

County Connection

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

MARKETING, PLANNING & LEGISLATIVE COMMITTEE

MEETING AGENDA

Thursday, April 2, 2026

8:30 a.m.

The MP&L Meeting will be held in-person and via teleconference location:
Lamorinda Office of County Supervisor Candace Andersen
3338 Mt. Diablo Blvd, Lafayette, CA 94549

Join from PC, Mac, iPad, or Android:

<https://us02web.zoom.us/j/84134908949>

Phone one-tap:

+16694449171,,84134908949# US

+16699006833,,84134908949# US (San Jose)

Webinar ID: 841 3490 8949

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. Approval of Minutes from March 5, 2026*
4. State Legislative Update – Verbal Update
5. Update on Non-Domiciled CDL Emergency Rule*
(Staff will provide an update regarding the issuance of non-domiciled commercial driver’s licenses.)
6. School Outreach Calendar*
(Staff will present drafted plans to engage with school districts and students.)
7. Community Events*

FY2025/2026 MP&L Committee

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

Clayton • Concord • Contra Costa County • Danville • Lafayette • Martinez
Moraga • Orinda • Pleasant Hill • San Ramon • Walnut Creek

CENTRAL CONTRA COSTA TRANSIT AUTHORITY

8. Committee Comments
9. Future Agenda Items
10. Next Meeting – May 7, 2026
11. Adjournment

Teleconference location: 155 South Belardo Road, Palm Springs, CA 92262

*Enclosure

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, April 16, 9:00 a.m. County Connection Board Room 2477 Arnold Industrial Way, Concord, CA 94520
Administration & Finance Committee:	Wednesday, May 6, 9:00 a.m. County Connection Administrative Offices 2477 Arnold Industrial Way, Concord, CA 94520
Advisory Committee:	Thursday, April 2, 1:30pm County Connection Board Room 2477 Arnold Industrial Way, Concord, CA 94520
Marketing, Planning & Legislative Committee:	Thursday, May 7, 8:30 a.m.

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

Operations & Scheduling Committee:

Friday, April 3, 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

Summary Minutes
Marketing, Planning, and Legislative Committee
Thursday, March 5, 2026, 8:30 a.m.

Directors: Candace Andersen, Marisol Rubio, Kevin Wilk, Amy Worth
Staff: Bill Churchill, Ruby Horta, Ryan Jones, Kyle Boehm, Andrew Smith
Public: None

Call to Order: Meeting called to order at 8:30 a.m. by Director Worth.

1. Approval of Agenda

The Committee approved the agenda.

2. Public Communication

None.

3. Approval of Minutes from February 5, 2026

The Committee approved the minutes.

4. State Legislative Update

Mr. Churchill shared updates on legislative bills including SB 1408 (Arreguín) to support the extension of Measure J and intended to help advance efforts like an Autonomous/Accessible Transit Plan rather than pursue additional operating funds. Key issues center on the bill's broad drafting, which could be interpreted as significantly expanding CCTA's authority and potentially positioning it as a de facto transit district with wide oversight of county transit services. Mr. Churchill also discussed AB 1944 (Lee) that would increase the axle weight limits for transit buses, generally capping them at 20,500 pounds. This bill would allow zero-emission transit buses procured between January 1, 2027, and December 31, 2031, to operate with axle weights up to 25,000 pounds, and allowing these higher limits to remain in effect through January 1, 2032, to accommodate the heavier weight of zero-emission technology.

5. Draft 2026 County Connection Federal Legislative Advocacy Program

Mr. Jones presented the updated design of 2026 Federal Legislative Advocacy Program brochure. There were no additional recommendations on the layout or language. The Committee approved the design and forwarded the item to the Board for final approval.

6. FY2027 Marketing Plan

Mr. Jones shared an outline of the FY2027 Marketing Plan, including plans to focus on paid online marketing, community outreach, and youth engagement. The proposed budget was \$170,000 to cover costs associated with the plan. The Committee approved the proposal and forwarded the item to the Board for final approval.

7. Community Events

Mr. Jones shared the outreach calendar for March which included 12 Mobile Lobby events throughout central Contra Costa County. Additionally, Mr. Jones shared that there were three class passes (school field trips arranged on County Connection buses) scheduled for month.

8. Committee Comments

None.

9. Future Agenda Items

None.

10. Next Scheduled Meeting

The next meeting was scheduled for Thursday, April 2, 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 9:30 a.m.

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

To: Marketing, Planning & Legislative Committee

Date: March 25, 2026

From: Yvette Glenn, Director of Transportation

Reviewed by: *Ref*

SUBJECT: Update on Issuance of Non-Domiciled Commercial Drivers' Licenses (CDL)

Background:

In early October 2025, County Connection was notified of the Department of Transportation's (DOT) emergency interim final rule, issued September 29, 2025, regarding the issuance of non-domiciled commercial driver's licenses (CDL), including commercial learner's permits (CLP). This rule came in response to an audit conducted by the Federal Motor Carrier Safety Administration (FMCSA) of state drivers' licensing agencies and the issuance of such licenses. As such, the Department of Motor Vehicles (DMV) implemented a suspension of its processing of any new CDLs, CLPs, or the renewal of CDLs.

Non-Domiciled Commercial Driver's Licenses at County Connection:

Staff have been closely monitoring the changes surrounding the issuance of non-domiciled CDL's. Initially, individuals with non-domiciled CDL's which were current, or not due for renewal, were not required to take any action at the time. In November 2025, the DMV issued a notice to some non-domiciled commercial drivers that their license would be cancelled in sixty (60) days, or on January 5, 2026, unless they met the new federal guidelines. In late January 2026, the DMV issued a secondary notice, informing these drivers that the cancellation was postponed for an additional 60 days, or on March 6, 2026.

As of March 6, 2026, (6) of County Connection's workforce has been affected by the new federal rule issued by the DOT. This has included employees with existing CLPs, those that were due for a CDL renewal, or whose CDL was cancelled following notification from the DMV. Upon cancellation or expiration, drivers have had the ability to immediately reapply for a commercial license and have been issued a temporary, non-commercial driver's license for a period of ninety (90) days.

Employee accommodations:

Staff recognizes that this rule presents challenges both internally and externally and is working to support employees to the extent possible during this transition. Efforts have included exploring internal recruitment opportunities and/or offering the option of a temporary leave of absence. It is County Connection's understanding that a compliance plan in response to the new federal guidelines must be reviewed and approved by the FMCSA before state licensing agencies have the ability to resume the

issuance of non-domiciled commercial licenses and permits. Unfortunately, there is no clear timeline on when this may occur for the California DMV.

Financial Implications:

None.

Recommendation:

None. Informational only.

Action Requested:

None at this time. Staff will keep the Board of Directors informed of any updates as they become available.

Attachments:

None.

To: Marketing, Planning, & Legislative Committee

Date: March 20, 2026

From: Ryan Jones, Manager of Marketing & Communications

Reviewed by: AMS

SUBJECT: School Outreach Calendar

Background:

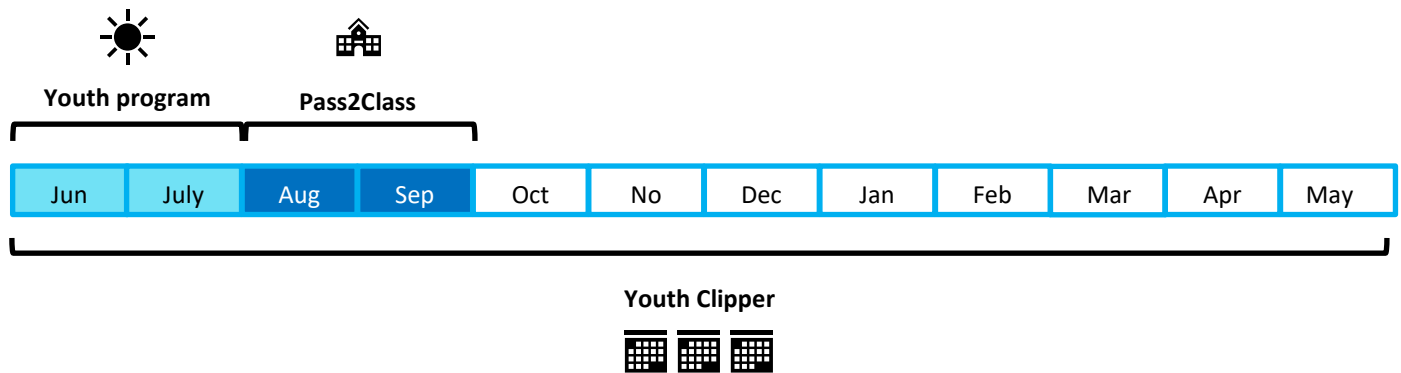
County Connection staff is committed to engaging with young riders, both in educating them in transit systems and helping them plug into cost-saving payment programs. Staff is now preparing its spring/summer school outreach plan for youth/student programs scheduled for the summer and fall.

Additional Information:

County Connection staff has identified a few areas of messaging and engagement in Spring 2026 that are a mix of amplified messaging shared from our transit programs for Bay Area-wide campaigns, such as Youth Clipper, as well as education and regional programs tailored to youth and families within central Contra Costa County. The suggested engagement strategy is as follows:

MONTH	MESSAGE	PLATFORM
Jan-Mar	Youth Clipper	Social Media
April-May	Youth program	Social Media, Spring School Town Halls (via Zoom)
June-July	Summer activities via County Connection, Pass2Class (July)	Social media, print ads, newsletter

Programs Throughout Year:



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:

None.

To: Marketing, Planning, & Legislative Committee

Date: March 20, 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 13 Mobile Lobby events scheduled in April and there are five class passes scheduled. Staff will also be attending the John Muir Earthday/Birthday Celebration, located at the John Muir National Historic Site in Martinez, and Community Care Day at Trinity Center in Walnut Creek.

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: April 2026 Calendar

Attachment 2: Community Care Day flyer



County Connection

APRIL 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
			01	02 RIDING RT 15 Pleasant Hill BART 10:10a, 12:10p Concord BART 11:23a	03 NORTH CONCORD BART 8:45-10:45a	04
05 HAPPY Easter	06 RIDING RT 20 DVC 9:21a Concord BART 9:50a	07	08	09 CLAYTON LIBRARY 10a-Noon	10 RIDING RT 19 Amtrak 10:45a Concord BART 11:40a	11
12	13 RIDING RT 1 Rossmoor 10:14a Mitchell Park 'n Ride 11:05a	14	15	16 PLEASANT HILL SENIOR CENTER 8:30-10:30a	17 MARTINEZ SENIOR CENTER 8:30-10:30a	18 JOHN MUIR BIRTHDAY/ EARTH DAY CELEBRATION 10a-4p
19	20	21 RIDING RT 6 Orinda BART 11:23a, 1:16p Lafayette BART 12:15p	22	23 RIDING RT 35 San Ramon Transit Center 10:40a Dublin BART 11:45a	24 RIDING RT 9 DVC 12:00p	25
26	27 RIDING RT 18 Amtrak 11:19a Pleasant Hill BART 12:30p	28 RIDING RT 98X Amtrak 12:23p Walnut Creek BART 1:18p	29	30		

COMMUNITY CARE DAY:

Resources for People & Pets Experiencing Housing Instability



Thursday, April 23 🐾 10:00 AM - 3:00 PM

Trinity Center, 1888 Trinity Ave, Walnut Creek

- Housing Resources
- Career & Job Resources
- Clothing Resources
- Sidewalk Sale
- Beauty and Barbershop
- Pet Resources
- Pet Nutrition Information
- Pet Food Distribution
- Pet Spay/Neuter Vouchers*
- Provided Lunch
- And More!

In Partnership With:



Visit joybound.org/trinity for more Information

*Pet spay/neuter offerings will be capped up to 30 vouchers, available on a first-come first-served basis. Appointments must be made during the Community Care Day event.