

**Summary Minutes  
Marketing, Planning, and Legislative Committee  
Thursday, October 6, 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:** Candace Andersen, Don Tatzin, Rob Schroder, Kevin Wilk  
**Staff:** Bill Churchill, Ruby Horta, Melody Reeb, Pranjal Dixit, Ryan Jones, Julie Sherman  
**Public:** None

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

**1. Approval of Agenda**

The Committee approved the agenda.

**2. Public Communication**

None

**3. Approval of Minutes from September 1, 2022**

The Committee approved the minutes.

**4. Draft Short-Range Transit Plan**

Mr. Dixit presented the draft of the short-range transit plan, which is prepared every four years and submitted to MTC in order to be eligible for federal funding. In light of the pandemic, MTC revised guidelines to narrow the focus to five years (from 10 years) and focus on revenue recovery. In those guidelines, MTC provided three scenarios for revenue recovery. County Connection conducted a passenger survey in September to learn what service levels passengers would like to see in the future. Together with the MTC revenue recovery scenarios and the County Connection survey, service plans were developed and included in the drafted short-range transit plan. The draft was submitted to MTC on September 30, 2022 and the final is due on December 29, 2022. Staff requested the Committee forward the draft plan to the Board for review and to proceed with the public hearing process. Dir. Tatzin suggested an addition to the plan stating that County Connection will be responsive to the demands of the service region based on changing circumstances, such as inflation, that might override the plan.

**5. Summer Youth Pass Update**

Ms. Reeb shared details on the Summer Youth Program, which provided unlimited discounted rides for youth June-August. County Connection, Tri-Delta Transit, and WestCAT

partner with 511 Contra Costa who provided a subsidy for the passes. We sold about 200 passes across the three agencies, with 96 of those passes sold within our service area, breaking down to about 2,300 rides with the passes (approx. 24 rides per pass). Comparatively, this is about 1/3 the amount of passes County Connection sold in 2019. The pass has a \$60 retail price and when broken down comes to about \$1.25/ride. The Summer Youth Pass is intended for students who would be riding the bus regularly through the summer. 511 Contra Costa paid 50% of the cost of the passes and took the lead on marketing and distribution of the passes. Dir. Andersen asked if we could migrate the Summer Youth Pass to Clipper to help create a seamless system. Mr. Churchill remarked that he sits on the Clipper Board and they are moving toward integration. The Committee would like to put this item on consent to make the Board aware of what County Connection is doing for Summer Youth Passes.

## **6. All Aboard Ride With The CEOs**

Mr. Jones summarized the event, All Aboard Ride With The CEOs, which was held in September as part of Transit Month. All Bay Area agency GMs and CEOs as well as the public were invited to attend. The event kicked off in Oakland where participants rode AC Transit to BART (to San Francisco), then MUNI, then SF Bay Ferry back to Oakland (Jack London Square). There was good representation of leadership present across the agencies and with each leg of the trip, more of the public participated, engaging with GMs and CEOs along the way.

## **7. Community Events**

Mr. Jones provided an update on community events, including the mobile lobby and participating in senior community center events. Seniors have sometimes planned their schedules around County Connection mobile lobby events, since it is more convenient for customers to ask staff questions in person than travel out to our offices. County Connection has opened the main lobby back to the public to see the where the demand is.

## **8. Committee Comments**

None.

## **9. Future Agenda Items**

None.

## **10. Next Scheduled Meeting**

The next meeting is scheduled for November 3, 2022 at 8:30 a.m. via teleconference.

## **11. Adjournment** – The meeting was adjourned at 9:23 a.m.

Minutes prepared and submitted by Ryan Jones, Manager of Marketing & Communications