

County Connection

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Summary Minutes Marketing, Planning, and Legislative Committee Thursday, May 7, 2026, 8:30 a.m.

Directors: Candace Andersen, Marisol Rubio, Amy Worth
Staff: Bill Churchill, Ruby Horta, John Sanderson, Ryan Jones, Kyle Boehm, Andrew Smith
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 April 2, 2026

The Committee approved the minutes.

4. State Legislative Update

Mr. Churchill shared updates regarding proposed amendments to the Cap and Invest Program from the California Air Resources Board. The proposed amendments are intended to prevent businesses from leaving California due to emissions regulations and to reduce cost impacts on residents by increase the number of free allowances given to industrial polluters. CARB estimates the proposal would result in a 50% cut, about \$2 billion, decimating the Tier 3 programs of the Cap and Invest Program, which includes the Transit and Intercity Rail Capital Program (TIRCP) and the Low Carbon Transportation Operations Program (LCTOP). The amendments are scheduled to be voted on by the CARB board on May 28. Mr. Churchill mentioned that LCTOP funds \$1.5 million for the fare free routes serving the Monument Corridor and partially funds Route 99X, and that TIRCP is what has funded County Connection's grant for the solar array and part of the I-680 Express Bus Program with CCTA. The result would also jeopardize the existing awards as the TIRCP program uses a 5-year program of projects cycle and counts on future GGRF commitments to make awards whole. Mr. Churchill shared the advocacy efforts of the agency regarding the CARB amendments, including its partnership with the California Transit Association and letters sent to the CARB director, and outreach to County Connection's state delegation. AB 1383 (McKinnor) proposes a modification to the Public Employees' Pension Reform Act (PEPRA), to require agencies not enrolled in the Social Security program (including County Connection) to increase their compensation limit from 120% to 135%. The bill is currently parked in the Senate & Rules Committee. AB 1768 (Bryan) sees to modernize SB 375, the 2008 law that established the sustainable communities' strategies framework.

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CENTRAL CONTRA COSTA TRANSIT AUTHORITY

The transit component has been removed. SB 922 (Laird) would require a road usage fee applied to vehicles that exceed certain weight limits. Staff is watching to see if this bill will expand to transit vehicles.

5. Paratransit Riders Survey

Mr. Sanderson shared that since 2010, the Metropolitan Transportation Commission (MTC) has managed a regional transit passenger survey program for fixed-route services operating within the nine-county Bay Area region. However, County Connection's and MTC's passenger surveys have been limited to fixed-route bus passengers and have not included County Connection LINK paratransit passengers. Staff requests that a survey firm be engaged to conduct a telephone survey of County Connection LINK and One Seat Regional Ride passengers.

6. Youth Ride Free Rollout Plan

Mr. Jones provided an update on the 2026 Youth Ride Free rollout plan. Staff is coordinating marketing efforts with Tri Delta Transit and WestCAT to ensure consistent, broad countywide messaging for the shared program. Contra Costa Transportation Authority (CCTA) will provide general promotional support of all the agency's programs, including outreach with county agencies and organizations, libraries, and school districts.

7. Community Events

Mr. Jones shared the outreach calendar for May which included 11 Mobile Lobby events throughout central Contra Costa County. Additionally, Mr. Jones shared that staff will be participating in Truck Time in San Ramon (5/16), an annual community event geared towards children and their parents. There were three class passes (school field trips arranged on County Connection buses) scheduled for the month.

8. Committee Comments

None.

9. Future Agenda Items

None.

10. Next Scheduled Meeting

The next meeting was scheduled for Thursday, June 4, 2026, at 8:30 a.m. in person at Supervisor Andersen's Office, 3338 Mt. Diablo Blvd., Lafayette, CA.

11. Adjournment – The meeting was adjourned at 9:44 a.m.

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