

Summary Minutes
Marketing, Planning, and Legislative Committee
Supervisor Andersen's Office
3338 Mt. Diablo Blvd.
Lafayette, CA
Thursday, July 3, 2025, 8:30 a.m.

Directors: Candace Andersen, Amy Worth

Staff: Ruby Horta, Andrew Smith, Pranjal Dixit, Ryan Jones, 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 June 5, 2025

The Committee approved the minutes.

4. State Legislative Update

Ms. Horta shared an update on AB 394 (Wilson) which would provide transit agencies with new statutory tools for protecting transit workers and expanding these protections to contract workers as well. The bill passed the Senate.

AB 1250 (Papan) would not require individuals who have permanent disabilities to seek recertification for paratransit services. Ms. Horta reported that the bill has passed the Assembly.

Regarding SB 63 (Weiner/Arreguin), Ms. Horta shared that County Connection, along with WestCAT, Tri Delta Transit, and Wheels (LAVTA), submitted a letter to request amendments to include funding to replace BART feeder funds for East Bay transit operators. The bill will be heard on July 7, 2025.

SB 71 (Weiner) would eliminate the sunset on existing California Environmental Quality Act (CEQA) exemptions for most clean transportation projects. Ms. Horta reported the bill had passed the Senate.

5. Transit Corridor Study Update

Mr. Dixit shared that County Connection is working with consultants, Transportation Management & Design, Inc. on the Transit Corridor Study to analyze four key corridors: Clayton Road, Monument

Boulevard, Treat Boulevard, and Ygnacio Valley Road. The intent of this study is to evaluate existing conditions as well as identify and implement strategies to improve speed and reliability of buses providing service to the targeted corridors. This study is being funded through the Transit Performance Initiative grant.

6. Marketing Update of Youth Ride Free Pilot Program

Mr. Jones provided a verbal update of the Youth Ride Free program, sharing that compared to last summer's Summer Youth Pass program, County Connection has seen a 1,744% increase in youth ridership for June 2025. Mr. Jones also shared ridership data from partner agencies who also participated in a Youth Ride Free program, noting that Tri Delta Transit saw a 1,377% increase, and WestCAT a 441% increase. While WestCAT did have a similar Youth Ride Free program, the agency required students to show IDs to board; County Connection and Tri Delta Transit did not require IDs. Additionally, staff will be putting out an opt-in survey to students and parents that will run through August 15.

7. Community Events

Mr. Jones shared the outreach calendar for July, which included 11 Mobile Lobby events throughout central Contra Costa County. There are no additional community events planned for the month of July.

8. Committee Comments

None.

9. Future Agenda Items

None.

10. Next Scheduled Meeting

The next meeting was scheduled for Thursday, July 3, 2025, at 8:30 a.m. in-person at Supervisor Andersen's Office, 3338 Mt. Diablo Blvd., Lafayette, CA.

11. Adjournment – The meeting was adjourned at 9:42 a.m.

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