

**Summary Minutes  
Advisory Committee (Ad-Comm)  
Thursday, March 5, 2026**

**Members Present:**

Allison Picard, City of Martinez  
John Crowe, City of Pleasant Hill  
Ian McLaughlin, City of Walnut Creek  
(ZOOM)

Matthew Guo, At-Large  
Sean B. Barry, At-Large  
Subhang Mall, At-Large

**Alternate Members Present:**

Chris Roberts, City of Pleasant Hill

**Members Absent:**

Peggy Hall, Town of Moraga  
Michael Carr, Town of Danville

Sarah Birdwell, Contra Costa County  
Ivan Fedorenko, City of San Ramon

**Staff Present:**

Rosa Noya (CCCTA)  
Ryan Jones (CCCTA)  
Maria Portan (CCCTA)

Andrew Smith (CCCTA)  
Pranjal Dixit (CCCTA)  
John Sanderson (CCCTA)  
Kyle Boehm (CCCTA)

**Public Attendees:** none

- 1. Call to Order:** Meeting was called to order at 1:30 PM.
- 2. Roll Call/Confirmation of Quorum:** Quorum confirmed with six members present.
- 3. Public Comment:** No public comments were submitted
- 4. Approval of Consent Calendar:** Member Guo moved approval of the Consent Calendar, consisting of the following item: (a) Approval of Agenda and (b) Approval of Minutes of Regular Meeting on January 8, 2026 . Vice-Chair Crowe seconded the motion. Motion carried unanimously via voice vote.

- 5. Consider Approval for the Advisory Committee to Meet Remotely Pursuant to SB 707:** Ms. Noya presented a recap of the recent Brown Act changes (SB 707). A discussion ensued allowing members to ask questions as well as highlight any pros and cons to meeting 100 % remotely. There was an expressed desire to allow at least one to two meetings per year to be in person. Another member acknowledged the benefits for the student members with limited time schedules and members with mobility needs. A suggestion was made by the Chair to retrieve feedback five months from the date of the meeting to see how the changes have affected the committee. Member Barry moved to implement SB 707 remote-meeting option for the committee. Member Mall seconded the motion. The motion carried unanimously via voice vote.
- 6. Marketing Plan FY27:** Mr. Jones presented the Fiscal Year 2027 Marketing Plan, which includes a proposed budget of \$170,000 for paid and online media, print, video (as feasible), outreach and events, and youth and family programming, including paratransit awareness. The plan had been reviewed by the Marketing, Legislative & Planning Committee, which recommended forwarding it to the Board. Members discussed expanding youth engagement through school partnerships, student ambassadors, and more relatable social media content. Additional ideas included collaboration with local youth councils, ROTC, and student leadership groups, as well as the potential formation of an ad hoc subcommittee. Staff will develop youth engagement strategies and seek feedback from student members and youth councils.
- 7. Senate Bill 63 Implementation Update:** Mr. Boehm provided an update on SB 63, the “Connect Bay Area Act,” signed October 13, 2025, which would authorize a regional sales tax measure for the November 2026 ballot. The proposal includes a 0.5% tax in Alameda, Contra Costa, San Mateo, and Santa Clara counties, and 1.0% in San Francisco, for 14 years. Early polling shows approximately 56% support, and a citizens’ initiative has been filed seeking a simple majority vote across the region. Interim funding through SB 717 provides bridge loans to major operators, with Contra Costa operators projected to receive approximately \$15 million annually, including an estimated \$6.5 million for County Connection, and CCTA receiving approximately \$25 million annually. Staff noted that County Connection is developing alternative service plans and neutral outreach materials.

During discussion members Barry, Guo and Crowe asked questions related to the financial outlook impact to County Connection. In response, Mr. Boehm explained that County Connection’s financial outlook was described as a manageable “fiscal hill,” with potential funding pressures emerging around 2029 if no new revenue is secured. Current reserves remain healthy in accordance with Board policy. Key drivers of the projected funding gap include rising operating costs and softening revenue from existing sources.

- 8. Fixed Route Peer Comparison:** Mr. Dixit presented a peer comparison of fixed route services, ridership, and productivity post-pandemic. Service restoration has been uneven

across the region due to staffing and demand shifts. County Connection is operating at approximately 85% of pre-pandemic service while maintaining strong productivity, with some months exceeding pre-pandemic levels. Marin Transit has surpassed pre-pandemic ridership, supported by frequent service and youth programs. Staff noted similarities between County Connection's Bishop Ranch services and Golden Gate Transit, and alignment between its local network and Marin Transit. A strategy is being explored with LAVTA to expand all-day "rail gap" service along key corridors. Member Guo suggested reallocating peak service to more consistent all-day service.

- 9. LINK Service Area Policy:** Mr. Sanderson presented the proposed tiered ADA service area policy. The current ADA-required  $\frac{3}{4}$ -mile service area (Tier 1) would remain fully compliant, while the Board-adopted  $1\frac{1}{2}$ -mile area (Tier 2) and areas beyond (Tier 3) would be designated as optional/discretionary and adjustable if needed. The tiered structure is intended to preserve compliance within Tier 1 while providing flexibility to adjust service in response to fiscal or operational needs.

The policy is preventative in nature and does not propose current service changes. Chair Picard asked how communications about future changes would be made to passengers to which Mr. Sanderson explained that any future adjustments would be communicated through multiple channels, including IVR, mailers, in-app messaging, and on-vehicle notices. Chair Picard commented on the difficulties forecasting service/operational needs. Member Barry asked a clarifying question with regards to current status of the Tier 3 service area. Mr. Sanderson explained that County Connection provides service at the time. Member Guo asked if Microtransit would need to adhere to ADA Paratransit guidelines. Mr. Sanderson explained that although it would not have to adhere to specific ADA paratransit guidelines, it would need to adhere to general ADA guidelines. Staff will advance the policy to the Board, and the Committee expressed support for the approach.

- 10. Ad-Comm Member Communications:** Members and staff attended the CCTA Conference, where topics included emergency response planning, accessibility coordination, and interagency collaboration. Public participation was highlighted as important for transparency. The Chair noted upcoming membership term expirations in June 2026 and outlined plans for at-large member reappointments through a streamlined process, with a goal of maintaining staggered three-year terms. The Chair also requested that Committee bylaws be placed on a future agenda to address term staggering and related procedures

- 11. Adjournment:** The meeting was adjourned at 2:55 PM. The next meeting of the Ad-Comm will be held on Thursday, April 2, 2026.

Minutes prepared by Rosa Noya on March 20, 2026.