

County Connection

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

MARKETING, PLANNING & LEGISLATIVE COMMITTEE

MEETING AGENDA

Thursday, March 5, 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. Approval of Minutes from February 5, 2026*
4. State Legislative Update – Verbal Update
5. Draft 2026 County Connection Federal Legislative Advocacy Program
(Staff will present a newly drafted brochure for discussion on furthering the design and content.)
6. FY2027 Marketing Plan*
(Staff will present the proposed Marketing Plan for FY2027 and request that the MP&L Committee forward the item to the Board for approval.)
7. Community Events*
8. Committee Comments
9. Future Agenda Items
10. Next Meeting – April 2, 2026
11. Adjournment

*Enclosure

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

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, March 19, 9:00 a.m. County Connection Board Room 2477 Arnold Industrial Way, Concord, CA 94520
Administration & Finance Committee:	Wednesday, April 1, 9:00 a.m. County Connection Administrative Offices 2477 Arnold Industrial Way, Concord, CA 94520
Advisory Committee:	Thursday, March 5, 1:30pm County Connection Board Room 2477 Arnold Industrial Way, Concord, CA 94520
Marketing, Planning & Legislative Committee:	Thursday, April 2, 8:30 a.m. Lamorinda Office of County Supervisor Candace Andersen 3338 Mt. Diablo Blvd, Lafayette, CA 94549
Operations & Scheduling Committee:	Friday, March 6, 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, February 5, 2026, 8:30 a.m.**

Directors: Candace Andersen, Marisol Rubio, Kevin Wilk, Amy Worth
Staff: Bill Churchill, Ruby Horta, Pranjal Dixit, 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 January 8, 2026

The Committee approved the minutes.

4. State Legislative Update

Mr. Churchill reported that the Legislative Analyst's Office (LAO) projects an \$18 million deficit, while the Governor's budget reflects a \$3 million difference based on stronger receipts and updated projections (figures the LAO disputes); revisions are expected in May. Mr. Churchill also provided legislative updates, noting that SB 616 (Rubio) would amend the Healthy Families Act and has been linked to increased absenteeism, SB 79 (Wiener) addresses transit-oriented housing development and may undergo cleanup legislation, and AB 1383 (McKinnor) seeks to enhance protections for retirees' sensitive information.

5. Adoption of the CY2026 Meeting Calendar

Mr. Jones presented meeting dates for the Marketing, Planning, & Legislative Committee (MP&L) through the remainder of the calendar year. Committee members were asked to confirm any scheduling conflicts and upon adoption, the calendar will be posted on the County Connection website. The committee adopted the meeting dates through December 2026.

6. Adoption of the Transit Corridor Study

Mr. Dixit presented the findings of the Transit Corridor Study. County Connection received \$400,000 in March 2023 to analyze four major corridors—Clayton Road, Monument Boulevard, Treat Boulevard, and Ygnacio Valley Road—each anchored by a BART station and selected based on ridership, equity considerations, congestion, and development potential. Staff reported the drafted report of the study at the January 2026 Board meeting to gather feedback and proposed strategies

aligned with improving transit speeds and efficiency along the corridors. Next steps include working with Advanced Mobility Group (AMG), through MTC's Innovative Deployments to Enhance Arterials (IDEA) Program, to develop detailed engineering designs and a funding strategy to support implementation. The committee adopted the study and will forward to the Board for final approval.

7. Federal Advocacy Program Brochure Planning Discussion

Mr. Jones shared a drafted Federal Advocacy Program brochure to begin the discussion on design and content. This brochure is printed collateral used to reinforce initiatives and funding sought by County Connection visits with congressional leaders during the American Public Transportation Association (APTA) Legislative Conference in Washington D.C. April 12-14, 2026. This brochure will continue to be developed over the coming months.

8. Community Events

Mr. Jones shared the outreach calendar for February which included 11 Mobile Lobby events throughout central Contra Costa County. Additionally, Mr. Jones shared that there were four class passes (school field trips arranged on County Connection buses) scheduled for month.

9. Committee Comments

None.

10. Future Agenda Items

None.

11. Next Scheduled Meeting

The next meeting was scheduled for Thursday, March 5, 2026, at 8:30 a.m. in-person at Supervisor Andersen's Office, 3338 Mt. Diablo Blvd., Lafayette, CA.

12. Adjournment – The meeting was adjourned at 10 a.m.

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

To: Marketing, Planning, & Legislative Committee

Date: February 26, 2026

From: Ryan Jones, Manager of Marketing & Communication

Reviewed by: AMS

SUBJECT: FY 2027 Marketing Plan

Background:

Marketing and Communications staff are 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.

Three Strategies to Enhance Engagement and Outreach:

Develop Online Engagement and Content

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.

Build a Personal Connection: Outreach and Events

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.

Build Youth Programming and Engagement

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 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.

Financial Implications:

Staff has budgeted \$170,000 to cover the expenses associated with the FY 2027 Marketing Plan as follows:

Engagement (online messaging and push advertising)	\$75,000
Outreach & Events (Mobile Lobby and community events)	\$45,000
Paratransit (printed marketing collateral, online engagement)	\$15,000
Youth & Family Programming	\$35,000
TOTAL	\$170,000

Recommendation:

Staff recommends approval of the proposed FY 2027 Marketing Plan.

Action Requested:

Staff requests that the Marketing, Planning, & Legislative Committee provide feedback on the proposed FY 2027 Marketing Plan and forward it to the Board of Directors for adoption.

Attachments:

None

To: Marketing, Planning, & Legislative Committee

Date: February 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 12 Mobile Lobby events scheduled in March and there are three class passes scheduled. For the first time, staff is attending Walnut Creek Senior Resource Fair on March 12 hosted by St. Matthew Church.

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: March 2026 Calendar

Attachment 2: Walnut Creek Senior Resource Fair




County Connection

MARCH 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 PLEASANT HILL BART 8-10a	03 -	04 -	05 CLAYTON LIBRARY 10a-Noon	06 RIDING RT 99X N. Concord BART 8:24 Solano/Imhoff 8:36a	07 -
08 -	09 -	10 SAN RAMON SENIOR CENTER 10:30a-12:30p	11 -	12 Walnut Creek Senior Resource Fair 9a-Noon	13 NORTH CONCORD BART 8-10a	14 -
15 -	16 MARTINEZ SENIOR CENTER 9-11a	17  Saint Patrick's Day	18 -	19 PLEASANT HILL SENIOR CENTER 8:30-10:30a	20 RIDING RT 98X Amtrak 11:43a Walnut Creek BART 12:28p	21 -
22 -	23 -	24 RIDING RT 6 Orinda BART 11:23a, 1:16p Lafayette BART 12:15p	25 -	26 RIDING RT 35 San Ramon Transit Center 10:40a Dublin BART 11:45a	27 RIDING RT 1 Rossmoor 9:14a Mitchell Park 'n Ride 10:05a	28 -
29 -	30 -	31 -				

Walnut Creek SENIORS RESOURCE FAIR

Free Event for Seniors, Adult Children, and Caregivers!

MAR 12, 2026

9:00 am - 12:00 pm

St. Matthew: 399 Wiget Ln, Walnut Creek

Sensational Seniors Events, Saint Matthew, and City of Walnut Creek invite you to the Walnut Creek Seniors Resource Fair!

Join us for a morning filled with exciting and relevant resources for seniors, caregivers, and the children of older adults. This free indoor event is open to the public and designed to connect you with valuable information, services, and support.

Presented By Local Non-Profits:



Saint
Matthew
est. 1965



SensationalSeniors.net | SaintMatthew.org | WalnutCreekArtsRec.org
Interested in being a vendor? Email us at: info@sensationalseniors.net

WHAT TO EXPECT:

MINI WORKSHOPS,
LOCAL SENIOR PROGRAMS,
HELPFUL TIPS,
INTERESTING BOOTHS,
RAFFLE PRIZES,
LIGHT REFRESHMENTS,
AND MORE!

FREE VALET
PARKING AVAILABLE

RSVP NOW:

<https://tinyurl.com/28ea5trz>
or call (925) 595-5759

