

County Connection

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

MARKETING, PLANNING & LEGISLATIVE COMMITTEE

MEETING AGENDA

Thursday, May 7, 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 April 2, 2026*
4. State Legislative Update – Verbal Update
5. Paratransit Riders Survey*
(Staff will provide an update on surveying our paratransit riders.)
6. Youth Ride Free Rollout Plan*
(Staff will share plans to roll out Youth Ride Free for 2026.)
7. Community Events*
8. Committee Comments
9. Future Agenda Items
10. Next Meeting – June 4, 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

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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, May 21, 9:00 a.m. County Connection Board Room 2477 Arnold Industrial Way, Concord, CA 94520
Administration & Finance Committee:	Friday, May 8, 3:00 p.m. County Connection Administrative Offices 2477 Arnold Industrial Way, Concord, CA 94520
Advisory Committee:	Thursday, June 4, 1:30pm County Connection Board Room 2477 Arnold Industrial Way, Concord, CA 94520
Marketing, Planning & Legislative Committee:	Thursday, June 4, 8:30 a.m. Lamorinda Office of County Supervisor Candace Andersen 3338 Mt. Diablo Blvd, Lafayette, CA 94549
Operations & Scheduling Committee:	Friday, June 5, 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.

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Summary Minutes Marketing, Planning, and Legislative Committee Thursday, April 2, 2026, 8:30 a.m.

Directors: Candace Andersen, Marisol Rubio, Kevin Wilk, Amy Worth
Staff: Bill Churchill, Ruby Horta, Yvette Glenn, 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 March 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, which was recently updated with the removal of section one, leaving the language as a tax authorization bill. 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%, thereby impacting County Connection's pension obligations.

5. Update on Non-Domiciled CDL Emergency Rule

Ms. Glenn provided an update on the non-domiciled commercial driver's license (CDL) emergency rule, stating that County Connection was notified in October 2025 that, following a federal audit, the California DMV would suspend the issuance and renewal of non-domiciled CDLs and learner's permits (CLPs), and begin cancelling existing non-domiciled CDLs and CPLs. DMV notices initially set license cancellations for January 5, 2026, later extending the deadline to March 6, 2026. As of that date, six County Connection employees have been affected, including those with expiring or canceled licenses. Impacted individuals may reapply and be issued a temporary non-commercial license for up to 90 days. County Connection is supporting employees through internal opportunities and leave options, but the resumption of non-domiciled CDL processing depends on federal approval of a state compliance plan, and no timeline has been provided.

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6. School Outreach Calendar

Mr. Jones provided an update on school outreach and engagement as it has to do with County Connection's youth transit program. Staff will continue to promote Youth Clipper cards, which provide a 50% discount to youth passengers on all Bay Area transit systems. In the fall, staff will promote 511CCTA's Pass2Class program. To date, there is no plan for a summer youth program. The Committee asked staff to connect with the Contra Costa Transit Authority to inquire on its progress in building a summer youth program and provide an update to the Board.

7. Community Events

Mr. Jones shared the outreach calendar for April which included 13 Mobile Lobby events throughout central Contra Costa County. Additionally, Mr. Jones shared that staff will be participating in the John Muir Birthday/Earth Day Celebration in Martinez (4/18) and Community Care Day at Trinity Center in Walnut Creek (4/23). There were five 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, May 7, 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: April 22, 2026

From: John Sanderson, Director of ADA & Specialized Services

Reviewed by: *Ref*

SUBJECT: Paratransit Passenger Survey

Background:

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. The purpose of the survey is to collect data that is used by MTC to support regional planning efforts and to fulfill Title VI requirements. Surveys are conducted by MTC for each operator roughly every five to seven years. Additionally, County Connection also conducts separate onboard surveys to obtain community input when implementing major service changes or to assess pilot programs.

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. LINK passengers using the My Transit Manager smartphone app are prompted to rate each ride and all passenger feedback from LINK passengers is tracked, analyzed, and reported in the LINK monthly service summary, along with other metrics such as ridership, on-time performance, and cost per passenger. Nevertheless, the lack of targeted passenger surveys greatly increases the difficulty of accurately gauging overall LINK passenger sentiment.

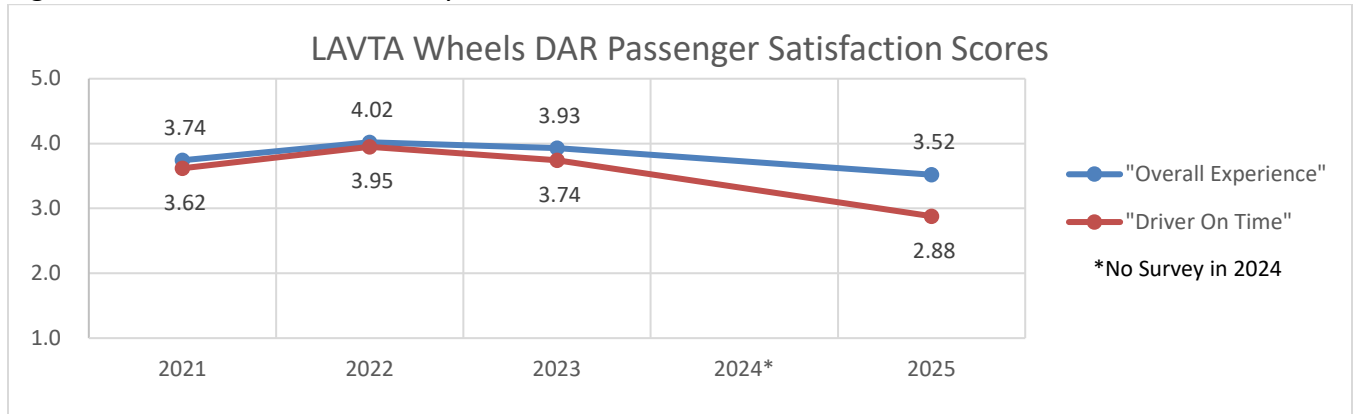
LAVTA Paratransit Survey:

The Livermore Amador Valley Transit Authority (LAVTA), through a contracted survey firm, conducts a survey of Wheels Dial-A-Ride passengers annually or bi-annually, with the most recent conducted in late 2025 and the results presented to the LAVTA Projects & Services Committee in late April followed by the full LAVTA Board in early May 2026.

For the survey, LAVTA Wheels Dial-A-Ride users were asked to rate their agreement or disagreement with statements about various aspects of the service. The answers were subsequently assigned numerical values – "Strongly Agree" or "Very High" satisfaction having a value of 5, and "Strongly Disagree" or "Very Low" satisfaction having a value of 1, with 3 as the neutral midpoint. The numerical scores were then averaged to determine an overall/composite score for each question. In addition, survey respondents were asked to provide open-ended statements on "how our service can be even better" or "how we may improve our service."

Unfortunately, the LAVTA survey revealed a significant decline in average passenger satisfaction scores from the 2023 survey to the 2025 survey across nearly all answers including Overall Experience, and Driver Timeliness as shown in Figure 1, below.

Figure 1: LAVTA Paratransit Survey Results



While these results were not entirely unexpected given recent struggles with the subcontractors responsible for providing the bulk of LAVTA’s paratransit service, the data do point toward some specific areas in need of immediate attention.

LINK Paratransit Survey Considerations

Since LAVTA Wheels Dial-A-Ride, County Connection LINK paratransit, and One-Seat Ride (OSR) service are all provided under the same contract, which is overseen by County Connection staff, the results of LAVTA’s survey raise important questions about passengers’ perceptions of and sentiment towards both LINK and OSR. Therefore, County Connection should conduct a formal survey of LINK and OSR paratransit passengers – preferably in time for the survey results to inform the scope of work for the next paratransit service procurement, which will take place in the next fiscal year.

An important differentiator between a paratransit passenger survey and a fixed-route bus passenger survey is that the name, contact information, and ride history of every LINK and OSR passenger is already known and readily available, whereas that is not the case for fixed route passengers. The availability of these details creates two distinct advantages for conducting a survey. Since each passenger’s name and contact information are already in hand, the survey can be conducted via telephone or direct mail without the need to expend resources compiling a list of potential respondents. And, since each passenger’s trip history is known and updated in real-time, survey interviews can focus on specific trips that the passenger has taken recently, which would allow survey responses to be mapped against observed operational data at a granular level. Passenger survey data about specific recent trips can then be used to plan future communications and service delivery much more efficiently and effectively than uncorrelated data would allow for.

Financial Implications:

Unknown at time of report, pending receipt of consultant bids. The total cost of the LAVTA survey was approximately \$14,000.

Recommendation:

Staff recommend that a survey firm be engaged to conduct a telephone survey of County Connection LINK and OSR passengers.

Action Requested:

Staff respectfully requests the Committee's recommendation to the Board of Directors authorizing Staff to pursue a consultant for the purpose of conducting a telephone survey of LINK and OSR paratransit passengers.

To: Marketing, Planning, & Legislative Committee

Date: May 1, 2026

From: Ryan Jones, Manager of Marketing & Communications

Reviewed by: AMS

SUBJECT: Youth Ride Free Rollout Plan

Background:

The Youth Ride Free program is 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 Youth Ride Free program, a two-month pilot that allowed riders 18 and under to travel fare-free on all fixed-route buses. Tri Delta Transit and WestCAT also participated in the regional effort. Designed to remove barriers to access, the program required no application, special passes, or ID.

In the program's first year, Youth Ride Free generated approximately 25,000 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, Contra Costa Transportation Authority's (CCTA) Summer Youth Pass, which they discontinued later that year. Building on this success, County Connection, Tri Delta Transit, and WestCAT will bring back Youth Ride Free for summer 2026. Funding for County Connection's 2026 Youth Ride Free program is being provided by Measure J contributions from TRANSPAC and SWAT. CCTA has also offered to help provide countywide promotional support.

Additional Information:

County Connection staff has developed a marketing plan to roll out Youth Ride Free, building on last year's strategy, while fine tuning successful engagement approaches such as the Youth Ride Free Leaderboard that allowed students to track their rides and compete for weekly prizes. Staff is also coordinating with Tri Delta Transit and WestCAT to ensure consistent, broad countywide messaging for the shared program. CCTA will provide general promotional support of all the agency's programs.

Identifying Audience:

While all youth and families in central Contra Costa are part of the target audience, staff has identified two primary groups most likely to respond to Youth Ride Free messaging:

- **Youth ages 13–16**, who are beginning to gain independence and are more likely to travel on their own. Many do not yet have driver's licenses or are seeking alternatives to relying on others for rides.
- **Parents and guardians of children ages 6–12**, who are key decision-makers and typically manage their children's activities and schedules.

Key Pillars of Campaign Messaging:

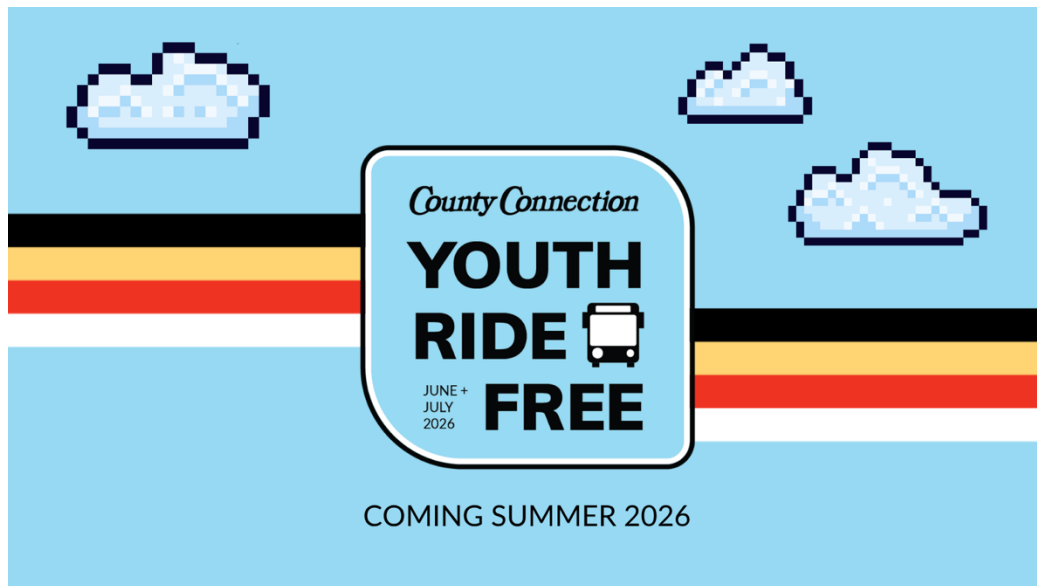
- **Freedom** – No cost, no barriers, no asking for rides
- **Independence** – Youth moving on their own terms
- **Discovery** – New places accessible by transit
- **Social** – Riding with friends

Marketing Timeline:

DATE	ACTION	NOTES
April 20-24	Preparation, Soft Launch	Prepare assets for distribution. Set launch dates, work on assembling media packets and other partner marketing toolkits. Marketing staff work with County Connection leadership and other transit agency stakeholders on approving final details and establishing connections with school districts to get information out to parents and students before summer starts.
April 27-May 1	Public Marketing, Phase 1	Work with partnering agencies and CCTA to begin distributing digital marketing toolkits and working with area school districts.
May 4-22	Public Marketing, Phase 2	Distribute marketing toolkits, continue with social media push ads, and work with area school districts. Create buzz, share first look of program and broader details with the public. Begin promotion of leaderboard.
May 25-29	Public Marketing, Phase 3	Final push of program launch messaging to public and community stakeholders.
June 1	Program Launch	Program begins. Leaderboard goes live.
June 1-30	First Assessment Period	Marketing campaign continues, Planning staff to report on weekly boardings, tracking hot spots.
July 1-31*	Second Assessment	Marketing campaign continues, Planning staff to report on weekly boardings, tracking hot spots. Marketing staff to start sharing survey, facilitated by CCTA.
*July 13-31	CCTA survey push	Coordinate with CCTA to push out Youth Ride Free survey.

Additional Engagement Strategies:

- **Adding to Visual Identity:** The Youth Ride Free visual identity is intentionally simple and uncluttered, reinforcing the ease of the program—no fares, no application, no ID required. Additional 8-bit/video gaming, pixel-inspired graphics are being incorporated as a core visual motif. This stylistic direction taps into current youth trends—such as games like Minecraft, GIF/emoji messaging, and retro-inspired design—while also evoking a sense of nostalgia for parents who grew up in the 1980s and 1990s. The result is a visual identity that feels both contemporary and familiar, appealing across generations.



- **Youth Ride Free Leaderboard:** The Leaderboard is an engagement tool where youth ages 13-18 can log rides and receive weekly prizes for completed tasks, such as riding an express route or transferring between buses. The Leaderboard will also have a newsletter component, The Leaderboard Loop, which will be sent weekly to participating riders, letting them know about upcoming challenges and activities such as movies-in-the-park or farmer’s markets in their areas (and the County Connection routes that will get them there).
- **School and Community Engagement:** Marketing toolkits with printed assets (posters, flyers, stickers) will be sent to area schools, local business, and community organizations, asking them to please help us spread the word about Youth Ride Free. In 2025, this community engagement proved to be very important, as schools and parents began to share the news of the program, our marketing reach compounded.
- **Digital Ad, Push Notifications:** A goal of staff is to reach new audiences that may not otherwise connect with County Connection messaging through our standard social media channels. Last year’s strategy focused on before-the-movie Youth Ride Free ads in area movie theaters; however, it was difficult to track the impact of those ads. This year’s focus will be to use location-targeted advertising that displays our messaging to cell phone users who have travelled in select areas around central Contra Costa County (primarily shopping centers in Concord, Walnut Creek, Pleasant Hill, and Martinez that are served by County Connection bus routes).

Additional Visual Treatments:

Staff have been working with Tri Delta Transit, WestCAT, and CCTA to coordinate their individual marketing plans and create a shared countywide marketing plan. Because of time constraints, the participating agencies decided to use the same color palettes and logos as last year (below, middle and right), however, all parties agreed there should be a unified look for countywide marketing, so County Connection staff created an additional, agency-free visual treatment (below, left).



The look for countywide use has a YRF “lemon” lockup, free of any agency wordmarks. Additionally, the stripes through the lockup are different, encompassing all the key agency brand colors (or references to them).

The logo for Tri Delta Transit (TDT) has a YRF “lemon” lockup with the TDT wordmark as a header. The color palette aligns with the agency brand.

The logo for WestCAT has a YRF “lemon” lockup with the WestCAT wordmark as a header. The color palette aligns with the agency brand.

Data Collection:

Staff will coordinate with CCTA to distribute a Youth Ride Free survey.

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: May 1, 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 11 Mobile Lobby events scheduled in May and there are three Class Pass trips scheduled (school field trips taken on County Connection). Staff will also be attending the Truck Time San Ramon, an annual community event geared towards children and their parents.

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: May 2026 Calendar




County Connection

MAY 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 Age Wellness Pleasant Hill Senior Center 10:00a-2:00p	02 -
03 -	04 RIDING RT 15 Pleasant Hill BART 10:10a, 12:10p Concord BART 11:23a	05 -	06 -	07 MARTINEZ SENIOR CENTER 8:30-10:30a	08 -	09 -
10 HAPPY MOTHER'S DAY 	11 RIDING RT 35 San Ramon Transit Center 10:10a Dublin BART 10:45a	12 -	13 MENTAL HEALTH STIGMA TODOS SANTOS 11a-3p	14 CLAYTON LIBRARY 10a-Noon	15 RIDING RT 18 Amtrak 8:39a Pleasant Hill BART 9:50a	16 TRUCK TIME SAN RAMON 9a-1p
17 -	18 RIDING RTS 28 & 17 Amtrak 9:30a Concord BART 10:33a, 11:37a N Concord BART 11:05a	19 -	20 -	21 RIDING RT 1 Rossmoor 9:14a Mitchell Park 'n Ride 10:05a	22 -	23 -
24 - 31	25 MEMORIAL DAY 	26 PLEASANT HILL BART 9:30-11:30	27 -	28 RIDING RT 6 Orinda BART 11:23a, 1:16p Lafayette BART 12:15p	29 -	30 -