

To: Marketing, Planning & Legislative Committee

Date: 9/22/2020

From: Melody Reeb, Manager of Planning

Reviewed by:



SUBJECT: Clipper START and Youth Fare Public Outreach

Background:

At its September 2020 meeting, County Connection's Board of Directors authorized staff to begin the public hearing process for the proposed Clipper START and Youth Fare discount program. This program would provide a 20% discount off the Clipper single-ride fare for eligible low-income adults and for youth ages 6-18. If approved, the discounted fares would be implemented starting January 2021.

Outreach Plan:

Staff has scheduled two public meetings, as well as a public hearing, to receive comments on the proposed program. Due to COVID-19, all meetings will be conducted as a teleconference. The two public meetings will be conducted on October 14, 2020 at 9:00 am and 5:00 pm, and the public hearing is scheduled to take place prior to the regularly scheduled Board meeting on November 19, 2020. The public will also be able to submit comments on the proposed program via mail, email, and online through County Connection's website.

Staff will publish a legal notice in the local newspaper, per Board policy, and post notices on all the vehicles. Information about the proposed program will be available on County Connection's website and announced through a series of social media posts on Twitter, Facebook, Instagram, and NextDoor. Staff will also be working with various community partners, including city staff and 511 Contra Costa, to help further disseminate information about the proposed program.

Financial Implications:

All costs associated with public outreach are included in the FY 2021 promotions budget.

Recommendation:

None, for information only.

Action Requested:

None, for information only.