

Summary Minutes
Marketing, Planning, and Legislative Committee
Supervisor Andersen's Office
3338 Mt. Diablo Blvd.
Lafayette, CA
Thursday, October 5, 2023, 8:30 a.m.

Directors: Candace Andersen, Kevin Wilk, Rob Schroder, Amy Worth
Staff: Bill Churchill, Ruby Horta, Melody Reeb, Ryan Jones
Public: None

Call to Order: Meeting called to order at 8:38 a.m. by Director Andersen.

1. Approval of Agenda

The Committee approved the agenda.

2. Public Communication

None

3. Approval of Minutes from September 7, 2023

The Committee approved the minutes.

4. State Legislative Update

Mr. Churchill updated the Committee on current bills going through the state legislature that would have an impact on public transit. AB 96 (Kalra) is pending approval by the Governor and would require that public transit employers give written notice to union representatives 10 months in advance of the procurement process of acquiring autonomous transit technology. AB 316 (Aguilar-Curry), which would not allow any autonomous Class A vehicles to be on the road without an operator, was vetoed by the Governor. AB 610 (Holden) is a bill to provide free public transit passes to California youth and was placed on suspense. AB 463 (Hart) is a public utilities bill that would include transit in the prioritization of service during emergencies. The bill was placed on suspense but will likely be picked back up in January. AB 817 (Pacheco) is one of the five Brown Act bills that would authorize a subsidiary body to use alternative teleconferencing provisions similar to the emergency provisions during COVID. And finally, ACA 1 (Aguilar-Curry) is a proposal to lower the voter threshold from two-thirds majority to a 55% majority to approve local bonds and taxes for affordable housing and public infrastructure projects.

5. Summer Youth Pass Report

Mr. Jones shared data on the recent Summer Youth Pass, a partnership with 511 Contra Costa and neighboring transit agencies: Tri Delta Transit, WestCAT, and County Connection. The pass was

available from June-August 2023 and there were a total of 236 passes sold (County Connection – 68, Tri Delta Transit – 131, and WestCAT – 37). While County Connection sales were down from last year (96 in 2022), our overall usage was up, 7,832 in 2023 vs. 2,521 in 2022. This year the average number of rides was 115 taken per pass and total revenue received was \$4,080, which included the 511 Contra Costa subsidy.

6. One Seat Regional Ride Video

Mr. Jones shared a video of the One Seat Regional Ride, part of a future marketing campaign of the paratransit service and a partnership between WestCAT, Tri Delta Transit, Wheels, and County Connection. The video is under 2-minutes and features testimonials from current One Seat passengers as well as animations explaining how the service works.

7. Mobile Lobby Update

Mr. Jones provided information on the Mobile Lobby, an extension of the County Connection physical lobby that staff offers around Contra Costa, providing service information to customers at remote locations throughout the week. In FY2022/23, staff helped 5,847 passengers, including answering questions about Clipper Cards, bus schedule information, and RTC applications. By comparison, staff helped 4,916 passengers in FY2021/22.

8. Community Events

Mr. Jones shared the outreach calendar for October, which included 22 Mobile Lobby events scheduled at select locations throughout the month and 3 community events including a wellness fair at Sequoia Villamonte, and two “Trunk or Treat” events (10/27 – Walnut Creek, 10/28 – Martinez).

9. Committee Comments

None.

10. Future Agenda Items

None.

11. Next Scheduled Meeting

The next meeting was scheduled for Thursday, November 2, 2023 at 8:30 a.m. in-person at Supervisor Andersen’s Office, 3338 Mt. Diablo Blvd., Lafayette, CA

12. Adjournment – The meeting was adjourned at 9:54 a.m.

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