

County Connection

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

MARKETING, PLANNING & LEGISLATIVE

MEETING AGENDA

Thursday, October 3, 2019

8:30 a.m.

Supervisor Andersen Office

3338 Mt. Diablo Blvd, Lafayette, CA

1. Approval of Agenda
2. Public Communication
3. Approval of Minutes from September 5, 2019*
4. Bus Advertising Contract*
(Staff will provide a recommendation of award for a new bus advertising services contract.)
5. 600 Series Ridership Comparison – Information Only *
(Staff will provide a summary of ridership trends on the 600 series routes.)
6. Faster Bay Area Update – Verbal Update
(Staff will provide an update on the development of a regional tax measure for transit.)
7. Analyses of Express Bus Service out of Lamorinda*
(Staff will discuss the analyses of implementing an Express Bus service out of the Lamorinda area and the potential for partnering with local churches to establish Park & Ride lots.)
8. Community Events – Information Only*
9. Committee Comments
10. Future Agenda Items
11. Next Meeting – November 7, 2019 (8:30am at 3338 Mt. Diablo Blvd.)
12. Adjournment

*Enclosure

**To be mailed separately

FY2019/2020 MP&L Committee

Amy Worth – Orinda, Keith Haydon – Clayton, 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

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 advance 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 (925) 938-7433 between 8:00 am and 5:00 pm at least one day before the meeting.

Currently Scheduled Board and Committee Meetings

Board of Directors:	Thursday, October 17, 9:00 a.m., County Connection Board Room
Administration & Finance:	Tuesday, October 1, 9:00 a.m., 1676 North California Blvd., Suite 620, Walnut Creek
Advisory Committee:	Tuesday, November 12, 1:00 p.m., County Connection Board Room
Marketing, Planning & Legislative:	Thursday, October 3, 8:30 a.m., 3338 Mt. Diablo Blvd, Lafayette
Operations & Scheduling:	Friday, November 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, September 5, 8:30 a.m.**

Directors: Candace Andersen, Amy Worth

Staff: Rick Ramacier, Bill Churchill, Ruby Horta, Melody Reebbs

Public: None

Call to Order: Meeting called to order at 8:40 a.m. by Director Worth.

1. Approval of Agenda

The Committee approved the agenda.

2. Public Communication

None

3. Approval of Minutes from August 5, 2019

The Committee approved the minutes.

4. Next Generation Clipper Update

Ms. Reebbs provided an update on the development of the next generation Clipper system, including the timeline for rolling out various new features. She also shared a list of priorities that staff has put together to help guide feedback on the design process. Director Andersen asked whether faster loads for online orders meant that funds would be available immediately or if there would still be some delay. Ms. Reebbs responded that during the initial phase, online orders will be available within an hour, but once the system transitions to account-based, it will be immediate. Director Andersen also asked whether there will be a mobile app and the ability to use a smartphone to pay. Ms. Reebbs replied that the mobile app is currently in development and will be available within the next year.

5. Transportation Expenditure Plan Update

The CCTA Board authorized the release of the draft TEP to the cities for approval. Director Worth thanked staff for their participation in the process. Mr. Ramacier acknowledged that CCTA staff did a great job bringing various people together at the right time and ultimately getting everyone onboard. Mr. Ramacier noted that staff would be bringing the draft to the Board once it has been approved by the cities. Director Worth suggested bringing an informational item to the Board prior to the city meetings.

6. Faster Bay Area Update

Mr. Ramacier provided an update on the development of a regional tax measure for transit. He mentioned that there have been meetings among the transit agencies on the staff level to discuss the details of the potential projects. He shared two proposals for an express bus network, both of which include services along the I-680 corridor. Director Worth noted that Highway 4 should be included as a corridor as well.

7. Community Events

Ms. Reeb provided an overview of outreach events for August and September, noting that staff attended a number of school-related events. Director Worth asked staff to provide a future update on ridership on the school routes and to see whether there is capacity to market the routes further.

8. Committee Comments

None

9. Future Agenda Items

None

10. Next Scheduled Meeting

The next meeting was scheduled for October 3rd at 8:30 a.m. at 3338 Mt. Diablo Blvd.

11. Adjournment – The meeting was adjourned at 9:53 a.m.

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

To: Marketing, Planning & Legislative Committee

Date: 9/24/2019

From: Melody Reeb, Manager of Planning

Reviewed by: *W.C.*

SUBJECT: Bus Advertising Contract

Background:

County Connection currently contracts with Lamar Transit Advertising for bus advertising services. The contract began on January 1, 2015 and included three years plus two option years. Both option years were executed, and the current contract will expire on December 31, 2019.

The contract includes exterior advertising, including full coverage ads on up to 20% of the fleet, and interior advertising. Compensation is based on a percentage of gross revenues with a minimum annual guarantee, whichever is greater. In this final year, County Connection will receive 62% of revenue or the minimum annual guarantee of \$595,000. To date, revenues have never exceeded the minimum guarantee threshold.

RFP Process:

Staff released a Request for Proposals for a new contract on July 23, 2019. Bid notices were published in the local newspaper and sent to ten firms. Two proposals were received by the deadline of September 5, 2019 from Lamar and Vector Media. Both proposals met the minimum standards set forth in the RFP and were subsequently evaluated by staff based on the following criteria:

Background, experience and financial stability of firm; proposed key personnel and staffing	20%
Proposed quality control program	20%
Detailed work plan	20%
Proposed revenues	40%
Total	100%

Proposed Revenues:

Proposers were asked to provide pricing for two ad space coverage options, as well as two payment pricing structures—a fixed annual guarantee and a share of gross revenue with a

minimum monthly guarantee. A summary of proposed revenues is shown below. In both proposals, the two pricing structures would result in the same overall guarantee amount.

Contract Year	Lamar		Vector Media	
	Fixed Annual Guarantee	% of Gross with Monthly Guarantee	Fixed Annual Guarantee	% of Gross with Monthly Guarantee
<i>Option A: Ads below the windows only</i>				
Base Year 1	\$100,000	45% / \$8,333	\$500,000	55% / \$41,667
Base Year 2	\$110,000	45% / \$9,167	\$525,000	55% / \$43,750
Base Year 3	\$120,000	45% / \$10,000	\$550,000	55% / \$45,834
Option Year 1	\$130,000	45% / \$10,833	\$575,000	60% / \$47,917
Option Year 2	\$140,000	45% / \$11,667	\$600,000	60% / \$50,000
<i>Option B: Full wrap coverage on up to 20% of the fleet</i>				
Base Year 1	\$160,000	55% / \$13,333	\$525,000	55% / \$43,750
Base Year 2	\$180,000	55% / \$15,000	\$575,000	55% / \$47,917
Base Year 3	\$200,000	55% / \$16,667	\$625,000	55% / \$52,084
Option Year 1	\$220,000	55% / \$18,333	\$675,000	60% / \$56,250
Option Year 2	\$240,000	55% / \$20,000	\$700,000	60% / \$58,334

While the two proposals scored similarly in the first three evaluation criteria, Vector Media scored significantly higher in terms of proposed revenues, which are about three times higher than Lamar’s and more in line with the current contract. However, Vector Media’s proposed guaranteed revenue for the first base year are still about 12% lower than the revenue that County Connection will receive this year. Eliminating full coverage ads would further reduce guaranteed revenue by at least another 5%.

Financial Implications:

Award of the contract to the recommended proposer, Vector Media, would provide a minimum of \$1,725,000 in advertising revenue over the three-year contract term, and an additional \$1,375,000 if the two one-year option terms are exercised.

Recommendation:

Staff recommends that a contract for bus advertising services be awarded to Vector Media Holding Corp. commencing January 1, 2020, for three years with two one-year options. Staff further recommends that the contract continue to allow full coverage ads on no more than

20% of the fleet and that revenues paid to County Connection are based on a percentage share of gross revenue with a minimum guarantee.

Action Requested:

Staff requests that the MP&L Committee forward this item to the Board for approval.

To: Marketing, Planning & Legislative Committee

Date: 09/23/2019

From: Ruby Horta – Director of Planning, Marketing & Innovation

Reviewed by: WC.

SUBJECT: 600 Series Ridership Comparison

Background:

County Connection has been providing public transportation to various schools in its service area for over 30 years. In 1986, County Connection established a policy to accommodate requests for early dismissals. Over time, the service requested by the schools has increased in complexity and goes beyond early dismissals. Now, it includes varying start/end times, minimum days, and conference and finals week, to name a few. Accommodating school service can conflict with County Connection's role as the public transportation agency providing efficient and effective service to commuters at peak hours and connecting riders to BART and other transit providers.

Every spring, County Connection staff undertakes a rather exhaustive effort to develop the 600 series service, also known as "school trippers". County Connection typically obtains the school bell times in May and must finalize fall schedules in early June. In some cases, schools are not able to meet the deadline, which creates additional challenges, due to federal regulations requiring service to appear on published timetables.

600 Series:

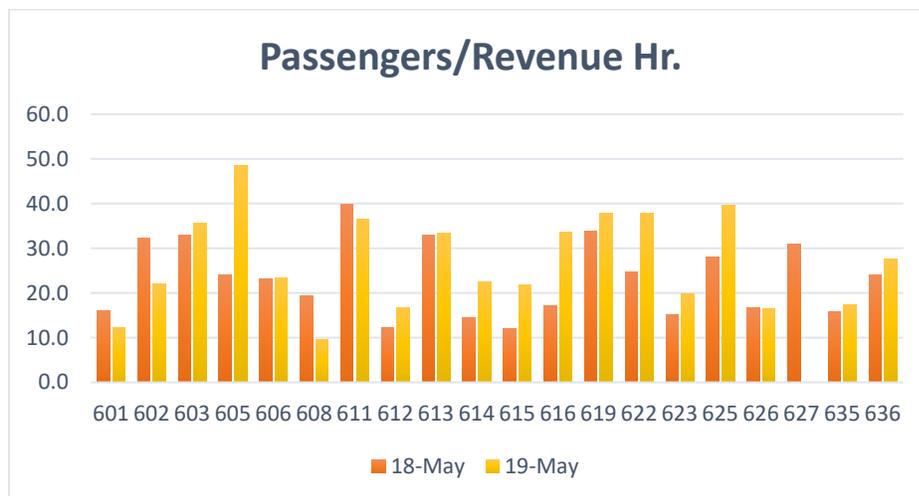
At the request of the Marketing, Planning & Scheduling Committee, staff prepared the following analysis comparing 600 series ridership. County Connection provides nineteen (19) weekday 600 series routes with varying degrees of service. The 600 series services typically experiences ridership fluctuations and service is often adjusted, added and or removed based on demand and operational capabilities. Currently, about half of the routes operate both morning and afternoon trips. See complete schedule on the following page.

Route*	Schools Served	AM Trips	PM Trips
601	Walnut Creek Intermediate (WCI)	2	2
602	Walnut Creek Intermediate (WCI)	1	1
603	Campolindo High		1
605	Walnut Creek Intermediate (WCI)	1	1
606	Miramonte High, Orinda Intermediate (OIS)	4	2
608	Diablo Valley College (DVC), College Park High, Valley View Middle	1	1
611	Oak Grove Middle	1	1
612	Pine Hollow Middle	1	1
613	Oak Grove Middle		1
614	Pine Hollow Middle		1
615	Concord High, El Dorado Middle, Olympic High		1
616	Oak Grove Middle	1	1
619	Oak Grove Middle		1
622	California High, Pine Valley Middle		1
623	Monte Vista High		1
625	Acalanes High	1	1
626	Stanley Middle		2
635	Windemere Ranch Middle, Gale Ranch Middle, Dougherty Valley High		1
636	Iron Horse Middle, California High, Pine Valley Middle		1

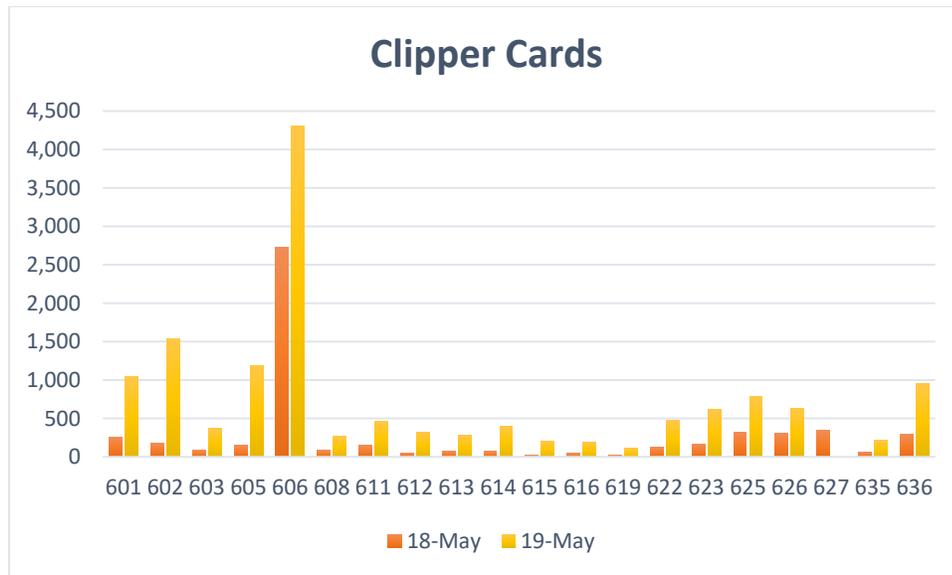
*Minimum day schedules vary.

Year-to-Year Comparison

The chart on the following page compares the month of May 2018 to May 2019 and shows variations in the ridership levels, by route. The overall total decreased by approximately 1,000 passengers from 26,483 in 2018 to 25,580 in 2019.



When we analyze the fare demographic changes, it appears that the loss of approximately 1,000 passengers can be attributed to the increase in cash fares from \$2 to \$2.50. Based on the fare demographics, “Adult Cash” entries decreased by 986. Meanwhile, Clipper Card tags increased by over 8,800 (see chart below). It can be assumed that the Clipper Card absorbed the majority of the paper punch card usage, since Clipper usage almost tripled. This trend is strikingly similar to what has been observed throughout our service area. Routes with heavy cash use experienced decreases in ridership.



Conclusion:

The service and fare changes were implemented in mid-March 2019 and by May, Clipper Card usage on the 600 routes almost tripled. However, this adoption trend has not been distributed equally throughout our service area. With schools being back in session, staff plans to target schools with fewer Clipper Cards tags and promote the benefits of the Youth Clipper Card.

Financial Implications:

Since staff is working on the outreach plan total expense is unknown, however all costs associated with the outreach is accounted for in the Promotions budget.

Recommendation:

None, for information only.

Action Requested:

None, for information only.

To: Marketing, Planning & Legislative Committee

Date: 09/25/2019

From: Bill Churchill – Assistant General Manager of Administration

Reviewed by:

SUBJECT: Analysis of Potential Express Bus Service Out of Lamorinda

Background:

Staff is conducting an analysis of a potential Express bus service out of the Lamorinda area. The analysis is focused on three key components, short term and long term funding opportunities to meet capital and operational needs, appropriate route design and infrastructure support.

Current efforts are focused on developing a service design that ensures a maximum potential of system use and prioritizes operational efficiencies. Analysis will capture capital needs and provide an understanding of ongoing operational expenses. Staff will work to identify potential granting opportunities to secure capital equipment and make potential infrastructure improvements as well as long term revenue streams ensure uninterrupted operational viability.

Staff will begin to reach out to local churches in the Orinda area to determine the feasibility of developing partnerships in establishing Park & Ride lots to support a potential Express Bus service. Staff will explore the feasibility of maintaining sufficient parking facilities despite the variety of challenges a church environment might face such as funerals, fund raising, community events and others that can profoundly impact parking needs. Additionally, staff will explore issues of liability, insurance requirements and facility maintenance as may be required in developing a Park & Ride.

Financial Implications:

Unknown at this time, final analysis will describe both capital and operational costs.

Recommendation:

None, for information only.

Action Requested:

None, for information only.

INTER OFFICE MEMO

To: Marketing, Planning & Legislative Committee

Date: 9/26/19

From: Melody Reeb, Manager of Planning

Reviewed by: *Ref*

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. See attachments for complete list of events.

Financial Implications:

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

Recommendation:

For information only.

Attachments:

September Calendar
October Calendar

September

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
1	2	<u>Outreach</u> Monument Crisis Center	<u>Outreach</u> Saint Mary's Tabling	<u>Outreach</u> RTC-Ygnacio Valley High Monument Crisis Center	<u>Outreach</u> MCC Senior Event	7
8	9	<u>Outreach</u> Monument Crisis Center	<u>Outreach</u> Monument Crisis Center	12	13	14 Walnut Creek Twilight Parade
15	16	17	18	<u>Outreach</u> DVC San Ramon	20	21
22	23	<u>Outreach</u> Walnut Creek Chamber Business Trade Faire	25	26	27	28
29	30					

October

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
		1	2	3	4 <u>Class Pass</u> Morello Park, Martinez	5
6	7	8	9 <u>Class Pass</u> Kid Time Preschool, Walnut Creek	10	11 <u>Class Pass</u> Las Lomas, Walnut Creek (5 groups)	12
13	14	15	16 <u>Class Pass</u> Morello Park, Martinez	17 <u>Class Pass</u> Oak Grove, Concord <u>Outreach</u> San Ramon Transit Center	18 <u>Outreach</u> Dublin/Pleasanton BART	19
20	21 <u>Outreach</u> Dublin/Pleasanton BART	22 <u>Outreach</u> Walnut Creek BART	23 <u>Class Pass</u> John Muir, Martinez <u>Outreach</u> Walnut Creek BART	24 <u>Outreach</u> Danville Park & Ride	25 <u>Outreach</u> Walnut Creek BART	26
27	28 <u>Outreach</u> Dublin/Pleasanton BART	29 <u>Outreach</u> Dublin/Pleasanton BART	30 <u>Class Pass</u> Las Lomas, Walnut Creek	31		