

# County Connection

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## CCCTA BOARD OF DIRECTORS

### MINUTES OF THE REGULAR MEETING

October 24, 2019

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

Chair Candace Andersen called the regular meeting of the Board of Directors to order at 9:05 a.m. Board Members present were Directors Dessayer, Noack, Schroder, Storer, Tatzin, Wilk and Worth. Directors Haydon, Hoffmeister and Hudson were absent.

Staff: Ramacier, Sherman, Allison, Cheung, Churchill, Clark, Glenn, Gray, Hill, Horta, Kamara, Martinez, McCarthy, Reeb and Rettig,

#### Public Comment:

Michelle Gray, ATU President, wanted to come and introduce herself to the Board. She hopes to continue the great relationship from previous years between the ATU and County Connection.

Robert Jackson, County Connection bus operator, spoke to the Board about routes that service the seniors in Pleasant Hill. In the route changes that occurred earlier this year, the routes that service the seniors have been cut and now a quick trip can now take hours and require a few transfers as well. He asked the Board to please look at these changes and hopefully we can change them back to how they were.

#### CONSENT CALENDAR

MOTION: Director Wilk moved approval of the Consent Calendar, consisting of the following items: (a) Approval of Minutes of Regular Meeting of September 19, 2019. Director Worth seconded the motion and it received the following vote of approval:

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

#### REPORT OF CHAIR:

##### Recognition of 2018-2019 Chair of the Board of Directors

Chair Andersen and the rest of the directors thanked Director Noack for her time as the Chair.

#### REPORT OF GENERAL MANAGER:

##### Status report on FASTER Bay Area Effort

General Manager Rick Ramacier informed the Board that there is a group led by the Bay Area Council, SPUR, the Silicon Valley Leadership Group, Facebook and Genentech, that is considering sponsoring a November 2020 ballot measure to raise \$100B for major public transportation projects that will benefit transit. The measure will cross nine counties and benefit a number of different transit agencies, and some potential projects include a second BART tube, a second Bay crossing and rail on the Dumbarton Bridge. He will keep the Board informed on this project

Preliminary update on 2019 State Legislation

General Manager Rick Ramacier informed the Board that SB-742 is for intercity passenger rail services; if this bill is approved the I680 will compete for grants for express funding. AB-1351 is an existing law that requires a for-profit or nonprofit transit operator that receives funds through the Mills-Alquist-Deddeh Act and that provides dial-a-ride or paratransit service to provide those services consistent with certain requirements. This bill would require a State agency, in consultation with public transit operators, to conduct an assessment of the procedures public transit operators use to provide dial-a-ride and paratransit services to individuals with disabilities who are visiting their service territories and are certified to use another in-state public transit operator's similar dial-a-ride and paratransit services. The bill would require the agency, after conducting and publishing the assessment, to adopt guidelines for the development of a statewide program to enable individuals with disabilities who a public transit operator has certified to use its dial-a-ride and paratransit services to use another in-state public transit operator's similar dial-a-ride and paratransit services.

Rick Ramacier will continue to update the Board as new and developing information arise.

**REPORT OF STANDING COMMITTEES**

**Marketing, Planning & Legislative Committee**

Bus Advertising Contract

Director Worth introduced the item and turned over the meeting to Melody Reeb, Manager of Planning. She explained that County Connection currently contracts with Lamar Transit Advertising for bus advertising services. The contract began on January 1, 2015 and included three base years plus two option years. Both option years were executed, and the 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.

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 proposal 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. 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 existing 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%.

**MOTION:** Director Worth moved adoption of Resolution No. 2020-09, that authorizes the General Manager to enter into an agreement with Vector Media Holding Corp for the purposes of providing bus advertising. Director Storer seconded the motion and it received the following vote of approval:

Aye: Directors Andersen, Dessayer, Noack, Schroder, Storer, Tatzin, Wilk and Worth  
No: None  
Abstain: None

Absent: Directors Haydon, Hoffmeister and Hudson

**BOARD COMMUNICATION:** None

**ADJOURNMENT:** Chair Andersen adjourned the regular Board meeting at 9:35 a.m.

Minutes prepared by

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Lathina Hill  
Assistant to the General Manager

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Date