County Connection
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Agenda Item # 3.

Summary Minutes
Marketing, Planning, and Legislative Committee
Thursday, October 1, 2026, 8:30 a.m.

Directors: Candance Andersen, Marisol Rubio, Amy Worth, Kevin Wilk
Staff: Bill Churchill, Ruby Horta, Andrew Smith, Kyle Boehm and Lathina Hill
Public: None

Call to Order: Meeting called to order at 8:31 a.m. by Director Worth.

1. **Approval of Agenda**
   The Committee approved the agenda.

2. **Public Communication**
   None

3. **Selection of the Chair and Vice Chair**
   The Committee nominated and voted Director Amy Worth to serve as Committee Chair, and Director Marisol Rubio to serve as Vice Chair.

4. **Approval of Minutes from September 3, 2026**
   The Committee approved the minutes.

5. **State Legislative Update – Verbal Update**
   Bill Churchill provided a legislative update on AB 1383 (McKinnor), which was vetoed by the Governor, and AB 1599 (Ahrens), AB 1837 (Gonzalez), AB 1944 (Lee), SB 741 (Blakespear), SB 1087 (Cabaldon), and SB 1408 (Arreguín), which were signed by the Governor.

6. **Year-round Youth Ride Free Funding Request to TRANSPAC**
   Andrew Smith reported that County Connection successfully implemented two summer Youth Ride Free (YRF) pilot programs in June and July 2025 and 2026, allowing youth ages 5–18 to ride fare-free systemwide. The pilots demonstrated that a simple, no-pass, no-signup program can increase youth ridership and encourage lifelong transit use.
   Building on the success of these pilots, staff submitted a request to TRANSPAC for funding to establish a year-round YRF program under the same guidelines as the summer pilots. The request will be considered by the TRANSPAC Technical Advisory Committee and the CCCTA Board in October 2026.

   The requested funding would fully offset the cost of providing fare-free rides to youth, and increased ridership can be accommodated within existing service and schedules.

7. **Transit Month Update – Verbal Update**

   Andrew Smith reported that Transit Month takes place each September in the San Francisco Bay Area. Activities include community events, CEO ride-alongs, historical museum exhibits, and month-long contests encouraging participants to log transit trips for a chance to win prizes.

8. **Community Events**

   Andrew Smith reported that staff had 10 Mobile Lobby events scheduled for October, including the Concord Health Fair at the Concord Senior Center, Truck or Treat at Seedlings Preschool in Lafayette, and Treat at Civic Park in Walnut Creek.

   He also reported that Monte Gardens Elementary School scheduled two Class Pass trips in September, with another planned for October. All three classes are scheduled to visit the Galindo House in Concord.

9. **Committee Comments**

   None

10. **Future Agenda Items**

    Andrew Smith reported that CCTA would present youth ridership survey results at the November meeting.

11. **Next Scheduled Meeting**

    The next meeting is scheduled for Thursday, November 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 9:30 a.m.