

# County Connection

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

## MARKETING, PLANNING & LEGISLATIVE

### MEETING AGENDA

Thursday, March 4, 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](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

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 February 4, 2021\*
4. FY 2022 Marketing Plan\*  
(Staff will review the proposed Marketing Plan for FY2022 and request that the MP&L committee forward the item to the Board for approval.)
5. State and Federal Legislative Update\*  
(Staff will provide the MP&L Committee with an update on possible pending state and federal legislation.)
6. Committee Comments
7. Future Agenda Items
8. Next Meeting – April 1, 2021 (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](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, March 18, 9:00 a.m., via teleconference
Administration & Finance:	Wednesday, March 10, 8:30 a.m., via teleconference
Advisory Committee:	Tuesday, March 9, 1:00 p.m., via teleconference
Marketing, Planning & Legislative:	Thursday, March 4, 8:30 a.m., via teleconference
Operations & Scheduling:	Friday, March 5, 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, February 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, Julie Sherman  
**Public:** None

**Call to Order:** Meeting called to order at 8:31 a.m. by Director Worth.

**1. Approval of Agenda**

The Committee approved the agenda.

**2. Public Communication**

None

**3. Approval of Minutes from January 7, 2021**

The Committee approved the minutes.

**4. Draft 2021 County Connection Federal Legislative Advocacy Program**

Mr. Ramacier presented a draft of this year's federal advocacy program. Instead of the traditional printed brochure, staff has developed a presentation that will be better suited to a virtual meeting format. Director Wilk suggested using bullet points or bolded phrases to highlight the most important parts under each priority. The Committee agreed that the presentation should focus on the main points and that staff could have a "leave behind" that contains the additional detail. Mr. Ramacier said that staff will work on updating the materials and send them to the Committee members for additional input before presenting to the Board.

**5. 2021 Service Plan Draft Recommendation**

Ms. Reeb provided a summary of the public outreach that was conducted for the proposed service reduction scenarios. She also presented staff's draft recommendation, which is to implement Scenario 1. This scenario includes the least amount of service cuts, and staff further revised the proposal in response to the public comments that were received. Director Schroder asked whether there were any impacts on ridership due to the recent regional shelter-in-place order. Ms. Reeb responded that that ridership has remained relatively steady over the past few months and is down around 70%. However, there was a very slight drop to around 75% during the regional order. Mr. Ramacier

noted that the proposed service plan provides the flexibility to be able to respond to any changes in ridership demand.

**6. Committee Comments**

None

**7. Future Agenda Items**

None

**8. Next Scheduled Meeting**

The next meeting was scheduled for March 4<sup>th</sup> at 8:30 a.m. via teleconference.

**9. Adjournment** – The meeting was adjourned at 9:17 a.m.

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

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

**Date:** 2/24/2021

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

**Reviewed by:**



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**SUBJECT: FY 2022 Marketing Plan**

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**Background:**

Many of the marketing efforts planned for FY 2021 did not materialize due to the COVID-19 pandemic, which drastically impacted public transit usage as people were encouraged and/or required to stay home. Nonetheless, transit agencies around the Bay Area continued to develop programs that will hopefully promote public transit once it is safe to do so.

Staff predicts a significant amount of effort will be dedicated towards marketing County Connection's services in the coming year to ensure passengers return to transit and new riders are encouraged to try transit. There will likely be both regional (MTC-driven) and local (County Connection, CCTA and East Bay Operators) marketing campaigns that will require additional funding as compared to prior years.

**Special Promotions:**

County Connection's upcoming Marketing Plan will focus on COVID-19 recovery, Clipper START and youth fares and the 2021 Service Plan. The extent of our marketing efforts to promote transit will largely depend on state and federal guidelines recommending the use of transit as the economy reopens. Although our systems, both fixed route and paratransit, focused on essential workers and services in FY 2021, we expect our systems to begin the transition to encourage more riders to our services.

Post-COVID Recovery: One of the potential outcomes of the Blue-Ribbon Transit Recovery Task Force efforts will likely be the development and deployment of a Bay Area wide marketing effort to promote transit ridership, as part of the COVID-19 recovery. Staff from all Bay Area transit agencies have been coordinating on a weekly basis on several fronts, including marketing efforts. Work has begun on developing a cohesive marketing plan promoting transit use, once it is safe to do so. Additionally, County Connection expects to conduct various surveys in the coming year to gauge the local community's needs and expectations for transit as we plan for future service changes.

Clipper Discount Programs: County Connection has implemented Clipper START and youth fares, however, minimal promotion has taken place during the pandemic. It is our goal to conduct a more robust marketing campaign to promote these two Clipper discount programs once health officials recommend a return to transit.

2021 Service Plan: The Board is scheduled to approve the 2021 Service Plan in March, for potential implementation later this year. Although the proposed service levels are similar to what is currently in operation, a lot of our former patrons are currently not riding transit and staff must ensure the information about the service change is widely disseminating prior to implementation.

One-Seat Ride: Over the last several months, several East Bay operators have partnered to develop a service that allows paratransit riders to utilize a single operator for any multi-agency travel. Although the service is currently in operation, the outreach and promotional efforts have been minimal considering the pandemic and the need to enforce physical distancing and minimize contact with people outside of your household. In the coming fiscal year, staff expects to disseminate information about the one-seat ride program more widely and continue to expand these types of programs as East Bay Operators continue to collaborate and implement projects of regional impact.

Other tasks that have become routine include the Class Pass Program, Summer Youth Program, partnering with 511 Contra Costa on promotions, and participating in outreach opportunities at schools, colleges/universities, senior centers, employment sites, and community events.

Total Expense: \$120,000

**Website and Social Media:**

Riders are increasingly using the internet and social media to access transit information, stay informed, and interact with County Connection. A portion of the promotions budget will go towards general website maintenance and enhancements, as well as increasing the agency's involvement with social media. Due to decreased ridership and physical distancing requirements, online interactions have been more critical, and we must enhance our online presence especially as we try to reach non-essential passengers that have been working from home since early 2020.

Total Expense: \$30,000

**Routine Promotion:**

Ongoing promotion expenses include the cost for chamber dues and event fees, materials for outreach events, printing brochures for accessible services and bikes on buses, and promoting the summer youth pass.

Total expense: \$10,000

**Miscellaneous Promotion:**

The miscellaneous promotions budget is intended to cover campaigns or new services that have not yet been identified. There will likely be a need to conduct other forms of promotion we are currently not aware of as we recover from COVID-19.

Total expense: \$15,000

**Promotions Budget Summary:**

Special Promotions	\$120,000
Website and Social Media	\$30,000
Routine Promotion	\$10,000
Miscellaneous Promotion	\$15,000
<b>TOTAL</b>	<b>\$175,000</b>

**Recommendation:**

Staff recommends that the MP&L Committee approve the proposed FY 2022 Marketing Plan.

**Action Requested:**


Staff recommends that the MP&L Committee forward the proposed FY 2022 Marketing Plan to the Board, for approval.

**Financial Implications:**

Staff has budgeted \$175,000 to cover the expenses associated with the Marketing Plan.



**TO:** MP&L Committee

**FROM:** Rick Ramacier   
General Manager

**DATE:** February 26, 2021

**SUBJ:** Legislative Update: State & Federal

### State Update

Friday, January 19, 2021 was the deadline for bill introduction in the state legislature. Over the next few weeks, information will come forward regarding bills that will impact County Connection and/or public transit. As we learn more about these bills, it may be appropriate for County Connection to take positions on these bills and to communicate those to our legislative delegation. At this point, a few bills have been identified to further watch as they progress.

#### AB629 - Chiu

This is the place holder for the legislation to address Bay Area public transit governance, planning, funding, and coordination. It is also the vehicle to possibly address anticipated recommendations coming out of the work the Metropolitan Transportation Commission (MTC) Blue Ribbon Transit Recovery Task Force (BRTF). As of now, the bill is essentially a shell awaiting amendments. Those first amendments could come in the first week of March. It is likely this bill will be amended throughout the legislative process this session.

#### AB455 – Bonta

This bill would enact the Bay Bridge Fast Forward Program. The goal is to improve transit service along the Bay Bridge corridor into San Francisco. The Program is to be developed by the Bay Area Toll Authority (BATA) in conjunction with the San Francisco Transportation Authority, the Alameda County Transportation Commission (ACTC) and the Contra Costa Transportation Authority (CCTA). The following transit operator's services into San Francisco are anticipated to improve in this process: AC Transit, WestCAT, and services under the Solano Transportation Authority (STA). This is in Phase One. In Phase Two, an exclusive lane for bus and high occupancy vehicles on the Bay Bridge is to be explored.

#### AB917 – Bloom

Current law allows AC Transit and San Francisco MTA to use forward facing cameras on their buses in the enforcement of citing illegally parked cars in bus stops within bus only lanes. AC

Transit's authority sunsets this year. AB917 is a collaborative effort between AC Transit, LA Metro, and the California Transit Association (CTA) to repeal the AC Transit sunset date. It also would authorize all public transit operators in California to use the same type of video enforcement for vehicles parked illegally in public bus stops. This new authority would be optional and could only be used upon an individual transit operator's policy board adopting a resolution to do so.

## **Federal Update**

### American Rescue Plan Act

The Congress is now working on a third major Covid-19 economic stimulus/relief package called the American Rescue Plan Act (ARPA). The working bill contains roughly \$30.5 billion for public transit. Most of this would go out on a formula basis much like the two previous acts: CARES Act and CRRSSA. In this third effort, there is a piece that directs capital funding to four on Bay Area capital projects. These include Caltrain electrification, BART Transbay core capacity, BART extension to San Jose Phase 2, and San Francisco Central Subway project.

The formula funds would again be expected to be spent on keeping workers employed in service. Draft language seems to suggest this round of funding could also be used to begin the Covid-19 recovery process for public transit. The Urbanized Area (UZA) 75% cap language in the CRRSSA Act is to be amended to 132%. In short, this means County Connection will be able to directly receive funding under APRA. Technically, County Connection is not eligible for direct funding under CRRSSA.

At this point, it is not possible to provide any kind of projection of how much County Connection would receive if APRA is enacted as drafted today. As we learn more, that will be passed on to you as information. At this time, every member of our Congressional delegation have signaled their strong support of ARPA.

### Congressman DeSaulnier's I-680 Clean Corridor Effort

The office of Congressman DeSaulnier and the Contra Costa Transportation Authority (CCTA) have discussed the idea of having I-680 named as a "Clean Corridor". This designation would likely make available non-traditional funding sources for clean transportation initiatives in the I-680 corridor. This is something we should expect to talk about when we meet with Congressman DeSaulnier later in March. As of now, I am speaking with CCTA about how this could develop into a transit opportunity for us.

## **Action Requested**

None. This is for information. Staff will provide a brief update and seek and feedback you may have.