

County Connection

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

MARKETING, PLANNING & LEGISLATIVE COMMITTEE MEETING AGENDA

Thursday, November 2, 2023

8:30 a.m.

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

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 October 5, 2023*
4. Regional Transportation Planning Studies – Information Only*
(Staff will provide an update on current regional planning efforts.)
5. Fare Change Outreach Plan – Information Only*
(Staff will provide an overview of marketing efforts for upcoming fare changes.)
6. Food Drive – Information Only*
(Staff will provide information on the upcoming food drive.)
7. Community Events – Information Only*
8. Committee Comments
9. Future Agenda Items
10. Next Meeting – December 7, 2023 (8:30am, 3338 Mt. Diablo Blvd.)
11. Adjournment

*Enclosure

FY2023/2024 MP&L Committee

Candace Andersen – Contra Costa County, Rob Schroder – Martinez, Amy Worth – Orinda, 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

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

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Currently Scheduled Board and Committee Meetings

Board of Directors:	Thursday, November 16, 9:00 a.m., County Connection Board Room
Administration & Finance:	Wednesday, November 1, 2:00 p.m., County Connection Administration Office, 3rd Floor Conference Room
Advisory Committee:	Tuesday, November 14, 1:00 p.m., County Connection Board Room
Operations & Scheduling:	Wednesday, November 1, 8:00 a.m., 309 Diablo Rd, Danville, CA

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, October 5, 2023, 8:30 a.m.

Directors: Candace Andersen, Kevin Wilk, Rob Schroder, Amy Worth
Staff: Bill Churchill, Ruby Horta, Melody Reeb, Ryan Jones
Public: None

Call to Order: Meeting called to order at 8:38 a.m. by Director Andersen.

1. Approval of Agenda

The Committee approved the agenda.

2. Public Communication

None

3. Approval of Minutes from September 7, 2023

The Committee approved the minutes.

4. State Legislative Update

Mr. Churchill updated the Committee on current bills going through the state legislature that would have an impact on public transit. AB 96 (Kalra) is pending approval by the Governor and would require that public transit employers give written notice to union representatives 10 months in advance of the procurement process of acquiring autonomous transit technology. AB 316 (Aguilar-Curry), which would not allow any autonomous Class A vehicles to be on the road without an operator, was vetoed by the Governor. AB 610 (Holden) is a bill to provide free public transit passes to California youth and was placed on suspense. AB 463 (Hart) is a public utilities bill that would include transit in the prioritization of service during emergencies. The bill was placed on suspense but will likely be picked back up in January. AB 817 (Pacheco) is one of the five Brown Act bills that would authorize a subsidiary body to use alternative teleconferencing provisions similar to the emergency provisions during COVID. And finally, ACA 1 (Aguilar-Curry) is a proposal to lower the voter threshold from two-thirds majority to a 55% majority to approve local bonds and taxes for affordable housing and public infrastructure projects.

5. Summer Youth Pass Report

Mr. Jones shared data on the recent Summer Youth Pass, a partnership with 511 Contra Costa and neighboring transit agencies: Tri Delta Transit, WestCAT, and County Connection. The pass was

available from June-August 2023 and there were a total of 236 passes sold (County Connection – 68, Tri Delta Transit – 131, and WestCAT – 37). While County Connection sales were down from last year (96 in 2022), our overall usage was up, 7,832 in 2023 vs. 2,521 in 2022. This year the average number of rides was 115 taken per pass and total revenue received was \$4,080, which included the 511 Contra Costa subsidy.

6. One Seat Regional Ride Video

Mr. Jones shared a video of the One Seat Regional Ride, part of a future marketing campaign of the paratransit service and a partnership between WestCAT, Tri Delta Transit, Wheels, and County Connection. The video is under 2-minutes and features testimonials from current One Seat passengers as well as animations explaining how the service works.

7. Mobile Lobby Update

Mr. Jones provided information on the Mobile Lobby, an extension of the County Connection physical lobby that staff offers around Contra Costa, providing service information to customers at remote locations throughout the week. In FY2022/23, staff helped 5,847 passengers, including answering questions about Clipper Cards, bus schedule information, and RTC applications. By comparison, staff helped 4,916 passengers in FY2021/22.

8. Community Events

Mr. Jones shared the outreach calendar for October, which included 22 Mobile Lobby events scheduled at select locations throughout the month and 3 community events including a wellness fair at Sequoia Villamonte, and two “Trunk or Treat” events (10/27 – Walnut Creek, 10/28 – Martinez).

9. Committee Comments

None.

10. Future Agenda Items

None.

11. Next Scheduled Meeting

The next meeting was scheduled for Thursday, November 2, 2023 at 8:30 a.m. in-person at Supervisor Andersen’s Office, 3338 Mt. Diablo Blvd., Lafayette, CA

12. Adjournment – The meeting was adjourned at 9:54 a.m.

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

To: Marketing, Planning, & Legislative Committee

Date: 10/25/2023

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

Reviewed by: WC.

SUBJECT: Regional Transportation Planning Studies

Background:

The COVID-19 pandemic has had a profound impact on public transit in terms of ridership, operations, and funding. These impacts have continued to linger as we emerge from the pandemic, and transit agencies must figure out how to respond to changes that will likely become the new normal. This is particularly significant for the Bay Area, where high rates of remote work and a transit network oriented towards traditional commuter patterns have resulted in an imbalance between ridership demand and supply of service. Congestion has also increased significantly despite the fact that workers are commuting less, and as the economy has recovered, traffic patterns have evolved and become more unpredictable due to an increase in non-commute travel. In addition, rising costs and inflation have furthered the gap between operating revenues and expenses, particularly among transit agencies that have historically relied heavily on fare revenues.

In order to address these challenges and plan for a new normal, County Connection staff is actively involved in various strategic planning studies being conducted regionally, countywide, and more specifically within the agency. These efforts are very much interrelated and will require close coordination to ensure consistency in how investments are prioritized. These plans will also provide an opportunity to better understand and more clearly define the ways in which transit agencies can improve coordination on the regional, countywide, and/or local level.

Regional Plans:

There are several planning efforts and projects currently being developed or already underway across the Bay Area region to address these issues, some of which began before the pandemic in an effort to increase coordination among the region's transit operators. These pre-pandemic efforts included the Fare Coordination and Integration Study (FCIS) and the Regional Mapping & Wayfinding Project. The Metropolitan Transportation Commission (MTC) established the Blue Ribbon Transit Recovery Task Force in May 2020, which ultimately led to the development of the Bay Area Transit Transformation Action Plan (Action Plan). The Action Plan identified near-term actions, which included advancing the existing fare integration and wayfinding projects as well as new initiatives around bus transit priority and regional network planning.

Fare Coordination and Integration

The FCIS study began in late 2019 and ultimately recommended implementing a phased set of pilot projects. This included the Clipper BayPass pilot, which was rolled out last year, as well as unified inter-operator transfers, which will be implemented with the rollout of the next generation Clipper system in 2024.

Regional Mapping & Wayfinding

MTC's Regional Mapping & Wayfinding project will develop regional branding and design standards, prototypes for pilot implementation, and a governance and O&M strategy. A subregional pilot is planned for the East Bay and will include County Connection's service area.

BusAID & Transit Priority Policy

The initiative to advance bus transit priority will be twofold. The first component, Bus Accelerated Infrastructure Delivery (BusAID), will focus on near-term, quick-build projects that can be implemented within the next year. The second component will be the development of a regional Transit Priority Policy that will complement a similar statewide policy being developed by Caltrans.

Transit 2050+

Regional network planning will be incorporated into MTC's Regional Transportation Plan update, Plan Bay Area 2050+. Historically, projects are submitted by individual agencies or project sponsors and prioritized based on a set of evaluation criteria. In contrast, Transit 2050+ will develop transit strategies with the goal of creating a comprehensive regional network concept to be incorporated into the broader Plan Bay Area 2050+ plan.

Countywide Plans:

In parallel with many of the regional efforts, there are also several countywide transportation plans and projects currently being led by the Contra Costa Transportation Authority (CCTA) in coordination with the local jurisdictions and transit agencies. These plans are meant to establish the vision and priorities for the transportation network within the more specific context of Contra Costa County.

Countywide Transportation Plan

The Countywide Transportation Plan (CTP) is the county's long-range transportation plan that parallels and provides input into the regional plan, Plan Bay Area. The last CTP update was in 2017, and the update will respond to changes in the transportation landscape and incorporate the recently updated Action Plans from each of the five subregions.

Integrated Transit Plan

The Integrated Transit Plan (ITP) will provide guidance on improving the transit network within the County to better serve local and regional travelers. The plan will inform the broader CTP and identify projects that support enhanced services with the goal of attracting more riders to transit.

Countywide Smart Signals Project & IDEA TSP

The goal of the Countywide Smart Signals project is to upgrade traffic signal and communications systems throughout the County and allow for interconnectivity between the local jurisdictions and other agencies. One of the key features will be Transit Signal Priority (TSP), a technology that is currently being tested in the Cities of Concord and Walnut Creek as part of the IDEA TSP project.

Agency Plans:

Finally, staff will be undertaking three major planning efforts within the next year. An onboard passenger survey is currently underway and will provide important insight into our riders and what their needs are, which can help inform the decisions made in the ITP and Transit 2050+. In addition, County Connection was awarded a grant earlier this spring to study four major corridors within its service area to identify transit priority improvements that will increase the speed and reliability of buses. TSP will almost certainly be considered as a potential strategy, and the results of the IDEA TSP pilot will be used in that assessment. Finally, staff will be completing a bus stop access study that will consider stop consolidation

and improvements. Both studies are intended to provide a list of recommended projects that can be included in the various countywide and regional plans.

Financial Implications:

None, for information only.

Recommendation:

None, for information only.

Action Requested:

None, for information only.

Attachments:

None

County Connection

INTER OFFICE MEMO

To: Marketing, Planning, & Legislative Committee

Date: 10/25/2023

From: Ryan Jones, Manager of Marketing & Communications

Reviewed by: MR

SUBJECT: Fare Change Outreach Plan

Background:

The Board approved a July 2023 fare change proposal to increase the discount for Clipper START and Youth Clipper from 20% to 50% as well as reduce Express route fares on Clipper to match local fares. The proposal was developed in an effort to incentivize ridership, simplify our fare structure, and increase consistency with regional policies. Table 1 below shows a combined summary of the fare changes, including the increased discount for Clipper START and Youth as well as the elimination of Express route surcharges on Clipper.

Table 1: Fare Changes Effective January 1, 2024

Clipper Card Type	Fare Product	Current		New
		Local	Express	All Routes
Adult	Single Ride	\$2.00	\$2.25	\$2.00
Clipper START & Youth (6-18)	Single Ride	\$1.60	\$1.80	\$1.00
	BART-to-Bus Transfer	\$0.80		\$0.50
All	31-day Pass	\$60.00	\$70.00	\$60.00

Public Outreach:

Staff will begin public outreach in November 2023, to inform passengers of the January 1, 2024 fare changes. For Clipper START, MTC will be developing a regional marketing and outreach campaign. In addition to promoting the program through its own communication channels, this will include providing graphics and content for agencies to share online. MTC is also planning a direct mail campaign to the region's Equity Priority Communities. Additional community outreach will be conducted in collaboration with community-based organizations and health and human services agencies.

As well, staff will develop and distribute assets for fare changes pertaining to Youth Clipper and the change to express route fares. Outreach will be done primarily through County Connection social media channels, printed flyers displayed on buses, and staff sharing information through the Mobile Lobby. Additionally, staff will post content through Peach Jar to be disseminated to parents with children attending schools within San Ramon and Mt. Diablo Unified School Districts. Staff will also be working

with Clipper to target specific information to riders who currently use the 31-Day Express pass, which will be discontinued.

Financial Implications:

Any costs associated with these marketing and outreach efforts are included in the Promotions budget.

Recommendation:

None, for information only.

Action Requested:

None, for information only.

Attachments:

None

To: Marketing, Planning, & Legislative Committee

Date: 10/26/2023

From: Ryan Jones, Manager of Marketing & Communications

Reviewed by: MR

SUBJECT: Food Drive

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 participate in the food drive in partnership with the Food Bank of Contra Costa & Solano in November. The Food Bank will deliver donation barrels in the administrative building for canned and non-perishable donations. As well, we will be asking passengers to donate to the Food Drive virtually by scanning a QR code and donating directly to the Food Bank. For each dollar raised, the Food Bank can provide two meals to food-insecure individuals or families.

Staff will be promoting the food drive on social media as well as through printed flyers displayed on our buses. Donations will be accepted beginning November 26th through December 11th.

Historically, food donations have been collected on County Connection buses. However, staff decided to forgo this option this year because of past operational challenges and issues with storage, causing the food to be unuseable. Looking forward, staff is working with the Food Bank to plan a "Fill The Bus" event, in which a County Connection bus will park outside a grocery store and volunteers will encourage shoppers to donate money or non-perishable food items and *fill the bus!*

Financial Implications:

None

Recommendation:

None, for information only.

Action Requested:

None, for information only.

Attachments:

None

INTER OFFICE MEMO

To: Marketing, Planning, & Legislative Committee

Date: 10/25/2023

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 throughout Central Contra Costa County. We scheduled 22 mobile lobby events in October, 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. As well, we participated in 3 community events including a wellness fair at Sequoia Villamonte (10/4), and two "Trunk or Treats" (10/27 – Walnut Creek, 10/28 – Martinez). 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.

Looking forward in November, we're participating in the San Ramon 40th Anniversary parade (11/4) as well as participating at Concord Library's first Unhoused Resource Fair (11/15).

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: October 2023 Calendar

Attachment 2: November 2023 Calendar

Attachment 1

OCTOBER - 2023						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
<u>1</u>	<u>2</u> Martinez Amtrak 8-10	<u>3</u> Danville Library 10-12	<u>4</u> Pleasant Hill BART 10-12 Sequoia Villamonte 10-2	<u>5</u> Concord Senior Health Fair 8:30-2:30	<u>6</u> Lafayette Library 10-12	<u>7</u>
<u>8</u>	<u>9</u> Ride Route 1 Leaves: Rossmoor @10:14 Leaves Mitchell @11:05	<u>10</u> Lafayette BART 9-11	<u>11</u> Clayton Library 10-12	<u>12</u> Orinda Library 10-12	<u>13</u> Pleasant Hill Senior Center 10-12	<u>14</u>
<u>15</u>	<u>16</u> San Ramon Transit Ctr 9-11	<u>17</u> Orinda BART 9-11	<u>18</u> North Concord BART 8-10	<u>19</u> Concord Library 10-12	<u>20</u> Moraga Library 10-12	<u>21</u>
<u>22</u>	<u>23</u> Martinez Senior Center 10-12	<u>24</u> Saint Mary's College 9:30-11:30	<u>25</u> Walnut Creek BART 9-11	<u>26</u> Ride Route 35 Leaves: San Ramon Transit Ctr @11:33 Dublin BART @12:18	<u>27</u> Ride Route 6 Leaves: Orinda BART @12:23 Walnut Creek Trunk or Treat 3-6	<u>28</u> Martinez Halloween Spooktakular 11-2
<u>29</u>	<u>30</u> Ride Route 91X Leaves: Concord BART @7:30 Concord BART @8:00	<u>31</u> Ride Route 20 Leaves: Concord BART @9:00 DVC @9:37				

Attachment 2

NOVEMBER - 2023

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1 Pleasant Hill BART 10-12	2 Rossmoor Health Fair 9-2	3 Lafayette BART 10-12	4 San Ramon 40th Birthday Celebration Parade 6:30 PM
5 DAYLIGHT SAVING	6 Martinez Amtrak 8-10	7 Danville Library 10-12	8 Clayton Library 10-12	9 Orinda Library 10-12	10 Pleasant Hill Senior Center 10-12	11 Veterans's Day
12	13 Lafayette BART 10-12	14 San Ramon Senior Center 9-12	15 North Concord BART 8-10 Unhoused Resource Fair - Concord Libraray 2-4	16 No Event	17 Moraga Library 10-12	18
19	20 Martinez Senior Center 10-12	21 Ride Route 98X Leaves: Walnut Creek BART @10:52 Martinez Amtrak @11:43	22 Ride Route 1 Leaves: Rossmoor @9:14 Mitchell Park&Ride 10:05	23 HOLIDAY	24 Ride Route 19 Leaves: Concord BART @ 11:30 Martinez Amtrak @12:18	25
26	27 Saint Mary's College 9:30 - 11:30	28 Walnut Creek BART 9-11	29 San Ramon Transit 9-11	30 Concord Library 10-12		