

County Connection

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

MARKETING, PLANNING & LEGISLATIVE MEETING AGENDA

Thursday, September 5, 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 August 5, 2019*
4. Next Generation Clipper Update – Information Only*
(Staff will provide an update on the development of the Next Generation Clipper system.)
5. Transportation Expenditure Plan Update – Verbal Update
(Staff will provide an update on the development of the TEP.)
6. Faster Bay Area Update – Verbal Update
(Staff will provide an update on the development of a regional tax measure for transit.)
7. Community Events – Information Only*
8. Committee Comments
9. Future Agenda Items
10. Next Meeting – October 3, 2019 (8:30am at 3338 Mt. Diablo Blvd.)
11. Adjournment

*Enclosure

**To be mailed separately

FY2019/2020 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

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.

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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, September 19, 9:00 a.m., County Connection Board Room
Administration & Finance:	Wednesday, September 11, 9:00 a.m., 1676 North California Blvd., Suite 620, Walnut Creek
Advisory Committee:	Tuesday, September 10, 1:00 p.m., County Connection Board Room
Marketing, Planning & Legislative:	Thursday, September 5, 8:30 a.m., 3338 Mt. Diablo Blvd, Lafayette
Operations & Scheduling:	Friday, September 6, 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
Monday, August 5, 8:30 a.m.**

Directors: Candace Andersen, Amy Worth

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

Public: None

Call to Order: Meeting called to order at 8:36 a.m. by Director Worth.

1. Approval of Agenda

The Committee approved the agenda.

2. Public Communication

None

3. Approval of Minutes from July 11, 2019

The Committee approved the minutes.

4. Bishop Ranch Service Change Outreach

Ms. Reeb provided an overview of the marketing and outreach plan for the upcoming changes to Routes 95X, 96X, and 97X, which serve Bishop Ranch. Director Andersen suggested that staff send a press kit to Board members for distribution. Ms. Horta added that staff will be working with Sunset Development to reach employees and target commuters who would benefit from the improved service.

5. Route 335 Free Ride Promotion

Ms. Reeb informed the Committee that staff has started outreach for the new weekend Route 335 and that 511 Contra Costa will be sponsoring free rides for the first month and a half of the service. She shared copies of the printed materials that were developed for the campaign, including an onboard vehicle notice, handout, mailer, and schedule brochure. Director Andersen asked whether materials would be translated into Chinese and Hindi. Ms. Reeb responded that a second handout could be developed to accommodate additional languages.

6. Transportation Expenditure Plan Update

Mr. Ramacier provided an update on the development of the TEP. He noted that many of the advocacy groups feel that the percentage of funds dedicated to transit is too low.

However, he added that the draft TEP leaves a lot of discretion to future CCTA leadership to decide how funds are ultimately allocated, providing the flexibility needed to accommodate new mobility options. He also mentioned that the new policies that were developed, including one related to transit coordination, will be important for guiding implementation.

7. Faster Bay Area Update

Mr. Ramacier provided an update on the development of a regional tax measure for transit. He noted that the group leading the effort has been considering different types of taxes, including parcel and payroll taxes, but that it will likely be a sales tax. He added that one of the potential projects being discussed is an express bus corridor along I-680 from Solano to San Jose. Another use of the funds could be for fleet electrification.

8. Website and Social Media Report

Ms. Reeb provided a summary of website and social media activity for the period of April through June. She noted that activity declined slightly, mostly due to the prior quarter being abnormally busy with the service and fare changes. She also added that some changes may be made to future reports to better reflect usage of the new website.

9. Community Events

Ms. Reeb noted that outreach efforts in August will focus mainly on schools, which will be back in session. Director Andersen suggested that staff email the school districts with new route information and that bus information should be added to school district websites. Director Worth added that Board members could help staff with getting the right contacts at the school districts to facilitate this.

10. Committee Comments

None

11. Future Agenda Items

None

12. Next Scheduled Meeting

The next meeting was scheduled for September 5th at 8:30 a.m. at 3338 Mt. Diablo Blvd.

13. Adjournment – The meeting was adjourned at 9:30 a.m.

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

To: Marketing, Planning & Legislative Committee

Date: 8/27/2019

From: Melody Reeb, Manager of Planning

Reviewed by:



SUBJECT: Next Generation Clipper Update

Background:

The current Clipper system was initially developed almost 20 years ago and is nearing the end of its serviceable life. The Metropolitan Transportation Commission (MTC) has been working with its contractor Cubic and the various transit operators to develop the Next Generation Clipper (C2) system to replace the current one.

When County Connection joined the Clipper program in 2015, the system had already been operational on a number of Bay Area transit systems for several years. Because of this, many of the system's features were already well established, which placed limitations on the amount of customization that could be done to accommodate County Connection's needs, as well as those of the other smaller transit operators that joined the program at the time. The C2 system provides an opportunity for County Connection staff to have input early in the process so that the new system can better meet the needs of the agency and its passengers.

C2 System Timeline:

The new C2 system will be deployed in two separate phases. The first, "accelerated" phase will be rolled out over the next couple years (2020 – 2021) and will include faster load times for online orders, a mobile app that will allow passengers to use their mobile device instead of a physical Clipper card, and new onboard devices. The second phase will focus on overhauling the "back office," or the inner workings, of the Clipper system, and will significantly improve the customer experience by simplifying account management. It also provides an opportunity to make changes to how the system is set up and configured, which has implications for operations, data and reporting, customer service, and financial settlement.

C2 Priorities:

County Connection staff has put together an initial list of desired changes and priorities for the new C2 system, mostly based on the major issues and pain points associated with the current system (see Attachment 1). A number of these items are already explicitly called for

in the new C2 contract, including the separation of County Connection as its own operator and integration with transit operator Computer Aided Dispatch and Automated Vehicle Location (CAD/AVL) systems so that drivers do not need to log into the Clipper system separately. However, other more detailed items on the list will require staff involvement and input as the new system design is developed and finalized. It should also be noted that staff intends to continually add to and revise this priority list as new issues arise and features of the C2 system design become more concrete.

County Connection staff is currently reviewing and providing comments on the first set of design documents for the initial accelerated phase of the new system. This will be followed by three additional review cycles that will continue through mid-2020. Staff has also been part of the User Interface and User Experience (UI/UX) working group for the mobile app, providing direction and feedback on the user flows, functionality, and design of the new app. Design of the second phase of the new system will not begin until late 2020.

Financial Implications:

None

Recommendation:

For information only.

Action Requested:

None, for information only.

Attachments:

Attachment 1: County Connection C2 Priority List

Attachment 1 – County Connection C2 Priority List

Category	Description	Priority
General	Separation of County Connection as its own Transit Operator within the Clipper system	High
General	Configuration of individual routes, as opposed to grouping of local vs. express routes	High
Reporting	Direct access to more detailed data (e.g., transaction-level) and ability to export data in a raw format (e.g., csv, Excel)	High
Operations	Integration with CAD/AVL system so that operators do not need to log into Clipper system separately	Medium
Maintenance	Provide a web portal for Transit Operators to track and update devices, including associated vehicles, monitor device performance/issues, and configure notifications	Medium
Customer Service	Make TVMs more affordable to install and maintain and/or increase availability of retail network	Medium
Fares	Allow instances of an institutional pass to be valid on specific routes	Low
Customer Service	Provide a mechanism for Transit Operators to remotely add value or product to a customer's card given a serial number, or provide a coupon/voucher to be used by the customer	Low
Customer Service	Allow balances across multiple cards to be combined onto one card by Transit Operator CS staff	Low
Account Management	Add ability for customers to batch download/view ride history for all cards associated with an account	Low
Account Management	Allow customers to add/customize account alerts, including Autoload being triggered, types of transactions (e.g., pass loaded, fare amount threshold)	Low

INTER OFFICE MEMO

To: Marketing, Planning & Legislative Committee

Date: 8/29/19

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:

August Calendar
September Calendar

August

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
				1 <u>Class Pass</u> Play and Learn School, Pleasant Hill	2	3
4	5 <u>Outreach</u> WCI Tri-S	6 <u>Outreach</u> WCI Tri-S <u>Class Pass</u> Play and Learn School, Pleasant Hill	7 <u>Outreach</u> Concord BART	8 <u>Outreach</u> Concord BART	9	10
11	12	13 <u>Outreach</u> Contra Costa Performing Arts <u>Class Pass</u> Play and Learn School, Pleasant Hill	14 <u>Outreach</u> Pleasant Hill BART	15 <u>Outreach</u> Pleasant Hill BART	16 <u>Outreach</u> Ygnacio Valley High	17
18	19	20	21 <u>Outreach</u> Agency for Aging - Concord Senior Center	22	23	24 <u>Outreach</u> DVC Welcome Day
25	26	27	28	29	30	31

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	11	<u>Outreach</u> Monument Crisis Center	13	14 Walnut Creek Twilight Parade
15	16	17	18	19	20	21
22	23	<u>Outreach</u> Walnut Creek Chamber Business Trade Faire	25	26	27	28
29	30					