

County Connection

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Summary Minutes Marketing, Planning, and Legislative Committee Thursday, August 6, 2026, 8:30 a.m.

Directors: Marisol Rubio, Kevin Wilk
Staff: Bill Churchill, Ruby Horta, Andrew Smith, John Sanderson, Kyle Boehm
Public: None

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

1. Approval of Agenda

The Committee approved the agenda.

2. Public Communication

None.

3. Approval of Minutes from June 4, 2026

The Committee approved the minutes.

4. State Legislative Update

Mr. Churchill provided an update on SB 741 (Blakespear) which would widen the list of the types of programs and projects eligible for LCTOP funding. County Connection is supportive of this bill as it will provide the agency with additional flexibility to spend LCTOP funding should such funding be backfilled at the state level. SB 1266 (Stern) would include the cost to repair or replace equipment damaged or destroyed as a result of copper theft, rather than just the value of the stolen copper itself, when determining whether such illegal action qualifies as grand theft. AB 1383 (McKinnor) would increase CalPERS retirement benefits to employees subject to PEPPRA regulations. Mr. Churchill stated that while he had previously shared that the bill had been amended to be optional for agencies such as County Connection, he has since learned that it automatically applies to non-public safety employees who don't pay into Social Security, which includes County Connection employees. If passed, this bill will have a significant cost impact to County Connection. AB 1768 (Bryan) has been signed by the governor and will allow Contra Costa County to levy up to a 0.625% tax pursuant to the Transactions and Use Tax Law, subject to voter approval, that exceeds the 2% combined limit of all such taxes. Lastly, Mr. Churchill shared a letter from Transportation Secretary Duffy allowing the FTA to withholding funding from transit agencies "who allow crime to run rampant", restoring the highway trust fund by eliminating the mass transit account, prioritizing cars over bikes, and requiring English fluency for CDL holders and reduce non-domiciled rights. Mr. Churchill further explained that there is a fair bit of consternation in Congress and that reauthorization of the surface transportation bill is not likely in November.

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CENTRAL CONTRA COSTA TRANSIT AUTHORITY

5. CCTA Coordinated Call for Projects

Mr. Boehm provided an update on Contra Costa Transportation Authority's (CCTA) Countywide Coordinated Call for Projects (CCFP). In response, County Connection is partnering as a joint applicant with the City of Pleasant Hill and the City of Walnut Creek to provide support to three projects within our service area: the Coggins Drive Active Transportation Enhancements Project (Pleasant Hill), Contra Costa Boulevard Active Transportation Project (Pleasant Hill), and Better Bus Stops 2 Project (Walnut Creek).

6. San Ramon Senior Center Shuttle Transition to LINK Paratransit

Mr. Sanderson discussed transitioning about a dozen former passengers of the discontinued San Ramon Senior Center shuttle to LINK ADA Paratransit, as the result of a collaborative effort of County Connection and City staff. Recognizing that LINK is an eligibility-based service, outreach for the transition focused on individuals whose disabilities or health-related conditions may prevent them from independently using fixed-route transit.

The transition of eligible San Ramon Senior Center riders to LINK ADA Paratransit is anticipated to have a minimal financial impact and will be accommodated through the program's normal operating budget and service delivery.

7. Youth Ride Free Update

Mr. Smith provided a summary of engagement efforts of the Youth Ride Free summer program, with brought in roughly 1.2 million views of the English-language program ads, and over 400k views of the Spanish-language ads. Combined, these ads drove approximately 15,000 visitors to the youthridefree.com landing page, where youth riders could log their trips and compete for prizes. There was a total of approximately 13,400 youth rides in June 2026, a approximately 15.6% increase from June 2025. Ridership data for July 2026 was not yet available.

8. Community Events

Mr. Smith shared the outreach calendar for August which included two Mobile Lobby events throughout Central Contra Costa County, in addition to one school outreach event and one Class Pass trip.

9. Committee Comments

None.

10. Future Agenda Items

None.

11. Next Scheduled Meeting

The next meeting was scheduled for Thursday, September 3, 2026, 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 9:01 a.m.

Minutes prepared and submitted by Andrew M. Smith, Director of Planning & Marketing.