

County Connection

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

MARKETING, PLANNING & LEGISLATIVE MEETING AGENDA

****PLEASE NOTE: DAY, TIME & LOCATION CHANGE****

Tuesday, February 12, 2019

3:00 p.m.

**County Connection Administrative Offices
2477 Arnold Industrial Way, Concord, CA**

1. Approval of Agenda
2. Public Communication
3. Approval of Minutes from January 10, 2019*
4. 2019 Federal Legislative Program**
(Staff will present the revised 2019 Federal Legislative Program for approval. **Program brochures will be distributed at the meeting.)
5. Status of Potential Bus on Shoulder Related Legislation – Verbal Update
(Staff will provide a verbal report to the committee on recent discussions with Contra Costa legislators on this issue.)
6. BART Early Morning Bus Bridge Update – Verbal Update
(Staff will update the committee on the early morning bus bridge service.)
7. Website and Social Media Report – Information Only*
(Staff will provide a summary of website and social media activity for October through December 2018.)
8. Service and Fare Change Outreach Update – Verbal Update
(Staff will update the committee on outreach efforts for the March 2019 service and fare changes.)

*Enclosure

**To be mailed separately

FY2018/2019 MP&L Committee

Amy Worth – Orinda, Candace Andersen – Contra Costa County, Laura Hoffmeister – Concord,
Rob Schroder - Martinez

Clayton • Concord • Contra Costa County • Danville • Lafayette • Martinez
Moraga • Orinda • Pleasant Hill • San Ramon • Walnut Creek

CENTRAL CONTRA COSTA TRANSIT AUTHORITY

9. Community Events – Information Only*
10. Committee Comments
11. Future Agenda Items
12. Next Meeting – March 7, 2019 (8:30am at 3338 Mt. Diablo Blvd.)
13. Adjournment

General Information

Public Comment: Each person wishing to address the committee is requested to complete a Speakers Card for submittal to the Committee Chair before the meeting convenes or the applicable agenda item is discussed. Persons who address the Committee are also asked to furnish a copy of any written statement to the Committee Chair. Persons who wish to speak on matters set for Public Hearings will be heard when the Chair calls for comments from the public. After individuals have spoken, the Public Hearing is closed and the matter is subject to discussion and action by the Committee.

A period of thirty (30) minutes has been allocated for public comments concerning items of interest within the subject matter jurisdiction of the Committee. Each individual will be allotted three minutes, which may be extended at the discretion of the Committee Chair.

Consent Items: All matters listed under the Consent Calendar are considered by the committee to be routine and will be enacted by one motion. There will be no separate discussion of these items unless requested by a committee member or a member of the public prior to when the committee votes on the motion to adopt.

Availability of Public Records: 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, that are distributed to a majority of the legislative body, will be available for public inspection at 2477 Arnold Industrial Way, Concord, California, at the same time that the public records are distributed or made available to the legislative body. The agenda and enclosures for this meeting are posted also on our website at www.countyconnection.com.

Accessible Public Meetings: Upon request, County Connection will provide written 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 brief description of the requested materials and preferred alternative format or auxiliary aid or service so that it is received by County Connection at least 48 hours before the meeting convenes. Requests should be sent to the Assistant to the General Manager, Lathina Hill, at 2477 Arnold Industrial Way, Concord, CA 94520 or hill@countyconnection.com.

Shuttle Service: With 24-hour notice, a County Connection LINK shuttle can be available at the BART station nearest the meeting location for individuals who want to attend the meeting. To arrange for the shuttle service, please call Katrina Lewis – (925) 680-2072, no later than 24 hours prior to the start of the meeting.

Currently Scheduled Board and Committee Meetings

Board of Directors:	Thursday, February 21, 9:00 a.m., County Connection Board Room
Administration & Finance:	Wednesday, February 13, 9:30 a.m., 3338 Mt. Diablo Blvd, Lafayette
Advisory Committee:	Tuesday, March 12, 1:00 p.m., County Connection Board Room
Marketing, Planning & Legislative:	Tuesday, February 12, 3:00 p.m., County Connection Administrative Offices
Operations & Scheduling:	Friday, March 1, 8:15 a.m., 3338 Mt. Diablo Blvd, Lafayette

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 prior to attending a meeting.

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
Supervisor Andersen's Office
3338 Mt. Diablo Blvd.
Lafayette, CA
Thursday, January 10, 8:30 a.m.**

Directors: Candace Andersen, Amy Worth

Staff: Rick Ramacier, Kristina Martinez, Ruby Horta, Melody Reeb

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. Approval of Minutes from December 7, 2018

The Committee approved the minutes.

4. Draft 2019 Federal Legislative Program

Ms. Martinez provided an overview of the draft 2019 Federal Legislative Program and associated pamphlet and noted that the primary issues identified are similar to last year. Mr. Ramacier brought up an issue that has more recently arisen, which is to broaden the definition of public transit. Currently, TNC partnerships are not considered public transit and thus cannot be claimed for formula funds. Both Directors Worth and Andersen agreed that the issue is a top priority and should be added, and Director Andersen suggested that it could replace Position #4.

5. February Board Workshop Reminder

Mr. Ramacier reminded the Committee that a Board Workshop is scheduled for after the February Board meeting.

6. Community Events

Ms. Reeb noted that staff will begin outreach for the March 2019 service changes this month, starting with events at all the BART stations in Central County.

7. Committee Comments

None

8. Future Agenda Items

Mr. Ramacier noted that he will be bringing a state legislative item to the Committee.

9. Next Scheduled Meeting

The next meeting was scheduled for February 12 at 3:00 p.m. at County Connection's administrative offices.

10. Adjournment – The meeting was adjourned at 9:28 a.m.

Minutes prepared and submitted by: Melody Reeb, Manager of Planning

To: Marketing, Planning & Legislative Committee

Date: 1/25/2019

From: Melody Reeb, Manager of Planning

Reviewed by: 

SUBJECT: Website and Social Media Report for October – December 2018

Below are key metrics used in evaluating website and social media activity:

	Oct	Nov	Dec	YTD Avg.
Web Sessions				
Main website	47,489	40,635	38,501	45,042
Bus Tracker website	13,266	11,348	10,686	11,717
Transit App				
Average Users per Day	739	592	569	630
Social Media Engagements per Post				
Facebook	15.9	14.3	26.5	18.6
Twitter	1.1	0.7	0.8	0.8
Instagram	-	18.0	13.0	15.5
NextDoor	8.0	-	16.0	12.0

Analysis:

Overall web activity decreased slightly during the period of October through December compared to the prior quarter. This is likely because of lower than normal activity in November and December due to the holidays (see Attachment 1). However, social media activity grew due to an overall 21% increase in the total number of posts across all four social media platforms.

Staff worked on increasing the number of promotional posts to social media during this quarter, resulting in higher levels of engagement per post. On Twitter, the top post with the most impressions and engagement was a post promoting Clipper and the Day Pass. On Facebook, the top two posts were also promotional posts, both related to the Walnut Creek Trolley. Staff has also been working on increasing the agency's presence on Instagram and NextDoor.

The agency's new website was launched in January 2019. The redesign will likely have an effect on how users interact with the agency's website. For example, the addition of a real-

time information widget on the homepage will likely shift traffic away from the separate Bus Tracker website. Next quarter's report will begin to provide some insights on how user experiences and interactions with the website have changed with the new design. That report will also reflect outreach efforts for the spring 2019 service and fare changes, which began in January and will continue through March.

Recommendation:

For information only.

Attachment:

Attachment 1: FY 2019 Website and Social Media Report

To: Marketing, Planning & Legislative Committee

Date: 2/4/19

From: Ruby Horta, Director of Planning & Marketing

Reviewed by: *RH*

SUBJECT: Community Events

Background:

County Connection participates in select community and business events, and coordinates Class Pass field trips for schools with service along fixed-routes.

School & Community Events

2/5/19 – Tabling Event, Dublin/Pleasanton BART
2/7/19 – Tabling Event, North Concord BART
2/8/19 – Tabling Event, Martinez Senior Center
2/11/19 – On-Board Outreach, Route 16
2/12/19 – Tabling Event, Concord BART
2/13/19 – Tabling Event, DVC
2/14/19 – Tabling Event, Pleasant Hill BART
2/19/19 – Tabling Event, Walnut Creek BART
2/19/19 – Tabling Event, DVC
2/20/19 – On-Board Outreach, Route 14
2/21/19 – Tabling Event, Lafayette BART
2/25/19 – On-Board Outreach, Route 18
2/26/19 – Tabling Event, Dublin/Pleasanton BART
2/27/19 – Creative Play Center, Pleasant Hill 40 students/15 adults
2/28/19 – Tabling Event, DVC

Recommendation:

For information only.

Financial Implications:

Any costs associated with events are included in the Promotions budget.