

County Connection

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

MARKETING, PLANNING & LEGISLATIVE

MEETING AGENDA

Thursday, April 1, 2021

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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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 March 4, 2021*
4. State Legislative Update: Amendments to AB476- Mullin and AB629 -Chiu*
(Staff will report on recent amendments to these two bills of interest to County Connection. No action will be recommended.)
5. Federal Legislative Update: Community Project Funding opportunities in the FY22 Federal Appropriations Bill and specific project funding opportunities in a transportation reauthorization or large infrastructure bill*
(Staff will present ideas and opportunities for federal assistance in either the upcoming federal appropriations bill and/or the anticipated very large infrastructure package that Congress is about to begin work on.)
6. Blue-Ribbon Transit Recovery Task Force – Information Only/Verbal Update
(Staff will provide an update on the BRTF efforts.)
7. Committee Comments
8. Future Agenda Items
9. Next Meeting – May 6, 2021 (8:30am via teleconference)
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.

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, April 15, 9:00 a.m., via teleconference
Administration & Finance:	Wednesday, April 7, 8:30 a.m., via teleconference
Advisory Committee:	Tuesday, May 11, 1:00 p.m., via teleconference
Marketing, Planning & Legislative:	Thursday, April 1, 8:30 a.m., via teleconference
Operations & Scheduling:	Friday, April 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, March 4, 2021, 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, Candace Andersen, Kevin Wilk, Rob Schroder

Staff: Rick Ramacier, Bill Churchill, Ruby Horta, Melody Reeb, Erick Cheung, Madeline Chun

Public: Andy Smith

Call to Order: Meeting called to order at 8:35 a.m. by Director Worth.

1. Approval of Agenda

The Committee approved the agenda.

2. Public Communication

None

3. Approval of Minutes from February 4, 2021

The Committee approved the minutes.

4. FY 2022 Marketing Plan

Ms. Horta presented the proposed marketing plan for the upcoming fiscal year. She noted that due to COVID, much of the current year's budget has not been spent. However, in the coming year and as riders return to transit, staff plans to increase promotional efforts, including for the Clipper START and youth fare programs, as well as post-COVID recovery. Director Wilk asked how marketing efforts will evolve over the next year as things begin to reopen. Ms. Horta responded that staff plans to reach out to employers, schools, and others who have not been riding transit over the past year to inform them of service changes and safety protocols. Director Andersen emphasized the need to remain flexible since there are still many unknowns. Director Worth also noted that the current regional fare integration efforts could be a good opportunity to help promote transit. The Committee forwarded the item to the Board for approval.

5. State and Federal Legislative Update

Mr. Ramacier provided an update on potential state and federal bills that would impact public transit. Staff is currently tracking state bills AB629 (Chiu), AB455 (Bonta), and AB917 (Bloom), but the details of those bills are still under development. Staff also expects bills regarding free fares for certain populations such as youth and seniors to resurface this year as well. Federally, the proposed American Rescue Plan Act includes

additional funding for transit, and the Urbanized Area cap would be amended such that County Connection would be eligible to receive funds. He also informed the Committee that CCTA has met with Congressman DeSaulnier about designating the I-680 corridor as a “Clean Corridor,” which would make projects eligible for additional funding sources. Director Worth asked if additional materials are available that Board members could use when meeting with their delegation. Mr. Ramacier responded that CCTA has been working on promotional materials that highlight the coordination efforts currently underway among the transit operators in the county.

6. Committee Comments

Director Wilk noted that there have been significant impacts to the downtown Walnut Creek parking fund since many parking spaces are currently being used for outdoor dining.

7. Future Agenda Items

None

8. Next Scheduled Meeting

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

9. Adjournment – The meeting was adjourned at 9:23 a.m.

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

TO: MP&L Committee

DATE: February 26, 2021

FROM: Rick Ramacier 
General Manager

SUBJ: Update on State Legislation

Background

Since the MP&L Committee last met, Assembly Member Chiu has amended AB629, the Seamless and Resilient Bay Area Transit Act, and Assembly Member Mullin has amended AB476 into a vehicle to pursue “bus on shoulder” authorities. Each development is briefly highlighted below.

AB629 – Chiu

On Monday, March 22, 2021 Assembly Member Chiu informed the Metropolitan Transportation Commission (MTC) Blue Ribbon Transit Recovery Task Force (BRTF) that AB629 was being amended from a Spot Bill to a working draft. He indicated that the main piece regarding the concept of Transit Network Management (TNM) would be added after the BRTF comes up with recommendations for that part of AB629. The amended bill he referenced was released the next day.

As a working draft, AB629 does not contain anything that would pose a strong concern to County Connection. It puts forward additional requirements for MTC to ensure that significant steps are taken to create a more seamless and resilient regional transit system. MTC is to consult comprehensively with the transit operators in these endeavors and is expected to institutionalize the consultations and the results.

The draft bill specifically calls out fare integration, universal mapping and wayfinding with common branding, and greater joint use of technology to monitor and adjust services for on-time performance; especially as it relates to passenger wait times. This last called out item would also require transit operators to use open data standards within the General Transit Feed Specification (GTFS) data format.

MTC and the transit operators are already focusing on these areas. Particularly, a regional Fare Integration study is well underway under the auspices of an MTC/operator Task Force that was set by the Clipper Executive Board (CEB). Along the same lines, MTC has just launched a study on mapping and wayfinding that will have comprehensive operator participation.

So, this draft of AB629 is right in line with many regional initiatives and the work of the BRTF.

AB476 – Mullin

Assembly Member Mullin has amended AB476 to now facilitate the legislation that will ultimately be needed to run transit buses part time on the “shoulders” of I-680. He amended AB476 with the language from last year’s SB1283 – Beall. Beall’s proposal was removed from consideration as a result of the temporary bill caps installed last year due to the Covid-19 pandemic.

Mullin intends to make AB476 a two-year bill and move it early in 2022. This is in part to allow the work that the Contra Costa Transportation Authority (CCTA) and others are doing on bringing the California Highway Patrol (CHP) along, to continue. Thus, this bill will be amended at some point to reflect that, and other issues being worked on regarding bus operator training, etc.

Staff Recommendation

At this time, it would be premature for County Connection to take a formal position on either proposal. At some point, it will likely be appropriate for County Connection to consider formally supporting AB476. As the BRTF continues to do its work and as Assembly Member Chiu works on how he will further amend AB629, staff is cautiously optimistic that County Connection will be able to support the final version of the bill.

Action Requested

No action is requested other than to forward this update to the Board of Directors as information.

TO: MP&L Committee

DATE: February 26, 2021

FROM: Rick Ramacier



SUBJ: Federal Community Project Funding (Earmarks) in the FY22 Federal Appropriations and in Possible New Federal Infrastructure Package

Background

County Connection was invited to consider submitting a project(s) as a Community Project Funding (earmark) request for the FY22 federal appropriations bill and/or to the comprehensive federal infrastructure package that may be put together as early as this spring. These invitations come from the offices of Congressmen DeSaulnier and Swalwell.

These invitations have also gone out to our partners, the Contra Costa Transportation Authority (CCTA) and the Livermore-Amador Valley Transit Authority (LAVTA). Since all of us are working on improving non-driving mobility in the I-680 corridor, we are all talking about how best to take advantage of these new federal opportunities.

Early discussions that each of us have had with the two congressional offices strongly suggest that projects that work to implement a new “one seat” express bus ride in the corridor have a lot of general support. Also, projects that would help County Connection & LAVTA conduct a joint Hydrogen Fuel Cell bus pilot project in an express bus service along the I-680 corridor are receiving strong interest.

Near Term Process

As of this writing, it appears the deadline for members of Congress to submit Community Project Funding requests to be considered in the FY22 federal appropriations is April 20, 2021. Meanwhile, the federal infrastructure package process has yet to be set.

Staff believes we should – in partnership with CCTA and/or LAVTA submit one or two ideas to our congressional offices. Those details will emerge over the next two weeks. To show our commitment, the Board of Directors should submit a Resolution declaring such commitment. The Board will meet in April on the 15th.

Staff Recommendation

Staff recommends that County Connection participate in submitting a project(s) that support the implementation of a one-seat one-brand express service in the I-680 corridor – operated by

Hydrogen Fuel Cell buses if possible – for the Community Project Funding member requests and/or to the forthcoming infrastructure proposal. We further recommend that the Board adopt a Resolution expressing County Connection’s commitment to this.

Action Request

Staff seeks your feedback and discussion on developing our specific requests at your meeting on April 1, 2021. We further ask that you forward a Resolution to the full Board expressing County Connection commitment to pursue joint implementation of a comprehensive express bus project in the I-680 corridor.