

County Connection

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

MARKETING, PLANNING & LEGISLATIVE COMMITTEE

MEETING AGENDA

Thursday, February 2, 2023

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:

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Webinar ID: 882 1276 1619

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.

FY2022/2023 MP&L Committee

Candace Andersen – Contra Costa County, Don Tatzin – Lafayette, Rob Schroder – Martinez, Kevin Wilk – Walnut Creek

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

CENTRAL CONTRA COSTA TRANSIT AUTHORITY

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

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 January 5, 2023*
4. Draft 2023 County Connection Federal Legislative Advocacy Program*
(Staff will present a draft of the 2023 County Connection Federal Legislative Advocacy Program and will also discuss how to approach our 2023 federal legislative advocacy work with the Committee)
5. State Legislative Efforts – Verbal Update
(Staff will provide a summary of current state legislative efforts and their potential impacts.)
6. Regional Fare Transfer Policy*
(Staff will provide an update on the proposed regional inter-agency transfer discount policy.)
7. Community Events – Information Only*
8. Committee Comments
9. Future Agenda Items
10. Next Meeting – March 2, 2023 (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, February 16, 9:00 a.m., via teleconference
Administration & Finance:	Wednesday, February 1, 2:00 p.m., via teleconference
Advisory Committee:	Tuesday, March 14, 1:00 p.m., location to be determined
Operations & Scheduling:	Friday, February 3, 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, January 5, 2023, 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, Kevin Wilk
Staff: Bill Churchill, Ruby Horta, Melody Reeb, Pranjal Dixit, Ryan Jones,
and 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 December 22, 2022

The Committee approved the minutes.

4. Federal Legislative Focus 2023

Mr. Churchill discussed preparations for this year's Federal Advocacy Program, pointing out that last year CCCTA included information on the agency's operational response to COVID. For a 2023 update, he suggested adding information on the changing demographics of our ridership and how we're coming out of COVID. Mr. Churchill recognized that a challenge this year is the change in the House leadership, which may change the order or alter the priorities we present in our brochure. He said he would meet with the APTA Legislative Staff to go through what the APTA Legislative Advocacy Program will be and then see how we can incorporate that program with our own. One of the opportunities Mr. Churchill highlighted was directed spending, suggesting we could ask for funding to support electrification. Dir. Andersen offered that we consider an ask for back-up generators in case there's a power shutoff and we need to charge our electric vehicles. Mr. Jones discussed printed format options to present the information.

5. Update on PEPR and 13(c) Litigation Update

Mr. Churchill discussed a brief history of the Public Employees' Pension Reform Act (PEPRA). In 2012, Jerry Brown signed PEPRA into law, and immediately following that the ATU filed

an objection with the US Dept. of Labor (DOL) preventing federal grants from flowing to SacRT and Monterey-Salinas Transit. In 2021, the DOL reversed its determination from 2019 and found that PEPRA violated 13(c). The US District Court for the Eastern District of California then had to file an injunction to ensure that grants continue to flow to the transit agencies. In December, the court upheld their 2014 and 2016 determinations and has continued their injunction against the DOL. The court has required all three parties to meet and confer to consider a permanent injunction.

6. Integrated Transit Plan (ITP) Update

Ms. Reeb provided an update on the countywide integrated transit plan being developed by CCTA. The idea of the plan came from the 2020 Transportation Expenditure Plan that established a transit-first policy, but the March 2020 measure didn't pass. CCTA is moving forward with the ITP to improve coordination amongst transit operators. The plan will look at existing services, different travel markets, and develop recommendations for service improvements and possible expansions. In the absence of a new sales tax measure, implementing any new plans will require a new source of funding. CCTA is in the process of hiring a consultant to conduct a study. The planned development is estimated to take about 12-18 months.

7. Community Events

Mr. Jones shared the outreach calendar for January, which included 21 Mobile Lobby events scheduled at select locations throughout the month. Director Tatzin asked if we've seen a change in who's coming back to transit. Ms. Reeb shared that we are looking mostly at the routes that have had the most increase in ridership in the last year, indicating that many of the passengers are low-income and more transit dependent.

8. Committee Comments

None.

9. Future Agenda Items

None.

10. Next Scheduled Meeting

The next meeting was scheduled for February 2, 2023 at 8:30 a.m. via teleconference.

11. Adjournment – The meeting was adjourned at 8:33 a.m.

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

To: Marketing, Planning & Legislative Committee

Date: 01/26/2023

From: Bill Churchill, General Manager

SUBJECT: Draft 2023 Federal Advocacy Program

Background:

Attached you will find the first draft of County Connection's Federal Advocacy Program, highlighting the Authority's top priorities for 2023. The need for an on-going reliable federally funded transit program remains crucial to the ability of County Connection to provide reliable, safe, and effective service to its communities.

New Format and Congressional Office Meeting Visits

After a couple of years of remote visits with our delegation, we were able to meet in person last year. The in-person meetings provided an opportunity to introduce myself, as the new General Manager, and Ruby Horta as our new Assistant General Manager to our legislative leaders. As we enter the new legislative session, staff recognizes the difficulties a divided Congress will pose. Nonetheless, it is important to continue to advocate for the needs of public transit, and County Connection, specifically, as we strive to restore service, transition to a zero-emission bus fleet, and strengthen collaboration with neighboring transportation partners to better serve our community.

Last year County Connection staff were prepared to present the advocacy program remotely, as well as with a handout due to the uncertainty of in-person meetings. This year, staff will be providing a presentation of the draft brochure to the MP&L Committee for review, highlighting County Connection's top priorities and a focus on our essential services. After staff receives input from the committee and the Board, a final draft brochure will be developed and delivered to committee members for final review at the March MP&L Committee meeting.

While we are not completely out of the pandemic, staff anticipates that in-person meetings with our federal delegation will be possible and is currently engaged scheduling a number of appointments.

Financial Implications:

None.

Recommendation:

Staff recommend forwarding a final draft of the 2023 Federal Advocacy Program to the Board of Directors for action. The MP&L Committee will have another opportunity to provide feedback after Board review, at the March MP&L Committee meeting.

Action Requested:

Staff requests that the MP&L Committee review the draft program and priorities, provide feedback on the content, and consider forwarding it to the Board of Directors for action.

Attachments:

1. Draft 2023 Federal Advocacy Program Priorities

2023 FEDERAL ADVOCACY PROGRAM

County Connection relies on federal transit funding for crucial capital and operational funds to ensure the implementation of a reliable and robust public transportation system. The CARES, CRRSAA, ARP, and the IIJA Acts together placed County Connection in reasonable financial condition as we begin to emerge from the Pandemic. However, the need for an on-going reliable federally funded transit program remains critical to enable County Connection to provide reliable, safe and effective service to its constituents. Thus, County Connection supports the following:

Priority #1: FY24 Federal Public Transit Appropriations

County Connection relies on federal funds for the timely completion of capital projects and to support its services to folks with disabilities. In FY24, we are expecting to receive roughly \$1.5 million in Section 5307 formula funding to support our ADA paratransit program. This program serves the most frail members of our community and was crucial in providing life line based services during the height of the Pandemic. We also will pursue formula funding to help with our continued transition to an all Zero Emission Bus (ZEB) fleet. To ensure that we receive this critical capital funding, the federal transit program must be fully funded at levels consistent with the levels set out in the House passed INVEST Act and/or the IIJA.

Priority #2: Re-authorization of the Federal Transportation Bill

While we applaud the enactment of the IIJA as it will bring \$107 billion to public transit over five years, it is not the re-authorization of the federal transportation bill. IIJA is also paid for outside of the federal highway and transit trust funds. In order to address long term transit needs in an adequate and predictable manner, we seek re-authorization of The Fixing America's Surface Transportation Act (FAST) which has effectively expired.

Historically, County Connection has received \$8 million dollars in federal support on an annualized basis from federal transportation acts and authorizations. These funds are primarily used to replace aging buses and vans for far cleaner and reliable buses. Thus, re-authorization of FAST is a top priority for County Connection.

The House passed the INVEST Act to re-authorize FAST. This bill increases the federal investment in public transit by 133% over FAST. We applaud this. County Connection urges that this legislation be taken up in Congress in 2024 for further action.

Priority #3: Enact APTA's Recommendations on Mobility & Innovation

The American Public Transportation Association (APTA) have adopted a set of recommendations for federal enactment to promote and support innovative mobility solutions to increase the ability of all sorts of people to use public transportation throughout their everyday lives. These innovations in mobility must serve to improve and enhance traditional public transportation, not

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replace it. These innovations should also promote and provide opportunities to prepare the next generation of public transportation workers through work force development programs.

Many areas such as the one County Connection serves need to greatly improve their public transportation options to attack the housing crisis, climate change, equity, and aging population. However, historical growth patterns in these areas make traditional public challenging to provide. Thus, innovative mobility solutions are needed. They will also make established transit in these areas more effective and increase ridership.

Public transit agencies like County Connection are well positioned to deliver these innovative solutions along with their traditional fixed route services in an integrated and coordinated manner, if allowed to and support by federal policy.

Priority #4: Restore the Federal Highway and Mass Transit Accounts

With the Federal Highway and Mass Transit Accounts nearly broke, more and more of the federal transit program is at risk of not being funded. We urge that a permanent fix to this problem be found. Without financial stabilization for these accounts, many County Connection projects will be at risk.

Priority #5: Directed Spending Request(s)

Directed Congressional Spending (Earmarks) appear to once again be available in the federal budget. Staff are considering making a directed spending request to enhance and move forward the Authority's efforts in electrification. More specifically, staff are interested in adding more electric vehicle charging infrastructure and energy generation and storage to the facilities.

To: Marketing, Planning, & Legislative Committee

Date: 01/26/2023

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

Reviewed by: 

SUBJECT: Regional Fare Transfer Policy

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 in late 2021, this Task Force adopted a Policy Vision Statement for fare integration in the 9-county region based on the study recommendations. Concurrently, the Blue Ribbon Transit Recovery Task Force (BRTF) adopted the Transit Transformation Action Plan, which called for the implementation and funding of the recommended pilot projects from the FCIS. The first pilot project, Clipper BayPass, is an all-transit agency institutional/employer pass and was deployed in August 2022.

Transfer Policy:

The second recommendation from the FCIS was to develop an inter-agency transfer discount policy and implement a pilot in conjunction with the rollout of the Next Generation Clipper system, which provides more flexibility around business rules. The proposed policy is meant to be simple for riders to understand and would provide a discount of up to \$2.50 for each transfer within two hours of the first boarding. Based on current transit operator fares in the region, this would mean that transfers to any local service would be free, and transfers to regional services such as BART or Caltrain would be discounted.

For County Connection, there would be no change to existing free transfers between the East Bay bus operators. However, for passengers transferring from BART to County Connection, the proposed policy would increase the discount, and riders would transfer for free instead of paying \$1 as they currently do. A more significant change will be when riders transfer to BART since there is currently no discount. Those riders will now receive a \$2.50 discount off their BART fare when transferring from another operator such as County Connection.

Title VI:

Similar to the Clipper BayPass Pilot, MTC will serve as the lead agency for the Title VI process and conduct an equity analysis at the regional level in coordination with transit operator staff. As this is a fare reduction, the pilot is not anticipated to present significant issues from a Title VI perspective. Although MTC will be leading the effort, the individual transit agency boards are still responsible for complying with Title VI requirements and would need to approve the analysis. Staff anticipates that the equity analysis along with an inter-agency Memorandum of Understanding (MOU) will be presented to the Board for approval in late 2023.

Financial Implications:

MTC has identified \$22.5 million in funding through the Transit Transformation Action Plan to support the implementation of the pilot and offset fare revenue losses. The pilot is expected to last for 18 to 24 months depending on usage. Under the proposed funding model, transit agencies would be responsible for the first \$0.50 of each transfer discount, and MTC would reimburse the remaining amount. However, the reimbursement from MTC would then be reduced to account for the estimated increase in fare revenue generated from additional trips being made as a result of the program. Because County Connection already provides transfer discounts that exceed the initial \$0.50 that operators would be responsible for, staff anticipates that all additional costs in terms of foregone revenue would be covered by MTC.

Recommendation:

None, for information only.

Action Requested:

None, for information only.

Attachments:

None

INTER OFFICE MEMO

To: Marketing, Planning, & Legislative Committee

Date: 1/19/23

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 January throughout Central Contra Costa County. We scheduled 21 mobile lobby events, which included visiting libraries, 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.

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: January 2023 Calendar

Attachment 2: February 2023 Calendar

Attachment 1

JANUARY -- 2023						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
<u>1</u>	<u>2</u> Holiday	<u>3</u> Ride Route 17 Leaves: N Concord BART @9:28AM Concord BART @10:00AM	<u>4</u> Orinda BART 8:30 - 10:30	<u>5</u> Martinez Amtrak 12-2	<u>6</u> Ride Route 10 Leaves: Concord BART @8:30AM Clayton Library @8:59AM	<u>7</u>
<u>8</u>	<u>9</u> San Ramon Transit Center 10-12	<u>10</u> Danville Library 10-12	<u>11</u> Pleasant Hill Library 10-12	<u>12</u> Lafayette Library 10-12	<u>13</u> Moraga Library 10-12	<u>14</u>
<u>15</u>	<u>16</u> Martinez Senior Center 10-12	<u>17</u> Clayton Library 12-2	<u>18</u> Concord Library 12-2	<u>19</u> Orinda Library 10-12	<u>20</u> Ride Route 1 Leaves: Rossmoor @12:14PM Mitchell P&R @1:05PM	<u>21</u>
<u>22</u>	<u>23</u> Ride Route 21 Leaves: WC BART @10:40AM SRTC @11:45P	<u>24</u> Lafayette BART 10-12	<u>25</u> Concord EDD Office 9:30-12	<u>26</u> Ride Route 6 Leaves: Lafayette BART @11:00AM Orinda BART @12:15PM	<u>27</u> Pleasant Hill Senior Center 10-12	<u>28</u>
<u>29</u>	<u>30</u> Ride Route 35 Leaves: SRTC @7:31AM Dublin BART @8:06PM	<u>31</u> Walnut Creek BART 10-12				

Attachment 2

February -- 2023						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
<u>1</u>			<u>1</u> Orinda BART 8:30 - 10:30	<u>2</u> Martinez Amtrak 12-2	<u>3</u> Ride Route 10 Leaves: Concord BART @8:30AM Clayton Library @8:59AM	<u>4</u>
<u>5</u>	<u>6</u> Walnut Creek Library 10-12	<u>7</u> Danville Library 10-12	8 Pleasant Hill Library 10-12	<u>9</u> Lafayette Library 10-12	<u>10</u> Moraga Library 9-11	<u>11</u>
<u>12</u>	<u>13</u> Ride Route 96X Leaves: WC BART @8:40AM	<u>14</u> Concord Library 12-2	<u>15</u> Clayton Library 10-12	<u>16</u> Orinda Library 10-12	<u>17</u> Martinez Senior Center Health Fair 9-1	<u>18</u>
<u>19</u>	<u>20</u> Ride Route 21 Leaves: WC BART @8:40AM SRTC @9:45P	<u>21</u> Lafayette BART 12-2	<u>22</u> Concord EDD Office 9:30-12	<u>23</u> DVC Pleasant Hill 9-11	<u>24</u> Pleasant Hill Senior Center 10-12	<u>25</u>
<u>26</u>	<u>27</u> Pleasant Hill BART 10-12	<u>28</u> Walnut Creek BART 10-12				