

County Connection

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

MARKETING, PLANNING & LEGISLATIVE MEETING AGENDA

Thursday, January 2, 2020

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 December 5, 2019*
4. Regional Fare Coordination and Integration Study – Information Only*
(Staff will provide an update on the regional fare study being led by MTC.)
5. FASTER Measure – Information Only
(Staff will provide an update on the FASTER efforts.)
6. 2020 Federal and State Legislative Update*
(Staff will provide an update on the legislation related to transit matters.)
7. Community Events – Information Only*
8. Committee Comments
9. Future Agenda Items
10. Next Meeting – February 6, 2020 (8:30am at 3338 Mt. Diablo Blvd.)
11. 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.

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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, January 16, 9:00 a.m., County Connection Board Room
Administration & Finance:	Tuesday, January 7, 9:00 a.m., 100 Gregory Ln, Pleasant Hill
Advisory Committee:	Tuesday, January 14, 1:00 p.m., County Connection Board Room
Marketing, Planning & Legislative:	Thursday, January 2, 8:30 a.m., 3338 Mt. Diablo Blvd, Lafayette
Operations & Scheduling:	Friday, January 3, 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.

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**Summary Minutes
Marketing, Planning, and Legislative Committee
Supervisor Andersen's Office
3338 Mt. Diablo Blvd.
Lafayette, CA
Thursday, December 5, 8:30 a.m.**

Directors: Amy Worth, Keith Haydon, Rob Schroder

Staff: Rick Ramacier, Bill Churchill, Rashida Kamara, Melody Reebbs

Public: None

Call to Order: Meeting called to order at 8:37 a.m. by Director Worth.

1. Approval of Agenda

The Committee approved the agenda.

2. Public Communication

None

3. Approval of Minutes from November 7, 2019

The Committee approved the minutes.

4. Paratransit Resources Serving the Central Contra Costa Service Area

Ms. Kamara presented an overview of the various services and partnerships that help to complement County Connection's paratransit services. She stressed the importance of these services, as they help to lessen the burden on paratransit, and distributed copies of the "Way to Go Contra Costa" booklet, which provides a comprehensive listing of transportation services. Director Worth asked what the cost per passenger is for paratransit. Ms. Kamara responded that it is currently about \$50 per passenger. Director Worth requested that this item be presented at the next Board meeting.

5. MTC Onboard Passenger Survey

Ms. Reebbs presented a summary of the results from the recent onboard passenger survey conducted by MTC. She noted that over 1,000 survey responses were collected, representing about 9% of weekday ridership. Mr. Ramacier pointed out that over 60% of County Connection riders have annual household incomes less than \$50,000, which would meet the low-income definition established by MTC for their means-based discount program. Director Worth requested that staff include statistics on other race categories in order to provide a more complete picture. Director Haydon asked about the trip purposes for the other 30% of trips that were not to or from work or school. Ms. Reebbs responded that those included other purposes such as shopping, errands, and medical appointments. Director Worth suggested including a chart to show the breakdown of all the various trip purposes.

6. Community Events

Ms. Reeb provided an overview of outreach events for November and December.

7. Committee Comments

None.

8. Future Agenda Items

None

9. Next Scheduled Meeting

The next meeting was scheduled for January 2nd at 8:30 a.m. at 3338 Mt. Diablo Blvd.

10. Adjournment – The meeting was adjourned at 9:21 a.m.

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

To: Marketing, Planning & Legislative Committee

Date: 12/18/2019

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

Reviewed by: WC.

SUBJECT: Regional Fare Coordination and Integration Study

Background:

Given the national trend of transit ridership flattening or decreasing, the Metropolitan Transportation Commission (MTC) is working with transit operators and UCLA to better understand this trend. The results of the UCLA Study will illuminate how and where transit use and service are changing in the Bay Area. To complement the UCLA study, MTC has published a Request for Proposals to study the region's current disparate fare system and its link to transit ridership trends. The study aims to identify potential barriers to increased transit ridership, including but not limited to possible impediments in the current disparate fare system, and it will also investigate potential changes to the fare system that would help achieve the goal of increased transit ridership. Staff members from BART and MTC will serve as co-project managers and a new taskforce of the Clipper Executive Board (CEB) will serve as the owner/sponsor of the project.

Fare differences:

Currently, each transit agency retains authority over the decision-making process for its fares. The result is a complex system with different fare levels for similar services, and different transfer policies within and between transit systems. For example, there are nine different local bus fares in the Bay Area, ranging in price from \$1.50 to \$2.50, when using a Clipper Card.

While consistency exists with application of the federally mandated fare rules (half fare for eligible discount populations during the off-peak period, for example), other fare discounts vary by operator, with some operators offering a discount for electronic fare media and others offering age-related or time of day discounts. In addition, transit operators use a variety of pricing frameworks on their systems including fare-by-distance, zone-based fares, flat fares, and variations of each. Customers who transfer between systems often pay a "transfer penalty" due to inconsistent transferring rules across operators, which can create financial and time disincentives for using transit.

Determining the full cost of a one-way trip on multiple operators can require a passenger to look up fare information for multiple agencies, and the fare structures often offer no economic incentive to make multi-operator trips. Ultimately, for the customer, this fare system complexity can make it difficult to navigate the region via transit, and there is concern that the region's complicated fare structures are not helping to incentivize transit ridership. The purpose of this study is to identify changes to the region's current disparate fare system that would increase transit ridership. Contra Costa County transit agencies (including LAVTA) has implemented some level of coordination as it relates to the day pass available on Clipper.

Study Goals:

In order to be meaningful and not cause harm when implemented, any fare integration alternatives must include, at a minimum:

1) financial analysis on how to successfully integrate the 27 different business models among the region's transit operators without negative consequences (i.e. reduced fare revenue or service impacts) for the operators;

2) a funding plan to determine fair and appropriate methods for fare revenue sharing and cost sharing; and

3) a detailed implementation plan that addresses the complexities of moving the current disparate public transportation system in the Bay Area towards a more centralized, integrated regional fare system.

Proposed Schedule:

The RFP was released on November 20th and the Proposers Conference was held on December 4th. A working group comprised of staff from various agencies will review proposals and conduct interviews. Below is the scheduled proposed for the upcoming months.

- RFP Proposals Due – Wednesday, 1/8/2020
- Review Proposals – Thursday-Monday, 1/9/2020 and 1/13/2020
- Notify firms of invitation for interviews – by COB on Monday, 1/13
- Interviews – Wednesday-Thursday, 1/22/2020 and 1/23/2020
- Panel recommends firm/team – Thursday, 1/23/2020
- Fare Integration Task Force (information update) – Monday, 1/27/2020
- Best and Final Offer (BAFO)/Negotiation (if needed) – Friday, 1/24/2020 to Monday, 2/3/2020
- Fare Integration Task Force (action item) – Monday, 2/24/2020
- MTC Administration Committee (action item) – Wednesday, 3/11/2020

Financial Implications:

None. All costs associated with the study will be covered by MTC.

Recommendation:

None, for information only.

Action Requested:

None, for information only.

TO: Marketing, Planning & Legislative Committee

DATE: December 26, 2019

FROM: Rick Ramacier
General Manager



SUBJECT: 2020 Federal & State Legislative
Preview

Background

Staff will be presenting draft County Connection federal and state legislative programs for 2020 in February. This memo will identify areas of focus for those drafts. The federal program will focus on key items to guide us as we meet with our federal delegation in March or April of 2020. The state program will help focus our on-going meetings with our state delegation that are – in large part - a continuation of programs in 2019.

Federal

The current federal transportation authorization expires on September 30, 2020, about month before the 2020 presidential election. Related to that is the looming point at which the federal Highway Trust Fund (HTF); including the Mass Transit Account (MTA) go “broke”. Thus, these two items will be points of emphasis in 2020. Also, legislation to provide public transit bus operators greater protections, to re-require funding of non-emergency medical transportation (NEMT), to provide additional funding for zero emission buses, to restore federal tax benefits for commuters using transit, and to give public transit operators a larger role in housing development will likely be considered.

However, given that 2020 will be a highly contested election year, much of this potential legislation may not move forward. If the re-authorization of the federal transportation authority misses the September 2020 deadline, a temporary extension is the likely outcome. Funding for additional projects though could be blunted by on-going HTF related problems.

Reauthorization

Transportation reauthorizations during presidential election years are often hard to complete. In 2020, we should not expect this to be easy. Yet, infrastructure investment continues to be a top topic of discussion within Washington DC. So, the transportation community should be ready to move on reauthorization. To that end, the American Public Transportation Association (APTA) has adopted their principles and recommendations for reauthorization. The broad highlights are listed below:

- Calls for a federal investment of \$178 billion over six years to fund public transit and passenger rail (\$145 billion for public transit) projects and improvements.
- Supports the U.S. Chamber of Commerce proposal to increase the federal gas tax by \$25/gallon over five years to both stabilize the HTF and to support the request to invest in public transit previously noted.
- Calls for new investments in mobility innovation and technology in the delivery of public transportation (a County Connection priority).
- Calls for an update to the National Transit Database (NTD) to include services provided by public transportation agencies that are first-mile/last mile related mobility services (a County Connection priority).

These APTA priorities also have been a focus of our interests in recent years.

Bus Operator Protections

Bi-partisan legislation has been introduced to require public transit operators to give their bus operators greater levels of protection from attack by unsafe members of the public. This legislation may become part of the federal transportation reauthorization or it could move forward as a stand-alone bill. The legislation is in draft form. It currently focuses on increasing physical driver protections on the vehicle (i.e. screens), additional bus operator training, and possible technology items (i.e. panic buttons tied to the law enforcement). It currently does not include any provisions to deny service to anyone.

NEMT

After enactment of the Affordable Care Act (ACA), various states have been granted waivers under Medicare to no longer provide or pay for the transportation to and from Medicare eligible medical services. These transportation services generally fall under Non-Emergency Medical Transportation (NEMT) and are funded through the federal department of Health & Human Services (HHS). These transportation services are aimed at lower income participants that are enrolled in some sort of Medicare and/or ACA program for health care and often have no other transportation options to get to medical appointments. When the funding for this transportation is not provided, these individuals often land at their respective local public transit operator's doorstep. Legislation has been introduced to restore the requirement for states to fund NEMT from their HHS Medicare grants.

Housing

While no specific proposal is on the table at this moment, discussion has picked up in Washington DC about giving select public transit operators the ability to be more involved in housing developments near major transit stations or stops. It is the intent of staff to monitor this and keep you informed – should anything move on this item.

New Emerging Issue

As many of you know, local jurisdictions have been taking advantage of ever improving technology to allow them to do priority traffic signalization. This has been used for both traffic smoothing and congestion relief as well as for giving emergency response vehicles, traffic signal priority.

In recent years, technology has emerged to offer public transit the ability to take advantage of traffic signal priority to increase the speed of public transit and thereby reduce the time it takes to travel on public transit. In fact, County Connection and the Contra Costa Transportation Authority (CCTA) are involved in two such projects with Concord and Walnut Creek. The project funding is from the Metropolitan Transportation Commission (MTC). Upon completion, County Connection will be able to trip traffic signals on key corridors in both cities under certain traffic conditions to keep buses to BART on schedule.

However, MTC staff have just recently learned that the head of the Federal Communications Commission (FCC) has instructed the FCC to look at taking the current bandwidth frequencies that jurisdictions use to facilitate traffic signal prioritization communication away for these jurisdictions and making them available to the private sector. This represents a significant threat. Thus, County Connection and its various partners should work to stop any such proposal.

State

Funding

Senator Beall is considering moving two pieces of significant legislation in 2020. One you are familiar with, the so-called FASTER proposal. The other is legislation that would create a large state-wide transportation program that would essentially be a loan program on a large scale. Not much is understood yet about this idea. It would likely provide large capital project proponents to secure essentially very low interest loans to move up projects in the pipeline or to provide “match” to other funding sources. These loans would be paid back over many years through other means.

Housing

Another round of housing bills that are expected to be in play, could impact public transit in some way. These impacts could include drawing transit into the housing development process earlier and more comprehensively. They also could possibly have indirect impacts on service routing and headways.

Transit Fares

Transit fare relief legislation is currently quite active. We can expect bills that direct public transit to offer fare breaks to low income people or that provide free fares to youth or other particular groups of people. Additionally, the state is looking at how it might come up with a state transit fare system.

Seamless Bay Area

Interest parties such as Seamless Bay Area, Transform, and/or SPUR are seeking to make Bay Area transit more “seamless”. To that end, Seamless Bay Area have been talking with Bay Area legislators about sponsoring legislation that would have the Governor create a 21-member state commission to look at Bay Area transit governance and funding. This commission would also be tasked with creating a Bay Area “Transportation Network Manager (TNM)”. The TNM would be charged with planning – and possibly managing – a regional transit system using rail, buses, and ferries. It is undetermined where this TNM would be housed or if would stand alone. It is undetermined the commission’s recommendations on Bay Area transit governance and/or funding would have to be followed by anyone.

This legislation could be a stand alone bill, or folded into a bill authorizing FASTER.

Labor

The current legislature is perceived to be “labor friendly”. Thus, it is expected that we will see additional labor friendly legislation in play in 2020 – some of which could impact public transit.

Next Steps

Based on the above, it could be that 2020 will be an active year for County Connection in terms of federal and/or state legislation. As staff prepares draft legislative programs for 2020, these items will be paid attention to.

In the meantime, staff have begun to meet with our state legislative folks on the potential state items. These have been meeting to mainly flag the items for our members. Follow up meetings are very likely with our members as specific pieces of state legislation emerges.

At the federal level, staff will present our draft 2020 federal program at the February MP&L Committee meeting. Meanwhile, we are already at work on the issue regarding the potential loss of bandwidth frequency and traffic signal priority projects and programs.

Action Requested

This is for information and feedback only.

INTER OFFICE MEMO

To: Marketing, Planning & Legislative Committee

Date: 12/20/19

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:

December Calendar
January Calendar

December

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
1	2	3	4	5 Walnut Creek Parade	6 Martinez Parade	7
8	9	10	11 <u>Outreach</u> Martinez Senior Center	12	13	14
15	16	17 <u>Class Pass</u> Mt. Diablo High, Concord <u>Outreach</u> Monument Crisis Center	18	19 <u>Outreach</u> Monument Crisis Center	20 <u>Class Pass</u> John Muir, Martinez	21
22	23	24	25	26	27	28
29	30	31				

January

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
			1	2	3	4
5	6	7 <u>Class Pass</u> Tice Creek, Walnut Creek	8	9	10	11
12	13	14	15	16	17	18
19	20	21 <u>Outreach</u> Monument Crisis Center	22 <u>Outreach</u> Martinez Senior Center	23 <u>Class Pass</u> Dougherty Valley, San Ramon	24	25
26	27 <u>Outreach</u> DVC	28 <u>Outreach</u> DVC	29	30 <u>Outreach</u> Monument Crisis Center	31	