

County Connection

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

MARKETING, PLANNING & LEGISLATIVE

MEETING AGENDA

Thursday, May 6, 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.

Topic: Marketing, Planning, & Legislative Committee

Time: May 6, 2021 08:30 AM Pacific Time (US and Canada)

Join Zoom Meeting

<https://us02web.zoom.us/j/84569619694>

Meeting ID: 845 6961 9694

One tap mobile

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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 April 1, 2021*
4. Clipper Mobile App Marketing and Outreach Plan*
(Staff will provide an overview of the marketing efforts underway and planned for the Clipper App.)
5. State Legislative Update on AB 703, AB 361, & AB 339*
(Staff will recommend support for AB 703 and AB 361 and to watch AB 339.)
6. Update on AB 629 – Chiu
(Staff will provide a verbal update as to where this legislation sits in the legislative process.)
7. Update on preliminary Metropolitan Transportation Commission (MTC) staff plans for allocating the American Rescue Plan (ARP) funds to the region's transit operators.
(Staff will give a brief verbal report on discussions to date with MTC staff).
8. Committee Comments
9. Future Agenda Items
10. Next Meeting – June 3, 2021 (8:30am via teleconference)
11. 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, May 20, 9:00 a.m., via teleconference
Administration & Finance:	Wednesday, May 5, 8:30 a.m., via teleconference
Advisory Committee:	Tuesday, May 11, 1:00 p.m., via teleconference
Marketing, Planning & Legislative:	Thursday, May 6, 8:30 a.m., via teleconference
Operations & Scheduling:	Friday, May 7, 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, April 1, 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, Julie Sherman
Public: Andy Smith

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

1. Approval of Agenda

The Committee approved the agenda.

2. Public Communication

None

3. Approval of Minutes from March 4, 2021

The Committee approved the minutes.

4. State Legislative Update

Mr. Ramacier informed the Committee that the latest draft of AB629 (Chiu) currently only addresses regional fare integration, wayfinding and mapping, and schedule coordination, and does not yet address the concept of a transit network manager, which is waiting on the work of the Blue Ribbon Task Force. AB476 (Mullin) has been amended to facilitate bus-on-shoulder. CCTA has met with legislative staff and had staff who oversee Minnesota's bus-on-shoulder operations discuss their experience, including operator training and working with highway patrol. Director Wilk asked whether the current shoulders along I-680 can accommodate a bus. Mr. Ramacier responded that CCTA staff have already begun identifying segments of I-680 where bus-on-shoulder could work and will leverage existing auxiliary lanes.

5. Federal Legislative Update

Mr. Ramacier said that staff has been working with CCTA and LAVTA to submit projects for earmark funding requests. ACTC and LAVTA will be submitting a request to fund research on deploying hydrogen fuel cell buses on AC Transit, LAVTA, and County Connection. The second request will be from CCTA to improve the Bollinger park-and-ride lot, which has been identified in the LAVTA express bus study as needing significant improvements in order to facilitate express bus service along I-680. CCTA will also be submitting additional requests for mobility hub projects to support getting to and from

express bus service in the corridor. There could also be more significant amounts of funding available through the proposed American Jobs Act, which could be used for buying buses to operate an express service.

6. Blue Ribbon Transit Recovery Task Force

Mr. Ramacier informed the Committee that at the last meeting, the Blue Ribbon Task Force adopted the problem statement, and the next step will be discussing what a potential transit network manager should do. The goal is to reach consensus around a handful of options and determine how to institutionalize the network management function.

7. Committee Comments

None

8. Future Agenda Items

None

9. Next Scheduled Meeting

The next meeting was scheduled for May 6th at 8:30 a.m. via teleconference.

10. Adjournment – The meeting was adjourned at 9:11 a.m.

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

To: Marketing, Planning & Legislative Committee

Date: 4/22/2021

From: Melody Reeb, Manager of Planning

Reviewed by:



SUBJECT: Clipper Mobile App Marketing and Outreach Plan

Background:

At the April 2021 Board meeting, staff announced that the new Clipper Mobile App had just been launched on Apple Pay, which allows riders to pay their transit fares with an iPhone or Apple Watch. The Metropolitan Transportation Commission (MTC) has also been working with Google to add Clipper to Google Pay, which is expected to launch in May and will provide similar functionality for Android phones. In addition to paying fares, the Clipper app also allows users to manage their accounts from their mobile device and provides trip planning tools, including real-time transit information.

Marketing and Outreach:

MTC has been developing a regional marketing and communications plan for the launch of the app. The app will be promoted through various outlets, including digital and out-of-home advertising, social media, and the Clipper and MTC websites. MTC has also created a toolkit for transit operators to utilize in their own marketing efforts, which includes graphics, social media content, and copy for newsletter articles. Staff has begun using these on the County Connection website and social media channels.

In addition, staff plans to augment MTC's regional efforts with marketing and outreach that targets specific audiences and highlights certain features of the app that provide a particular benefit to those groups of users. One potential opportunity will be marketing the app to youth and their parents/guardians, which could be done in conjunction with promoting the new youth fare discount. Another opportunity will be working with employers as employees start returning to offices to promote the app as a convenient and contactless way to pay their fares. Bishop Ranch employees will also be able to transfer their Bishop Ranch Clipper pass onto their mobile phones.

Finally, as with prior marketing efforts, staff plans to work closely with cities and community-based organizations as they begin to ramp up their services and activities. One of the major barriers to Clipper adoption, especially among lower-income riders, has been the fact that value

can only be added on a card for immediate use at a physical location, of which there are very few within our service area. Now, riders will be able to add value immediately to the Clipper cards on their phones.

Financial Implications:

A significant portion of the costs associated with marketing the Clipper Mobile App will be covered by MTC. Any additional costs are included in the FY 2021 promotions budget.

Recommendation:

None, for information only.

Action Requested:

None, for information only.

TO: MP&L Committee

DATE: April 28, 2021

FROM: Rick Ramacier
General Manager

SUBJ: Recommendation to Support
AB703 & AB361 and to Watch
AB339

Background

Early in the Covid-19 Pandemic, Governor Newsom issued two Executive Orders that waive portions of the Brown Act. Specifically, these waivers allow local governments, special districts, etc. (including joint-power authorities like County Connection) to hold public meetings virtually through internet-based platforms like Zoom. The Executive Orders require opportunities for public participation input at such meetings. All panel members (council members, board members, staff, etc.) may attend remotely.

At least three bills have been introduced to the state legislature this session to extend the two Executive Orders permanently with some differences and/or permeations. The three bills are: AB703 – Rubio, AB361 – Rivas, and AB339 – Lee.

AB703 & AB361

Since April of last year, County Connection has essentially been conducting our public meetings under the Executive Orders consistent with AB703. Below is a brief analysis provided to us by our Legal Counsel, Julie Sherman:

“Assembly Bill 703 would continue what has been in place during the COVID pandemic: allowing local public agencies the ability to hold virtual meetings. The bill indefinitely allows for virtual meetings and removes the existing Brown Act rules that limit virtual meetings or require public notice, comment and ability to attend “teleconference” locations. When local public agencies post the meeting agenda or other notices, they would also post instructions for joining virtually.

It would also remove the requirement that at least a quorum of the members of the legislative body participate from within the boundaries of the local agency. Finally, the bill would renew requirements that legislative bodies make a procedure for handling and swiftly resolving Americans with Disabilities Act requests for virtual meetings.”

Similarly, AB361 would permanently extend the Executive Orders, but only during times of declared emergencies such as the pandemic. Below is another brief analysis provided to us by our Legal Counsel, Julie Sherman:

“Assembly Bill 361 would allow virtual meetings with streamlined procedures, but only if the purpose of the meeting is to declare or ratify a local emergency or if the meeting occurs during a period of a declared local emergency. Adoption of this bill would mean that the existing Brown Act procedures for “teleconference” meetings would be required to continue, except in instances of an emergency.”

By the time the MP&L Committee meets, these two bills could be merged into one.

It is staff's strong belief that making these meeting options permanent would be beneficial to the agency, the Board of Directors and our public. The cost of these meeting options is negligible.

Staff Recommendation

Staff recommends that County Connection support AB703 & AB361 given the clear benefits they would provide while being almost cost neutral.

AB339

This bill would require County Connection to conduct its public meetings virtually regardless if an in-person option is provided. Additionally, it would require County Connection to provide via telephone or through the internet, participation options to all non-English speaking persons upon request. Below is another brief analysis provided to us by our Legal Counsel, Julie Sherman:

"While AB 361 and AB 703, if passed, will provide the option for local public agencies to hold virtual meetings. AB 339 will require local public agencies to continue to provide virtual access for the public, even if all of the board members attend meetings in-person.

The additions would mandate virtual public access by calling in and by internet. The instructions for virtual participation would have to be posted with the agenda. Local public agencies would also have to provide a place for the public to go to provide in-person comments.

AB 339 would also require instructions on joining the meeting via telephonic or internet-based service option, including registration for public comment, if required, to be made available to all non-English-speaking persons upon request and at minimum to be published in the two most spoken languages other than English within the boundaries of the territory over which the local agency exercises jurisdiction. The meeting agenda would also need to be made available upon request to all non-English-speaking persons within those boundaries in their language, regardless of national origin or language ability."

Given that both AB703 & AB361 provide options rather than mandates, staff believes these two bills are preferable to AB339. Furthermore, there would be unknown costs to implement the required pieces of AB339 relative to accommodating non-English speakers as currently called for in the bill.

Staff further notes that AB339 is likely to be significantly amended this week. Staff will report on these amendments at your meeting on May 6, 2021.

Staff Recommendation

Staff recommends that County Connection Watch AB339.

Action Requested

Staff respectfully requests that the MP&L Committee forward a recommendation to support AB703 & AB361 and a recommendation to watch AB339 to the Board of Directors.