

Summary Minutes
Marketing, Planning, and Legislative Committee
Thursday, July 7, 2022, 8:30 a.m.

Due to COVID-19, this meeting was conducted as a teleconference pursuant to the provisions of Assembly Bill 361.

Directors: Amy Worth, Kevin Wilk, Mike McCluer
Staff: Bill Churchill, Ruby Horta, Melody Reeb, Pranjal Dixit, Julie Sherman
Public: None

Call to Order: Meeting called to order at 8:32 a.m. by Director Wilk.

1. Approval of Agenda

The Committee approved the agenda.

2. Public Communication

None

3. Approval of Minutes from June 2, 2022

The Committee approved the minutes.

4. FY 2022-23 Short Range Transit Plan Update

Mr. Dixit provided an update on the development of the Short-Range Transit Plan. He informed the Committee that staff will be conducting an onboard passenger survey this fall to collect information on travel patterns and customer satisfaction. There will also be an online version to capture responses from those who may not currently be using transit. Director McCluer asked about the effectiveness of surveys compared to other methods of gathering input from riders. Ms. Reeb responded that one of the main purposes of the survey is to satisfy Title VI requirements, but that public input is collected in multiple other ways such as through public meetings and the call center.

5. Pass2Class Promotion

Ms. Reeb informed the Committee that staff is working with 511 Contra Costa to offer the Pass2Class program again this fall. This pass allows students to ride free for two months from August through September, and 511 Contra Costa will be reimbursing County Connection based on pass usage. Director Worth noted that the bell time changes for the upcoming school year could provide an opportunity to promote taking transit to school, particularly for high schools that will have later start times.

6. October Free Rides Promotion

Ms. Reeb said that staff is proposing another free ride promotion in October to encourage riders to get back on transit. Staff anticipates more ridership growth this fall as commuters return to work and schools are back in session, and October has historically been one of the highest ridership months. The timing also aligns well with the Pass2Clas program and will provide students with three months of free transit.

7. Community Events

Ms. Reeb presented the calendar of outreach planned for July.

8. Committee Comments

None.

9. Future Agenda Items

None.

10. Next Scheduled Meeting

The next meeting was scheduled for August 4th at 8:30 a.m. via teleconference.

11. Adjournment – The meeting was adjourned at 9:06 a.m.

Minutes prepared and submitted by: Melody Reeb, Director of Planning, Marketing, & Innovation