

**Summary Minutes**  
**Marketing, Planning, and Legislative Committee**  
**Supervisor Andersen's Office**  
**3338 Mt. Diablo Blvd.**  
**Lafayette, CA**  
**Thursday, October 3, 2024, 8:30 a.m.**

**Directors:** Candace Andersen, Amy Worth  
**Staff:** Bill Churchill, Andrew Smith, John Sanderson, Kyle Boehm  
**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 September 5, 2024**

The Committee approved the minutes.

**4. State Legislative Update**

Mr. Churchill spoke on AB 2561 (McKinnor), the bill that would require public agencies to meet with unions if the vacancy rate exceeds 20% for longer than 100 days, sharing that County Connection does not have units with vacancies exceeding 20%. SB 961 (Weiner) was a bill vetoed by the governor that would have required all new cars sold in California beginning with the 2030 model year to include a device alerting the driver when they were travelling more than ten miles over the speed limit. AB 1904 (Ward) proposes public transit buses have the option to mount a yield sign to the side of vehicles. SB 1420 (Caballero) was signed by the governor and exempts renewable energy resources, such as hydrogen production and storage, from the California Environmental Quality Act (CEQA).

Mr. Churchill reported that he and Mr. Tim Haile, Executive Director of Contra Costa Transit Authority, will travel to San Diego to experience the bus-on-shoulder program there and learn how future state legislation to allow bus-on-shoulder operations in the Bay Area could benefit County Connection along the I-680 corridor.

The Metropolitan Transportation Commission (MTC), Bay Area Rapid Transit District (BART), and San Francisco Municipal Transportation Agency (Muni) are both collectively and independently exploring a future local transportation revenue measure to address pending budget shortfalls. A select

committee has been formed as part of MTC's effort, and the committee asked MTC staff to prepare more options by October.

**5. Bus Advertising Contract**

Mr. Smith reported on the progress of the Request for Proposals (RFP) for a new bus advertising contract. The contract for County Connection's current bus advertising vendor, Vector Media, expires this year and the firm chose not to submit a new proposal. One proposal was received by the deadline from Lamar Transit, LLP (Lamar) and staff found that the proposal met the minimum standards set forth in the RFP. Staff recommended the contract be awarded to Lamar and the MP&L Committee forwarded this recommendation to the Board of Directors for approval.

**6. School Outreach**

Mr. Smith provided an update on school outreach efforts noting that staff had attended registration events at seven middle and high schools as well as two colleges. In total, staff processed 159 Youth Clipper applications and spoke to students and parents about available programs to provide youth (ages six to 18) with reduced cost transit passes. Director Worth noted that she would like to discuss future school outreach efforts, leveraging the work done to connect students with transit this year. Staff will prepare an item on strategies and bring to the MP&L Committee at a future meeting.

**7. Summer Youth Pass Report**

Mr. Smith shared a summary of Summer Youth Pass sales and usage, highlighting that while pass sales were up this year, usage of the passes went down by roughly 19%. There was a total of 80 County Connection Summer Youth passes sold and 6,454 trips taken using the pass, equating to an average of 81 rides per pass or \$.37 per ride. Total revenue received by County Connection was \$4,800, which includes the subsidy from 511 Contra Costa of \$2,400 toward the cost of the passes.

**8. Community Events**

Mr. Smith shared the outreach calendar for October, which included 18 Mobile Lobby events scheduled at select locations throughout the month. Staff will also participate in community events at Diablo Valley College San Ramon Campus (10/1), the Concord Senior Center Health Expo (10/3), and the Walnut Creek Trunk-Or-Treat (10/25).

**9. Committee Comments**

None.

**10. Future Agenda Items**

None.

**11. Next Scheduled Meeting**

The next meeting was scheduled for Thursday, November 7, 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 9:44 a.m.

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