

Summary Minutes
Marketing, Planning, and Legislative Committee
Thursday, September 2, 2021, 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, Candace Andersen, Kevin Wilk, Rob Schroder
Staff: Rick Ramacier, Bill Churchill, Ruby Horta, Melody Reeb, Madeline Chun, Julie Sherman
Public: None

Call to Order: Meeting called to order at 8:34 a.m. by Director Worth.

1. Approval of Agenda

The Committee approved the agenda.

2. Public Communication

None

3. Approval of Minutes from July 1, 2021

The Committee approved the minutes.

4. Return to Transit Outreach Efforts

Ms. Horta provided an update on various outreach efforts as riders begin to return to transit. Staff has been piloting a "mobile lobby" at various locations throughout the service area due to the front lobby being closed to the public since March 2020. The pilot has been a success thus far, and customer service has been able to increase the number of passengers assisted compared to when the front lobby was open before COVID. Staff has also been promoting the free rides in September in collaboration with other transit agencies in the region including BART.

5. State Legislative Update

Mr. Ramacier informed the Committee that SB 674, which would have introduced a local preference requirement for bus procurements, was amended to exclude transit operators. AB 361 would allow public meetings to continue virtually if an emergency is declared by the state. Director Schroder asked if there will be any changes for hybrid meetings. Ms. Sherman responded that the current bills only address virtual meetings under a state emergency. AB 455, which would have allowed transit to use the shoulder on the approach to the Bay Bridge, has been turned into a bill on vaccination mandates. The budget is still not complete, including how much funding will be allocated to TIRCP.

6. Student Ridership

Ms. Horta provided some preliminary data on ridership since schools have resumed in-person instruction. Ridership over the first 2-3 weeks of school was down about 30% compared to pre-COVID levels. However, ridership was higher on four routes, including ones serving WCI, Oak Grove, and Stanley.

7. Committee Comments

None

8. Future Agenda Items

None

9. Next Scheduled Meeting

The next meeting was scheduled for October 7th at 8:30 a.m. via teleconference.

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

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