

**Summary Minutes
Advisory Committee
Tuesday, January 10, 2023**

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

Members: Marjorie Mc Wee, Ian McLaughlin, Jim Yu, Jason Sommers, and Richard Campagna (arrived at 1:04pm).

Staff: Rashida Kamara (CCCTA), Rosa Noya (CCCTA), Melody Reebbs (CCCTA), Pranjal Dixit (CCCTA), Ryan Jones (CCCTA) and Johanna Duran (Transdev)

Public: Sarah Birdwell,

- 1. Call to Order:** Meeting was called to order at 1:02 PM
- 2. Roll Call**
- 3. Approval of Agenda:** The agenda for the January 10, 2023, meeting was approved by present committee members.
- 4. Approval of minutes of November 8, 2022:** The minutes of the November 8, 2022, meeting was approved (one abstention from member Sommers) with an amendment to agenda item 12- inclusion of member Barnes' emailed suggestions on future agenda items. M/S: Yu/Campagna
- 5. Public Comment:** None
- 6. Consent Calendar:** No comments submitted. Unanimous approval of consent calendar items. M/S: McLaughlin/Sommers
- 7. Regional Network Management Overview:** Ms. Kamara provided a verbal update on a new regional initiative initiated by the Metropolitan Transportation Commission as a means to collaborate with regional transit agencies under one network. She highlighted that decisions on how funds and service areas are divided up amongst varied transit agencies could be potentially determined by such a network. Chair Mc Wee asked about how the creation of such a network would impact local services such as County Connection and what role the advisory committee plays into this network. Ms. Kamara advised that it would be beneficial to continue to bring concerns, feedback to the advisory committee and to attend any MTC public meetings

related to this initiative. Chair Mc Wee requested further clarification on the impact to local services from County Connection's General Manager at a future advisory committee meeting.

8. CCTA Framework for the Development of a Coordinated Entity (CE) Update: Ms.

Kamara started off by providing a historical reference of the development of the Coordinated Entity, spearheaded by Contra Costa Transportation Authority(CCTA) as a means to execute some of the strategies identified through the Accessible Transportation Services Plan. CCTA's Board voted on December 12, 2022 to proceed with the establishment of a hybrid model (Non-Profit/Authority Partnership) Coordinated Entity (CE) for Contra Costa. Ms. Kamara also highlighted that the creation of the CE will come along with guardrails /assurances that services and associated funds provided by existing transit agencies will not be affected by the creation of the CE. Chair Mc Wee asked if the CE would impact paratransit services only to which Ms. Kamara clarified that was inclusive of all accessible transportation services. Member Campagna asked if the services are for the general public or specific groups of people. Ms. Kamara clarified it's geared towards citizens in Contra Costa who are seniors and people with disabilities. Chair Mc Wee asked about what the next steps are and how the advisory committee may engage in the process. Ms. Kamara informed the committee that city leaders have been involved in decision making. She also referred members to the CCTA website for access to future meetings. No comments or question submitted from the public.

9. Marketing Plan for Fiscal Year 23-24: Mr. Ryan Jones presented to the committee the marketing plan for the upcoming fiscal year. He reviewed the four major components of the plan including:

- a. Events and Promotions
- b. Service Alerts and General Updates
- c. Education
- d. Recruitment

The projected expense cost for the marketing plan equates to \$170K. Mr. Jones explained that staff would recommend that the Advisory Committee review and provide feedback on the draft plan. A final version of the plan will be presented to the Board for review and approval in March.

Member Campagna suggested some locations to connect with seniors. He also suggested that CCTA present at an upcoming "share" meeting that is held in Pleasant Hill for agencies involved with healthcare for seniors.

Chair Mc Wee suggested promoting public transit to neighborhoods surrounding transit hubs as well as other surrounding non-profit and religious organizations in areas such as the Monument Corridor.

Member Yu asked if any transportation promotion efforts were being targeted towards newer residents such as Afghan refugees. Both members Yu and Campagna suggested partnering with nutrition based organizations – providing brochures along with meals. Member McLaughlin agreed to provide Mr. Jones some detailed suggestions for disability-oriented agencies that CCCTA could partner with. Member Sommers suggested having the public access a QR code in strategic locations for them to access transportation information.

No comments or suggestions offered by the public.

10. Committee Member Communications: Member McLaughlin informed the committee that he will be attending the Walnut Creek’s Mayor’s breakfast meeting in February and looks forward to branching out with other stakeholders in the community.

11. Future Agenda Items (see attachment with list of items): Ms. Mc Wee explained that a list of suggested agenda items will be created as a means to plan future advisory committee agenda. She asked the committee members if they had any other suggested agenda items. Member Campagna asked the location of the list to which Ms. Kamara explained it will be included in the minutes. Member Mc Laughlin asked how a member could submit suggestions in between meetings, Ms. Kamara stated sending them to the Chair or Vice Chair and Chair Mc Wee requested copying Ms. Kamara and Ms. Noya.

12. Adjournment- The meeting was adjourned at 2:10pm. Next meeting to be held on March 14, 2023. M/S: Campagna, Yu

Minutes prepared by Rosa Noya on February 10, 2023.