

**Summary Minutes  
Advisory Committee  
Tuesday, March 12, 2024**

**Members:** Ian McLaughlin and Sarah Birdwell

**Staff:** Rosa Noya (CCCTA), John Sanderson (CCCTA), Ryan Jones (CCCTA), Christian Sánchez (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 March 12, 2024, meeting was approved unanimously. M/S: Birdwell/McLaughlin
- 4. Approval of minutes of January 9, 2024:** The minutes of the January 9, 2024, meeting was approved unanimously. M/S: Birdwell/McLaughlin
- 5. Public Comment:** None
- 6. Consent Calendar:** No comments received. M/S: Birdwell/McLaughlin
- 7. Marketing Plan for Fiscal Year 2025-Discussion:** Mr. Jones reviewed the FY 2025 marketing plan including the feedback received from the last Advisory Committee meeting. He reviewed with committee members some of the plans to accomplish the initiatives for the FY 2025 Marketing Plan. Chair McLaughlin asked what was meant by KPIs. Mr. Jones reviewed the general definition but then also provided examples of types of KPIs available for the Marketing Department. Chair McLaughlin asked about what other ideas for targeted marketing were thought of. Mr. Jones responded that working with other department heads within County Connection to expand a network of agencies to target communications. Member Birdwell commented that a website overhaul is also needed. No comments or questions from the public were received.
- 8. Advisory Committee Vacancies – Update and Discussion:** Chair McLaughlin opened discussion surrounding the ongoing need to fill the vacancies. He reviewed the drafted letter that was prepared by himself and reviewed by staff. Mr. Sanderson mentioned that the Executive Assistant to the Board, Lathina, can assist with emailing all pertinent people the letter- including Board members who have vacancies on the Advisory Committee. Mrs. Noya reviewed some of the additional measures made to promote the

need to fill vacancies including a flyer, social media blast and information on the website. Member Birdwell suggested tagging the respective cities/towns who have vacancies to help promote via social media. No comments or questions from the public were received.

**9. Agenda Planning for Advisory Committee/Board Workshop-Discussion Only:** Chair McLaughlin started the conversation with offering a background on the genesis of this workshop. Mr. Sanderson offered that the date settled on was May 16<sup>th</sup> of 2024- right after the Board meeting. He also asked for the committee members to spend time thinking about what things they will want to ask to see changed. No comments or questions from the public were received.

**10. Means-Based Fare Program for LINK Paratransit- Informational Only:** Mr. Sanderson provided the Committee with an update on County Connection's proposal for a means-based fare program, named the Low-Income Fare Equity (LIFE) Program, for its ADA paratransit service, LINK. This initiative, influenced by the success of a similar program by Tri Delta Transit, is funded through CCTA's Measure X and aims to directly tackle identified gaps in the Accessible Transportation Strategic Plan.

He outlined plans for seamless integration with County Connection's existing pre-paid fare system to provide fare relief for low-income riders. Pre-paid fares will be distributed as monthly credits. Program information would be shared through the mobile app known as MyTransit App, emails, and texts.

CCTA allocated \$145,000 in Measure X funding for County Connection means-based fare program for 12 months. The Board approved granting authority to the General Manager to negotiate a new MOU with CCTA for cost reimbursement. No comments or questions from the public were received.

**11. Committee Member Communications:** Member Birdwell highlighted that travel training is picking up. Member Birdwell also offered her update on the last PCC meeting. She reviewed that CCTA requested PCC to approve an audit of the Richmond Paratransit program. She also mentioned that a report was provided on the Accessible Transportation Strategic Plan initiatives.

**12. Future Agenda Items:** Member Birdwell wants to incorporate a PCC Report for next meeting.

**13. Adjournment:** The meeting was adjourned at 1:43 pm. Next meeting to be held on May 14, 2024.

Minutes prepared by Rosa Noya on April 15, 2024.