

# County Connection

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## CCCTA BOARD OF DIRECTORS

### MINUTES OF THE REGULAR MEETING

March 19, 2026

#### CALL TO ORDER/ROLL CALL/CONFIRM QUORUM

Chair Robert Storer called the regular meeting of the Board of Directors to order at 9:00 a.m. Board Members present were Directors Andersen, Diaz, Farley, Hillis, Noack, Rubio, Tatzin (remote), and Worth. Director Wilk was absent. Director Hoffmeister arrived at 9:03 a.m.

Staff: Churchill, Sherman, Boehm, Carroll, Dixit, Glenn, Hill, Horta, Jones, Johnson, Longmire, Martinez, Sanderson and Smith

General Manager Bill Churchill informed the Board that Al Dessayer passed away. He was a long-standing member of the Board of Directors at County Connection. The directors shared memories, thoughts and acknowledged all of Mr. Dessayer’s accomplishments while serving Contra Costa County and the Town of Moraga.

**PUBLIC COMMUNICATION:** None

#### CONSENT CALENDAR

**MOTION:** Director Andersen moved approval of the Consent Calendar, consisting of the following items: (a) Approval of Minutes of Regular Meeting of February 19, 2026; (b) Investment Report as of December 31, 2025. Director Rubio seconded the motion, and it received the following roll call vote of approval:

Aye: Directors Andersen, Diaz, Farley, Hillis, Noack, Rubio, Storer, Tatzin and Worth  
No: None  
Abstain: None  
Absent: Directors Hoffmeister and Wilk  
Director Hoffmeister arrived at 9:03 a.m.

#### REPORT OF CHAIR:

Recognition of the 2025 Board Chair’s Award  
Aline Carrol and Kristina Martinez

#### REPORT OF GENERAL MANAGER:

Recognition of Departing COO-Scott Mitchell

Announcement of Bus Rodeo Competition & Employee Awards

Rodeo Winner is Ivo Todorov

### Recognition of the 2025 General Manager's Award

Elmer Estimo

### Recognition of the 2025 Employees of the Year Award

Administration: Kyle Boehm

Maintenance: Salvador Ocegueda

Transportation: Sheila Hunter and Batzorig (Jerry) Altankhuyag

Director Hillis left at 10:28 a.m.

### Information regarding SB1408 Arreguin

General Manager Bill Churchill stated that the local Measure J sales tax is set to expire in 2034. This tax is profoundly important to Contra Costa County and funds so many different important things from highway projects to bike projects as well as public transit operations. Senator Arreguin is carrying the bill for CCTA. In addition to proving CCTA the authority to run a measure that would extend a sales tax, the bill as it is currently written has a number of provisions that are concerning to the public transit operators as it significantly expands CCTA's authority over transit. Although CCTA has not responded to the small revisions requested by operators, CCTA did meet with AC Transit last week and this week and distributed a revised version of the bill. The small operators will be meeting with Tim this afternoon to discuss the revisions.

### Electric Bus Update

Marcel Longmire, Director of Maintenance, explained that we have five active buses running at the moment. They are running on the Route 4 and Route 5. So far, any issues that have come up have been addressed in house, so the buses don't go out of commission for too long. We will continue to update the Board on any and all changes.

## **REPORT OF STANDING COMMITTEES**

We moved up item 9.a. due to time constraints.

### **Operations & Scheduling Committee**

#### Alternate Service Framework

Andrew M. Smith, Director of Planning & Marketing explained that based on County Connection's Five Year Financial Forecast, it will be necessary to implement an approximately \$6.5 million reduction in the Authority's annual operating budget by the start of FY 2029. Accordingly, staff has prepared the following two scenarios for reducing fixed route and paratransit service to achieve this budget goal. Each scenario specifies fixed routes where service will be reduced or discontinued entirely, and it is assumed that paratransit service will be discontinued in areas no longer located within 1½ miles of a fixed route.

The O&S Committee considered the two Scenarios at their March 6, 2026 meeting. The first one would eliminate lower productivity routes (end school service) and the second one would eliminate lowest productivity routes and reduce frequency elsewhere (keep school service). Staff explained how this is the first step in adopting an Alternative Service Plan and that they would return in April with a revised scenario or scenarios based upon the direction provided by the Committee and the Board of Directors. After considering the various tradeoffs of each, the Committee expressed a preference for Scenario 2 because it spread the proposed cuts and reductions more

equitably across the geography of County Connection’s service area. They also specifically noted how Scenario 2 would maintain a greater level of service to the San Ramon Valley area than Scenario 1. Director Worth left at 11:01 a.m.

After some discussion, the majority agreed that we should keep the school routes and lower the frequency of the lowest productivity routes. Staff will return in April with an update.

**Administration & Finance Committee**

County Connection LINK Paratransit Service Area Policy  
Resolution No. 2026-22

John Sanderson, Director of ADA & Specialized Services explained that in response to various community needs from 2005 to 2025, particularly during the COVID-19 pandemic, County Connection LINK’s real service footprint further expanded beyond even the 1½ mile boundary. Transit operators are permitted to provide “premium” paratransit service that exceeds ADA requirements – so long as doing so “does not lead to lower service quality for riders using the regular complementary paratransit service. For example, providing trips beyond the [mandated (¾ mile)] service area is inadvisable if doing so might limit the service quality for trips within the ¾-mile service area.” (Federal Transit Administration Circular 4710.1 §8.7) This policy revision administratively divides the County Connection LINK service area into three distinct tiers.

Tier 1 – Mandated Service Area: — Within ¾ of a mile of a County Connection bus route, while the route is in operation, all service criteria mandated by Federal regulations for ADA paratransit trips, are applicable to County Connection LINK service, regardless of circumstances. Service quality within the ¾ mile Mandated Service Area is County Connection LINK’s highest operational priority.

Tier 2 – Board-Adopted Service Area: — LINK paratransit service to and/or from locations between ¾ of a mile and 1½ miles from the nearest County Connection route. The service criteria required for ADA trips within the Mandated Service Area are not required for trips beginning and/or ending in the Board-Adopted and Extended Service Areas. For example: trips beginning or ending in the Board-Adopted or Extended Service Areas may be charged a higher fare, be provided only during limited hours, or prioritized based on trip purpose.

Tier 3 – Extended Service Area: — LINK paratransit service to and/or from locations in the Extended Service Area, more than 1½ miles from the nearest operating County Connection route provides an essential lifeline for customers living in certain rural portions of Contra Costa County. However, trips beginning or ending within the Extended Service Area are costly for County Connection to provide and consume a greater than normal share of overall system resources.

After much discussion, a motion was made.

MOTION: Director Noack moved adoption of Resolution No. 2026-22, adopting the changes to the County Connection LINK service area policy. Director Hoffmeister seconded the motion, and it received the following roll call vote of approval:

- Aye: Directors Andersen, Diaz, Farley, Hoffmeister, Noack, Rubio, Storer and Tatzin
- No: None
- Abstain: None
- Absent: Directors Hillis, Wilk and Worth

**Marketing, Planning & Legislative Committee**  
FY 2027 Marketing Plan

Ryan Jones, Manager of Marketing & Communication explained that staff is continuing to monitor the evolution of passenger engagement and are developing engagement strategies that can not only resonate with our audiences but withstand operational and economic fluctuations in the years ahead. The intent of the Marketing Plan is to connect with our passengers and others who travel within our service area and build upon our relationships with regional transit partners.

Staff plans to focus on enhancing online audience engagement through videos and motion graphics to create a more dynamic and informative communication style. This approach started as part of the FY 2026 Marketing Plan and has proven to drive online engagement. Staff will continue to build on our messaging around schedule changes and regional programs, and work to add more educational content about our services and payment options.

In addition to continuing our existing program of hosting regular Mobile Lobby and community events, the Marketing Plan aims to forge stronger personal connections between County Connection and community organizations within our service area. The primary goal is to establish strong working relationships by assigning individual County Connection staff members to serve as the primary point of contact with specific community organizations. This collaboration will allow our staff to work closely with community representatives to distribute important information and educate them about available public transit resources, while also learning more about the services they provide and where County Connection fits in. By adding this personal touch, we will tap into the power of community engagement, strengthening our connection with those who are already invested in supporting our passengers.

Staff remains committed to engaging with youth riders and will continue developing meaningful opportunities to connect with young audiences. Staff is also exploring opportunities to better collaborate with area school districts to develop youth influencer engagement strategies by partnering with student ambassadors, youth leaders, and local content creators. Through coordinated school partnerships and youth-driven communications, we aim to increase awareness, strengthen engagement, and ensure that students and families can take full advantage of County Connection's services.

MOTION: Director Andersen moved approval of the proposed FY 2027 Marketing Plan. Director Hoffmeister seconded the motion, and it received the following roll call vote of approval:

Aye: Directors Andersen, Diaz, Farley, Hoffmeister, Noack, Rubio, Storer and Tatzin  
No: None  
Abstain: None  
Absent: Directors Hillis, Wilk and Worth

2026 County Connection Federal Legislative Advocacy Program Brochure

Ryan Jones, Manager of Marketing & Communication introduced the item, stating that the MP&L committee met earlier this month, staff has made all of the necessary changes. After some discussion, a motion was made.

MOTION: Director Hoffmeister moved approval of the 2026 County Connection Federal Legislative Advocacy Program Brochure. Director Andersen seconded the motion, and it received the following roll call vote of approval:

Aye: Directors Andersen, Diaz, Farley, Hoffmeister, Noack, Rubio, Storer and Tatzin  
No: None  
Abstain: None  
Absent: Directors Hillis, Wilk and Worth

**BOARD COMMUNICATION:** None

**ADJOURNMENT:** Chair Storer adjourned the regular Board meeting in the memory of Al Dessayer at 11:18 a.m.

Minutes prepared by:

Lathina Hill

Asst to the General Manager/Clerk to the Board of Directors

Date: April 6, 2026