

# County Connection

2477 Arnold Industrial Way    Concord, CA 94520-5326    (925) 676-7500    [countyconnection.com](http://countyconnection.com)

## MARKETING, PLANNING & LEGISLATIVE

### MEETING AGENDA

Thursday, June 2, 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.**

When: Jun 2, 2022 08:30 AM Pacific Time (US and Canada)

Topic: Marketing, Planning & Legislative Committee

Please click the link below to join the webinar:

<https://us02web.zoom.us/j/84028831461>

Or One tap mobile :

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Dial(for higher quality, dial a number based on your current location):

US: +1 669 900 6833 or +1 408 638 0968 or +1 346 248 7799 or +1 253 215 8782 or +1 301 715 8592 or +1 312 626 6799 or +1 646 876 9923

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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 the correspondence that will be provided to the full Board.

Should zoom not be operational, please check online at: [www.countyconnection.com](http://www.countyconnection.com) for any updates or further instruction.

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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 May 5, 2022\*
4. Clipper Institutional Pass Pilot\*

(Staff will describe the Clipper Institutional Pass Pilot sponsored by the Metropolitan Transportation Commission).

5. State Legislative Efforts – Verbal Update

(Staff will provide a summary of current state legislative efforts and their potential impacts.)

6. Community Events – Information Only\*
7. Committee Comments
8. Future Agenda Items
9. Next Meeting – July 7, 2022 (8:30am, location to be determined)
10. Adjournment

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\*Enclosure

## 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](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, June 16, 9:00 a.m., via teleconference
Administration & Finance:	Wednesday, June 1, 2:00 p.m., via teleconference
Advisory Committee:	Tuesday, July 12, 1:00 p.m., via teleconference
Operations & Scheduling:	Friday, July 1, 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 the 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, May 5, 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, Kevin Wilk, Rob Schroder, Mike McCluer  
**Staff:** Bill Churchill, Ruby Horta, Amber Johnson, Melody Reebbs, Pranjal Dixit, Madeline Chun  
**Public:** Andy Smith

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

**1. Approval of Agenda**

The Committee approved the agenda.

**2. Public Communication**

None

**3. Approval of Minutes from April 7, 2022**

The Committee approved the minutes.

**4. FY 2022-23 Short Range Transit Plan Guidelines**

Ms. Reebbs provided an update on MTC's new guidelines for the Short Range Transit Plan (SRTP) process. The revised guidelines include a narrower scope with a focus on financial and service planning under three different scenarios that assume varying levels of ridership and revenue recovery. A draft is due to MTC in September, followed by a final version that is adopted by the Board in December. She also introduced Manager of Planning, Pranjal Dixit, who will be taking the lead on the SRTP development.

**5. Summer Youth Pass Marketing Plan**

Ms. Reebbs provided an overview of staff's marketing and outreach plan for the Summer Youth Pass program. Online pass sales will begin in early May, and staff is also planning to sell passes through the mobile lobby. Marketing materials, including a flyer and social media graphics, will be shared with city staff and other community partners to help promote the program. Director Worth suggested reaching out to sustainability groups at high schools that could help encourage more students to take transit.

## **6. State Legislative Efforts**

Mr. Churchill informed the Committee that SB 917 (Becker) went to the Senate Transportation Committee for a hearing. While transit operator and Metropolitan Transportation Commission (MTC) staff have been working with the author to amend the bill, there are still issues of concern, including the removal of authority from local transit agencies to set their own fares and a lack of clarity in terms of defining the regional network. The Bay Area transit agencies have submitted a letter in opposition unless amended.

AB 2441 (Kalra) would require transit operators to renegotiate with their unions before implementing any new technology. The current language is very broad. California Transit Association (CTA) has taken an oppose unless amended position, and the transit operators will be discussing whether to submit a letter, which the Committee expressed support for.

Mr. Churchill also provided an update on the budget trailer bill regarding free transit for three months. While staff has concerns with the current language, he noted that many of the details are still in flux.

## **7. Community Events**

Ms. Reebbs presented the calendar of outreach planned for May.

## **8. Committee Comments**

None.

## **9. Future Agenda Items**

None.

## **10. Next Scheduled Meeting**

The next meeting was scheduled for June 2<sup>nd</sup> at 8:30 a.m. via teleconference.

## **11. Adjournment** – The meeting was adjourned at 9:08 a.m.

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

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

**Date:** 05/24/2022

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

**Reviewed by:** *Ref*

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**SUBJECT:** Regional Institutional Pass Pilot

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### **Background:**

In late 2019, the Metropolitan Transportation Commission (MTC) began a Regional Fare Coordination and Integration Study (FCIS) to evaluate the impacts of the region's disparate fare systems on ridership and develop goals for a regional system that would improve the passenger experience and promote higher ridership. The Fare Integration Task Force was formed as a "Special Committee" of the Clipper Executive Board (CEB) to oversee the study, and last Fall, this Task Force adopted a Policy Vision Statement for fare integration in the 9-county region based on the study recommendations.

### **Demonstration Pilot:**

The first action in the Policy Vision Statement is to deploy an all-transit agency institutional/employer pass as a demonstration pilot. The pass will be implemented on Clipper and provide unlimited rides on all participating Bay Area transit systems. The objective of the pilot is to evaluate the degree to which an institutional transit pass covering all operators may increase transit ridership and better meet the needs of users and institutions as compared to single-agency passes. The pilot will evaluate program performance and collect data that would be used as the basis of a revenue model for a potential permanent program.

The pilot will be rolled out in two phases. Phase 1, which is planned to launch in August 2022 and last for two years, will focus on educational institutions and affordable housing properties that already offer an "all you can use" transit pass under pre-existing agreements, including San Francisco State University, San Jose State University, UC Berkeley, Santa Rosa Junior College, and MidPen Housing. Phase 2, which is expected to begin in early 2023, will expand the program to employers in transit-rich locations such as downtown San Francisco, Oakland, and San Jose and involve defining a pricing structure for the passes.

### **Title VI:**

MTC will serve as the lead agency for the Title VI process. The project will be considered a "pilot" under Title VI, meaning that individual agency boards would only need to consider approving a Title VI analysis before any permanent successor program is launched. MTC is currently working with FTA to request permission for an initial pilot period lasting a minimum of 12 months as opposed to the normal 6-month period allowed for temporary fare changes.

### **Financial Implications:**

MTC has identified approximately \$6M of regional funds for the two phases of the pilot project, with \$5.5M going to transit agencies to offset fare revenue losses.

**Recommendation:**

Staff recommends that the MP&L Committee approve County Connection's participation in the Regional Institutional Pass Pilot Program.

**Action Requested:**

Staff requests that the MP&L Committee forward this item to the Board for approval.

**Attachments:**

None

## INTER OFFICE MEMO

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

**Date:** 05/19/2022

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

**Reviewed by:** *Ref*

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**SUBJECT:** Community Events

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**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.

**Additional Information:**

Mobile lobby and outreach calendar is now available on the County Connection website. The goal is to the next month calendar posted no later than the 25<sup>th</sup> of the month prior. This will allow for passengers to know where they can find the mobile lobby in advance and plan accordingly.

**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: June 2022 Calendar



JUNE -- 2022						
<u>SUNDAY</u>	<u>MONDAY</u>	<u>TUESDAY</u>	<u>WEDNESDAY</u>	<u>THURSDAY</u>	<u>FRIDAY</u>	<u>SATURDAY</u>
			<u>1</u> Orinda BART 8:30-10:30	<u>2</u> Martinez Amtrak 10-12	<u>3</u> Clayton Library 12-2	<u>4</u> Shadelands Farmers Market 9-1
<u>5</u>	<u>6</u> Walnut Creek Library 11:30-1:30	<u>7</u> Concord Farmers Market 9-2	<u>8</u> Pleasant Hill BART 8:30-10:30	<u>9</u> Lafayette Library 10-12	<u>10</u> Danville Library 10-12	<u>11</u>
<u>12</u>	<u>13</u> Ride Route 96X/93X Leave WC BART @3:05 Leave WC BART @4:05	<u>14</u> Moraga Library 2-4	<u>15</u> Concord Library 12-2	<u>16</u> Orinda BART 10-12	<u>17</u> Walnut Creek BART 10:30-12:30	<u>18</u>
<u>19</u>	<u>20</u> Martinez Senior Center 10-12	<u>21</u> Clayton Library 2-4	<u>22</u> San Ramon Transit Center 10-12 Dana Estates Night Out 6-8:30pm	<u>23</u> Saint Mary's College 10-12	<u>24</u> Pleasant Hill Senior Center 10-12	<u>25</u>
<u>26</u> Shadelands Event Made in the Shade 11-3	<u>27</u> Lafayette BART 10-12	<u>28</u> Danville Senior Center 11-1	<u>29</u> North Concord BART 12-2	<u>30</u> Walnut Creek Kaiser Shadelands Lennon Lane Stop ID 1991 9-11		