

**Summary Minutes**  
**Marketing, Planning, and Legislative Committee**  
**Supervisor Andersen's Office**  
**3338 Mt. Diablo Blvd.**  
**Lafayette, CA**  
**Thursday, June 6, 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 8:35 a.m. by Director Andersen.

**1. Approval of Agenda**

The Committee approved the agenda.

**2. Public Communication**

None

**3. Approval of Minutes from May 2, 2024**

The Committee approved the minutes.

**4. State Legislative Update**

Mr. Churchill updated the Committee on SB 125 (Committee on Budget and Fiscal Review), the transportation budget trailer bill, which the Governor has delayed for 3 months. County Connection did not put in for any funding for this Bill and recognizes the impact it may have on the regional transit networks (\$530 million earmarked for Bay Area transit agencies). Also, Mr. Churchill shared that Wiener has pulled SB 1031 and will introduce a new, revised Bill next year. AB 1837 (Papan), the Bill to create a Regional Network Management Council, is circulating and staff will monitor its progress. Finally, AB 2824 (McCarty), relating to the Brown Act and policies around teleconferencing, passed the Assembly.

**5. Faces Campaign Update**

Mr. Jones provided the Committee with an update on the 2024 Faces Campaign, which is a recruitment effort that will run through the remainder of the calendar year. The campaign highlights current employees in key roles across the agency and staff will prepare marketing assets for social media, printed cards for display on County Connection buses, and additional assets as needed. Staff is also working to produce two hiring events to happen in the coming months.

## **6. Community Events**

Mr. Jones shared the outreach calendar for June which included 20 Mobile Lobby events scheduled at select locations throughout the month, including sponsorships at Walnut Creek Art & Wine Festival (6/1-2) and King of the BBQ Festival (6/14-16) in Martinez. There was one Class Pass scheduled with Concord Child Care Center (28 students, 6 adults) to ride fixed-route service on an upcoming field trip. Staff also began an outreach partnership with the Monument Crisis Center in Concord, which will become a regularly scheduled engagement. Looking forward, staff has 18 Mobile Lobby events scheduled in July.

## **7. Committee Comments**

None.

## **8. Future Agenda Items**

None.

## **9. Next Scheduled Meeting**

The next meeting was scheduled for Thursday, July 11, 2024 at 8:30 a.m. in-person at Supervisor Andersen's Office, 3338 Mt. Diablo Blvd., Lafayette, CA

## **10. Adjournment** – The meeting was adjourned at 9:36 a.m.

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