

County Connection

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

MARKETING, PLANNING & LEGISLATIVE

MEETING AGENDA

Thursday, June 3, 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: Jun 3, 2021 08:30 AM Pacific Time (US and Canada)

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 May 6, 2021*
4. September Free Rides Promotion*
(Staff will present the collaborative promotion with BART in the month of September.)
5. Blue-Ribbon Transit Recovery Task Force – Information Only/Verbal Update
(Staff will provide an update on the BRTF efforts.)
6. Committee Comments
7. Future Agenda Items
8. Next Meeting – July 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.

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, June 19, 9:00 a.m., via teleconference
Administration & Finance:	Wednesday, June 2, 8:30 a.m., via teleconference
Advisory Committee:	Tuesday, July 13, 1:00 p.m., via teleconference
Marketing, Planning & Legislative:	Thursday, June 3, 8:30 a.m., via teleconference
Operations & Scheduling:	Thursday, June 3, 4:00 p.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, May 6, 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, 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 April 1, 2021

The Committee approved the minutes.

4. Clipper Mobile App Marketing and Outreach Plan

Ms. Reeb provided an overview of marketing and outreach efforts planned for the new Clipper mobile app. In addition to MTC's regional campaign, staff plans to do additional marketing and outreach specifically to youth, employers, and local CBOs and cities. The Committee expressed support for the plan and doing another marketing push in the fall as youth go back to school and commuters return to offices.

5. State Legislative Update on AB 703, AB 361, & AB 339

Mr. Ramacier informed the Committee that AB 703 has been amended significantly since the staff report was written and withdrew the recommendation to support the bill. The amendment would require a majority of policymakers to be in the same location in order to allow for remote participation in a public meeting. AB 361 would continue allowing for a remote participation without the quorum requirement but only under a declared emergency. AB 339 has also been significantly amended and will only apply to cities and counties but not to JPAs or regional bodies such as MTC. Director Andersen expressed concern with the costs associated with translation services that would be required under AB 339. Director Schroder asked for clarification on whether AB 361 would automatically apply when the governor declares an emergency and would not require an executive order. Mr. Ramacier affirmed that would be the case and that it would also apply on the local level. The Committee agreed to continue watching the three bills.

6. Update on AB 629 – Chiu

Mr. Ramacier provided an update on AB 629, which recently went through the Assembly Transportation Committee. The analysis by Assembly Committee staff indicated that MTC already has the authority to do everything in the bill and that by enacting the bill in its current form, it could become a state mandate, requiring the State to provide funding. However, the bill is going to be further amended to define the transit network manager concept.

7. Update on preliminary Metropolitan Transportation Commission (MTC) staff plans for allocating the American Rescue Plan (ARP) Act funds to the region's transit operators

Mr. Ramacier informed the Committee that MTC will likely be distributing the ARP Act stimulus funds in multiple phases, with the first tranche in late July. MTC's Programming and Allocations Committee will be conducting a workshop with transit agency staff to better understand how to allocate the funds. He noted that County Connection is in relatively good financial standing and can sustain present levels of service for the next five years. However, additional funding would likely be required to implement some of the recommendations that come out of the Blue-Ribbon Transit Recovery Task Force.

8. Committee Comments

None

9. Future Agenda Items

None

10. Next Scheduled Meeting

The next meeting was scheduled for June 3rd at 8:30 a.m. via teleconference.

11. Adjournment – The meeting was adjourned at 9:03 a.m.

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

To: Marketing, Planning & Legislative Committee

Date: 05/27/2021

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

Reviewed by: *WC.*

SUBJECT: September Free Rides Promotion

Background:

After 15 months of restrictions due to the COVID-19 pandemic, the State has announced its reopening plan for June 15th. California will convert back to zero restrictions on indoor and outdoor capacity limits and physical distancing within the next three weeks. In anticipation of this change transit agencies have deliberated on how to get people back on transit. The Healthy Transit Plan describes transit agencies' efforts in ensuring a safe and healthy trip. The goal is to provide returning passengers with a sense of comfort in using public transit. Although there have been no major outbreaks linked to public transit use, transit agencies recognize many passengers may have exchanged a transit trip for a vehicle trip during the pandemic and passengers may need incentives to return to transit.

Cooperative Efforts

During the pandemic, many agencies, including County Connection stopped collecting fares for an extended period. As we look ahead toward the "Return to Transit" efforts, agencies are proposing various fare discounts to incentivize transit use. To lure riders back on transit, the BART Board approved a 50% discount on all Clipper fares during the month of September. County Connection serves eight (8) BART stations in Contra Costa County and one (1) in Alameda County with most service linked to at least one BART station.

As a result of this robust and direct connection with BART service and with the availability of federal stimulus funds, staff proposes offering free rides on County Connection during the month of September 2021. This coordinated effort to make transit more accessible aligns well with the goals of the Blue-Ribbon Transit Recovery Task Force and the principles adopted by the Metropolitan Transportation Commission for the distribution of federal stimulus funds. Staff intends to collaborate with BART's marketing staff to distribute joint material, thus extending the reach of both promotions.

Financial Implications:

Staff will be presenting the item to the A&F Committee for approval of the free rides financial impact. It is estimated that ridership may double with schools back in session and free fares available in September 2021. Ridership in September 2020 was close to 100,000. Assuming

an average fare of \$2 and a 100% increase in ridership, the estimated fare revenue loss would be about \$400,000. County Connection would apply federal stimulus funds to this promotion.

All costs associated with this promotion are included in the FY 2021 promotions budget.

Recommendation:

None, for information only.

Action Requested:

None, for information only.