

County Connection

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

MARKETING, PLANNING & LEGISLATIVE COMMITTEE

MEETING AGENDA

Thursday, October 1, 2026

8:30 a.m.

Lamorinda Office of County Supervisor Candace Andersen
3338 Mt. Diablo Blvd, Lafayette, CA 94549

The committee may take action on each item on the agenda, even items that are listed as “information only”. The action may consist of the recommended action, a related action or no action. Staff recommendations are subject to action and/or change by the committee.

1. Approval of Agenda
2. Public Communication
3. Selection of the Chair and Vice Chair
4. Approval of Minutes from September 3, 2026*
5. State Legislative Update – Verbal Update
6. Year-round Youth Ride Free Funding Request to TRANSPAC*
(Staff will share information on a proposal to secure funding for year-round Youth Ride Free)
7. Transit Month Update – Verbal Update
(Staff will provide a look back at events from September’s Transit Month)
8. Community Events*
9. Committee Comments
10. Future Agenda Items
11. Next Meeting – November 5, 2026
12. Adjournment

*Enclosure

FY2026/2027 MP&L Committee

Candace Andersen - Contra Costa County, Amy Worth - Orinda, Marisol Rubio - San Ramon, Kevin Wilk - Walnut Creek

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General Information

Public Comment: Public comment may be submitted via email to rjones@cccta.org. Please indicate in your email the agenda item to which your comment applies. Comments submitted before the meeting will be provided to the Committee before the meeting. Comments submitted after the meeting is called to order will be included in the correspondence that will be provided to the full Board.

Oral public comments will also be accepted during the meeting. If you have anything that you wish to be distributed to the committee and included for the official record, please include it in your email. Comments that require a response may be deferred for staff reply.

Availability of Public Records: This agenda, and all public records relating to an open session item on this agenda which are not exempt from disclosure pursuant to the California Public Records Act and are distributed to a majority of the legislative body, will be made available for public inspection by posting them to County Connection's website at www.countyconnection.com.

Accessible Public Meetings: Upon request, County Connection will provide written agenda materials in appropriate alternative formats, and provide disability-related modifications or accommodations including auxiliary aids or services, to enable individuals with disabilities to participate in public meetings and provide comments at or related to public meetings. Please submit a request, including your name, phone number and/or email address, and a description of the modification, accommodation, auxiliary aid, service, or alternative format requested at least two days before the meeting. Requests should be sent to the Manager of Marketing & Communications, Ryan Jones, at 2477 Arnold Industrial Way, Concord, CA 94520 or rjones@cccta.org. Requests made by mail must be received at least two days before the meeting. Requests will be granted whenever possible and resolved in favor of accessibility.

Shuttle Service: With advance notice, a County Connection LINK shuttle can be provided from the Lafayette BART station for all individuals wishing to attend the meeting. To arrange for the shuttle service, please call (925) 938-7433 between 8:00 am and 5:00 pm at least one day prior to the meeting.

Currently Scheduled Board and Committee Meetings

Board of Directors:	Thursday, October 15, 9:00 a.m. County Connection Board Room 2477 Arnold Industrial Way, Concord, CA 94520
Administration & Finance Committee:	Wednesday, October 7, 9:00 a.m. County Connection Administrative Offices 2477 Arnold Industrial Way, Concord, CA 94520
Advisory Committee:	Thursday, October 1, 1:30pm County Connection Board Room 2477 Arnold Industrial Way, Concord, CA 94520
Marketing, Planning & Legislative Committee:	Thursday, November 5, 8:30 a.m. Lamorinda Office of County Supervisor Candace Andersen 3338 Mt. Diablo Blvd, Lafayette, CA 94549
Operations & Scheduling Committee:	Friday, October 2, 8:30 a.m. Pleasant Hill City Hall, Small Community Meeting Room 100 Gregory Lane, Pleasant Hill, CA 94523

The above meeting schedules are subject to change. Please check the County Connection Website (www.countyconnection.com) or contact County Connection staff at (925) 676-1976 to verify date, time, and location.

This agenda is posted on County Connection's Website (www.countyconnection.com) and at the County Connection Administrative Offices, 2477 Arnold Industrial Way, Concord, California

County Connection

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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.

To: Marketing, Planning, & Legislative Committee

Date: September 24, 2026

From: Andrew M. Smith, Director of Planning & Marketing

Reviewed by: *Ref*

SUBJECT: Year-Round Youth Ride Free (YRF) Program Proposal

Background:

County Connection funded and operated a two-month summer Youth Ride Free (YRF) pilot in June and July 2025, offering fare-free rides to riders aged 5 to 18 systemwide, with Tri Delta Transit and WestCAT participating using their own funding. This program was repeated in June and July 2026, with County Connection's portion funded by Transportation Partnership and Cooperation (TRANSPAC) and the Southwest Area Transportation Committee (SWAT). The success of the pilots demonstrated how a no-pass, no-signup, "get on and go" program like YRF was a very cost-effective method of increasing youth ridership on transit and normalizing transit use for our younger generation.

Program Proposal:

Building on the success of the two YRF pilots, staff recently submitted a request to the TRANSPAC to fund a year-round YRF program. This program would operate in the same manner as the two YRF pilots, with the sole exception of being year-round rather than summer-only. This request will be considered by the TRANSPAC Technical Advisory Committee (TAC) and the Board at their October meetings.

Financial Implications:

None. The requested funds would fully offset the costs of not charging a fare for youth passengers, and the resulting increase in ridership can be accommodated within County Connection's existing service and schedules.

Recommendation:

None. Information only.

Action Requested:

None. Information only.

Attachments:

Attachment 1: Proposal for year-round Youth Ride Free program (TRANSPAC funding request)

September 17, 2026

TRANSPAC Committee
c/o Matthew Todd, Managing Director
1320 Mt. Diablo Boulevard, Suite 206
Walnut Creek, CA 94596

Re: Proposal for year-round Youth Ride Free program

Chair Carlson and committee members:

Building on the success of two consecutive summer Youth Ride Free (YRF) programs, County Connection respectfully requests the TRANSPAC Committee's consideration of a proposal to institute a year-round Youth Ride Free program that would serve youth and students ages five to 18 in the TRANSPAC and SWAT regions.

Background:

For young people, freedom of movement is an important part of gaining their independence and a steppingstone to adulthood, and public transit is an ideal way for youth to achieve this freedom without driving or being driven by automobile, and as an added benefit, transit provides freedom to parents who don't need to drive their children to school or their activities. Additionally, people who start riding transit in their youth are more likely to continue riding transit as adults.

The need to pay a fare can be a greater barrier for youths than adults for various reasons including lack of financial resources and/or lost fare products such as Clipper cards and discounted passes. Having to pay a fare can also present a barrier to receiving an education, as described by Vanessa Castillo, LCSW, PPSC, a Social Worker Specialist with the Mt. Diablo Unified School District:

"As a School Social Worker, I work daily with students who are eager to learn but face significant obstacles in simply getting to school. One of the biggest barriers is the rising cost of public transportation, which forces many families to make impossible choices between necessities like food, rent, and bus fare.

The consequences of this are devastating. Chronic absenteeism—defined as missing 10% or more of the school year—is a leading predictor of academic failure and school dropout. According to the California Department of Education, students who are chronically absent are significantly less likely to achieve proficiency in reading and math, graduate on time, or pursue higher education. In our district, we see firsthand how transportation insecurity disproportionately affects our most vulnerable students, including low-income families, newcomers, and unaccompanied youth.

Every day a student misses school, they lose access not only to education but also to critical resources such as free meals, mental health support, and safe learning environments. Absences don't just impact the students themselves—our schools and community suffer as well. When students aren't in class, school funding is reduced, learning gaps widen, and future opportunities diminish."

Summer Youth Ride Free Pilot:

The summer Youth Ride Free (YRF) pilot program was designed to boost ridership over the summer months while helping young people build familiarity and confidence in riding transit. In June and July 2025, County Connection launched and funded the YRF program, a two-month pilot that allowed riders 18 and under to travel fare-free on all routes. Tri Delta Transit and WestCAT also participated in the regional effort, paid for with their own funding. Designed to remove barriers to access, the program required no application, special passes, or ID.

The 2025 summer YRF pilot was a huge success, with approximately 25,400 recorded youth trips across County Connection over the two-month period – a 1,600% increase in participation compared to the previous summer's youth program. Building on this success, County Connection, Tri Delta Transit, and WestCAT brought back Youth Ride Free for summer 2026. Funding for County Connection's 2026 Youth Ride Free program was provided by Measure J contributions from TRANSPAC and SWAT, with CCTA providing help with countywide promotional support, including engagement with school districts, city and county offices, and libraries.

The combination of free fares and the removal of barriers to entry (i.e. no need to sign up for a program to obtain a special pass) saw continued success in 2026 with the summer YRF program resulting in a further increase in ridership of approximately 4.5% over the previous summer. The following is a summary of County Connection's YRF ridership for the summer 2026 program:

- Total YRF Ridership: Approximately 26,500 (up from approximately 25,400 in 2025)
- YRF ridership as a percentage of all rides: 6.7% (up from 6.4% in Summer 2025)
- YRF ridership as a percentage of all rides, when excluding free routes: 15.3% (up from 14.8% in Summer 2025)

Proposed Year-Round YRF Program:

As requested, County Connection is submitting a proposal to requesting funding for a continuous year-round YRF program to provide free fares on all County Connection buses to youths aged six to 18. This year-round YRF program would operate in the same manner as the two previous summer YRF programs by allowing all passengers 18 and under to just get on the bus and. County Connection would invoice the cost for reimbursement of YRF fares (\$1.00 per trip) on a quarterly basis, using passenger data collected by bus operators for each boarding.

As shown in the tables below, County Connection estimates the cost of a year-round YRF program to be approximately \$423,000 to \$545,000 per year, depending on whether or not existing free routes continue to be funded. LCTOP funding that currently pays for all fares on Routes 11, 14,

16, 99X, 311, 314, and 316, as is anticipated to be discontinued beginning in July 2027. These estimates also assume a 15% long-term increase in youth ridership systemwide over fiscal year (FY) 2026 resulting from induced demand, though youth ridership levels will need to be closely monitored as the growth rate during the school year may be different than during the summer, and a year-round program may be more effective in attracting new riders than a time-limited program. Below are the calculations, in 6-month increments and annually. The start/end time period is flexible and can be adjusted based on the Committee's implementation preference.

January - June (6 months)

RTPC	Rides	Fare Loss w/LCTOP	Fare Loss w/o LCTOP
TRANSPAC	118,000	\$118,000	\$152,000
SWAT	84,000	\$84,000	\$108,000
Total	202,000	\$202,000	\$260,000

July - December (6 months)

RTPC	Rides	Fare Loss w/LCTOP	Fare Loss w/o LCTOP
TRANSPAC	129,000	\$129,000	\$166,000
SWAT	92,000	\$92,000	\$119,000
Total	221,000	\$221,000	\$285,000

Annual (12 months)

RTPC	Rides	Fare Loss w/LCTOP	Fare Loss w/o LCTOP
TRANSPAC	247,000	\$247,000	\$318,000
SWAT	176,000	\$176,000	\$227,000
Total	423,000	\$423,000	\$545,000

The proposed year-round YRF program will effectively and efficiently provide mobility to all youth throughout the County Connection service area at low cost, and with no overhead or administrative expenses. It builds upon a proven formula with strong local support, and with TRANSPAC funding can begin as soon as January 2027.

Sincerely,



Bill Churchill
General Manager

To: Marketing, Planning, & Legislative Committee

Date: September 25, 2026

From: Ryan Jones, Manager of Marketing & Communications

Reviewed by: AMS

SUBJECT: Community Events

Background:

County Connection offers a Mobile Lobby, where staff visit various locations within our service area. When possible, staff also participate in select community and business events, and coordinates Class Pass field trips for schools served by our fixed routes.

Additional Information:

County Connection continues in-person customer outreach with the Mobile Lobby throughout our service area, including visits to libraries, senior centers, and transit hubs to assist people with trip planning, Clipper Access (formerly RTC) card and LINK (paratransit) applications, signing up with the Clipper app, and answering other general inquiries about our services.

Staff has 10 Mobile Lobby events scheduled in October, including Concord Health Fair at Concord Senior Center, Truck or Treat at Seedlings Preschool in Lafayette, and Treat at Civic Park in Walnut Creek.

Monte Gardens Elementary School scheduled two Class Pass trips in September, and another is planned for October. All three classes are going to the Galindo House in Concord.

For those who wish to come to our office, our lobby is open to the public on weekdays from 8:00 a.m. to 3:00 p.m., and our Customer Service Representatives answer phones on weekdays from 6:30 a.m. to 6:30 p.m.

Financial Implications:

Any costs associated with events are included in the Promotions budget.

Recommendation:

None, for information only.

Action Requested:

None, for information only.

Attachments:

Attachment 1: October 2026 Calendar



County Connection

October 2026



IN PERSON HELP WITH SENIOR/YOUTH CLIPPER CARDS - PARATRANSIT SERVICES - TRIP PLANNING

VISIT A COUNTY CONNECTION LOBBY NEAR YOU!

SUN	MON	TUES	WED	THUR	FRI	SAT
*ADDITIONAL EVENTS 10/23 - WALNUT CREEK TRUNK OR TREAT - CIVIC PARK 3-6p				01 -	02 -	03 -
04 -	05 RIDE RT 1 leaves Rossmoor 1:14a Mitchell Park 'n Ride 12:05p	06 -	07 -	08 CONCORD SENIOR HEALTH FAIR 9a-Noon	09 -	10 -
11 -	12 -	13 -	14 MARTINEZ SENIOR CENTER 8:30-10:30a	15 PLEASANT HILL SENIOR CENTER 10a-1p	16 -	17 TRUCK OR TREAT Seedlings Preschool 10a-Noon
18 -	19 RIDE RT 98X leaves Amtrak 12:23p Walnut Creek BART 1:18p	20 -	21 SAN RAMON SENIOR CENTER 9:30a-12:30p	22 -	23* RIDE RT 18 leaves Amtrak 11:36a Pleasant Hill BART 12:50p	24 -
25 -	26 -	27 RIDE RT 93X leaves Walnut Creek BART 3:10p	28 -	29 RIDE RT 16 leaves Amtrak 10:55a Concord BART 12:00p	30 -	31 Happy Halloween 