

**Summary Minutes
Marketing, Planning, and Legislative Committee
Supervisor Andersen's Office
3338 Mt. Diablo Blvd.
Lafayette, CA
Thursday, March 5, 8:30 a.m.**

Directors: Amy Worth, Keith Haydon, Rob Schroder
Staff: Rick Ramacier, Bill Churchill, Melody Reebbs
Public: None

Call to Order: Meeting called to order at 8:36 a.m. by Director Worth.

1. Approval of Agenda

The Committee approved the agenda.

2. Public Communication

None

3. Approval of Minutes from February 13, 2020

The Committee approved the minutes.

4. Draft Monument Free Program Title VI Fare Equity Analysis

Ms. Reebbs presented the Title VI analysis for the proposed continuation of the Monument Free Program, which provides free rides on weekday Routes 11, 14, and 16. The analysis found that there is no disparate impact on minority riders and no disproportionate burden on low-income riders as a result of the program. She noted that staff is also collecting public feedback on the proposed continuation of the program and that around 25 comments have been received to date, most of which are in support of the program. Director Worth asked if staff expects funding to continue to be available. Mr. Ramacier responded that there is legislative interest in continuing these types of programs. The Committee forwarded a recommendation to the Board for approval.

5. Bay Area Transit Coordination

Mr. Churchill provided an overview of how County Connection currently coordinates with other transit agencies across the Bay Area, including both regional and local coordination efforts. Director Worth requested that the item be forwarded to the Board. She suggested including additional information on coordination with BART on emergency bus bridge services, as well as recent coordination efforts along the I-680 corridor.

6. Seamless Transit, AB2057 – Chiu

Mr. Ramacier informed the Committee that the Seamless Transit bill has supposedly been revised since he wrote the staff report. He said that staff will need to wait for the new draft bill to see if the concerns raised by County Connection, as well as other transit agencies, have been addressed. One of the primary concerns is the proposed use of STA population funds to support the actions in the bill, which would be a direct threat to County Connection's current funding. Director Haydon said that it was important to highlight the fact that there is no new funding associated with the bill. Director Schroder asked what the timeline is on the bill. Mr. Ramacier responded that it will likely be set for hearing in early April.

7. Free Transit Fares, AB1350 – Gonzalez, AB2012 – Chu, AB2176 – Holden

Mr. Ramacier provided an overview of three bills in the legislature that would require free transit fares for select individuals, including youth, seniors, and college students. He said that CTA has estimated that statewide revenue losses for just youth and seniors would be around \$200 million, which is roughly equivalent to one-third of all STA funds. Additional concerns include whether free fares would extend to paratransit and if there would be Title VI implications. The Committee agreed to oppose the bills unless amended.

8. FASTER Measure

Mr. Ramacier said that Senator Beall had to submit language for his bill by March 4th. It is still unknown how much of the funding would potentially go to housing. Also, the fact that recent sales tax measures didn't do well in the Bay Area is an additional cause for concern.

9. FY 2021 Marketing Plan

Ms. Reeb provided an overview of the proposed Marketing Plan for FY 2021 and highlighted some of the special promotional campaigns that staff has planned. Director Haydon asked how staff plans to recruit riders as part of the "FACES of County Connection" campaign and suggested a program where frequent riders could be rewarded by getting to be featured in the campaign.

10. Community Events

Ms. Reeb provided an overview of outreach events for February and March. She noted that staff has ordered additional promotional Clipper cards for distribution at upcoming outreach events.

11. Committee Comments

None.

12. Future Agenda Items

None

13. Next Scheduled Meeting

The next meeting was scheduled for April 2nd at 8:30 a.m. at 3338 Mt. Diablo Blvd.

14. Adjournment – The meeting was adjourned at 9:49 a.m.

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