

County Connection

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

MARKETING, PLANNING & LEGISLATIVE

MEETING AGENDA

Thursday, April 7, 2022

8:30 a.m.

PURSUANT TO THE PROVISIONS OF ASSEMBLY BILL 361, WHICH SUSPENDS CERTAIN REQUIREMENTS OF THE RALPH M. BROWN ACT, THIS MEETING WILL BE CONDUCTED AS A TELECONFERENCE.

MEMBERS OF THE PUBLIC MAY NOT ATTEND THIS MEETING IN PERSON.

Join Zoom webinar

When: Apr 7, 2022 08:30 AM Pacific Time (US and Canada)

Topic: Marketing, Planning & Legislative Committee

Please click the link below to join the webinar:

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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 the correspondence that will be provided to the full Board.

Should zoom not be operational, please check online at: www.countyconnection.com for any updates or further instruction.

FY2021/2022 MP&L Committee – Board member annual assignments are assigned at the September Board meeting.

Amy Worth – Orinda, Kevin Wilk – Walnut Creek, Mike McCluer – Moraga, Rob Schroder – Martinez

Clayton • Concord • Contra Costa County • Danville • Lafayette • Martinez
Moraga • Orinda • Pleasant Hill • San Ramon • Walnut Creek



The committee may take action on each item on the agenda. The action may consist of recommended action, a related action or no action. Staff recommendations are subject to action and/or change by the committee.

1. Approval of Agenda
2. Public Communication
3. Approval of Minutes from February 3, 2022*
4. Network Management Business Case Update – Verbal Update
(Staff will provide an update on the regional efforts for the Network Management Business Case led by the Metropolitan Transportation Commission.)
5. Summer Youth Pass – Information Only*
(Staff will provide an update on changes to the Summer Youth Pass program.)
6. State Legislative Efforts – Verbal Update
(Staff will provide a summary of current state legislative efforts and their potential impacts.)
7. Community Events – Information Only*
8. Committee Comments
9. Future Agenda Items
10. Next Meeting – May 5, 2022 (8:30am, location to be determined)
11. Adjournment

General Information

Public Comment: If you wish to address the Committee, please follow the direction at the top of the agenda. If you have anything 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 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 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 21, 9:00 a.m., via teleconference
Administration & Finance:	Wednesday, April 6, 2:00 p.m., via teleconference
Advisory Committee:	Tuesday, May 10, 1:00 p.m., via teleconference
Operations & Scheduling:	Friday, April 1, 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 the 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 3, 2022, 8:30 a.m.

Due to COVID-19, this meeting was conducted as a teleconference pursuant to the provisions of Assembly Bill 361.

Directors: Amy Worth, Candace Andersen, Kevin Wilk
Staff: Bill Churchill, Ruby Horta, Amber Johnson, Melody Reeb, Kristina Martinez, Madeline Chun
Public: None

Call to Order: Meeting called to order at 8:30 a.m. by Director Worth.

1. Approval of Agenda

The Committee approved the agenda.

2. Public Communication

None

3. Approval of Minutes from February 3, 2022

The Committee approved the minutes.

4. FY 2023 Marketing Plan

Ms. Reeb presented the proposed marketing plan for the upcoming fiscal year. Although there is still a lot of uncertainty around when and how ridership demand will return, staff is planning to focus promotional efforts on post-COVID recovery, including another free fare promotion. Staff is also planning on conducting outreach and surveys to better understand any changes in the needs of the community post-pandemic. Director Worth suggested using the mobile lobby to conduct more outreach at schools, such as to environmental clubs that may have an interest in getting more students on transit. The Committee forwarded the item to the Board for approval.

5. Final Draft 2022 County Connection Federal Legislative Advocacy Program

Mr. Churchill presented a final draft of this year's federal advocacy program, which staff updated based on feedback from the Committee and the Board last month. Since meetings are now expected to be in person, staff has converted the prior PowerPoint presentation into a printed brochure. The Committee provided additional feedback and directed staff to move forward with finalizing the brochure.

6. State Legislative Efforts

Mr. Churchill informed the Committee that there's been a lot of activity with state legislative efforts. Staff anticipated that SB 114, which provides 80 hours of supplemental COVID-19 pay, would result in a significant increase in absenteeism similar to SB 95, but to date there hasn't been a noticeable impact. He said that staff has significant concerns about SB 917 (Becker), which is the Seamless Transportation Act, as it is duplicative of the Blue Ribbon Task Force efforts and also conflicts with the work of the Fare Integration Task Force. He also described three additional bills related to transit, including AB 1919 (Holden), AB 2622 (Mullen), and AB 2441 (Kalra). Ms. Chun provided an update on current legislation regarding public meetings and teleconferencing.

7. Community Events

Ms. Reebbs presented the calendar of outreach planned for March 2022. She noted that three schools have reached out about taking Class Pass field trips.

8. Committee Comments

None

9. Future Agenda Items

None

10. Next Scheduled Meeting

The next meeting was scheduled for April 7th at 8:30 a.m. via teleconference.

11. Adjournment – The meeting was adjourned at 9:58 a.m.

Minutes prepared and submitted by: Melody Reebbs, Director of Planning, Marketing, & Innovation

INTER OFFICE MEMO

To: Marketing, Planning, & Legislative Committee

Date: 03/30/2022

From: Melody Reeb, Director of Planning, Marketing, & Innovation

Reviewed by: *Ref*

SUBJECT: Summer Youth Pass

Background:

In 2019, County Connection partnered with 511 Contra Costa and neighboring transit agencies Tri Delta Transit and WestCAT to offer a joint summer youth pass providing unlimited rides on the three bus systems from June through August. This replaced a 20-ride punch pass that County Connection had offered prior to eliminating all paper passes in March 2019. Due to COVID-19, the summer youth pass program was not offered in 2020 or 2021. However, with most restrictions now lifted and schools back to in-person instruction, 511 Contra Costa and the partner transit agencies have decided to offer the program again this year.

The pass is valued at \$60, and previously, 511 Contra Costa provided a subsidy of \$25 per pass, lowering the actual retail cost down to \$35. This year, they are proposing an increased subsidy of \$30, or half of the cost of the pass. 511 Contra Costa also manages the design and production of the passes, as well as online sales and fulfillment. Revenues from pass sales are distributed to the transit agencies based on customer location.

Staff will be working in coordination with 511 Contra Costa and the other participating transit agencies to promote the program. This will include outreach to schools, as well as to Pass2Class program participants. 511 Contra Costa will be developing marketing materials such as digital assets for the transit agencies to use on their websites, social media, and other communication channels. Staff also plans to utilize the mobile lobby to promote the program and sell passes in person.

Financial Implications:

Any costs associated with the Summer Youth Pass are part of the existing marketing budget. 511 Contra Costa will manage online sales and provide the \$30 subsidy.

Recommendation:

None, for information only.

Action Requested:

None, for information only.

Attachments:

None

INTER OFFICE MEMO

To: Marketing, Planning, & Legislative Committee

Date: 3/31/2022

From: Melody Reeb, Director of Planning, Marketing, & Innovation

Reviewed by: *Ref*

SUBJECT: Community Events

Background:

County Connection participates in select community and business events, and coordinates Class Pass field trips for schools with service along fixed-routes, as well as offering a mobile lobby. See attachment for complete list of events.

In-Person Events:

In-person outdoor events are returning. Staff is participating in several outdoor events in April, including Spring Fest in Concord and Earth Day events in Walnut Creek and Lafayette.

Financial Implications:

Any costs associated with events are included in the Promotions budget.

Recommendation:

None, for information only.

Action Requested:

None, for information only.

Attachments:

Attachment 1: April 2022 Calendar

Attachment 1

APRIL -- 2022						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					<u>1</u> Clayton Clayton Rd and Washington Blvd Bus Stop ID 542	<u>2</u> Concord Spring Fest
<u>3</u>	<u>4</u> Walnut Creek Library	<u>5</u> Concord Farmers	<u>6</u> Orinda BART	<u>7</u> Martinez Amtrak	<u>8</u> Danville Library	<u>9</u>
<u>10</u>	<u>11</u> San Ramon Vista Valley	<u>12</u> Moraga Library	<u>13</u> Pleasant Hill BART	<u>14</u> Lafayette Library	<u>15</u> Walnut Creek BART	<u>16</u>
<u>17</u>	<u>18</u> Martinez VA	<u>19</u> Clayton Library	<u>20</u> Concord Library	<u>21</u> Orinda Library	<u>22</u> Pleasant Hill Senior CTR	<u>23</u> Broadway Plaza Earth Day Event
<u>24</u>	<u>25</u> Lafayette BART	<u>26</u> Danville Senior Center	<u>27</u> San Ramon Transit Ctr	<u>28</u> Saint Marys College	<u>29</u> Kaiser Shadelands	<u>30</u> Lafayette Earth Day Event