

County Connection

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

MARKETING, PLANNING & LEGISLATIVE COMMITTEE MEETING AGENDA

Thursday, December 7, 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 November 2, 2023*
4. State Legislative Update – Verbal Update
(Staff will provide a summary of current state legislative efforts.)
5. Consideration of Multi-Operator Joint Procurement of State & Federal Lobbyist Services*
(Staff proposes the MP&L committee to discuss and consider entering into a joint procurement of State & Federal Lobbying services with LAVTA and WESTCAT.)
6. Pass2Class Report– Information Only*
(Staff will provide an update on the Pass2Class program.)
7. Community Events – Information Only*
8. Committee Comments
9. Future Agenda Items
10. Next Meeting – January 4, 2024 (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

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, December 21 9:00 a.m., County Connection Board Room
Administration & Finance:	Wednesday, December 6, 2:00 p.m., County Connection Administration Office, 3rd Floor Conference Room
Advisory Committee:	Tuesday, January 9, 1:00 p.m., County Connection Board Room
Operations & Scheduling:	Wednesday, December 6, 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, November 2, 2023, 8:30 a.m.**

Directors: Candace Andersen, Rob Schroder, Amy Worth
Staff: Bill Churchill, Ruby Horta, Melody Reeb, 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 October 5, 2023

The Committee approved the minutes.

4. Regional Transportation Planning Studies

Ms. Reeb shared County Connection's involvement with strategic planning studies in response to the impact felt in public transit following the COVID-19 pandemic. These studies are being conducted regionally and include the Fare Coordination and Integration Study, the Regional Mapping & Wayfinding Project, BusAID & Transit Priority Policy, Transit 2050+, Countywide Transportation Plan, Integrated Transit Plan, and the Countywide Smart Signals Project & IDEA TSP. On the agency level, County Connection just wrapped an on-board survey to help us better understand and serve our customers and their current travel patterns. As well, earlier this year the agency was awarded a grant that will help identify transit priority improvements in four major corridors. Staff also plans to conduct a bus stop access study that will consider future stop consolidation and improvements.

5. Fare Change Outreach Plan

Mr. Jones outlined outreach plans for the upcoming changes in fares to Clipper START, Youth Clipper, and the rate reduction to express routes so that they match that of local fares. For Clipper START, MTC will be developing a regional marketing and outreach campaign and promoting the program through its own communication channels. Staff will work with MTC to amplify their messaging. For Youth Clipper and new express route fares, staff will develop and distribute assets and distribute

primarily through County Connection social media channels, printed flyers displayed on buses, and 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.

6. Food Drive

Mr. Jones shared that in partnership with the Food Bank of Contra Costa & Solano, the agency will be participating in a Food Drive starting in November. The agency will be asking passengers to donate to the Food Drive virtually by going online to donate 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.

7. Community Events

Mr. Jones shared the outreach calendar for November which included 22 Mobile Lobby events scheduled at select locations throughout the month and participation in the San Ramon 40th Anniversary parade (11/4) and at the Concord Library's first Unhoused Resource Fair (11/15). December has an additional 20 events scheduled as well as two holiday parades: Walnut Creek (11/30) and Martinez (12/1).

8. Committee Comments

None.

9. Future Agenda Items

None.

10. Next Scheduled Meeting

The next meeting was scheduled for Thursday, December 7, 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 9:44 a.m.

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

To: Marketing, Planning & Legislative Committee

Date: November 30, 2023

From: Bill Churchill, General Manager

SUBJECT: Multi-Operator Joint Procurement of State & Federal Lobbyist Services

Background:

As staff looks to the future and strives to position the County Connection to remain financially viable, achieve compliance with zero emission vehicle (ZEV) regulations and new California reporting regulations resulting from SB 125, and chart a path through a fractured Congress, we believe it may be time to consider seeking outside support. As the four partnering East Bay operators represented by County Connection, LAVTA, Tri Delta Transit, and WestCAT have collaborated on a host of projects, there have been growing challenges in obtaining operational funding, navigating regulatory constraints, and obtaining the meetings necessary to address these issues with state agency staffers and elected officials in a timely manner. As the four operators continue to collaborate on projects and innovative solutions for transportation options, the need for access to our state and federal regulators will only increase.

Toward that end, County Connection, LAVTA and WestCAT staff have been considering a joint procurement for state and federal lobbyist services to help ensure our respective Authorities' future success. Staff from each of the aforementioned Authorities will be exploring with their Boards the potential value in obtaining lobbyist services as well the potential for a joint operator procurement.

Staff seeks to engage the Committee in a discussion regarding the relative merits of obtaining the services of a lobbyist as well as the Committee's thoughts on a multi-operator collaborative contracting approach.

Financial Implications:

Staff have evaluated contracts across other similarly sized agencies for state and federal lobbyist services, and the annual expense ranges from \$130,000 to \$155,000. One consideration for a multi-agency procurement is the potential to realize savings through economies of scale as well as through multi-operator coalition style meetings with regulators and elected officials, ultimately reducing the total number of meetings needed.

Recommendation:

None, for information only

Action Requested:

None, for information only

Attachments:

None

To: Marketing, Planning, & Legislative Committee

Date: 11/27/2023

From: Ryan Jones, Manager of Marketing & Communications

Reviewed by: MR

SUBJECT: Pass2Class Report

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 6-October 14, 2023 offering each household up to two (2) passes, which were valid for unlimited rides through October 31, 2023 on all County Connection fixed route services.

Pass2Class Usage:

This year, 511 Contra Costa issued over 2,065 passes, up from 1,716 passes sold in 2022. Pass2Class users on County Connection fixed routes totaled about 52,008 trips (+23,308 from 2022) with 73% of the trips being taken on 600-series school routes and 25% on local routes (remaining 2% were Express routes). Below is a table showing 2023 usage percentages by service area and route type.

Service Area	Service Type			
	School	Local	Express	Weekend
Core	38%	12%	1%	0%
Lamorinda	26%	2%	N/A	0%
North	N/A	4%	1%	0%
South	10%	6%	0%	0%
Grand Total	73%	25%	2%	0%

Notably, Routes 601, 602, and 605, which serve Walnut Creek Intermediate, carried close to a quarter of the total Pass2Class riders, followed by Route 606, which services Miramonte High School and Orinda Intermediate, carried 22% of riders.

Some local routes supplement school routes serving the same corridor, including Route 10 on Clayton Rd and Route 35 in San Ramon carrying 4% of pass holders. Additionally, Routes 15 and 18 had a significant number of Pass2Class riders and made up 8-10% of the routes' ridership.

Pass2Class was promoted across social media through paid ads, at our Mobile Lobby, as well as through the school districts, who shared information on the discounted passes directly with parents.

Financial Implications:

511 Contra Costa will be reimbursing County Connection at the rate of \$1.60 per ride for a total amount of about \$83,211. All costs associated with the promotion and marketing of the program were either covered by 511 Contra Costa or included in the FY 2024 Promotions budget.

Recommendation:

None, for information only.

Action Requested:

None, for information only.

Attachments:

None

INTER OFFICE MEMO

To: Marketing, Planning, & Legislative Committee

Date: 11/27/2023

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 November, 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 the San Ramon 40th Anniversary Parade (11/4), tabled at the Concord Library's Unhoused Resource Fair (11/15), and marched in the Walnut Creek Holiday Parade of Lights (11/30). 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. Customer Service Representatives also answer phones from 6:30 a.m.-6:30 p.m., Monday-Friday.

Looking forward in December, we have 20 Mobile Lobby events scheduled and will be marching in the Martinez Annual Holiday Frolic (12/1).

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 2023 Calendar

Attachment 2: December 2023 Calendar



County Connection

NOVEMBER 2023



IN PERSON HELP WITH SENIOR/YOUTH CLIPPER CARDS - PARATRANSIT SERVICES - TRIP PLANNING

VISIT A COUNTY CONNECTION LOBBY NEAR YOU!

SUN	MON	TUES	WED	THURS	FRI	SAT
			01 PH BART 10a-Noon	02 ROSSMOOR HEALTH FAIR 9a-2p	03 LAFAYETTE BART 10a-Noon	04 SAN RAMON 40TH PARADE 6:30p*
05 DAYLIGHT SAVINGS	06 MARTINEZ AMTRAK 8-10a	07 DANVILLE LIBRARY 10a-Noon	08 CLAYTON LIBRARY 10a-Noon	09 ORINDA LIBRARY 10a-Noon	10 PLEASANT HILL SENIOR CENTER 10a-Noon	11 VETERAN'S DAY
12 -	13 LAFAYETTE BART 10a-Noon	14 SAN RAMON SENIOR CENTER 9-Noon	15 N. CONCORD BART 8-10a UNHOUSED RESOURCE FAIR 2-4p*	16 -	17 MORAGA LIBRARY 10a-Noon	18 -
19 -	20 MARTINEZ SENIOR CENTER 10a-Noon	21 RIDING RT 98X WC BART @10:52a Martinez Amtrak @11:43a	22 RIDING RT 1 Rossmoor @9:14a Mitchell @10:05a	23 HOLIDAY (No service)	24 RIDING RT 19 Concord BART 11:30a Martinez Amtrak @12:18a	25 -
26 -	27 SAINT MARY'S COLLEGE 9:30-11:30a	28 WALNUT CREEK BART 9-11a	29 SAN RAMON TRANSIT CENTER 9-11a	30 CONCORD LIBRARY 10a-Noon BROADWAY PLAZA PARADE OF LIGHTS 7p*	-	-

* Community Event



County Connection

DECEMBER 2023



IN PERSON HELP WITH SENIOR/YOUTH CLIPPER CARDS - PARATRANSIT SERVICES - TRIP PLANNING

VISIT A COUNTY CONNECTION LOBBY NEAR YOU!

SUN	MON	TUES	WED	THURS	FRI	SAT
					01 LAFAYETTE BART 8-10a MARTINEZ HOLIDAY PARADE 7p*	02 -
03 -	04 MARTINEZ AMTRAK 9-11a	05 DANVILLE LIBRARY 10a-Noon	06 CLAYTON LIBRARY 10a-Noon	07 ORINDA LIBRARY 10a-Noon	08 PH SENIOR CENTER 10a-Noon	09 -
10 -	11 RIDING RT 15 Con BART @9:23a PH BART @10:10a	12 ORINDA BART 10a-Noon	13 RIDING RT 17 N. Con BART @10:28a Con BART @11:00a	14 CONCORD LIBRARY 10a-Noon	15 MORAGA LIBRARY 10a-Noon	16 -
17 -	18 MARTINEZ SENIOR CENTER 10a-Noon	19 RIDING RT 1 Rossmoor @10:14a Mitchell Park 'n Ride @11:05a	20 RIDING RT 98X WC BART @10:52a Amtrak @11:43a	21 RIDING RT 35 San Ramon TC @10:01a Dublin BART @10:38a	22 RIDING RT 19 Con BART @11:30a Amtrak @12:18p	23 -
24 - / - 31	25 HOLIDAY (No service)	26 SAN RAMON TRANSIT CENTER 10a-Noon	27 N. CON BART 9-11a	28 WC BART 9-11a	29 PH BART 8-10a	30 -

* Community Event