

**Summary Minutes**  
**Marketing, Planning, and Legislative Committee**  
**Supervisor Andersen's Office**  
**3338 Mt. Diablo Blvd.**  
**Lafayette, CA**  
**Thursday, December 7, 2023, 8:30 a.m.**

**Directors:** Candace Andersen, Kevin Wilk, Amy Worth  
**Staff:** Bill Churchill, Ruby Horta, Melody Reeb, Pranjal Dixit, 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 November 2, 2023**

The Committee approved the minutes.

**4. State Legislative Update**

Mr. Churchill spoke on MTC and ABAG's efforts to set the stage to request state legislation for a regional tax measure. To prepare for the ask, Senator Wiener invited Mr. Churchill to testify before the Senate Select Committee on Bay Area Public Transit so the Committee can have on record the fiscal needs of small operators and better understand how to support small transit agencies through a regional measure. In addition, at the joint MTC/ABAG Legislation Committee, MTC staff presented potential reform concepts that would accompany the measure, including transit operator consolidation.

**5. Consideration of Multi-Operator Joint Procurement of State & Federal Lobbyist Services**

Mr. Churchill discussed securing a lobbyist to help keep County Connection financially viable, achieve compliance with zero emission vehicle regulations and new California reporting regulations, and chart a path through a fractured Congress. Outside support can also help the four partnering East Bay operators; County Connection, LAVTA, Tri Delta Transit, and WestCAT, through growing challenges in securing operational funding, navigating regulatory constraints, and obtaining the meetings necessary to address issues with state agency staffers and elected officials. County Connection, LAVTA, and WestCAT have been considering a joint procurement for state and federal lobbyists services, an annual expense estimated from \$130,000 to \$155,000.

## **6. Pass2Class Report**

Mr. Jones shared data from the agency's recent Pass2Class promotion, an annual partnership with 511 Contra Costa. This year, 511 Contra Costa issued over 2,065 passes, a 20% increase from last year's sales. Pass2Class users on fixed routes totaled about 52,008 trips, 73% of those trips being taken on 600-series school routes. County Connection is reimbursed \$1.60 per ride, resulting in a total of \$83,211 earned from the promotion.

## **7. Community Events**

Mr. Jones shared the outreach calendar for December which included 20 Mobile Lobby events scheduled at select locations throughout the month. Earlier in the month, as well as at the end of November, staff participated in two holiday parades: Walnut Creek (11/30) and Martinez (12/1). In January, staff has scheduled 20 Mobile Lobby events.

## **8. Committee Comments**

None.

## **9. Future Agenda Items**

None.

## **10. Next Scheduled Meeting**

The next meeting was scheduled for Thursday, January 11, 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 9:46 a.m.

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