County Connection

Agenda Item #3

Summary Minutes
Marketing, Planning, and Legislative Committee
Thursday, March 5, 2026, 8:30 a.m.

Directors: Candace Andersen, Marisol Rubio, Kevin Wilk, Amy Worth
Staff: Bill Churchill, Ruby Horta, Ryan Jones, Kyle Boehm, Andrew Smith
Public: None

Call to Order: Meeting called to order at 8:30 a.m. by Director Worth.

1. **Approval of Agenda**
   The Committee approved the agenda.

2. **Public Communication**
   None.

3. **Approval of Minutes from February 5, 2026**
   The Committee approved the minutes.

4. **State Legislative Update**
   Mr. Churchill shared updates on legislative bills including SB 1408 (Arreguín) to support the extension of Measure J and intended to help advance efforts like an Autonomous/Accessible Transit Plan rather than pursue additional operating funds. Key issues center on the bill's broad drafting, which could be interpreted as significantly expanding CCTA's authority and potentially positioning it as a de facto transit district with wide oversight of county transit services. Mr. Churchill also discussed AB 1944 (Lee) that would increase the axle weight limits for transit buses, generally capping them at 20,500 pounds. This bill would allow zero-emission transit buses procured between January 1, 2027, and December 31, 2031, to operate with axle weights up to 25,000 pounds, and allowing these higher limits to remain in effect through January 1, 2032, to accommodate the heavier weight of zero-emission technology.

5. **Draft 2026 County Connection Federal Legislative Advocacy Program**
   Mr. Jones presented the updated design of 2026 Federal Legislative Advocacy Program brochure. There were no additional recommendations on the layout or language. The Committee approved the design and forwarded the item to the Board for final approval.

6. **FY2027 Marketing Plan**
   Mr. Jones shared an outline of the FY2027 Marketing Plan, including plans to focus on paid online marketing, community outreach, and youth engagement. The proposed budget was $170,000 to cover costs associated with the plan. The Committee approved the proposal and forwarded the item to the Board for final approval.

7. **Community Events**
   Mr. Jones shared the outreach calendar for March which included 12 Mobile Lobby events throughout central Contra Costa County. Additionally, Mr. Jones shared that there were three class passes (school field trips arranged on County Connection buses) scheduled for month.

8. **Committee Comments**
   None.

9. **Future Agenda Items**
   None.

10. **Next Scheduled Meeting**
    The next meeting was scheduled for Thursday, April 2, 2026, 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 9:30 a.m.

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