

County Connection

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

MARKETING, PLANNING & LEGISLATIVE COMMITTEE MEETING AGENDA

Thursday, June 1, 2023

8:30 a.m.

Supervisor Andersen Office
3338 Mt. Diablo Blvd, Lafayette, CA

Teleconference location: Marriott Hotel, Cambridge, MA 10 Acorn Park Drive, Cambridge, MA 02140

Staff and members of the public may attend in-person or participate remotely via Zoom at:

<https://us02web.zoom.us/j/85136758080>

Or One tap mobile :

+14086380968,,85136758080# US (San Jose)

Or Telephone:

Dial(for higher quality, dial a number based on your current location): +1 408 638 0968 US (San Jose)

Webinar ID: 851 3675 8080

The committee may take action on each item on the agenda, even items that are listed as “information only”. 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 May 4, 2023*
4. State Legislative Update – Verbal Update
(Staff will provide a summary of current state legislative efforts.)
5. Route 99X/27 Outreach Planning – Information Only*
(Staff will provide a summary of outreach touchpoints to engage the community.)
6. Community Events – Information Only*

*Enclosure

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

7. Committee Comments
8. Future Agenda Items
9. Next Meeting – July 6, 2023 (8:30am, 3338 Mt. Diablo Blvd.)
10. 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, June 15, 9:00 a.m., County Connection Board Room
Administration & Finance:	Wednesday, June 7, 2:00 p.m., County Connection Administrative Offices
Advisory Committee:	Tuesday, July 11, 1:00 p.m., County Connection Board Room
Operations & Scheduling:	Wednesday, June 7, 8:00 a.m., 3338 Mt. Diablo Blvd, Lafayette

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
Supervisor Andersen's Office
3338 Mt. Diablo Blvd.
Lafayette, CA
Thursday, May 4, 2023 8:30 a.m.

Directors: Candace Andersen, Don Tatzin, Kevin Wilk
Staff: Ruby Horta, Melody Reeb, Pranjal Dixit, and Ryan Jones
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 April 6, 2023

The Committee approved the minutes.

4. State Legislative Update

Ms. Horta shared updates on Bills going through the State Legislature, including SB 537 (Rubio) which would add teleconference procedures for multijurisdictional agencies and was amended to require teleconference locations be open to the public. AB 96 (Kalra) is a Bill on autonomous transit vehicles and the author has been working with the California Transit Association to amend the Bill. Additionally, Ms. Horta noted that the Metropolitan Transit Commission (MTC) has taken action to support an Advocacy Framework for distribution of state funds to mitigate the fiscal cliff. The ask of the State is temporary and would result in a potential \$7.4 billion redirected to transit. MTC will also advocate for flexing existing capital sources to transit to operating funds temporarily.

5. 99X Service Change Title VI Equity Analysis

Mr. Dixit shared information on a Title VI Service Equity Analysis completed for a proposed route and fare changes, affecting Route 27 and 99X, which runs from Martinez Amtrak to North Concord BART. As part of the 2013 Title VI Policy update, the Board established a threshold of 20% for determining both disparate impacts to minorities and disproportionate burdens on low-income populations. On the Service Equity Analysis, while minority riders would be impacted slightly more than their proportion of population systemwide, the differential of +1.4% is well within the 20% threshold and those considered low-income riders would be impacted less than their proportion of population on

the system as a whole by a margin of 3.9%. The Committee forwarded the item to the Board for approval.

6. Summer Youth Pass Marketing Plan

Staff has been working in coordination with 511 Contra Costa and the other participating transit agencies to promote the program. 511 Contra Costa has developed marketing materials including a flyer and graphics for the transit agencies to use on their websites, social media, newsletters, and other communication platforms. All materials have been translated into Spanish. 511 Contra Costa will be conducting outreach to schools, as well as to Pass2Class program participants. In addition, staff will provide materials to city staff and other community partners to use in their communication channels.

7. Community Events

Mr. Jones shared the outreach calendar for May, which included 22 Mobile Lobby events scheduled at select locations throughout the month, with special focus on promoting the Summer Youth Pass, valid June 1-August 31, 2023. There were no additional community events planned for the month.

8. Committee Comments

None.

9. Future Agenda Items

None.

10. Next Scheduled Meeting

The next meeting was scheduled for Thursday, June 1, 2023 at 8:30 a.m. in-person at Supervisor Andersen's Office, 3338 Mt. Diablo Blvd., Lafayette, CA

11. Adjournment – The meeting was adjourned at 8:55 a.m.

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

To: Marketing, Planning, & Legislative Committee
From: Ryan Jones, Manager of Marketing & Communications

Date: 5/24/2023

Reviewed by: *Ref*

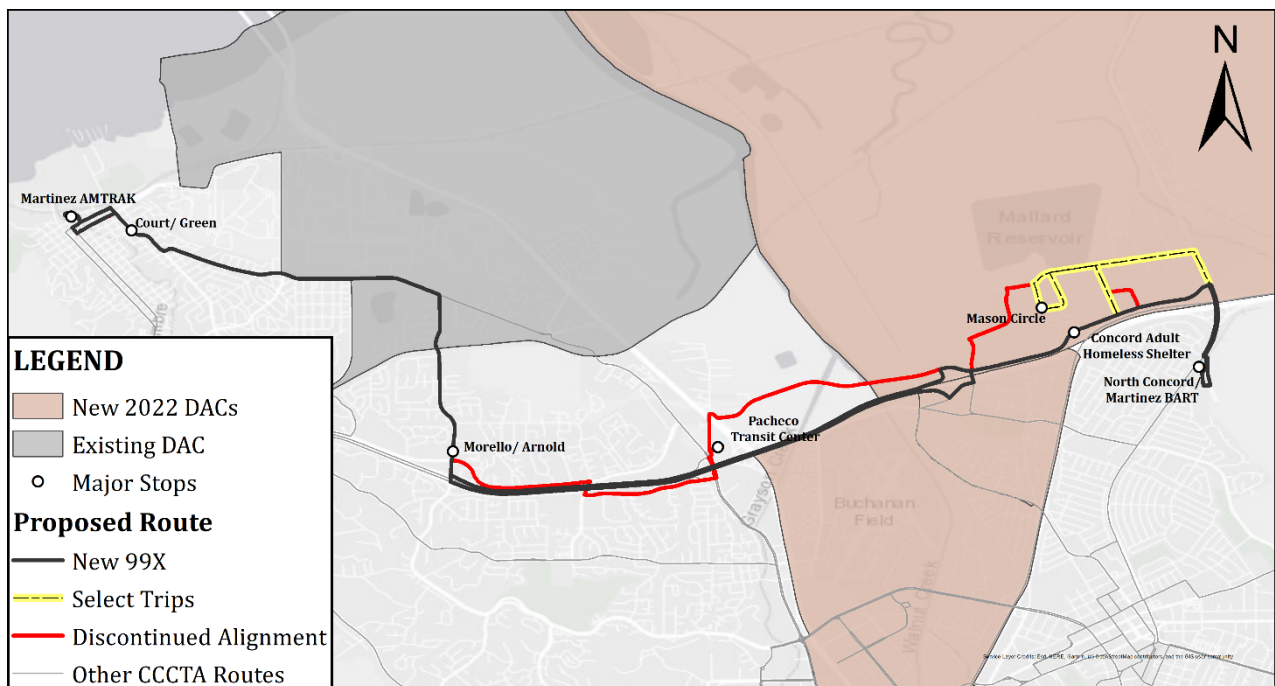
SUBJECT: Routes 99X/27 Outreach Planning

Background:

In August 2018, County Connection launched Route 99X, an express route serving the Disadvantaged Community (DAC) in Martinez around Pacheco and Morello and funded by the Low Carbon Transit Operations Program (LCTOP) cap and trade grant program. During the pandemic, as people started working remotely, ridership on commuter trips went down and has remained significantly below pre-pandemic levels as many workers have not yet returned to the office full-time. Although overall express route ridership continues to lag, Route 99X continues to underperform compared to other express routes.

In March 2023, staff presented a service change proposal that included the consolidation of Route 99X and Route 27 (see map below), which currently provides limited trips within North Concord, similar to Route 99X. In short, the proposal was to not only combine the two routes but eliminate route segments with little to no ridership, creating a single, more efficient, and fare-free express route.

The Board approved the proposal in May 2023. With permission to move forward, staff are making plans to market the service change in the months ahead of the Fall Bid, which starts on August 6, 2023, when the proposal will take effect.



Marketing and Outreach Planning:

Staff is making plans to market and engage with riders and the communities most impacted by the Route 99X/27 service change, which include the following touchpoints:

Service Change Notifications:

Staff will post service change notices and effective dates at all Route 99X and Route 27 bus stops starting July 2023. As well, staff will post a general service change notice on our website and across all County Connection social media accounts. Additionally, staff may pay for targeted ads on Facebook and Twitter for people living in Martinez and the North Concord area.

Riding the Route:

As part of our Mobile Lobby programming, staff will ride both routes each week throughout July and into August 2023, handing out service change flyers to passengers and answering questions as needed. Depending on the number of people we are able to engage on the buses, we may also plan to have a pop-up informational table along the routes during peak riding hours near areas where commuters frequent or travel for community services, including the Pacheco Transit Center, Mason Circle, the Concord Adult Homeless Shelter, and/or North Concord BART.

Community and Business Engagement:

Staff will be working with area community centers and businesses; Pacheco Transit Center, Mason Circle, Concord Adult Homeless Shelter, and North Concord BART, where Route 99X and Route 27 run. Management and/or Human Resources of community centers and businesses in or around the service area will be provided printed flyers (with County Connection Customer Service contact information) that they may post or distribute as needed. Additionally, upon request, we can have staff available for scheduled meetings to discuss the proposed service changes and timeline.

Financial Implications:

Any costs associated with marketing plans are included in the Promotions budget.

Recommendation:

None, for information only.

Action Requested:

None, for information only.

Attachments:

None

INTER OFFICE MEMO

To: Marketing, Planning, & Legislative Committee

Date: 5/10/2023

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 May throughout Central Contra Costa County. We scheduled 22 mobile lobby events, which included visiting libraries, senior centers, and transit hubs where we helped people with trip planning, Regional Transit Discount Card 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.

For community events, we plan to participate in the upcoming King of the BBQ event (6/17-18) in Martinez as well as the Shadeland's "Made In The Shade" event (6/25) in Walnut Creek. Additionally, we had 9 Class Passes in May, a program that works with teachers/regional schools to use our buses as transportation for field trips.

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: May 2023 Calendar

Attachment 2: June 2023 Calendar

Attachment 1

May -- 2023						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	<u>1</u> Walnut Creek Library 10-12	<u>2</u> Danville Library 10-12	<u>3</u> Pleasant Hill Contra Costa Centre 11:30-1:30	<u>4</u> Lafayette Library 10-12 <u>Class Pass</u> Silverwood 31 students/10 adults	<u>5</u> Pleasant Hill Senior Center Health Expo 8:30-1:00	<u>6</u>
<u>7</u>	<u>8</u> San Ramon Transit Center 9-11	<u>9</u> Concord Library 12-2	<u>10</u> Clayton Library 10-12	<u>11</u> Orinda Library 10-12 <u>Class Pass</u> Morello Park 21 students/5 adults Silverwood 31 students/10 adults	<u>12</u> Martinez Amtrak 12-2	<u>13</u>
<u>14</u>	<u>15</u> Martinez Senior Center 10-12	<u>16</u> Lafayette BART 10-12	<u>17</u> San Ramon Senior Center 9-12	<u>18</u> Saint Mary's College 9-11	<u>19</u> Rossmoor Farmers Market 9-1	<u>20</u>
<u>21</u>	<u>22</u> Pleasant Hill BART 9:30-11:30	<u>23</u> Walnut Creek BART 11-1	<u>24</u> Orinda BART 9-11	<u>25</u> Ride Route 93X Leaves: Antioch BART @7:07 <u>Class Pass</u> Silverwood 30 students/7 adults	<u>26</u> Moraga Library 9-11 <u>Class Pass</u> Morello Park 37 students/4 adults	<u>27</u>
<u>28</u>	<u>29</u> MEMORIAL DAY HOLIDAY NO SERVICE	<u>30</u> North Concord BART 12-2	<u>31</u> Ride Route 35 Leaves: SRTC @7:31 Dublin BART @8:06			

Attachment 2

June -- 2023						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				<u>1</u> Lafayette Library 10-12	2 Moraga Library 10-12	<u>3</u>
<u>4</u>	<u>5</u> Walnut Creek BART 9-11	<u>6</u> Danville Library 10-12	7 Clayton Library 10-12	<u>8</u> Orinda Library 10-12	<u>9</u> Pleasant Hill Senior Center 10-12	<u>10</u>
<u>11</u>	<u>12</u> San Ramon Transit Center 9-11	<u>13</u> Lafayette BART 10-12	<u>14</u> North Concord BART 8-10	<u>15</u> Concord Library 12-2	<u>16</u> Rossmoor Farmers Market 9-1	<u>17</u> King of the BBQ Martinez Marina 11-8
<u>18</u> King of the BBQ Martinez Marina 11-6	<u>19</u> Martinez Senior Center 10-12	<u>20</u> Dublin BART 10-12	<u>21</u> Ride Route 17 Leaves: Concord BART @10 North Concord BART @10:28	<u>22</u> Pleasant Hill BART Contra Costa Centre 11-1	<u>23</u> Saint Mary's College 9-11	<u>24</u>
<u>25</u> Shadelands Made in the Shade 11-3	<u>26</u> Diablo Valley College 10-12	<u>27</u> Ride Route 28 Leaves: Concord BART @9:45 Amtrak @10:50	<u>28</u> Ride Route 35 Leaves: SRTC @7:31 Dublin BART @8:06	<u>29</u> Martinez Amtrak 9-11	<u>30</u> Orinda BART 11-1	