

County Connection

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

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

Directors: Candance Andersen, Marisol Rubio, Amy Worth, Kevin Wilk
Staff: Bill Churchill, Ruby Horta, Andrew Smith, John Sanderson, Pranjal Dixit, Ryan Jones, 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 August 6, 2026

The Committee approved the minutes.

4. State Legislative Update

Mr. Churchill provided an update on the Budget Agreement between the California State Senate, House, and Governor and its impact to SB 125 and the Tier III Cap and Invest programs. Additionally, Mr. Churchill shared an update on AB 1383 (McKinnor) which will increase the compensation limits for CalPERS retirees subject to PEPRA regulations. AB 1599 (Ahrens) will require the Department of Transportation to create a California Transit Stop Registry as a centralized, statewide dataset of standardized information regarding transit stops. AB 1883 (Bryan) will prohibit an employer from using specified surveillance tools in the workplace, which could impact the safety of County Connection operators. AB 1944 (Lee) will amend the axle weight limits that apply to zero-emission buses purchased by California transit agencies by postponing the dates by which certain axle weight limits apply. SB 741 (Blakespear) will streamline the application process and expand the eligible uses for the State's LCTOP program.

5. On Call Planning Contract Award

Mr. Dixit shared an update on the recent Request for Proposals (RFP) for an On Call Planning Contract. Two firms submitted proposals; Kimley-Horn and Associates, Inc. and Fehr & Peers. Both the proposals met the minimum standards set forth in the RFP, and Kimley-Horn was selected based on technical capabilities that align directly with the agency's immediate priorities which include conducting on-board passenger surveys and updating our Title VI Program and Short-Range Transit

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Plan. The contract will include a not-to-exceed amount of \$1,000,000, but there is no obligation for County Connection to spend that amount.

6. LINK Paratransit Rider Satisfaction Survey Results

Mr. Sanderson shared the results from a recent LINK Paratransit Rider Satisfaction Survey. Potential respondents were notified by postcard, reminded midway through data collection by an interactive voice response (IVR) message, and offered entry into a raffle as an incentive. The survey was offered in English and Spanish, and about 30% of survey respondents reported using wheelchairs, and 58% reported annual household incomes under \$30,000. Consumer satisfaction with LINK and the One Seat Regional Ride program was generally above average, the overall rider experience earning a mean satisfaction score of 3.95 out of 5. 68% of respondents rated their overall experience as “Great” or “Excellent,” 23% “Satisfactory,” and only 8% as “Poor” or “Very Poor.” Based on these findings, staff is focusing on strategies to improve service reliability by strengthening customer communication regarding service delays and other disruptions and expanding outreach about the My Transit Manager application and the OSR program.

7. School Outreach Overview

Mr. Jones shared the Fall 2026 school outreach summary, stating that staff had attended two in-person school registration events at Oak Grove Middle and Monte Vista High School. Staff noted that that since 2024, area school registrations have largely moved to an online format or no longer allow for vendors or other public entities to participate. As a result, staff have been ramping up online efforts by building webpages containing information about school bus services, youth transit programs, and educating on transit tools, such as navigation applications.

8. Transit Month, County Connection BINGO

Mr. Jones provided a look at County Connection BINGO, an engagement tool as part of Transit Month, happening all September. County Connection BINGO is a partnership with 16 local businesses along County Connection routes. Staff created a printed BINGO card, with each business in a square. Staff supplied participating businesses with printed cards and stamps used to mark off their “square” when participations patronize their business. This is the first unique event offered by County Connection for Transit Month.

9. Community Events

Mr. Jones shared that staff has a full calendar of events for Transit Month, including nine Mobile Lobby events and nine community events throughout Central Contra Costa County.

10. Committee Comments

None.

11. Future Agenda Items

None.

12. Next Scheduled Meeting

The next meeting was scheduled for Thursday, October 1, 2026, 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 9:52 a.m.

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