

Summary Minutes
Marketing, Planning, and Legislative Committee
Supervisor Andersen's Office
3338 Mt. Diablo Blvd.
Lafayette, CA
Thursday, May 2, 2024, 8:30 a.m.

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

Call to Order: Meeting called to order at 8:33 a.m. by Director Wilk.

1. Approval of Agenda

The Committee approved the agenda.

2. Public Communication

None

3. Approval of Minutes from April 4, 2024

The Committee approved the minutes.

4. State Legislative Update

Mr. Churchill updated the Committee on the discretionary spending freeze on SB 125 (Committee on Budget and Fiscal Review), the transportation budget trailer bill, for \$2.4 billion (\$530 million earmarked for Bay Area transit agencies). Also, Mr. Churchill shared developments with SB 1031 (Wiener and Wahab), which has amendments to remove all reference to Tax-Deferred Annuity (TDA). Staff will continue to watch SB 1031 as it moves through the Assembly. Finally, AB 2824 (McCarty) is a Bill on the battery of a person of an operator, driver, or passenger on a bus, taxicab, streetcar, cable car, trackless trolley, or other motor vehicle, punishable with a fine of up to \$10,000 and up to 15 months in state prison. The AB 2824 expands to transit workers and contractors as well as allows for passenger prohibitions.

5. Bus Advertising Contract

Mr. Jones provided the Committee with information on an upcoming Request for Proposals (RFP) for the County Connection's bus advertising contract. The current contract, held by Vector Media Holding Corp. is up December 31, 2024, and staff will release an RFP in July 2024. The term of the contract will be for three years with two option years, similar to the current contract.

6. Summer Youth Pass Marketing

Mr. Jones shared information on the upcoming Summer Youth Pass, a joint bus pass providing unlimited rides on three regional bus systems: County Connection, Tri Delta Transit, and WestCAT, from June through August 2024. Staff will promote the program online through social media channels as well as at scheduled Mobile Lobby events and through school newsletters.

7. Community Events

Mr. Jones shared the outreach calendar for May which included 20 Mobile Lobby events scheduled at select locations throughout the month. Additionally, staff participated at Truck Time (5/4), a San Ramon Rotary sponsored event for kids to explore work vehicles and provided informational flyers on current programs for Spring Fest in Concord (5/4) and the Pleasant Hill Wine Festival (5/18). Looking forward, staff has 20 Mobile Lobby events scheduled in June.

8. Committee Comments

None.

9. Future Agenda Items

None.

10. Next Scheduled Meeting

The next meeting was scheduled for Thursday, June 6, 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 9:25 a.m.

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