Transportation Association (APTA) TRANSform Conference

Director Hoffmeister arrived at 9:10 a.m.

General Manager Bill Churchill provided a brief overview of the APTA Transform Conference stating that he felt the conference focused on a few items, the impact of workforce development of operators and mechanics and how to increase our ridership. The conference was well attended and brought great value to all of us, he's glad that the board members and staff were able to attend.

##### State Legislative Update

Bill Churchill informed the Board that quite a few bills are being discussed, including AB316, Aguiar-Curry, AB96, Klara. None have passed or been vetoed as of yet. The IRS has also extended the tax deadline to November 16, 2023 so that will affect County Connection from getting funds from the government. Hopefully we will know more about our state fiscal cliff by the end of November. He will continue to update the board as new developments occur.

### CCCTA Thanksgiving Feast on November 16, 2023

Bill Churchill informed the Board that our annual Thanksgiving Feast will be on November 16, 2023 following the regular board meeting and they all are invited.

### **REPORT OF CHAIR:**

Vice Chair Kevin Wilk informed the board that the APTA conference in Orlando was well attended, and he thought that it was a great opportunity to learn about new transit ideas and products as well as network with others in the industry. Director Schroder also stated that the conference dealt a lot with the safety of the operators and the passengers as well as fare evasion. Overall, it was a great opportunity that he thinks all directors should attend at least once.

### **REPORT OF STANDING COMMITTEES**

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

##### Summer Youth Pass Report-

Melody Reeb, Director of Planning, Marketing, & Innovation, explained that 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 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.

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. 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 operating the online store, including transaction fees and fulfillment, producing the fare media, and developing the marketing campaign. This was an information only item.

##### Mobile Lobby Update

Director Noack left the meeting at 9:30 a.m.

Ryan Jones, Manager of Marketing & Communications, explained that 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. 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. This was an information item only.

### One Seat Regional Ride Video

Ryan Jones, Manager of Marketing & Communications, gave a brief explanation on how the One Seat program works, stating that the program makes travelling across multiple public transit service areas easier and safer for Paratransit riders. 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. He showed a brief video that was presented at the APTA conference by Christy Wegener, Executive Director of LAVTA. This was an information item only.

### REPORT FROM THE ADVISORY COMMITTEE

#### Ian McLaughlin, Chair of the Advisory Committee, gave an update from the Advisory Committee

Ian McLaughlin, Chair of the Advisory Committee, informed the board that at the September 19 regular meeting of the Advisory Committee, the committee received a staff report from Pranjali Dixit 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. Also, at the September meeting a Chair and Vice Chair were elected. With the recent appointments to the Advisory Committee, they 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. The Advisory Committee is very interested in meeting with the board members to discuss ways that they can be more beneficial to the Authority.

**BOARD COMMUNICATION:** None

**ADJOURNMENT:** Vice Chair Wilk adjourned the regular Board meeting at 10:00 am.

Minutes prepared by:

Lathina Hill

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

Date: November 2, 2023