

Summary Minutes
Marketing, Planning, and Legislative Committee
Supervisor Andersen's Office
3338 Mt. Diablo Blvd.
Lafayette, CA
Thursday, March 7, 2024, 8:30 a.m.

Directors: Candace Andersen, Kevin Wilk, Amy Worth
Staff: Bill Churchill, Ruby Horta, Melody Reeb, Ryan Jones
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 February 1, 2023

The Committee approved the minutes.

4. State Legislative Update

Mr. Churchill updated the Committee on SB 925 (Wiener) and the proposal to establish MTC as the planning agency to oversee transit in the 9 Bay Area counties. The Bay Area transit operators are working to develop a counterproposal on a regional network management structure to be included in the Bill. Mr. Churchill also informed the Committee about an amendment to SB 616 (Gonzalez) to prohibit restrictions on the use of sick leave for any CBA employee, which voids existing attendance policies. CCCTA currently has no caps on sick time accruals, and there's concern that the Authority may not be able to provide service coverage in the event employees take leave by using accrued sick time without any restrictions.

5. Draft 2024 County Connection Federal Legislative Advocacy Program

Mr. Jones presented an updated draft version of the printed 2024 Federal Legislative Advocacy Program brochure, including updated priorities, data from a 2023 passenger survey, and images. The committee provided feedback, asking for some design adjustments, and sending to the Board of Directors for further review.

6. Title VI Program Update

Ms. Reeb shared information on the Title VI Program, noting the most significant changes in the triannual report were the updates to demographic information, as well as service profiles and performance. Staff used the most recent onboard passenger survey conducted in October and November 2023 as well as Census Block Group data from the 2022 American Community Survey (ACS) to analyze service area demographics, including race and income. The Committee forwarded the item to the Board with a recommendation to approve the report.

7. FY2025 Marketing Plan

Mr. Jones outlined 4 areas of focus for the coming FY marketing plan, including general engagement, events, paratransit, and youth and family programming. Within the areas of focus, staff will work to expand engagement efforts into new social media platforms, in-person events, and work to track key performance indicators. The proposal included a budget of \$170,000 to cover expenses associated with the plan. The Committee forwarded the FY2025 Marketing Plan to the Board, recommending it be approved.

8. Community Events

Mr. Jones shared the outreach calendar for March which included 20 Mobile Lobby events scheduled at select locations throughout the month. There were no additional community events planned for the month.

9. Committee Comments

None.

10. Future Agenda Items

None.

11. Next Scheduled Meeting

The next meeting was scheduled for Thursday, April 4, 2024 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 9:37 a.m.

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