



**Butte County Association of Governments
Social Services Transportation Advisory Council (SSTAC)
Draft Summary Meeting Minutes**

Monday, February 24, 2025, at 11:00 a.m.

MEMBERS PRESENT

Melissa Orsie-Wilson	Citizen-Biggs
Jorge Deeds	Citizen-Chico
Judy Barclay	Citizen-Chico
Seth Klobodu	CSU Chico
Michael Harding	We Care a Lot Foundation/FNRC
W Jay Coughlin	Butte County DESS
Jesse Horgan	CSU Chico
Connie Stahl	Citizen-Chico

MEMBERS ABSENT

Marta De Los Santos	Mains'l Services Inc.
Linda Cartier	Citizen-Chico
Debra Connors	Citizen-Chico
Kristy Malloy	Paradise Medical Group
Jeannie Schroeder	Mains'l Services Inc.
Talmadge House	Disability Action Center
Tara Sullivan Hames	Butte 211
Marcella Seay	Citizen-Magalia
Larry Pohlad	Citizen-Chico
Mary Neumann	Passages Adult Resource Center
Mercedes Macias	Citizen-Chico
Lymarie Gonzales	Citizen-Chico
Ron Ullman	Citizen-Oroville
Jeannie Schroeder	Mains'l Services Inc
Corey Busta	LIFT Assist

STAFF PRESENT

Cheryl Massae	Human Resources Manager
Amy White	Assistant Planner
Victoria Proctor	Associate Planner

OTHERS PRESENT

Elea Carey

Transit Happy

Selena Barlow

Transit Happy

The following minutes are a summary of the SSTAC meeting.

The Social Services Transportation Advisory Council (SSTAC) of the Butte County Association of Governments (BCAG) was held in person and via Zoom on February 24, 2025. Staff listed were present at the BCAG office at 326 Huss Drive, Suite 150 in Chico, California. The meeting commenced at 11:03 a.m. The meeting was recorded on Zoom and made available to the public via YouTube.

Item #1 – Introductions

The meeting started off with each person present stating their name and agency, if any, they are affiliated with. All attendees logged in to the meeting via Zoom.

Item #2 – SSTAC Minutes – Minutes from January 22, 2024

No comments were received. On motion by Councilmember Coughlin, seconded by Councilmember Stahl, the minutes were unanimously approved.

Item #3 – Unmet Transit Needs Assessment and Findings for FY 2025/26

Staff explained the Unmet Transit Needs annual process and stated that public comments are taken throughout the year. The annual public UTN hearing took place prior to the regular BCAG Board Meeting on December 12, 2024. Although there are unmet transit needs, there were no unmet transit needs that were found under the definition to be reasonable to meet. Therefore, no findings were made.

Staff walked the council through the comments received and answered general questions about the nature of the document and how comments were solicited. Staff emphasized that

Motion to approve was initiated by Victoria Proctor, additionally motioned by Councilmember Orsie-Wilson and seconded by Councilmember Stahl. The Unmet Transit Needs Assessment and Findings for FY 2025/26 was unanimously approved.

Item #4 – Other Items for Discussion

Technology Improvements

Staff updated the Council on the improvements to technology for fixed route and on demand services that were underway. Specific conversation included information regarding the new Token Transit validators that provide better data and information for fare payments, a new client back-end technology called Novus for on demand services, as well as the launch of Passenger Portal and Rides on Demand which will allow paratransit passengers to book rides without having to call in. These technologies and improvements will also support the

planned launch of microtransit in difficult to service areas that have historical low ridership but high transit need.

Councilmember Harding expressed concern due to his knowledge of microtransit launch in Redding, and Staff reached out to RABA separately in order to learn from that experience.

Marketing B-Line to local audiences: Partnerships and best practices

Staff detailed information regarding the recently undertaken Marketing Plan for B-Line, and consultants Selena Barlow and Elea Carey took the floor to go over the project with the council. There was general conversation around specific areas of interest for the council regarding improvements to B-Line's marketing, outreach, and potential coordination with other local agencies. Potential marketing partners include the Disability Access Committee and California State University, Chico.

Other Items

There were no additional items brought forward for discussion.

The meeting was adjourned at 12:13pm.