

**Summary Minutes  
Marketing, Planning, and Legislative Committee  
Supervisor Andersen's Office  
3338 Mt. Diablo Blvd.  
Lafayette, CA  
Thursday, October 11, 8:30 a.m.**

**Directors:** Candace Andersen, Amy Worth

**Staff:** Rick Ramacier, Bill Churchill, Ruby Horta, Sean Hedgpeth, Melody Reeb

**Public:** None

**Call to Order:** Meeting called to order at 8:30 a.m. by Director Worth.

**1. Approval of Agenda**

The Committee approved the agenda with one revision. Election of the Committee chair was added and Amy Worth was selected as the Chair.

**2. Public Communication**

None.

**3. Approval of Minutes from September 6, 2018**

The Committee approved the minutes.

**4. Leadership in Sustainability Awards**

Mr. Hedgpeth informed the group that County Connection had received a Leadership in Sustainability Award from Sustainable Contra Costa for the Downtown Walnut Creek Trolley. The award was presented at the 10<sup>th</sup> Annual Sustainability Awards Gala, which was attended by about 200 people. Director Worth asked whether this had been posted to County Connection's social media channels. Ms. Horta replied that it had been posted to social media and the website.

**5. SB 1119: LCTOP Revision**

Ms. Horta provided an overview of the recently approved changes to the spending requirements for LCTOP funds as part of Senate Bill 1119, and presented a proposal to use the funds to subsidize fares along the Monument Corridor. Ms. Horta added that any proposed project would depend on how much funding ends up being available and that some of the funds may be needed to complete the electric bus project. Director Worth asked when the final funding amount would be known. Ms. Horta responded that it should be known by the end of the year. Director Worth expressed support for the changes to the spending requirements since it provides County Connection with more flexibility. Mr. Ramacier acknowledged MTC staff's involvement with developing the bill.

## **6. Update of California Air Resources Board (CARB) Draft Innovative Clean Transit (ICT) Regulation**

Mr. Ramacier gave an update on the public hearing held by CARB on their proposed Innovative Clean Transit (ICT) regulation, which would impose a mandate for public transit systems to purchase zero emission buses (ZEBs). Mr. Ramacier mentioned that CARB adopted a definition of Small Transit Agency that would include County Connection and is based on active fleet size, as opposed to total fleet size. Mr. Ramacier acknowledged Mr. Hedgpeth's role in working with CARB staff in deciding to use that definition. Mr. Ramacier also mentioned that the California Transit Association (CTA) is working on a bill that would require utility companies to offer a different rate for transit agencies to help lower the operating costs of ZEBs.

## **7. County Connection Strategic Plan Process Update**

Mr. Ramacier said that he did not have any updates to share at this time, but that a draft of the report would be forthcoming. Mr. Ramacier added that a date needed to be set for a Board workshop on strategic planning, likely in January or February of next year after the November election. Director Worth recommended that options be brought to the next Board meeting for consideration. Mr. Ramacier confirmed he would bring up the topic in his report to the Board.

## **8. Transloc Pilot Project**

Ms. Horta announced that the Microtransit App for the Alamo Creek Shuttle will be discontinued, as the pilot project has reached the end of its 6-month pilot period. Ms. Horta added that there was no increase in ridership as a result of the app, which had been one of the project goals, and that staff has been conducting a survey of riders to assess how the service could be improved. Director Andersen asked whether staff has considered additional marketing efforts to help increase ridership, such as advertising the service on NextDoor. Ms. Horta replied that she would reach out to the County, who has been partnering with County Connection to promote the service. Director Andersen also suggested exploring demand in other areas, such as along Camino Tassajara. Ms. Horta responded that while the shuttle does stop at Blackhawk Plaza and the Danville Park and Ride lot, the current contract with the County has some limitations on where the shuttle can serve.

## **9. Community Events**

Staff provided a brief overview of the next few community events on the calendar.

## **10. Committee Comments**

None

## **11. Future Agenda Items**

None

**12. Next Scheduled Meeting**

The next meeting was scheduled for November 1, 2018 at 8:30 a.m.

**13. Adjournment** – The meeting was adjourned at 9:20 a.m.

Minutes prepared and submitted by: Melody Reeb, Manager of Planning