

# County Connection

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## CCCTA BOARD OF DIRECTORS

### MINUTES OF THE REGULAR MEETING

March 21, 2019

#### CALL TO ORDER/ROLL CALL/CONFIRM QUORUM

Chair Noack called the regular meeting of the Board of Directors to order at 9:00 a.m. Board Members present were Directors Andersen, Hudson, Schroder, Wilk and Worth. Directors Candell, Dessayer, Haydon, Hoffmeister and Storer were absent.

Staff: Ramacier, Chun, Cheung, Churchill, Glenn, Gray, Hedgpeth, Hill, Horta, Kamara, Martinez, McCarthy, Mitchell and Reeb

#### Public Comment:

Former Board Member, Erling Horn from Lafayette, CA came by to advocate free fares.

#### CONSENT CALENDAR

MOTION: Director Hudson moved approval of the Consent Calendar, consisting of the following items: (a) Approval of Minutes of Regular Meeting of February 17, 2019; (b) Approval of Minutes of Special Board Meeting of February 17, 2019; (c) CCCTA Investment Policy-Quarterly Reporting Requirement. Director Wilk seconded the motion and it received the following vote of approval:

Aye: Directors Andersen, Hudson, Noack, Schroder, Wilk and Worth  
No: None  
Abstain: None  
Absent: Directors Candell, Dessayer, Haydon, Hoffmeister and Storer

#### REPORT OF CHAIR: None

#### REPORT OF GENERAL MANAGER:

##### Report on APTA Legislative Conference and meetings with Congressional Delegations

General Manager, Rick Ramacier informed the Board that the conference and the meetings went well and County Connection's legislative advocacy was well received, particularly our route restructure and the usage of Clipper. Free fares, innovative public private programs, and first and last mile solutions garner great interest from Congressional staff and APTA. Director Hudson and Kevin Wilk reported on their impressions of the conference also.

#### REPORT OF STANDING COMMITTEES

##### Marketing, Planning & Legislative Committee

##### FY2020 Marketing Plan

Melody Reebbs, Manager of Planning, presented the 2020 Marketing Plan for County Connection. Staff is currently conducting public hearings regarding the San Ramon Service Changes. The proposed changes include improvements to route alignments within Bishop Ranch and the addition of weekend service in San Ramon.

The second project is the Free Monument corridor service which will be a one-year pilot program offering free rides on routes serving the Monument Corridor to help boost ridership. In order to make the most impact, we will need to conduct extensive outreach, particularly to those in the surrounding communities who do not currently use transit.

Lastly, the Faces campaign from 2013 focused on highlighting staff with their pictures on the buses. Staff plans to implement a similar campaign in FY 2020 that focuses on riders as a way to highlight the importance of County Connection within the community. The campaign will be promoted using interior and exterior ad space on vehicles, on the County Connection website, and through social media channels.

MOTION: Director Worth moved approval of the proposed Marketing Plan for FY 2020. Director Andersen seconded the motion and it received the following vote of approval:

Aye:	Directors Andersen, Hudson, Noack, Schroder, Wilk and Worth
No:	None
Abstain:	None
Absent:	Directors Candell, Dessayer, Haydon, Hoffmeister and Storer

#### Public Hearings for Bishop Ranch Service Restructure

Melody Reebbs explained that at the February 2019 Board meeting, the Board authorized staff to begin the public hearing process for the Bishop Ranch service restructure proposal. The proposed service restructure qualifies as a “major reduction in service” and requires a public hearing. Staff has scheduled two public hearings: Tuesday, April 9<sup>th</sup> at 6:00pm in Walnut Creek and Wednesday, April 10<sup>th</sup> at 6:00pm in San Ramon. Staff will report with the information that was learned from the public hearings.

#### New Schedule Brochures and System Map

Melody Reebbs explained that since we’ve had major service and fare changes that started in March 2019, we used this opportunity to update the design of County Connection’s printed passenger information, including schedule brochures and maps. Drawing upon best practices across various peer agencies, the ultimate goal was to create materials that are easy to use and understand by both current and potential riders. The blue brochures are for local routes, the green ones are for the free routes, the orange ones are for express routes and the purple ones are for the weekend routes. The color scheme is used in both the system map and route brochures and is intended to help riders more easily identify services based on their travel needs. This was an information only item.

#### Operations & Scheduling Committee

##### Early Bird Express Update

Sean Hedgpeth, Manager of Planning, gave the board a brief background on the item stating that at the November 2018 Board meeting, the Board authorized the General Manager to enter into an agreement with BART to provide early morning bus service. The service started in February 2019 and is expected to last for three and a half years. BART’s weekday service was cut back in order for BART to conduct needed long-term maintenance on the Transbay Tube. Many transit agencies throughout BART’s service area are part of the “Early Bird Express” (EBX) service set in place to cover the transit needs of early morning BART passengers in the 4am to 5am hour.

While it appears some of the ridership numbers are on the lower side, typically, new routes take a while to build ridership and February is one of our lower productivity months in the context of seasonal variability. Also, BART staff has reported a number of their early morning riders have adjusted their schedules and wait for the first train. Staff will continue to monitor to ongoing ridership, and we will make modifications if BART deems necessary throughout the period of the contract. This was an information only item.

**BOARD COMMUNICATION:** None

**ADJOURNMENT:** Chair Noack adjourned the regular Board meeting at 9:38 a.m.  
Minutes prepared by

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Lathina Hill  
Assistant to the General Manager

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Date