

**Summary Minutes
Advisory Committee
Tuesday, January 10, 2024**

Members: Ian McLaughlin, Robert Barnes, Andrei Obolenskiy and Sarah Birdwell

Staff: Rosa Noya (CCCTA), John Sanderson (CCCTA), Pranjali Dixit (CCCTA), Ryan Jones (CCCTA), Cindy Pearse (CCCTA), Melody Reeb (CCCTA), Maria Portan (CCCTA), Christian Sánchez (Transdev), Laura Corona (Transdev)

Public: None present.

- 1. Call to Order:** Meeting was called to order at 1:00 PM
- 2. Roll Call**
- 3. Approval of Agenda:** The agenda for the January 10, 2024, meeting was approved unanimously. M/S: Barnes, Obolenskiy
- 4. Approval of minutes of September 19, 2023:** The minutes of the November 14, 2023, meeting was approved with one abstention (Obolenskiy). M/S: Barnes, McLaughlin
- 5. Public Comment:** None
- 6. Consent Calendar:** No comments received.
- 7. Marketing Plan for Fiscal Year 2025-Discussion:** Mr. Jones introduced the FY 2025 marketing plan, stressing the importance of early input from the Advisory Committee. Goals include targeted marketing towards youth, Spanish-speaking, and equity/priority communities, efficient collaboration with partners, and improving key performance indicators (KPIs). Member Obolenskiy sought clarification on KPI types and social media platforms. Member Barnes asked about expanding marketing to lesser-known browsers like Nextdoor or Patch, to which Mr. Jones noted existing efforts on Nextdoor and Peachjar. Chair McLaughlin shared struggles with accessible transportation, prompting plans for promoting County Connection LINK Paratransit. Mr. Jones stated that the FY 2025 Marketing Plan will include a budget devoted to promoting County Connection LINK Paratransit. Member Barnes queried County Connection's partnership with Meals on Wheels, while Member Obolenskiy suggested involving students and school districts for route optimization data. No public comments were received. No comments or questions from the public were received.

- 8. Liaison for Paratransit Coordinating Council- Discussion:** Chair McLaughlin and Mr. Sanderson offered an introduction to what the Paratransit Coordinating Council (PCC) is and what it entails. Chair McLaughlin referenced that the Advisory Committee bylaws designate that a member of Advisory Committee should be a liaison for the PCC. Member Birdwell self-nominated. M/S: McLaughlin, Obolenskiy. Motion to appoint Member Birdwell to Liaison to PCC passed unanimously. No comments or questions from the public.
- 9. Advisory Committee Vacancies – Update and Discussion:** Member Obolenskiy initiated the discussion by sharing difficulties encountered in engaging new Advisory Committee members, particularly with certain cities. He raised concerns about streamlining the process of filling vacancies to ensure the committee's growth aligns with its purpose. Chair McLaughlin outlined current efforts, including communication to the Board regarding vacancies, and suggested a lack of clear purpose for the committee might contribute to the issue. Member Obolenskiy proposed three solutions: reminding the Board of directors about vacancies, drafting a letter to City Clerks regarding vacancies, and advertising vacancies on social media platforms like Nextdoor. Members present agreed to have the chair draft a letter addressed to the city clerks with vacancies in the Advisory Committee. No comments or questions from the public were received.
- 10. Travel Training Update – Information Only:** Member Birdwell provided an overview of the Travel Training program for the fiscal year 2024. She mentioned that many callers inquire about transportation vouchers, a transportation option for one time use that is not paratransit or fixed route transportation. Presentations will be held at the Pleasant Hill Senior Center every other month. Members Obolenskiy and Barnes inquired about the ability to do presentations at several other locations to which Member Birdwell agreed she could look into it. No comments or questions from the public were received.
- 11. Improving Collaboration between Advisory:** This agenda item was enveloped with agenda item nine- Advisory Committee Vacancies discussion.
- 12. Committee Member Communications:** Member Barnes announced his resignation. Member Birdwell highlighted that the next PCC will be held on 1/22/2024.
- 13. Future Agenda Items:** None submitted.
- 14. Adjournment:** The meeting was adjourned at 2:01 pm. Next meeting to be held on March 12, 2024.

Minutes prepared by Rosa Noya on February 6, 2023.