

# County Connection

2477 Arnold Industrial Way    Concord, CA 94520-5326    (925) 676-7500    countyconnection.com

## MARKETING, PLANNING & LEGISLATIVE COMMITTEE MEETING AGENDA

Thursday, March 6, 2025

8:30 a.m.

Lamorinda Office of County Supervisor Candace Andersen  
3338 Mt. Diablo Blvd, Lafayette, CA

The committee may take action on each item on the agenda, even items that are listed as “information only”. The action may consist of the recommended action, a related action, or no action. Staff recommendations are subject to action and/or change by the committee.

1. Approval of Agenda
2. Public Communication
3. Approval of Minutes from February 3, 2025\*
4. State Legislative Update – Verbal Update  
(Staff will provide a summary of current state legislative efforts.)
5. Draft 2025 County Connection Federal Legislative Advocacy Program – Information Only  
(Staff will present an updated draft of the 2024 County Connection Federal Legislative Advocacy Program.)
6. FY2026 Marketing Plan\*  
(Staff will present the proposed Marketing Plan for FY2026 and request that the MP&L Committee forward the item to the Board for approval.)
7. Faces Campaign Update – Information Only\*  
(Staff will share an update on the 2024 Faces/hiring campaign.)
8. Community Events\*
9. Committee Comments
10. Future Agenda Items
11. Next Meeting – April 3, 2025 (8:30 a.m., 3338 Mt. Diablo Blvd.)
12. Adjournment

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\*Enclosure

FY2024/2025 MP&L Committee

Candace Andersen – Contra Costa County, Amy Worth – Orinda, Kerry Hillis – Moraga

Clayton • Concord • Contra Costa County • Danville • Lafayette • Martinez  
Moraga • Orinda • Pleasant Hill • San Ramon • Walnut Creek

**CENTRAL CONTRA COSTA TRANSIT AUTHORITY**

## General Information

Public Comment: If you wish to address the Committee, please follow the direction at the top of the agenda. If you have anything you wish distributed to the Committee and included for the official record, please include it in your email. Comments that require a response may be deferred for staff reply.

Consent Items: All matters listed under the Consent Calendar are considered by the committee to be routine and will be enacted by one motion. There will be no separate discussion of these items unless requested by committee member or a member of the public prior to when the committee votes on the motion to adopt.

Availability of Public Records: The agenda and enclosures for this meeting are posted on our website at [www.countyconnection.com](http://www.countyconnection.com)

Accessible Public Meetings: Upon request, County Connection will provide written agenda materials in appropriate alternative formats, or disability-related modification or accommodation, including auxiliary aids or services, to enable individuals with disabilities to participate in public meetings and provide comments at/related to public meetings. Please submit a request, including your name, phone number and/or email address, and a description of the modification, accommodation, auxiliary aid, service or alternative format requested at least two days before the meeting. Requests should be sent to the Assistant to the General Manager, Lathina Hill, at 2477 Arnold Industrial Way, Concord, CA 94520 or [hill@cccta.org](mailto:hill@cccta.org). Requests made by mail must be received at least two days before the meeting. Requests will be granted whenever possible and resolved in favor of accessibility.

### Currently Scheduled Board and Committee Meetings

Board of Directors:	Thursday, March 20, 9:00 a.m., County Connection Board Room
Administration & Finance:	Wednesday, March 5, 9:00 a.m., County Connection Administration Office, 3rd Floor Conference Room
Advisory Committee:	Thursday, March 6, 1:30 p.m., County Connection Board Room
Operations & Scheduling:	Friday, March 7, 8:30 a.m., Gregory Lane, Pleasant Hill, CA

**The above meeting schedules are subject to change. Please check the County Connection Website ([www.countyconnection.com](http://www.countyconnection.com)) or contact County Connection Staff at (925) 676-1976 to verify date, time and location prior to attending the meeting.**

**This agenda is posted on County Connection's Website ([www.countyconnection.com](http://www.countyconnection.com)) and at the County Connection Administrative Offices, 2477 Arnold Industrial Way, Concord, California.**

**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.

**To:** Marketing, Planning, & Legislative Committee

**Date:** 2/25/2025

**From:** Ryan Jones, Manager of Marketing & Communication

**Reviewed by:** AMS

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**SUBJECT: FY 2026 Marketing Plan**

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**Background:**

Staff in the marketing and communications department is continuing to monitor how passenger engagement evolves and is developing strategic engagement strategies that can not only resonate with our audiences but withstand operational and economic fluctuations in the years ahead. The Marketing Plan for FY 2026 is intended to build upon our current marketing efforts. The plan outlines a strategy to connect with more customers within our service area, as well as those who travel to central Contra Costa County, and build upon our relationships with regional transit partners.

**Three Strategies to Enhance Engagement and Outreach:**

Develop Online Engagement and Content

Staff plans to focus on enhancing online audience engagement through videos and motion graphics to create a more dynamic and informative communication style. This approach will build on our current online messaging, moving beyond stagnant posts about service interruptions, schedule changes, and events, using more eye-catching multimedia content intended to better resonate with our passengers.

Staff will continue to utilize Facebook, Instagram, Twitter/X, and Bluesky; and for our younger audiences, TikTok. Additionally, staff will use more paid advertisements through Google Ads which help amplify our online reach by targeting specific demographics and regions. This strategic approach will not only enhance and focus our online presence but also build a stronger community connection.

Build a Personal Connection: Outreach and Events

Staff will continue to plan Mobile Lobby and community events, aiming to forge stronger personal connections between County Connection and community organizations working with the communities we serve. Having recognized this as a gap in our current marketing strategy, we will develop portfolios for customer-facing staff in marketing and customer service to act as liaisons. These portfolios will include businesses and non-profits that serve our communities, ensuring effective communication of relevant services and promotions.

The primary goal is to establish reciprocal relationships with designated contacts within community organizations, who will also have a point person at County Connection for streamlined communication. This collaboration will allow our staff to work closely with community representatives to distribute important information and educate them about available public transit resources. By adding this

personal touch, we will tap into the power of community engagement, strengthening our connection with those who are already invested in supporting our passengers.

Enhance Youth & Family Programming

County Connection is focused on enhancing our youth and family programming strategies while building strong connections with school districts throughout the academic year. Currently, we disseminate information through parent newsletters managed by the schools and participate in back-to-school events to discuss youth transit passes. While effective, these methods often compete with other school activities, diminishing the impact of our message and reach.

To improve engagement, we will create stand-alone online events via Zoom, scheduled throughout the year for parents and students to learn about discounted transit passes and youth promotional cards. Additionally, we plan to establish a parent advocacy program that empowers volunteers to promote youth transit passes within their communities. By leveraging their networks, we can effectively spread information about our transit options. Participants will receive incentives, such as gift cards or promotional items, in exchange for their assistance. This grassroots approach aims to enhance awareness and foster greater community engagement, ultimately benefiting families and students who rely on our services.

**Financial Implications:**

Staff has budgeted \$170,000 to cover the expenses associated with the FY 2026 Marketing Plan as follows:

Engagement	\$75,000
Outreach & Events	\$45,000
Paratransit	\$15,000
Youth & Family Programming	\$35,000
<b>TOTAL</b>	<b>\$170,000</b>

**Recommendation:**

Staff recommends approval of the proposed FY 2026 Marketing Plan.

**Action Requested:**

Staff requests that the Marketing, Planning, & Legislative Committee provide feedback on the proposed FY 2026 Marketing Plan and forward it to the Board of Directors for further review.

**Attachments:**

None

**To:** Marketing, Planning, & Legislative Committee

**Date:** 02/19/2025

**From:** Ryan Jones, Manager of Marketing & Communications

**Reviewed by:** AMS

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**SUBJECT: County Connection Faces Campaign Update**

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**Background:**

In 2014, County Connection developed a “Faces of County Connection” campaign to focus on our staff, personifying the agency by showing the “faces” of those working behind the scenes. Last year, we revisited this campaign with a renewed focus on the important role of public transit. In this new iteration of *Faces*, we’re spotlighting our long-term staff and their years of dedication to the essential services we provide. By showing County Connection’s legacy through staff who have contributed to the growth and success of the agency, we are positioning County Connection as an employer of choice. The campaign also serves as a hiring initiative and is an effort to address the driver shortage facing County Connection.

**Additional Information:**

The 2024 Faces campaign had a soft launch in the fall with a webpage refresh and distribution of newly designed and printed brochures to libraries and regional community resource centers. In January 2025, staff began the online phase of the campaign through paid push marketing on Google Ads. This effort furthered the reach of the online campaign in recent weeks, targeting people in the Bay Area by their interests and recent search terms (e.g. those who have searched for information on *job openings* and/or have shown an interest in public transit may see an ad). Paid ads display online for Google users as banners, pop-up notifications, or just links to the County Connection job page populated at the top of a search result.

Early returns on the campaign show positive online engagement. Since the launch of the campaign in January, there have been approximately 52,000 impressions (views of our ads) and over 5,000 clicks (people who have clicked the ad and visited the County Connection jobs page). Additionally, the jobs page is now the third-most viewed page on the County Connection website. Prior to the Faces campaign, the jobs page was the 18<sup>th</sup> most viewed page on the County Connection website, and in 2024 represented only 1.5% of our total site traffic. Clicks and views are good indicators of a promising campaign, and early results have shown a 50% increase in applications submitted for transit operator positions, where we have the greatest need (see Table 1, below).

**Table 1: Operator Applications**

	October 2024	November 2024	December 2024	January 2025	February 2025
Transit Operator job applications	24	29	35	44	39

Staff is planning to run the Faces campaign through the end of the calendar year, with the addition of printed ads on all our fixed-route buses beginning in March. The Faces ads on our buses will include a QR code linking people directly to the County Connection jobs page, and Marketing and Human Resources staff will continue to monitor the progress of the campaign.

**Financial Implications:**

All costs associated with the campaign are included in the FY 2025 Promotions budget.

**Recommendation:**

None, for information only.

**Action Requested:**

None, for information only.

**Attachments:**

None

**To:** Marketing, Planning, & Legislative Committee

**Date:** 2/25/2025

**From:** Ryan Jones, Manager of Marketing & Communications

**Reviewed by:** AMS

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**SUBJECT: Community Events**

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**Background:**

County Connection offers a Mobile Lobby, where staff visit various locations within our service area. When possible, staff also participate in select community and business events, and coordinates Class Pass field trips for schools served by our fixed routes.

**Additional Information:**

County Connection continues in-person customer outreach with the Mobile Lobby throughout our service area, including visits to libraries, senior centers, and transit hubs to assist people with trip planning, Regional Transit Discount (RTC) card and LINK (paratransit) applications, signing up with the Clipper app, and answering other general inquiries about our services.

Staff has 17 Mobile Lobby events scheduled in March and has started planning for the John Muir Birthday/Earth Day Celebration in April.

For those who wish to come to our office, our lobby is open to the public on weekdays from 8:00 a.m. to 3:00 p.m., and our Customer Service Representatives answer phones on weekdays from 6:30 a.m. to 6:30 p.m.

**Financial Implications:**

Any costs associated with events are included in the Promotions budget.

**Recommendation:**

None, for information only.

**Action Requested:**

None, for information only.

**Attachments:**

Attachment 1: March 2025 Calendar



*County Connection*

# MARCH 2025



IN PERSON HELP WITH SENIOR/YOUTH CLIPPER CARDS - PARATRANSIT SERVICES - TRIP PLANNING

## VISIT A COUNTY CONNECTION LOBBY NEAR YOU!

SUN	MON	TUES	WED	THUR	FRI	SAT
02 -	03 RIDING RT 17 Concord BART @8:53a N. Concord BART @9:25a	04 RIDING RT 7 Pleasant Hill BART @9:20a	05 -	06 PLEASANT HILL SENIOR CENTER 8:30-10:30a	07 CLAYTON LIBRARY 10a-Noon	01 - / 08
09 -	10 RIDING RT 35 San Ramon Transit Center @10:01a Dublin/Pleasanton BART @10:38a	11 MONUMENT CRISIS CENTER 10a-Noon	12 -	13 MARTINEZ SENIOR CENTER 9-11a	14 RIDING RT 1 Rossmoor @10:14a Mithell @11:05a	15 -
16 -	17 RIDING RT 98X Amtrak @7:58a Walnut Creek BART @8:45a	18 N. CONCORD BART STATION 8-10a	19 -	20 RIDING RT 18 Pleasant Hill BART @9:50a Amtrak @11:19a	21 RIDING RT 21 San Ramon Transit Center @10:41a Walnut Creek BART @11:43a	22 -
23 -	24 RIDING RT 99X N. Concord BART @8:00a Amtrak @8:40a	25 PLEASANT HILL BART STATION 8:30-10:30a	26 -	27 RIDING RT 20 DVC @8:21a Concord BART @8:50a	28 RIDING RT 19 Amtrak @9:18a Concord BART @10:00a	29 -
30 -	31 RIDING RT 93X Antioch BART @6:26a					