

Summary Minutes
Marketing, Planning, and Legislative Committee
Supervisor Andersen's Office
3338 Mt. Diablo Blvd.
Lafayette, CA
Monday, February 3, 2025, 8:00 a.m.

Directors: Candace Andersen, Amy Worth

Staff: Bill Churchill, Ruby Horta, Andrew Smith, Ryan Jones, Valerie Volk

Public: Kerry Hillis

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 December 5, 2024

The Committee approved the minutes.

4. State Legislative Update

Mr. Churchill shared that SB63 (Wiener) would authorize a regional revenue measure providing a two billion fund to help Bay Area agencies avoid a fiscal cliff. VTA, SFMTA, and Caltrain are conducting polling to gather information on voter support for such a measure, the results of which will be presented in February. SB371 (Cabaldon) would require an analysis of greenhouse gas emissions associated with projects over the useful life of any new electrical plant, line, or extension.

5. Federal Legislative Issues, Impact on Developing a Federal Advocacy Strategy

Mr. Churchill provided an update on a recent call from the Office of Management and Budget (OMB) to put a hold on federal grants and funding. However, the information provided in this call was later recanted. As well, there have been several executive orders pertaining to immigration and vaccine or mask mandates, which has caused some confusion and trepidation among transit agencies around developing any new programming or policies. Mr. Churchill expressed he would need to strategize how to present the Federal Advocacy Program, which will be given to legislators in May.

6. Private-Public Partnership

Mr. Churchill and Ms. Horta met with Mt. Diablo Resource Recovery (MDRR), which is the recycling and trash collection provider for portions of Contra Costa and Solano Counties, and whose corporation yard is located adjacent to the County Connection's bus yard. MDRR has been testing

hydrogen fuel cell trucks to verify the feasibility of operating their fleet with this alternative fuel. As County Connection is currently pursuing the construction of a hydrogen fueling facility, Mr. Churchill and Ms. Horta have been in talks with MDRR regarding the possibility of a joint fueling station with dispensers/pumps that could be used by the County Connection fleet on one side of the shared property line, and the MDRR fleet on the other side. Mr. Churchill stated that their most recent discussions have indicated that MDRR may not move forward with using hydrogen fuel for their fleet.

7. Welcome Wagon Resident Mailer Update

Mr. Jones provided an update on Welcome Wagon, a pilot effort to advertise through “mover marketing”, which each month sends 1,800+ ads in the form of booklets, coupons, and postcards to new residents within central Contra Costa County. Now at the halfway point of the pilot program, staff has not seen a significant amount of engagement or use of enclosed “free ride” coupons. Staff will continue to monitor the impact of the program through the remainder of the contract, which concludes in June 2025.

8. APTA AdWheel Award Update

Mr. Smith shared that the County Connection Marketing Division has been awarded an AdWheel Award by the American Public Transportation Association (APTA). AdWheel Awards are presented at the annual APTA Marketing, Communications, & Customer Experience conference, held this year in Long Beach, CA. Staff won for Best Marketing and Communications in Workforce Development (Social Media) from a 2024 campaign for Transit Operator & Worker Appreciation Day.

9. Community Events

Mr. Jones shared the outreach calendar for January and February, which included 14 Mobile Lobby events in January and 15 Mobile Lobby events scheduled for February. Staff will also participate in the Spring 2025 International Student Check-in Day at Diablo Valley College.

10. Committee Comments

None.

11. Future Agenda Items

None.

12. Next Scheduled Meeting

The next meeting was scheduled for Thursday, March 6, 2025, at 8:30 a.m. in-person at Supervisor Andersen’s Office, 3338 Mt. Diablo Blvd., Lafayette, CA.

13. Adjournment – The meeting was adjourned at 9:56 a.m.

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