

Summary Minutes
Marketing, Planning, and Legislative Committee
Supervisor Andersen's Office
3338 Mt. Diablo Blvd.
Lafayette, CA
Thursday, January 11, 2024, 8:30 a.m.

Directors: Candace Andersen, Kevin Wilk
Staff: Bill Churchill, Melody Reeb, Pranjali Dixit, Ryan Jones
Public: None

Call to Order: Meeting called to order at 8:34 a.m. by Director Andersen.

1. Approval of Agenda

The Committee approved the agenda.

2. Public Communication

None

3. Approval of Minutes from December 7, 2023

The Committee approved the minutes.

4. State Legislative Update

Mr. Churchill updated the committee on SB 397 (Wahab), which calls for CalSTA to develop a plan to consolidate all transit agencies in the Bay Area. Mr. Churchill, who spoke on behalf of the small operators, met with Senator Wahab and other transit leaders to express concerns over the senate bill. CTA also sent a letter in opposition to the bill. Following the meeting, the Senator ended up pulling the bill with plans to reintroduce it at a later time.

5. Onboard Passenger Survey Report

Mr. Dixit presented the results from a recent onboard passenger survey. Surveyors from an on-call planning contract with Transportation Management & Design conducted the survey between mid-October to November of 2023. There were a total of 872 responses, including 625 responses on weekday routes, or about 8% of average weekday ridership, and 138 responses on weekend routes, or about 7% of average weekend ridership. The passenger feedback will be used to inform planning decisions and for triennial Title VI program updates and equity analyses.

6. County Connection Faces Campaign

Mr. Jones shared plans for the forthcoming Faces campaign; a marketing effort to showcase how the agency is more than just a transit provider, but a viable career path in public service. Marketing pieces will include testimonials of longstanding employees with staff profiles focusing on dedication, shared purpose, and commitment to public service. This campaign is set to launch in Spring 2024.

7. Community Events

Mr. Jones shared the outreach calendar for January which included 22 Mobile Lobby events scheduled at select locations throughout the month. There are currently no additional community events planned.

8. Committee Comments

None.

9. Future Agenda Items

None.

10. Next Scheduled Meeting

The next meeting was scheduled for Thursday, February 1, 2024 at 8:30 a.m. in-person at Supervisor Andersen's Office, 3338 Mt. Diablo Blvd., Lafayette, CA

11. Adjournment – The meeting was adjourned at 9:20 a.m.

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