

Summary Minutes
Marketing, Planning, and Legislative Committee
Thursday, February 2, 2023, 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,
and 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 January 5, 2023

The Committee approved the minutes.

4. Draft 2023 County Connection Federal Legislative

Mr. Churchill discussed preparations for this year's Federal Advocacy Program recognizing that a challenge this year is the change in Congressional leadership. Mr. Churchill proposed retaining most of last year's priority list, with the addition of a direct spending request for funds to update our charging infrastructure and install solar panels. Mr. Churchill and Mr. Jones then presented a draft of the printed Federal Legislative Program brochure. The Committee provided feedback on the layout and design.

5. State Legislative Efforts

Mr. Churchill discussed the fiscal cliff facing Bay Area transit agencies. Agency and MTC staff met with the Bay Area Caucus to advocate for bridge funding or a short-term bailout from the State of California until a more permanent solution could be found for BART. The Bay Area Caucus also is considering a ballot measure that would help fill the financial shortfall gap. Along with other Contra Costa operators, Mr. Churchill met with State legislators to support the endeavors of the larger Bay Area operators and MTC. The group found there is unilateral support to find a solution for BART since otherwise, funds from other operators could be redirected to support BART, creating a fiscal cliff for smaller operators. Mr.

Churchill recognized that as a region, all operators are part of a network and if BART fails, all operators in the region may suffer. The legislators asked that MTC do some more research and determine if a measure is a reasonable approach.

Another point Mr. Churchill brought up is Senate Bill 595 (RM3 Funds), authorized in 2018, to increase the tolls of the State's 7-owned bridges and support highway and transit projects. The funds have been held in an escrow account and may be made available in April 2023. From those funds, Contra Costa is slated to receive \$10 million to fund projects along I-680. There's also an earmark of \$20 million to build a regional network of express buses.

The final point Mr. Churchill discussed was AB2441, a bill from last year that would've required any public transit agency considering autonomous technology to meet and confer with unions that would be impacted at least 12 months in advance of any type of implementation. County Connection opposed the bill, seeing it as a hinderance to implementation of any new technology due to its overly broad language. The bill was vetoed by the governor but has been reintroduced this year as AB96.

6. Regional Fare Transfer Policy

Ms. Reeb discussed the regional fare integration effort being led by MTC. Staff has worked with MTC on a proposed inter-agency transfer policy to provide a discount of up to \$2.50 for each transfer within a two-hour window. The purpose of the policy is that any ride on local services to/from a regional service would be free. This would have no impact on transfers from other local operators, but for riders coming from BART, they would be able to transfer for free rather than pay a \$1.00 transfer fare. As well, those riding on County Connection would be able to transfer to BART for free, which is not currently an option. MTC is leading the Title VI equity analysis for this proposal, and the individual operator boards would need to approve that analysis and enter into an MOU with MTC. This policy will be brought to the Board for consideration at the end of this year.

7. Community Events

Mr. Jones shared the outreach calendar for February, which included 20 Mobile Lobby events scheduled at select locations throughout the month. The Committee suggested staff provide updates when there is a new community event, other than the regularly scheduled monthly plan.

8. Committee Comments

None.

9. Future Agenda Items

None.

10. Next Scheduled Meeting

The next meeting was scheduled for March 6, 2023 at 11:30 a.m. in-person at Supervisor Andersen's Office, 3338 Mt. Diablo Blvd., Lafayette, CA

11. Adjournment – The meeting was adjourned at 9:17 a.m.

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