

# County Connection

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

## MARKETING, PLANNING & LEGISLATIVE

### MEETING AGENDA

Thursday, July 2, 2020

8:30 a.m.

**DUE TO COVID-19, THIS MEETING WILL BE CONDUCTED AS A TELECONFERENCE PURSUANT TO THE PROVISIONS OF THE GOVERNOR'S EXECUTIVE ORDERS N-25-20 AND N-29-20, WHICH SUSPEND CERTAIN REQUIREMENTS OF THE RALPH M. BROWN ACT.**

**MEMBERS OF THE PUBLIC MAY NOT ATTEND THIS MEETING IN PERSON.**

Committee Directors, staff and the public may participate remotely by calling:

Join Zoom Meeting

<https://us02web.zoom.us/j/89853430149>

Meeting ID: 898 5343 0149

One tap mobile

+14086380968,,89853430149# US (San Jose)

Dial by your location

+1 408 638 0968 US (San Jose)

Meeting ID: 898 5343 0149

Public comment may be submitted via email to: [hill@cccta.org](mailto:hill@cccta.org). Please indicate in your email the agenda item to which your comment applies. Comments submitted before the meeting will be provided to the committee Directors before or during the meeting. Comments submitted after the meeting is called to order will be included in correspondence that will be provided to the full Board.

The committee may take action on each item on the agenda. The action may consist of the recommended action, a related action or no action. Staff recommendations are subject to action and/or change by the committee.

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\*Enclosure

\*\*To be mailed separately

FY2020/2021 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**

1. Approval of Agenda
2. Public Communication
3. Approval of Minutes from June 4, 2020\*
4. Blue Ribbon Task Force – Information Only\*  
(Staff will provide an update on the Blue-Ribbon Transportation Recovery Task Force.)
5. COVID-19 Communication to Riders – Information Only\*  
(Staff will inform the Committee of communication efforts related to COVID-19.)
6. Federal Legislative Update – Verbal Update  
(Staff will provide an update on legislative activity.)
7. Committee Comments
8. Future Agenda Items
9. Next Meeting – August 6, 2020 (8:30am at 3338 Mt. Diablo Blvd.)
10. Adjournment

#### General Information

Public Comment: If you wish to address the Committee, please follow the directions at the top of the agenda. If you have anything that you wish distributed to the Committee and included for the official record, please include it in your email. Comments that require a response may be deferred for staff reply.

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: The agenda and enclosures for this meeting are posted also on our website at [www.countyconnection.com](http://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 and provide comments at/related to public meetings. Please submit a request, including your name, phone number and/or email address, and a description of the modification, accommodation, auxiliary aid, service or alternative format requested at least two days before the meeting. Requests should be sent to the Assistant to the General Manager, Lathina Hill, at 2477 Arnold Industrial Way, Concord, CA 94520 or [hill@cccta.org](mailto:hill@cccta.org). Requests made by mail must be received at least two days before the meeting. Requests will be granted whenever possible and resolved in favor of accessibility.

### **Currently Scheduled Board and Committee Meetings**

Board of Directors:	Thursday, July 16, 9:00 a.m., via teleconference
Administration & Finance:	Wednesday, July 1, 8:30 a.m., via teleconference
Advisory Committee:	Tuesday, July 14, 1:00 p.m., via teleconference
Marketing, Planning & Legislative:	Thursday, July 2, 8:30 a.m., via teleconference
Operations & Scheduling:	Friday, July 10, 8:15 a.m., via teleconference

**The above meeting schedules are subject to change. Please check the County Connection Website ([www.countyconnection.com](http://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](http://www.countyconnection.com)) and at the County Connection Administrative Offices, 2477 Arnold Industrial Way, Concord, California**

**Summary Minutes  
Marketing, Planning, and Legislative Committee  
Thursday, June 4, 8:30 a.m.**

*Due to COVID-19, this meeting was conducted as a teleconference pursuant to the provisions of the Governor's Executive Orders N-25-20 and N-29-20.*

**Directors:** Amy Worth, Keith Haydon, Rob Schroder  
**Staff:** Rick Ramacier, Bill Churchill, Ruby Horta, Melody Reebbs  
**Public:** Andy Smith

**Call to Order:** Meeting called to order at 8:32 a.m. by Director Worth.

**1. Approval of Agenda**

The Committee approved the agenda.

**2. Public Communication**

None

**3. Approval of Minutes from May 7, 2020**

The Committee approved the minutes.

**4. HEROES Act**

Mr. Ramacier informed the Committee that, in its current form, the HEROES Act would include \$15 billion for public transit, \$11 billion of which would go to the fourteen largest urbanized areas. Urbanized areas are a federal designation that do not necessarily line up with transit agency boundaries. The remaining \$4 billion would be distributed based on lost revenue. The bill has passed the House and is now in the Senate. However, the Senate will likely not pick it up and has been working on its own separate relief bill. The House has also been working on a transportation reauthorization bill.

**5. Fall bid planning update**

Ms. Horta provided an update on fixed-route service levels for fall, which staff is still in the process of evaluating. FTA has indicated that Title VI equity analyses would not be required for emergency service cuts and changes due to COVID-19, which provides staff with some flexibility. She said that staff is working closely with the other transit agencies in the region through the Blue Ribbon Task Force. Director Haydon asked about whether staff is working with schools on how they will reopen. Mr. Churchill said that staff has been in contact with most of the schools that County Connection serves and has informed them of potential challenges with being able to accommodate certain types of bell schedules. However, many schools are still uncertain about how they will reopen.

**6. Committee Comments**

Director Schroder asked how staff has been monitoring and responding to recent protests. Mr. Churchill responded that the jurisdictions have been in communication with staff about anticipated protests.

**7. Future Agenda Items**

Ms. Horta said that staff may be bringing an update on the Public Health and Safety Plan being developed by the Blue Ribbon Task Force.

**8. Next Scheduled Meeting**

The next meeting was scheduled for July 2<sup>nd</sup> at 8:30 a.m. at 3338 Mt. Diablo Blvd.

**9. Adjournment** – The meeting was adjourned at 9:12 a.m.

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

**To:** Marketing, Planning & Legislative Committee

**Date:** 06/23/2020

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

**Reviewed by:** WC.

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**SUBJECT: Blue Ribbon Transit Recover Task Force**

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### **Background**

On May 7, 2020, the Metropolitan Transportation Commission (MTC) released a framework for the creation of a 30-member Blue Ribbon Transit Recovery Task Force (Task Force) to guide the future of the Bay Area's public transportation network as the region adjusts to new conditions created by the COVID-19 pandemic. The Task Force, chaired by MTC Commissioner and Solano County Supervisor Jim Spring, includes other local elected officials as well as advocates for people with disabilities; representatives from the state Senate and Assembly; the California State Transportation Agency; transit operators; business and labor groups; and transit and social justice advocates. The Task Force is assisting MTC in understanding the scale of the crisis facing all Bay Area transit systems because of the COVID-19 pandemic, and to help guide the distribution of federal Coronavirus Aid, Relief and Economic Security (CARES) Act Phase 2 funds.

Additionally, the Task Force is expected to submit a Bay Area Public Transit Transformation Action Plan to the Commission by mid-2021 for its consideration and possible adoption. The Plan should describe the actions needed to re-shape the region's transit system into a more connected, more efficient, and more user-focused mobility network across the entire Bay Area and beyond.

### **Transit Agency Cooperation**

In early June, MTC requested a recovery strategy from each transit agency. Staff from various transit agencies coalesced to submit a recovery strategy package demonstrating a level of collaboration that may not always be acknowledged. Since then, staff continues the collective effort focused on four (4) key areas: financial sustainability, public health, service and operations planning and communications.

The finance subcommittee has been largely focused on providing feedback on MTC's distribution of CARES Act Phase 2 funds. With regards to public health, a consultant (WSP)

has been tasked with the development of a Bay Area Health Plan for transit providers. The goal is to have consistent guidelines for all transit operators to minimize rider confusion as they transfer from one system to another. The plan will include topics such as: face covering, physical distancing, and capacity requirements. The planning subcommittee has been tasked with developing a vision for a more coordinated and seamless transportation system for the Bay Area. This is largely a continuation of the FASTER effort that came to a halt earlier this year. Finally, the communications subcommittee is developing consistent messaging for the riding public and the community at large.

**Upcoming Meetings**

The Task Force met on May 29<sup>th</sup> and June 15<sup>th</sup>. The next two meetings are scheduled on June 29<sup>th</sup> and July 20<sup>th</sup>. The Task Force will likely submit the recommended CARES Act Phase 2 funds allocation to MTC for approval at the July Commission meeting.

**Financial Implications:**

None, for information only.

**Recommendation:**

None, for information only.

**Action Requested:**

None, for information only.

**To:** Marketing, Planning & Legislative Committee

**Date:** 6/24/2020

**From:** Melody Reeb, Manager of Planning

**Reviewed by:**



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**SUBJECT: COVID-19 Communication to Riders**

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**Background:**

Since February, County Connection staff has been closely monitoring the developments around COVID-19, or Coronavirus. On Tuesday, March 17, a shelter-in-place order took effect in Contra Costa County, as well as in five other Bay Area counties. The order designates public transit an essential activity in support of essential business, and the County has advised County Connection to continue operating service to the extent possible.

**Rider Communication:**

Starting in late March, staff had to make service reductions due to operator availability. Much of that service has been restored starting in mid-May. Staff has relied on the website and social media to help disseminate information about these service changes and has been advising riders to check real-time information before making their trip. Staff has also utilized third-party applications, including the Transit app and Google Transit, to post service alerts and provide the most up-to-date schedules, which enables riders to plan their trip based on current service levels.

In response to County Health Department guidelines, staff has posted bilingual signage on all the vehicles advising passengers to maintain physical distance and to wear a face covering (see Attachment A). These signs have been continually updated as the guidance has evolved, including the most recent statewide order on June 18<sup>th</sup> making face coverings mandatory while waiting for or riding on public transportation. Staff has also added custom messages to all vehicle headsigns to help reiterate these messages to passengers as the bus approaches the stop. In addition, staff has been using the website and social media to post updates and reminders regarding these health guidelines.

**Financial Implications:**

None.

**Recommendation:**

None, for information only.

**Action Requested:**

None, for information only.

**Attachments:**

A. Vehicle Notices



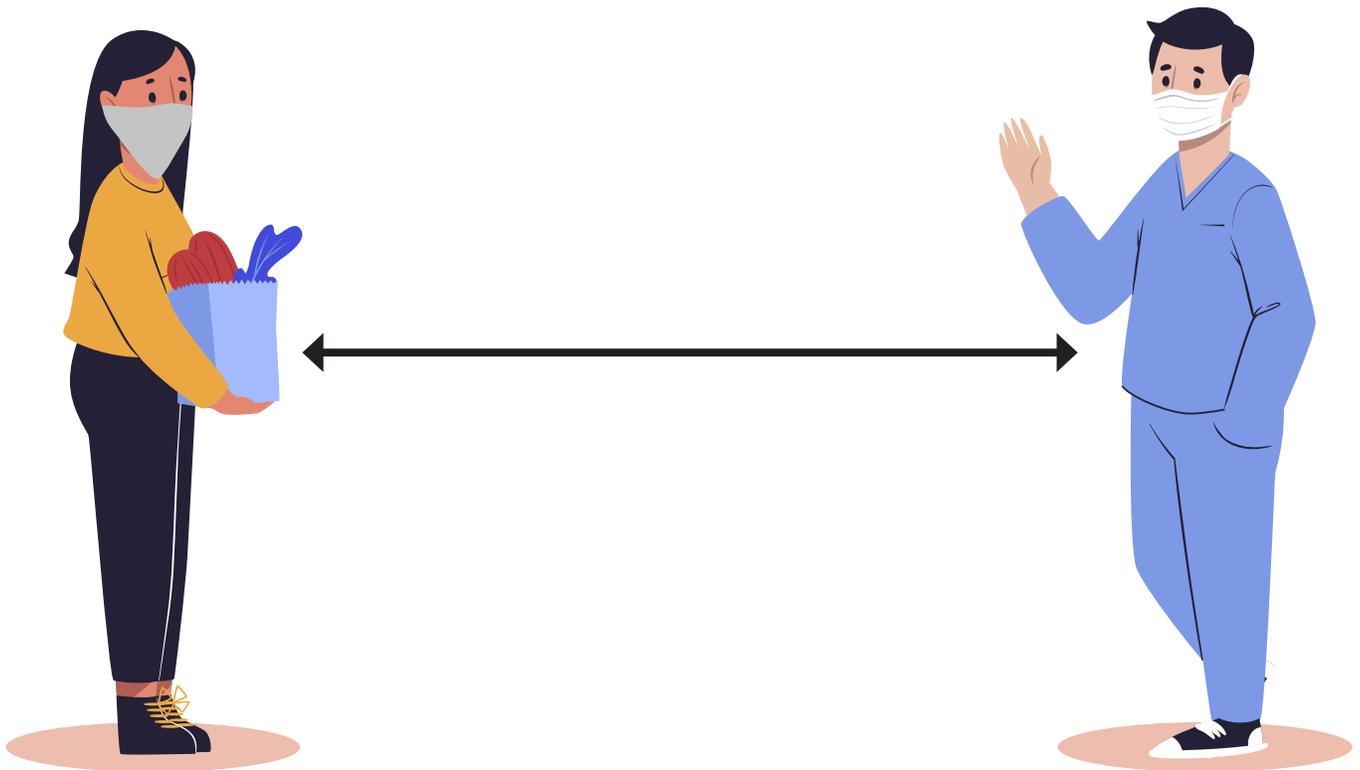
**No Fare Required**  
*No se requiere tarifa*

**Maintain physical distance**

*Mantener la distancia física*

**Face covering required  
on buses and at bus stops**

*Se requiere cubrir la cara  
en autobuses y en paradas de autobús*



# COVID-19

## New Transit Guidelines

### FACE COVERING REQUIRED

while traveling.



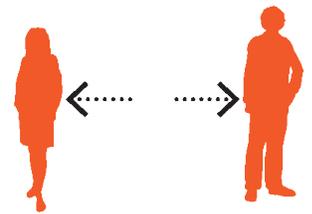
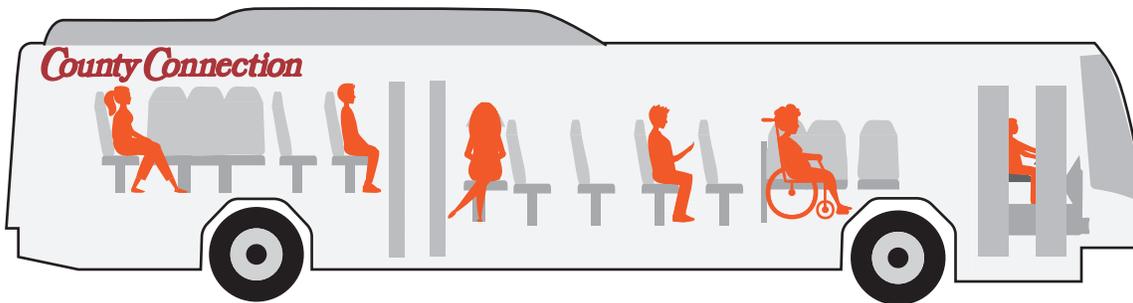
Cover coughs and sneezes. Don't touch your face and mouth.



Wash hands often. Use sanitizer.



Wear a face covering and maintain physical distance, between parties, on and off the bus.



## COVID-19

Nuevas guías de tránsito

- Se **REQUIERE** usar mascarilla.
- Cubrir la tos y estornudo. No toques tu cara o boca.
- Lavar las manos a menudo. Usar desinfectante.

FOR MORE INFORMATION  
PARA MÁS INFORMACIÓN

[countyconnection.com](http://countyconnection.com)

925-676-7500

[help@countyconnection.com](mailto:help@countyconnection.com)



*County  
Connection*

Updated 6/24/2020