County Connection
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MARKETING, PLANNING & LEGISLATIVE COMMITTEE
MEETING AGENDA

Thursday, November 3, 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.

Committee Directors, staff, and the public may participate remotely by calling:

Please click the link below to join the webinar:

https://us02web.zoom.us/j/86909503007

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US: +1 669 444 9171 or +1 669 900 6833 or +1 408 638 0968 or +1 346 248 7799 or +1 719 359 4580 or +1 253 215 8782 or +1 309 205 3325 or +1 312 626 6799 or +1 360 209 5623 or +1 386 347 5053 or +1 564 217 2000 or +1 646 876 9923 or +1 646 931 3860 or +1 301 715 8592

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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.

FY2022/2023 MP&L Committee
Candace Andersen – Contra Costa County, Don Tatzin – Lafayette, Rob Schroder – Martinez, Kevin Wilk – Walnut Creek

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.

1. Approval of Agenda
2. Public Communication
3. Approval of Minutes from October 6, 2022*
4. Selection of Committee Chair
5. Pass2Class – Information Only*
   (Staff will provide an update on the Pass2Class program.)
6. On-Call Planning Services – Information Only*
   (Staff will inform the Committee about plans to establish a new on-call planning services contract.)
7. Food Drive and Giving Tuesday – Information Only
   (Staff will provide information on the upcoming food drive.)
8. Community Events – Information Only*
9. Committee Comments
10. Future Agenda Items
11. Next Meeting – December 1, 2022 (8:30am, location to be determined)
12. Adjournment

*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

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, November 17, 9:00 a.m., via teleconference
Administration & Finance:	Wednesday, November 2, 2:00 p.m., via teleconference
Advisory Committee:	Tuesday, November 8, 1:00 p.m., via teleconference
Operations & Scheduling:	Friday, November 4, 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.

County Connection

INTER OFFICE MEMO

Summary Minutes
Marketing, Planning, and Legislative Committee
Thursday, October 6, 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: Candace Andersen, Don Tatzin, Rob Schroder, Kevin Wilk
Staff: Bill Churchill, Ruby Horta, Melody Reebs, Pranjal Dixit, Ryan Jones, Julie Sherman
Public: None

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

1. **Approval of Agenda**

   The Committee approved the agenda.

2. **Public Communication**

   None

3. **Approval of Minutes from September 1, 2022**

   The Committee approved the minutes.

4. **Draft Short-Range Transit Plan**

   Mr. Dixit presented the draft of the short-range transit plan, which is prepared every four years and submitted to MTC in order to be eligible for federal funding. In light of the pandemic, MTC revised guidelines to narrow the focus to five years (from 10 years) and focus on revenue recovery. In those guidelines, MTC provided three scenarios for revenue recovery. County Connection conducted a passenger survey in September to learn what service levels passengers would like to see in the future. Together with the MTC revenue recovery scenarios and the County Connection survey, service plans were developed and included in the drafted short-range transit plan. The draft was submitted to MTC on September 30, 2022 and the final is due on December 29, 2022. Staff requested the Committee forward the draft plan to the Board for review and to proceed with the public hearing process. Dir. Tatzin suggested an addition to the plan stating that County Connection will be responsive to the demands of the service region based on changing circumstances, such as inflation, that might override the plan.

5. **Summer Youth Pass Update**

   Ms. Reebs shared details on the Summer Youth Program, which provided unlimited discounted rides for youth June-August. County Connection, Tri-Delta Transit, and WestCAT

partner with 511 Contra Costa who provided a subsidy for the passes. We sold about 200 passes across the three agencies, with 96 of those passes sold within our service area, breaking down to about 2,300 rides with the passes (approx. 24 rides per pass). Comparatively, this is about 1/3 the amount of passes County Connection sold in 2019. The pass has a $60 retail price and when broken down comes to about $1.25/ride. The Summer Youth Pass is intended for students who would be riding the bus regularly through the summer. 511 Contra Costa paid 50% of the cost of the passes and took the lead on marketing and distribution of the passes. Dir. Andersen asked if we could migrate the Summer Youth Pass to Clipper to help create a seamless system. Mr. Churchill remarked that he sits on the Clipper Board and they are moving toward integration. The Committee would like to put this item on consent to make the Board aware of what County Connection is doing for Summer Youth Passes.

6. All Aboard Ride With The CEOs

Mr. Jones summarized the event, All Aboard Ride With The CEOs, which was held in September as part of Transit Month. All Bay Area agency GMs and CEOs as well as the public were invited to attend. The event kicked off in Oakland where participants rode AC Transit to BART (to San Francisco), then MUNI, then SF Bay Ferry back to Oakland (Jack London Square). There was good representation of leadership present across the agencies and with each leg of the trip, more of the public participated, engaging with GMs and CEOs along the way.

7. Community Events

Mr. Jones provided an update on community events, including the mobile lobby and participating in senior community center events. Seniors have sometimes planned their schedules around County Connection mobile lobby events, since it is more convenient for customers to ask staff questions in person than travel out to our offices. County Connection has opened the main lobby back to the public to see the where the demand is.

8. Committee Comments

None.

9. Future Agenda Items

None.

10. Next Scheduled Meeting

The next meeting is scheduled for November 3, 2022 at 8:30 a.m. via teleconference.

11. Adjournment – The meeting was adjourned at 9:23 a.m.

Minutes prepared and submitted by Ryan Jones, Manager of Marketing & Communications

County Connection

INTER OFFICE MEMO

To: Marketing, Planning, & Legislative Committee **Date:** 10/25/2022

From: Ryan Jones, Manager of Marketing & Communications **Reviewed by:** MR

SUBJECT: Pass2Class

Background:

The Pass2Class Program was funded by 511 Contra Costa as part of their efforts to reduce traffic congestion and air pollution by reducing the number of cars being driven to school. Pass2Class offered free transportation on AC Transit, WestCAT, TriDelta and County Connection to Contra Costa students encouraging the use of public transit to and from school. The application was available from July 7-October 15, 2022 offering each household up to two (2) passes. The County Connection pass was valid through September 30, 2022 and 511 Contra Costa reimbursed County Connection $1.60 per trip. The pass was valid on all County Connection fixed route services.

Pass2Class Usage:

511 Contra Costa issued over 1,700 passes, on par with last year, largely to households in Concord and Walnut Creek. Pass2Class users on County Connection fixed routes totaled about 28,700 with 75.6% of the trips being taken on school routes. The remaining trips (24.4%) were used on regular fixed routes. While overall usage levels were similar to last year, there was a higher concentration of trips being made on the 600-series school routes compared to last year.

Service Area	Service Type			
	School	Local	Express	Weekend
Core	49%	15%	0%	0%
Lamorinda	21%	3%	0%	0%
North	0%	1%	0%	0%
South	6%	5%	0%	0%
Grand Total	**76%**	**23%**	**<1%**	**0%**

Routes 601, 602, and 605, which serve Walnut Creek Intermediate (WCI), carried more than 1/3rd of the total Pass2Class riders, followed by Route 606, which carried 14% of riders and serves Miramonte High School and Orinda Intermediate School (OIS).

Along with the 600-series school routes, the regular fixed route network provided an additional choice for Pass2Class users. Several local routes serve schools, and schedules are often adjusted on those routes to meet bell times, although they are not as tailored to school schedules as the 600-series routes. Route 10 along Clayton Rd carried 4% of users compared to 6% carried by Route 612 serving the same corridor. Route 35 in San Ramon carried 4% of total Pass2Class riders compared to 5.6% carried by school routes serving the area. Route 6 helps supplement 600-series service in Lamorinda to Miramonte and Campolindo High Schools and carried 6% of total Pass2Class riders.

In addition, Routes 15 and 18 also carried a significant number of Pass2Class riders relative to overall ridership on those routes. Pass2Class riders made up 9% of ridership on Route 15, which serves Concord and Ygnacio Valley High Schools, and 8% on Route 18, which serves College Park High School and Valley View Middle School.

The pass promotion ended on September 30th. However, this was immediately followed by the October Free Rides promotion, providing students with a third month of free rides. Once that promotion ends, staff will be working with 511 Contra Costa to promote the youth discount on Clipper to Pass2Class participants, as well as through ongoing outreach efforts such as the mobile lobby.

Financial Implications:

511 Contra Costa will be reimbursing County Connection at the rate of $1.60 per ride for a total amount of about $46,000. All costs associated with this promotion are included in the FY 2023 Promotions budget.

Recommendation:

None, for information only.

Action Requested:

None, for information only.

Attachments:

None

County Connection

INTER OFFICE MEMO

To: Marketing, Planning, & Legislative Committee **Date:** 10/20/2022

From: Melody Reebs, Director of Planning, Marketing, & Innovation **Reviewed by**: Rtf

SUBJECT: On-Call Planning Services

Background:

Many cities and public transit agencies retain planning services on an on-call basis to enlist support when an abundance of projects exceed the agencies' ability to fulfill all demands. Rates are agreed upon up front, and then specific work orders are developed for each project. Consultants must be able to deliver planning services working in collaboration with internal staff and external parties such as municipalities and other transit agencies. The scope of these services can include operations and capital planning, federal, state and/or local project compliance, evaluation of emerging mobility options, and public outreach.

In 2017, County Connection awarded a contract to Nelson/Nygaard with a not-to-exceed amount of $1.8M for on-call planning, which expired during the pandemic. Over the five years of that contract, staff issued work orders for various projects including an onboard passenger survey, and expended a total of roughly $115,000.

New Contract:

As agencies reimagine post-pandemic services, seek new opportunities for grants, and transition to zero-emission fleets, it would benefit County Connection to issue a Request for Proposals (RFP) for a new contract. The contract will be structured similarly to the previous one with no guaranteed minimum level of compensation. Staff anticipates several projects over the next few years that will likely require assistance from a consultant. This includes a comprehensive onboard passenger survey to provide statistically valid demographic data that is required by Federal Transit Administration (FTA) every five years, as well as updating the agency's Title VI program.

Staff will be working with legal counsel to develop the RFP and sample agreement to ensure compliance with state and federal requirements. Staff anticipates releasing the RFP this winter and bringing a recommendation for award in the spring.

Financial Implications:

The contract will include a not-to-exceed amount, but there would be no obligation to spend that amount. As projects are identified, staff will notify the appropriate Committee. Any work orders issued would be consistent with the adopted budget for that year, which typically includes around $100,000 for service planning and development expenses.

Recommendation:

None, for information only.

Action Requested:

None, for information only.

Attachments:

None

County Connection

INTER OFFICE MEMO

To: Marketing, Planning, & Legislative Committee **Date:** 10/27/2022

From: Ryan Jones, Manager of Marketing & Communications **Reviewed by**: MR

SUBJECT: Food Drive for Giving Tuesday

Background:

The Food Bank of Contra Costa & Solano collects food for emergency and supplemental food for people in need and who may be experiencing hunger or food insecurity. The organization partners with community advocates, groups, and businesses to also help drive food donations. County Connection has partnered with the Food Bank to host food drives for over 30 years.

Food Drive Promotion:

County Connection will host this year's food drive in partnership with the Food Bank in November. The Food Bank will deliver 125 donation boxes to be placed on the buses to collect passenger donations. There will also be two (2) donation barrels in the administrative building. Donations will be accepted beginning November 27th through December 11th (donations picked up December 14th).

On Giving Tuesday, which falls on November 29th this year, County Connection will be running a promotion that will allow passengers to ride for free in exchange for canned goods or non-perishable dry food items. Passengers would not be using their Clipper card, so no transfers are included. If passengers need to board more than one bus, they would have to donate a food item for each bus to receive the free fare.

Financial Implications:

Fare revenue loss will depend on how many items are donated. However, based on recent ridership numbers, the cost is not expected to exceed $10,000, which is included in the FY 2023 Promotions budget.

Recommendation:

None, for information only.

Action Requested:

None, for information only.

Attachments:

None

County Connection

INTER OFFICE MEMO

To: Marketing, Planning, & Legislative Committee **Date:** 10/26/2022

From: Ryan Jones, Manager of Marketing & Communications **Reviewed by**: MR

SUBJECT: Community Events

Background:

County Connection offers a mobile lobby, where staff visit areas within the service area. When possible, we also participate in select community and business events, and coordinate Class Pass field trips for schools with service along fixed-routes.

Additional Information:

County Connection continued customer outreach with the mobile lobby in October throughout Central Contra Costa County. We scheduled 21 mobile lobby events, which included visiting libraries, farmer's markets, senior centers, and transit hubs where we helped people with trip planning, RTC and LINK (paratransit) applications, signing up with the Clipper app, and answered other general inquiries of our services. We have found that many of our customers, particularly our senior customers and underserved communities, find it is convenient to meet our staff while we're out in their respective neighborhoods. For those who wish to come to our office, our lobby is open to the public, 8:00 a.m.-3:00 p.m., Monday-Friday. Customers Service Representatives also answer phones from 6:30 a.m.-6:30 p.m., Monday-Friday. We did not participate in any additional community or business events for October.

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: November 2022 Calendar

Attachment 1

NOVEMBER -- 2022

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1 Concord Farmers Market 9-2	2 Orinda BART 8:30-10:30	3 Rossmoor Senior Health Fair 9-2	4 Ride Route 10 Leaves: Con BART @9:30AM Clayton Library @9:59AM RUN# 101051	5
6	7 Walnut Creek Library 11:30-1:30	8 Moraga Library 2-4	9 Pleasant Hill BART 8:30-10:30 Latinx + Native American Heritage Festival - Miramonte High 5-8	10 Lafayette Library 10-12 Class Pass Las Juntas Elementary - Martinez 48 students/6adults	11 Walnut Creek BART 9-11	12
13	14 San Ramon Transit Center 9-11	15 Clayton Library 2-4	16 Concord Library 12-2	17 Orinda Library 9-11	18 Pleasant Hill Senior Center 10-12	19
20	21 Martinez Senior Center 10-12	22 Danville Library 10-12	23 Ride Route 35 Leaves: SRTC @9:01AM Dub BART@10:06AM RUN# 351031/351011	24 Thanksgiving Day - Closed	25 Walnut Creek Kaiser Shadelands 8:30-10:30	26
27	28 Danville Senior Center 10:30-12:30	29 Lafayette BART 8:30-10:30	30 Concord EDD Office 9:30-12			