

SAN JOAQUIN REGIONAL TRANSIT DISTRICT
SPECIAL CITY COUNTY TRANSIT LIAISON COMMITTEE MEETING
NOTICE AND AGENDA
3:00 P.M. ON WEDNESDAY, OCTOBER 4, 2023

The City County Transit Liaison Committee of the San Joaquin Regional Transit District (RTD) will hold a special meeting at 3:00 P.M. on Wednesday, October 4, 2023, in the Boardroom of RTD's Downtown Transit Center, 421 East Weber Avenue, Stockton, California. Please visit <https://sanjoaquinrtd.com/board-of-directors/board-standing-committees> for an electronic copy of this document. Materials related to an item on this agenda packet are available for public inspection at the above address.

ACCESSIBLE PUBLIC MEETINGS: RTD is committed to ensuring that all meetings are accessible regardless of an individual's ability or access method. RTD will make all reasonable accommodations for persons with disabilities to participate in this meeting. Upon request to the Chief Executive Office, RTD will provide agenda materials in appropriate alternative formats or disability-related modification or accommodation, including auxiliary aids or services, to enable individuals with disabilities to participate in public meetings. Please send a written request, including your name, mailing address, phone number, and a brief description of the requested materials, preferred alternative format, auxiliary aid, or service, before the meeting. Requests should be sent to RTD by mail at 421 East Weber Avenue, Stockton, CA 95202, by phone at (209) 467-6613, by fax at (209) 948-8516, or by email to BoardSupport@sjRTD.com.

The Committee may take action on each item on the agenda. 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.

For language assistance, interpreter services, please contact (209) 943-1111. Para información en Español, por favor llame al (209) 943-1111.

1. CALL MEETING TO ORDER
2. SAFETY ANNOUNCEMENT
3. PLEDGE OF ALLEGIANCE TO THE FLAG
4. ROLL CALL
5. PUBLIC COMMENTS

All public comments shall be limited to no more than THREE MINUTES. In addition, applause, loud noises, or any other outbursts or disruptions from the audience are not allowed during or after public comment. Those who violate this protocol may be removed from the meeting at the presiding officer's discretion.

6. REPORTS

A. MARKETING UPDATE

Supervisor of Marketing and Customer Engagement Maximilian Cao will provide event updates.

7. INFORMATION ITEMS

A. FY 24 BUDGET OVERVIEW

B. SB 125

C. RTD SERVICE UPDATE

D. FLEET UPDATE

E. FUTURE CAPITAL NEEDS

8. QUESTIONS AND COMMENTS FROM COMMITTEE MEMBERS AND/OR STAFF

9. ADJOURNMENT

DATE POSTED: SEPTEMBER 29, 2023



**LEAD STAFF: MAXIMILIAN CAO, SUPERVISOR OF MARKETING AND
CUSTOMER ENGAGEMENT**

REPORT: MARKETING UPDATE

Direct Mail Campaign: Two Free All-Day Passes

RTD recently launched a direct mail campaign allowing residents to claim free all-day passes to residents living on Stockton’s east and south sides who make less than \$50,000 a year. This effort is part of our mission to create greater convenience and access for existing, discretionary, and new riders while encouraging them to explore their surroundings or discover new territories using our services.

This campaign will run until the end of the calendar year and target 5,000 addresses in the identified census tracts. To redeem the ticket, customers simply visit the DTC Customer Service Window with their postcard and show it to a customer service representative to stamp. We are confident that many customers will take advantage of this opportunity and that it will have a significant impact on ridership.

Moreover, RTD is committed to launching more direct mail campaigns in the future with tailored messaging and strategies based on the economy, current events, and seasons. With each campaign, we strive to provide our customers with greater convenience and access while promoting a connected community.

Congressman Josh Harder Visited RTD – August 24

On August 24, RTD welcomed Congressman Josh Harder at the Regional Transportation Center, where RTD’s leadership briefed him on the progress of our zero-emission bus technology initiatives. RTD shared how usage of these buses in its system had increased over recent years and lessons learned from using battery-electric buses, as well as plans to explore Hydrogen Fuel Cell Buses as a part of its fleet. Additionally, RTD discussed its capital needs and requested cutaway buses to be considered in Harder’s earmark projects. Moreover, the Congressman expressed support for RTD’s commitment to serving underserved communities by increasing accessibility to public transportation so that more people can take advantage of these services.

Family Day at the Park – September 16

RTD participated in the 26th Annual Family Day at the Park on Saturday, September 16, at Weber Point in Downtown Stockton. SASS! Public Relations organized this event with plenty of fun activities for families, including games, food vendors, live music, clowns, storytelling sessions, and book sales. There were author talks promoting

literacy among young readers. Approximately 2,500 people attended, with over 50 community-based organizations offering valuable resources and activities.

At the event, RTD was part of the Transportation Nation section with Altamont Corridor Express, providing information about their services, raising public awareness about public transportation, and engaging with local families. Family Day at the Park was another excellent opportunity for RTD to support the community while positively promoting its services. This event likely left a lasting impression on attendees and provided RTD with valuable feedback about how it can better serve Stockton and its surrounding areas.

State of the County – September 19

On September 19, RTD was honored to attend the State of the County event in Tracy, CA, at the Grand Theatre Center for the Arts. The event featured keynote speakers Robert Rickman, the San Joaquin County Board of Supervisors Chair, and Christopher Callahan, President of the University of the Pacific. With over 300 attendees, including business leaders, local government officials, law enforcement personnel, and community advocates, the 2023 State of the County Address covered important topics such as fiscal responsibility, economic prosperity, public safety, and homelessness. As an event sponsor, RTD had the opportunity to set up an outreach table and connect with representatives from various sectors.

Hispanic Heritage Celebration – September 24

On September 24, RTD and 40 vendors partnered with PREVAIL - Pioneering Restoration and Elevating Voices Of Advocacy, Idealism and Leadership (formerly the Women's Center - Youth & Family Services) to celebrate Hispanic Heritage Month. The event highlighted the variety of Hispanic cultures from North and South America. RTD's attendance was fruitful as it showcased the newly wrapped Gillig Battery Electric Bus. It received positive feedback from notable figures like the Mayor of Stockton and the Stockton Unified School District Superintendent. In addition, we were able to promote Vamos Mobility, student rides, new bus service, and other ride options at the event. We also received requests to participate in future events and explore potential partnerships with organizations such as CodeStack and Head Start San Joaquin.