

County Connection

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

MARKETING, PLANNING & LEGISLATIVE MEETING AGENDA

Thursday, November 5, 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:

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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.

1. Approval of Agenda

*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

2. Public Communication
3. Approval of Minutes from October 1, 2020*
4. Fare Collection Resumes – Verbal Update
(Staff will provide update on resumption of fare collection.)
5. 2020 State Legislative Review & 2021 State Legislative Preview*
(Staff will present the 2020 state legislative highlights as they pertain to transit and do a similar preview of the 2021 session.)
6. Blue Ribbon Transit Recovery Task Force – Verbal Update
(Staff will provide an update on the Blue-Ribbon Transit Recovery Task Force efforts.)
7. Proposed Service Changes Tentative Public Outreach Timeline – Information Only*
(Staff will summarize the draft timeline for public outreach on the proposed service changes.)
8. Website and Social Media Update – Information Only*
(Staff will provide an update on website and social media activity.)
9. Committee Comments
10. Future Agenda Items
11. Next Meeting – December 3, 2020 (8:30am via teleconference)
12. 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, November 19, 9:00 a.m., via teleconference
Administration & Finance:	Wednesday, November 10, 8:30 a.m., via teleconference
Advisory Committee:	Tuesday, November 10, 1:00 p.m., via teleconference
Marketing, Planning & Legislative:	Thursday, November 5, 8:30 a.m., via teleconference
Operations & Scheduling:	Friday, November 6, 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, October 1, 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, Rob Schroder, Candace Andersen, Kevin Wilk

Staff: Rick Ramacier, Bill Churchill, Ruby Horta, Melody Reeb

Public: Andy Smith

Call to Order: Meeting called to order at 8:33 a.m. by Director Haydon.

1. Approval of Agenda

The Committee approved the agenda.

2. Public Communication

None

3. Approval of Minutes from September 3, 2020

The Committee approved the minutes.

4. County Connection/LAVTA Coordination

Mr. Ramacier informed the Committee that he has begun discussions with the Executive Director of LAVTA to look at opportunities to improve coordination, including potential mergers. He noted that staff is continuing to work on improving regional paratransit coordination through the one-seat ride pilot program, and that LAVTA will be going out to bid on their paratransit operations contract, which could provide another opportunity to further blend the services on an operational level. Another opportunity being discussed with both LAVTA and on a regional level is consolidating customer service centers. Director Andersen expressed support for exploring these opportunities, particularly with regard to the Tri Valley region. Director Worth also expressed support, noting that these types of functional integrations will be more effective than trying to change governance.

5. Clipper START and Youth Fare Public Outreach

Ms. Reeb provided an overview of the outreach efforts planned to gather public comment on the proposed Clipper START and youth fare discount programs. She noted that due to COVID-19, the two public meetings, as well as the public hearing, which will be held prior to the November Board meeting, will be conducted virtually. Staff will also be posting information on the buses, website, social media, and in the local newspaper.

6. Committee Comments

None

7. Future Agenda Items

None

8. Next Scheduled Meeting

The next meeting was scheduled for November 5th at 8:30 a.m. via teleconference.

9. Adjournment – The meeting was adjourned at 8:47 a.m.

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

TO: Marketing, Planning & Legislative Committee

DATE: October 29, 2020

FROM: Rick Ramacier
General Manager



SUBJECT: 2020 State Legislative
Review & 2021 Preview

2020 State Legislative Review

At the start of the 2020 state legislative session, a number of bills were introduced that would have been challenging for County Connection had they been enacted. These included three bills that would have mandated free fares for select segments of public transit ridership in California. The mandates would have impacted our ability to remain eligible for Transportation Development Act (TDA) and State Transit Assistance (STA) funding.

The three bills were AB1350 – Gonzalez (would have mandated free fares for minors across the state), AB2012 – Chu (would have mandated free fares for all seniors across the state), and AB2176 – Holden (would have mandated free fares for University of California and California State Universities students across the state). All three bills were opposed by County Connection and many other public transit operators. Nonetheless, all three had a good chance of passing the legislature. However, when COVID-19 hit in March, the state legislature paired back the number of bills they heard by two-thirds. Thus, all three of the free fare bills were pulled from further consideration.

Another bill that suffered the same fate was AB2057 – Chiu. This was the bill that would have created a Bay Area Commission to examine and make recommendations on Bay Area transit governance, planning, funding and service delivery. While COVID-19 was a primary reason why this bill did not progress, Assembly Member Chiu cited the seating of the Metropolitan Transportation Commission (MTC) Blue Ribbon Transit Recovery Task Force (BRTF) as another reason for backing off his bill for now. The BRTF is expected to look at many of the issues that Assembly Member Chiu wants to include in a bill like AB2057. While AB2057 was going through a number of iterations, County Connection had expressed concerns with it.

Four bills were enacted in part because of the COVID-19 pandemic that will impact public transit. Three of these bills are beneficial and one is not. All four emerged late in the session. That combined with a multitude of pandemic items soaking up our attention meant that County Connection did not get around to discussing these bills at any length.

Two of these bills, AB90 – Committee on the Budget, and AB107 – Committee on the Budget, are part of the state FY21 budget. AB90 offers a two-year exemption for public transit relative to fare box recovery requirements related to TDA funds and a similar exemption for cost containment requirements for STA funding. While County Connection has never struggled with either of these waived requirements, this will be very helpful to smaller urban and rural systems throughout the state.

A third bill will allow a relatively small SB1 pot of funding to be used for general purpose transit operations from FY20 through FY22. This will not directly benefit County Connection as we already use these funds for the on-going maintenance and upkeep of our various software programs that we use

for a great variety of activities in our day-to-day operations. These computer related costs are already in our operations budget.

A fourth bill is going to be problematic as it greatly expands the ability of an individual who is an essential worker as defined to go out on worker's comp should that worker test positive for COVID-19 regardless how the contraction of it occurred. SB1159 – Hill, is still being evaluated by our legal team for implementation. As tricky as this bill could be, a far worse one, AB196 – Gonzalez was defeated in the legislature.

2021 State Legislative Preview

As of now, it looks like the following areas will be of focus relative to public transit in 2021. The free fare bills are likely to re-emerge in some form, Bus on Shoulder (BOS) authority for transit operators is likely to be introduced again (a similar bill was pulled from consideration in 2020 due to the pandemic), and the state Cap and Trade programs as they impact public transit may be overhauled.

Pandemic related proposals in the form of comprehensive new transit funding and new flexibility for the Low Carbon Transit Operations Program (LCTOP) will be pursued by the transit groups across the state. LCTOP funding is used by County Connection to fund free fares on our three Monument Corridor routes (11,14 and 16).

New comprehensive state-wide transit funding while very important for transit operators facing various financial cliffs in 2021, will be a very heavy lift with difficult prospects. Building in greater flexibility to the LCTOP has a better potential (Assembly Member Grayson is open to considering authoring such legislation) for action. The greater LCTOP flexibility would help ensure that County Connection can continue to use these funds for fare reimbursement in the Monument Corridor for the duration of the pandemic and beyond.

Finally, and most importantly, we should expect to see Assembly Member Chiu introduce another bill similar to AB2057. Such a bill would likely stand a fair chance of enactment and would likely impact County Connection in very significant ways. Therefore, County Connection should consider undertaking activities to educate and inform its state legislative delegation about the possibility of a new version of AB2057 being introduced and its potential meaning for County Connection and the people we serve.

Action Requested

Staff requests that the MP&L Committee review this report with staff. Staff further wishes to begin discussing with the MP&L Committee, how we might engage our state delegation now on the possibilities of a new version of AB2057 being introduced for legislative consideration in 2021. Staff further recommends that the MP&L Committee forward this item to the Board of Directors for discussion and feedback.

To: Marketing, Planning & Legislative Committee

Date: 10/27/2020

From: Melody Reeb, Manager of Planning

Reviewed by:



SUBJECT: Proposed Service Changes Tentative Public Outreach Timeline

Background:

At the October meeting, the Board authorized staff to proceed with the public comment process on three proposed service scenarios for implementation in mid to late-2021. These scenarios were developed in anticipation of reduced revenues due to COVID-19 and would result in service cuts totaling approximately \$3, \$5, and \$7 million annually. Since all three scenarios would be considered a major reduction in service, per Board policy, staff will be conducting public outreach to gather input on the proposals and will be completing a Title VI equity analysis. Based on public input and updated revenue projections, staff will subsequently present a final recommendation and Title VI analysis to the Board for final approval. The earliest that staff could implement any major service reductions would be Summer 2021.

Outreach Plan:

Staff plans to conduct an initial virtual town hall to provide the public with a high-level overview of the three service scenarios and gather some preliminary feedback. This will be followed by a series of virtual public hearings, which will focus on different parts of County Connection's service area and allow the public to provide formal comments on the proposals. The public will also be able to provide comments by phone, mail, email, and online.

Staff will publish legal notices in the local newspaper, per Board policy, and post notices on fixed route and paratransit vehicles notifying the public about the proposals and upcoming meetings. Information will be available on County Connection's website and promoted through a series of social media posts. Staff will also be working with various community partners, including city staff, community-based organizations, and 511 Contra Costa, to help further disseminate information.

After the public comment period, staff will present a summary of comments received, along with updated financial projections and a draft recommendation for Board feedback. A final recommendation and Title VI analysis will then be presented to the Board for consideration and approval.

Tentative Schedule*

Virtual Town Hall	December 2020
Virtual Public Hearings & Public Comment	January 2021
Summary of Public Comment & Draft Recommendation	February 2021
Final Recommendation & Title VI Analysis	March 2021
Implementation	June 2021 or later

*Subject to change based on updated financial projects, COVID-19 development and/or public feedback.

Financial Implications:

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

Recommendation:

None, for information only.

Action Requested:

None, for information only.

To: Marketing, Planning & Legislative Committee

Date: 10/22/2020

From: Melody Reeb, Manager of Planning

Reviewed by:



SUBJECT: Website and Social Media Report for July – September 2020

Below are key metrics used in evaluating website and social media activity:

	Jul	Aug	Sep	FYTD Avg.
Web Sessions				
Main website	16,245	16,985	16,477	16,569
Bus Tracker website	1,920	1,979	1,845	1,915
Transit App				
Average Users per Day	293	301	311	302
Social Media Engagements per Post				
Facebook	20.7	9.4	9.0	12.0
Twitter	7.3	7.0	11.1	8.1
Instagram	25.0	30.5	16.0	24.0
NextDoor	16.3	10.0	26.0	16.7

Analysis:

During the period of July through September, overall web activity grew slightly compared to the prior quarter, while social media activity remained relatively stable (see Attachment 1). Three months into the COVID-19 pandemic and as businesses have begun to reopen, ridership has been slowly climbing back up as riders start to return to transit. As a result, a growing number of people are using the website and the Transit app to get information on the latest schedules and real-time arrivals, as well as on health and safety guidelines. Service disruptions have also tapered off since last quarter, so there has been less reliance on social media channels to broadcast service-related information. Instead, staff has focused on communicating the various protocols that are in place to protect the health and safety of riders, as well as reminders about physical distancing and face covering requirements.

In late February, staff created a webpage with regular updates related to the pandemic, most of which were regarding service impacts. In September, staff developed a new webpage with more

comprehensive information on County Connection's response to COVID-19, including passenger and employee safety measures, ridership trends, and partnerships with meal delivery and other social service agencies to provide transportation assistance. The page also includes information about regional collaboration efforts, including links to the Bay Area Healthy Transit Plan and metrics dashboard, and it will be continually updated with any new information.

Financial Implications:

None.

Recommendation:

None, for information only.

Action Requested:

None, for information only.

Attachments:

Attachment 1: FY 2021 Website and Social Media Report

Attachment 1:

FY 2021 Website and Social Media Report

	July	August	September	October	November	December	January	February	March	April	May	June
Website												
Total sessions	16,245	16,985	16,477									
Total users	7,516	7,312	7,549									
News posts	2	5	4									
Bus Tracker												
Outgoing SMS	2,606	1,677	1,240									
Web sessions	1,920	1,979	1,845									
Web users	500	486	404									
Transit App												
Downloads	221	227	242									
Users per day	293	301	311									
Facebook												
Page likes	1,420	1,423	1,422									
Posts	11	18	16									
Impressions	2,118	2,233	2,252									
Engagements	228	170	144									
Twitter												
Followers	849	849	852									
Posts	24	40	21									
Impressions	13,526	21,973	23,076									
Engagements	176	281	234									
Mentions												
Instagram												
Followers	418	428	436									
Posts	3	2	2									
Impressions	521	369	269									
Engagements	75	61	32									
NextDoor												
Posts	3	4	3									
Impressions	86,670	60,763	95,973									
Engagements	49	40	78									