

Summary Minutes
Marketing, Planning, and Legislative Committee
Thursday, August 6, 8:30 a.m.

Due to COVID-19, this meeting was conducted as a teleconference pursuant to the provisions of the Governor's Executive Orders N-25-20 and N-29-20.

Directors: Amy Worth, Keith Haydon, Laura Hoffmeister
Staff: Rick Ramacier, Bill Churchill, Ruby Horta, Melody Reeb, Kristina Martinez
Public: Andy Smith

Call to Order: Meeting called to order at 8:33 a.m. by Director Worth.

1. Approval of Agenda

The Committee approved the agenda.

2. Public Communication

None

3. Approval of Minutes from July 2, 2020

The Committee approved the minutes.

4. COVID-19 Mitigation Plan/Efforts

Ms. Martinez gave an overview of efforts related to COVID-19, including cleaning and sanitizing procedures, personal protective equipment, and measures to facilitate physical distancing. She also informed the Committee that staff will be bringing an updated Injury and Illness Prevention Program, as well as standard operating procedures for bus cleaning, to the next Board meeting for review and approval. Director Haydon asked if the updated IIPP and mitigation summary will be made available on County Connection's website. Ms. Martinez responded that those items are currently on the website, but that staff is also planning to create a more public-facing document that can be used for distribution.

5. Transit Capital Priorities (TCP) Program

Ms. Horta informed the Committee that County Connection is scheduled to replace around 60 of its vehicles over the next 5-year cycle of MTC's Transit Capital Priorities Program. Staff is proposing a 50/50 split of diesel and fuel-cell for the first 40 fixed-route vehicles that will be replaced in 2022 and requested feedback from the Committee on this proposal. Ms. Horta noted that this is mainly a placeholder to ensure funding availability and that staff can change the vehicle fuel-type mix in the future. Mr. Ramacier added that zero-emission vehicles cost more than diesel ones and staff needs to ensure that MTC sets aside enough funding for the types of vehicles that the agency ultimately

purchases. Director Haydon asked about the current fleet size relative to the number that will be replaced over this time period. Mr. Ramacier responded that there is a total of 121 fixed-route buses, 8 of which are electric and 9 of which are hybrid-diesel. Director Hoffmeister asked whether County Connection could include all zero-emission vehicles in the request and then change to a 50/50 split later if better technology is not yet available. Mr. Ramacier said that staff is comfortable submitting a request with any fuel-type split but cautioned that going with all zero-emission might set an expectation that could be difficult to backtrack from significantly. Director Worth asked whether hybrid vehicles are still in consideration. Mr. Ramacier responded that the state has decided to move towards zero-emission over hybrid. He added that while the hybrid vehicles are very reliable, the fuel savings has not been as significant as was originally expected. Director Hoffmeister said she supported including all zero-emission vehicles to ensure adequate funding is set aside. Director Worth expressed concern about the operational feasibility of all zero-emission and whether the additional cost would result in reduced service. The Committee decided to forward the item to the Board for discussion.

6. Website and Social Media Update

Ms. Reeb presented a summary of website and social media activity for April through June. She said that website activity and usage of the Transit app dropped about 50% due to COVID-19, with significantly fewer riders needing to access transit information. She also noted that staff created a dedicated page on the website with updates related to COVID-19, and it is now the third most visited page on the website. Director Worth asked whether staff has put together a communications plan for parents and families regarding school service. Ms. Reeb responded that there is a dedicated page on the website with updates related to school routes. She said that when schools reopen and service resumes, staff plans to use the website, social media, and email distribution list, as well as work with 511 Contra Costa to push information through their communication channels.

7. Committee Comments

None

8. Future Agenda Items

None

9. Next Scheduled Meeting

The next meeting was scheduled for September 3rd at 8:30 a.m. via teleconference.

10. Adjournment – The meeting was adjourned at 9:40 a.m.

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