

County Connection

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

MARKETING, PLANNING & LEGISLATIVE MEETING AGENDA

Thursday, October 1, 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

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Meeting ID: 883 6158 3053

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Public comment may be submitted via email to: 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.

*Enclosure

FY2020/2021 MP&L Committee

Amy Worth – Orinda, Candace Andersen – Contra Costa County, Kevin Wilk – Walnut Creek, 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 September 3, 2020*
4. County Connection/LAVTA Coordination – Verbal Update
(Staff will report on potential efforts to increase coordination between County Connection and LAVTA.)
5. Clipper START and Youth Fare Public Outreach – Information Only*
(Staff will provide an update on the public outreach process for the proposed Clipper START and Youth Fare discount programs.)
6. Committee Comments
7. Future Agenda Items
8. Next Meeting – November 5, 2020 (8:30am via teleconference)
9. 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.

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. 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, October 15, 9:00 a.m., via teleconference
Administration & Finance:	Wednesday, October 7, 8:30 a.m., via teleconference
Advisory Committee:	Tuesday, November 10, 1:00 p.m., via teleconference
Marketing, Planning & Legislative:	Thursday, October 1, 8:30 a.m., via teleconference
Operations & Scheduling:	Friday, October 2, 8:15 a.m., via teleconference

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
Thursday, September 3, 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 Reeb, Kristina Martinez,
Madeline Chun

Public: Andy Smith

Call to Order: Meeting called to order at 8:41 a.m. by Director Haydon.

1. Approval of Agenda

The Committee approved the agenda.

2. Public Communication

None

3. Approval of Minutes from August 6, 2020

The Committee approved the minutes.

4. Blue-Ribbon Transit Recovery Task Force Update

Mr. Ramacier provided an update on the Blue-Ribbon Task Force, which will be meeting next on September 14th. The Task Force efforts will be pivoting towards Phase 3, which will start to look at issues of network connectivity and governance. This will likely include discussion around fare integration, schedule coordination, and regionalism.

5. Healthy Transit Plan Reporting

Ms. Martinez presented an overview of the metrics that will be reported by transit agencies as part of the Bay Area Healthy Transit Plan. A dashboard is currently being developed that will include four key metrics for each transit operator. Director Haydon asked about the timeline for the dashboard to go live and whether the public will be informed when it is available. Ms. Martinez responded that the subcommittee is aiming to have a sample dashboard ready in September and that it will be updated monthly. Mr. Ramacier added that there is a separate communications subcommittee that will be developing an outreach campaign to promote the dashboard.

6. Clipper START and Youth Fare

Ms. Horta provided an overview of the Clipper START program, which offers single-ride discounts to qualified low-income riders. The pilot program began with a subset of large

operators, and since then MTC has elected to use CARES Act funding to expand the program to additional operators. Currently, the program is only available for adults, since the operators currently in the program have youth fares that provide a larger discount. However, since County Connection does not have a youth fare, there would be inequities between adults and youth. Thus, staff is proposing the implementation of a discounted youth fare in conjunction with the Clipper START discount, which will be a one-year pilot. Director Schroder asked what type of documentation is needed to qualify for the Clipper START program. Ms. Horta replied that applicants can show tax returns or eligibility for other social service programs. Director Worth expressed support for both discount programs. She noted that in the past Measure J funds have been used to provide transit incentives for youth. The Committee recommended approval of the item to the Board.

7. Committee Comments

None

8. Future Agenda Items

None

9. Next Scheduled Meeting

The next meeting was scheduled for October 1st at 8:30 a.m. via teleconference.

10. Adjournment – The meeting was adjourned at 9:24 a.m.

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

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.