

County Connection

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

MARKETING, PLANNING & LEGISLATIVE COMMITTEE MEETING AGENDA

Thursday, January 11, 2024

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 December 7, 2023*
4. State Legislative Update – Verbal Update
(Staff will provide a summary of current state legislative efforts.)
5. Onboard Survey Report – Information Only*
(Staff will provide a summary of results from the onboard survey.)
6. County Connection Faces Campaign – Information Only*
(Staff will provide an overview of a planned marketing campaign.)
7. Community Events – Information Only*
8. Committee Comments
9. Future Agenda Items
10. Next Meeting – February 1, 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, January 18, 9:00 a.m., County Connection Board Room
Administration & Finance:	Wednesday, February 7, 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, February 7, 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, December 7, 2023, 8:30 a.m.

Directors: Candace Andersen, Kevin Wilk, Amy Worth
Staff: Bill Churchill, Ruby Horta, Melody Reeb, Pranjal Dixit, 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 November 2, 2023

The Committee approved the minutes.

4. State Legislative Update

Mr. Churchill spoke on MTC and ABAG's efforts to set the stage to request state legislation for a regional tax measure. To prepare for the ask, Senator Wiener invited Mr. Churchill to testify before the Senate Select Committee on Bay Area Public Transit so the Committee can have on record the fiscal needs of small operators and better understand how to support small transit agencies through a regional measure. In addition, at the joint MTC/ABAG Legislation Committee, MTC staff presented potential reform concepts that would accompany the measure, including transit operator consolidation.

5. Consideration of Multi-Operator Joint Procurement of State & Federal Lobbyist Services

Mr. Churchill discussed securing a lobbyist to help keep County Connection financially viable, achieve compliance with zero emission vehicle regulations and new California reporting regulations, and chart a path through a fractured Congress. Outside support can also help the four partnering East Bay operators; County Connection, LAVTA, Tri Delta Transit, and WestCAT, through growing challenges in securing operational funding, navigating regulatory constraints, and obtaining the meetings necessary to address issues with state agency staffers and elected officials. County Connection, LAVTA, and WestCAT have been considering a joint procurement for state and federal lobbyists services, an annual expense estimated from \$130,000 to \$155,000.

6. Pass2Class Report

Mr. Jones shared data from the agency's recent Pass2Class promotion, an annual partnership with 511 Contra Costa. This year, 511 Contra Costa issued over 2,065 passes, a 20% increase from last year's sales. Pass2Class users on fixed routes totaled about 52,008 trips, 73% of those trips being taken on 600-series school routes. County Connection is reimbursed \$1.60 per ride, resulting in a total of \$83,211 earned from the promotion.

7. Community Events

Mr. Jones shared the outreach calendar for December which included 20 Mobile Lobby events scheduled at select locations throughout the month. Earlier in the month, as well as at the end of November, staff participated in two holiday parades: Walnut Creek (11/30) and Martinez (12/1). In January, staff has scheduled 20 Mobile Lobby events.

8. Committee Comments

None.

9. Future Agenda Items

None.

10. Next Scheduled Meeting

The next meeting was scheduled for Thursday, January 11, 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 9:46 a.m.

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

To: Marketing, Planning, & Legislative Committee

Date: 01/02/2024

From: Pranjal Dixit, Manager of Planning

Reviewed by: MR

SUBJECT: Onboard Passenger Survey

Background:

County Connection has historically conducted an onboard passenger survey about every three years. These surveys are used to inform planning decisions and for triennial Title VI program updates and equity analyses. The Metropolitan Transportation Commission (MTC) manages a regional transit passenger survey program and conducts surveys on each of the fixed-route transit operators in the Bay Area on a rotating schedule. However, those surveys are only conducted for each operator every five to seven years, so County Connection staff have led additional survey efforts to supplement the regional program.

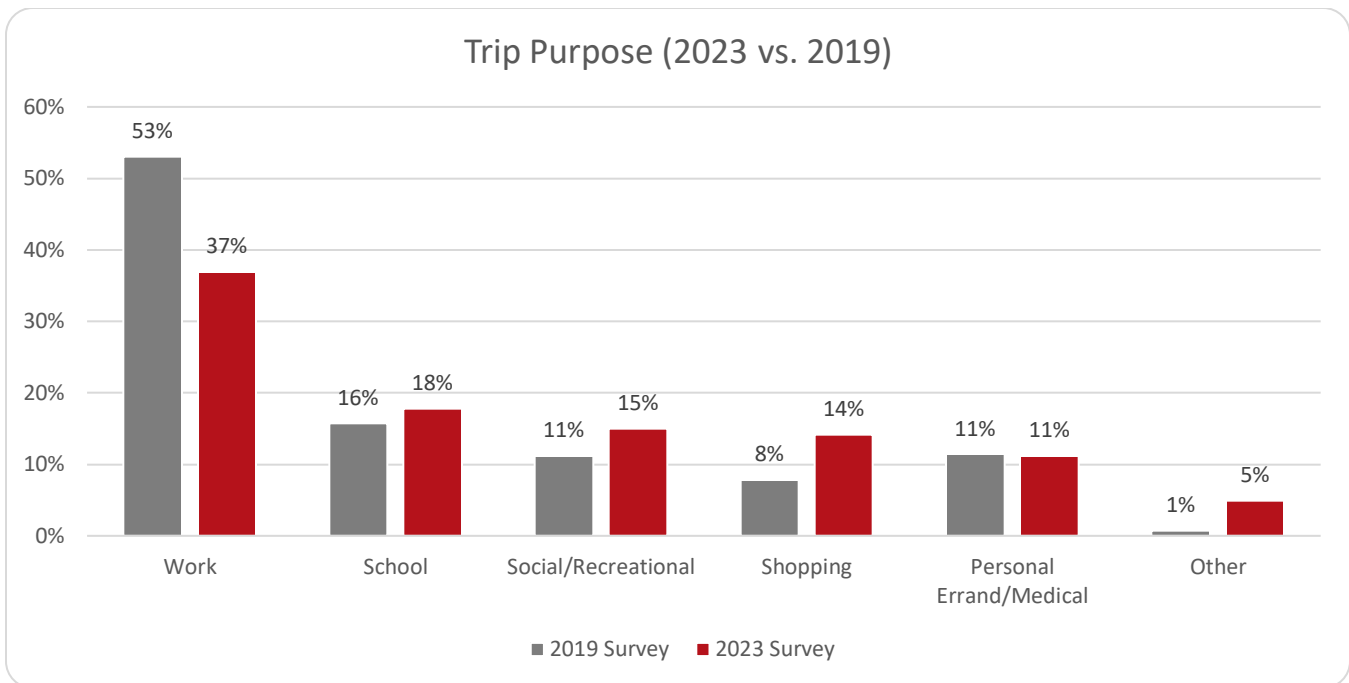
The last onboard survey of County Connection's passengers was completed by MTC in fall of 2019, but the pandemic has delayed MTC's surveying schedule such that the next survey on County Connection will not be until 2027. Given the significant shifts in travel patterns as a result of the pandemic as well as a Title VI program update due in March, staff utilized the on-call planning contract with Transportation Management & Design (TMD) to conduct an onboard survey during Fall 2023.

Survey Results:

Between mid-October to early November of 2023, surveyors collected a total of 872 responses, including 625 responses on weekday routes, or about 8% of average weekday ridership, and 138 responses on weekend routes, or about 7% of average weekend ridership. A smaller sample of 109 surveys was collected for 600-series school routes. However, obtaining reliable survey results on school routes has always been a challenge, and responses were heavily skewed towards a handful of routes. Thus, the following results exclude responses from 600-series routes.

Shifting Travel Patterns

The pandemic has significantly reshaped how riders use our buses. Commuting trips, which pre-pandemic dominated with over half of respondents, have dropped noticeably to 37%. This shift is balanced by a rise in social, recreational, and shopping trips, now used by nearly one-third of passengers.



Nearly half (47%) rely on transfers to complete their journeys, with 34% connecting to BART and 10% to other County Connection buses. Notably, 68% of respondents indicated that they either walked or biked in order to get to and from transit.

The rise of remote work is reflected in the survey data—27% of respondents work or attend school entirely remotely or commute only 1-2 days per week. However, over half of the respondents (54%) indicated that they commute 5 or more days a week, which suggests that many riders are essential workers with jobs that require them to be in-person.

Fare Payment

On the routes that required a fare payment, 64% of respondents indicated that they paid their fare using Clipper whereas 28% of respondents paid using cash. Clipper usage dipped from 2019's levels, likely due to a combination of lower demand on commuter express routes—where Clipper adoption was higher—and the conversion of four additional routes to fare-free routes.

Rider Demographics

The table below shows a comparison of select County Connection rider demographics to those of Central Contra Costa County as well as the 2019 survey. The highlighted rows reveal key differences between County Connection riders and residents of Central Contra Costa. Bold text and accompanying arrows indicate significant changes compared to the 2019 survey, offering insights into evolving ridership trends post-pandemic.

Overall, County Connection riders tend to have fewer vehicles available, larger household sizes, and lower annual incomes compared to residents of Central Contra Costa. They are also more likely to be minority and speak a language other than English at home.

There were some notable shifts in rider demographics since the 2019 survey. Although vehicle availability and household incomes were higher, household sizes were also much larger, with over half having 4 or more people. In addition, the change in income levels does not account for inflation, and when considering the combination of household income and size, the percentage of households considered to be low-income stayed relatively constant compared to 2019. Another significant change has been an increase in minority—particularly Hispanic or Latino—and Spanish-speaking riders.

	County Connection Riders (2023) ⁽¹⁾⁽²⁾	County Connection Riders (2019)	Central Contra Costa Residents ⁽³⁾
Vehicles Available			
No vehicles	28% ▲	21%	5%
1 vehicle	25% ▼	46%	30%
2 vehicles	24%	27%	40%
3 or more vehicles	23% ▲	6%	25%
Household Size			
1 person	11%	11%	25%
2 people	13% ▼	20%	34%
3 people	24%	28%	17%
4 or more people	52% ▲	41%	24%
Annual Household Income			
Less than \$25,000	17% ▼	26%	8%
\$25,000-\$50,000	42%	40%	9%
\$50,000-\$75,000	19%	19%	9%
\$75,000-\$100,000	13% ▲	7%	9%
More than \$100,000	9%	8%	65%
Low-Income Status (<150% poverty level)			
Low-Income	41%	44%	9%
Non-Low Income	59%	56%	91%
Age			
Under 19	8%	6%	23%
19-34	37% ▼	47%	16%
35-54	33%	31%	28%
55-64	9%	9%	14%
65+	13%	7%	19%
Race			
White	37% ▼	44%	61%
Hispanic or Latino origin	27% ▲	19%	16%
Black or African American	20%	19%	4%
Asian	11%	13%	18%
Other	5%	5%	1%
Minority Status			
Minority	63% ▲	56%	39%
Non-Minority	37% ▼	44%	61%
Language Spoken at Home			
English	63%	70%	72%
Spanish	26% ▲	17%	10%
Other	12%	13%	18%

Notes:

Highlighted rows indicate key differences between County Connection riders and residents of Central Contra Costa.

(1) Percentages exclude those who did not respond to the particular question.

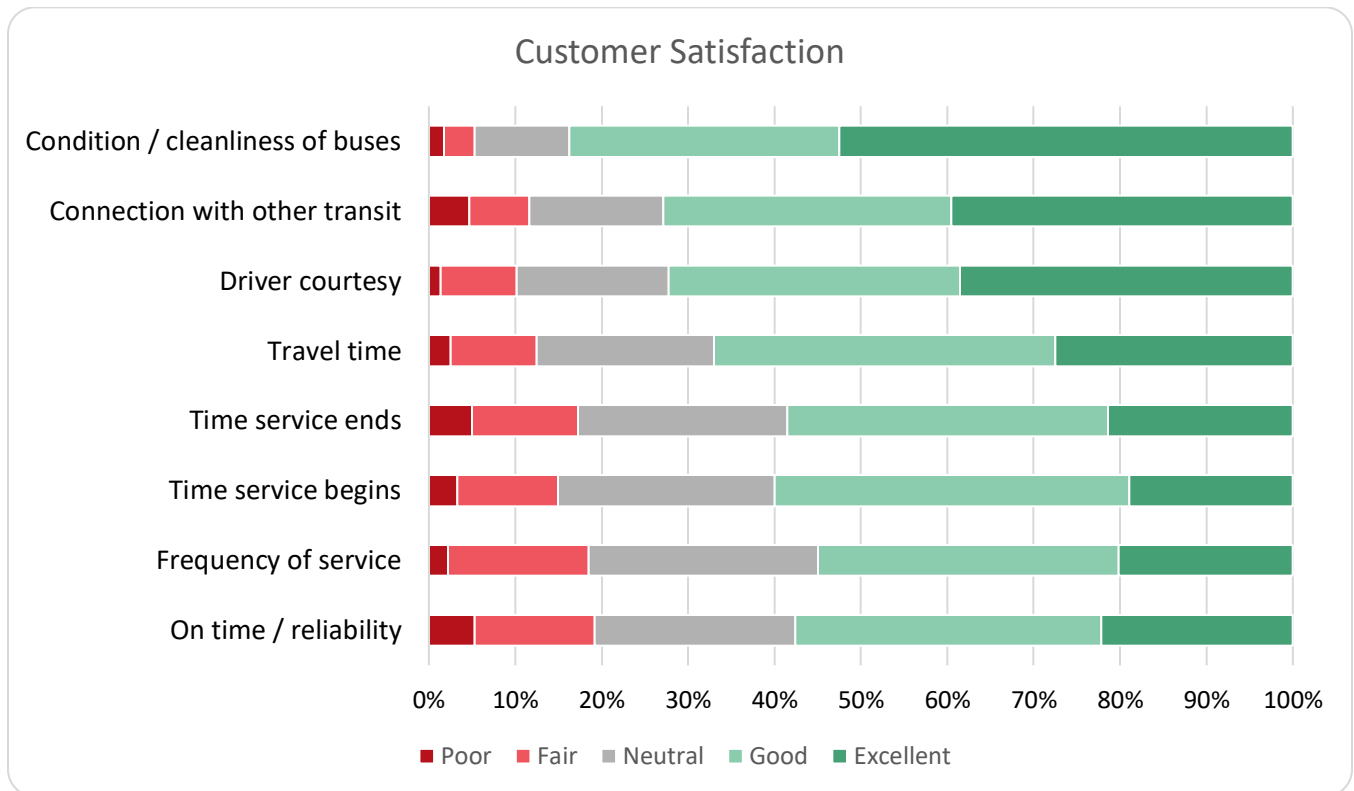
(2) **Bold** values and accompanying arrows indicate significant changes compared to the 2019 survey.

(3) Based on 2022 American Community Survey 5-year estimates

Customer Satisfaction

Among the top service improvement requests, 26% of respondents desired more frequent service, while 19% expressed a need for earlier or later start/end times, 17% requested extended weekend service, and 17% wanted more direct service.

Overall, the majority of riders are satisfied with County Connection’s services. Notably, cleanliness of buses, connection with other transit, and driver courtesy received high marks from riders. However, factors related to service levels such as frequency and span received lower rankings.



Financial Implications:

The cost to conduct the survey was \$50,000, which was included in the Service Development budget for FY 2024.

Recommendation:

None, for information only.

Action Requested:

None, for information only.

Attachments:

Attachment 1: 2023 Survey Instrument

2023 CCCTA Passenger Survey



We are looking for feedback on how to improve public transportation services provided by County Connection. Your information and responses will be used for transportation planning purposes only. Thank you for your help!

TRIP CHARACTERISTICS

1. Where did you **begin** your trip today?

Address, Intersection, or Landmark:

City, Neighborhood, or ZIP Code:

Type of Place:

- | | |
|--|--|
| <input type="checkbox"/> Home | <input type="checkbox"/> Social / Recreational |
| <input type="checkbox"/> Work | <input type="checkbox"/> Personal Errand / Medical |
| <input type="checkbox"/> School / College (student only) | <input type="checkbox"/> Other (specify): |
| <input type="checkbox"/> Shopping | <hr/> |

2. Where will you **end** your trip today?

Address, Intersection, or Landmark:

City, Neighborhood, or ZIP Code:

Type of Place:

- | | |
|--|--|
| <input type="checkbox"/> Home | <input type="checkbox"/> Social / Recreational |
| <input type="checkbox"/> Work | <input type="checkbox"/> Personal Errand / Medical |
| <input type="checkbox"/> School / College (student only) | <input type="checkbox"/> Other (specify): |
| <input type="checkbox"/> Shopping | <hr/> |

3. What route are you currently riding?

4. Does this trip include any transfers?

- No
- Yes



If yes, **select all that apply:**

County Connection (which route(s)?)

- BART
 - Tri Delta Transit
 - WestCAT
 - Wheels
 - Solano Express
 - Altamont Commuter Express (ACE)
 - Amtrak / Capitol Corridor
 - Other (specify):
-

5. How did you get to your first transit stop on this trip?

- Walked or used a wheelchair
 - Rode my bicycle
 - Drove myself
 - Taxi / Uber / Lyft
 - Someone gave me a ride
 - Other (specify):
-

6. How did you pay your fare today?

- Cash
 - Clipper Card – Single Ride
 - Clipper Card – 31-Day Pass
 - Employer Pass
 - School Pass / Pass2Class
 - Amtrak / ACE Transfer
 - No fare required (free route)
 - Other (specify):
-

7. Which fare category did you pay?

- | | |
|-----------------------------------|---|
| <input type="checkbox"/> Adult | <input type="checkbox"/> Clipper START |
| <input type="checkbox"/> Senior | <input type="checkbox"/> N/A – free route |
| <input type="checkbox"/> Disabled | <input type="checkbox"/> Other (specify): |
| <input type="checkbox"/> Youth | <hr/> |

RIDING CHARACTERISTICS

8. How often do you ride County Connection?

- More than 5 days a week
- 4-5 days a week
- 2-3 days a week
- 1 day a week
- Less than 1 day a week

9. What are your reasons for choosing to ride County Connection for this trip? (select all that apply):

- Cost
 - Prefer public transit to driving
 - Avoid traffic / parking
 - No car available
 - Not able to drive
 - Other (specify):
-

10. How would you have made this trip if County Connection had not been available?

- Drive own vehicle
 - Carpool / Vanpool
 - Taxi / Uber / Lyft
 - Ride bicycle
 - Walk
 - Would not make the trip
 - Get a ride with a friend / family member
 - Other (specify):
-

DEMOGRAPHIC INFORMATION

11. What is your employment status?

- Employed full time (35 or more hours a week)
- Employed part time
- Not employed

TURN OVER

12. Are you a student?
- Full-time student
 - Part-time student
 - Not a student
13. On average, how many days per week do you commute to work or school?
- 1-2 days a week
 - 3-4 days a week
 - 5 or more days a week
 - None, completely remote
 - N/A – I don't work or attend school
14. What is your home ZIP Code?
- _____
15. Including you, how many people live in your home?
- _____
16. How many vehicles (autos or motorcycles) are available to your household?
- _____
17. What is your approximate annual household income?
- Less than \$10,000
 - \$10,000 to \$24,999
 - \$25,000 to \$34,999
 - \$35,000 to \$49,999
 - \$50,000 to \$74,999
 - \$75,000 to \$99,999
 - \$100,000 to \$149,000
 - \$150,000 or more
18. Which of the following do you identify with?
- White
 - Black/African American
 - Hispanic/Latino
 - Asian
 - Native Hawaiian/ Pacific Islander
 - American Indian/Alaskan Native
 - Other (specify): _____

19. Do you speak a language other than English at home?
- No
 - Yes
- ↪ If yes, **please specify:**
- Spanish
 - Tagalog/Filipino
 - Chinese
 - Hindi
 - Persian/Farsi
 - Other (specify): _____

20. How well do you speak English?
- Very well
 - Well
 - Not well
 - Not at all

21. What is your gender?
- Male
 - Female
 - Non-binary
 - Prefer not to answer

22. What is your age?
- 18 or under
 - 19 to 34
 - 35 to 54
 - 55 to 64
 - 65 to 74
 - 75 or older

INFORMATION ACCESS

23. How do you access the Internet? (select all that apply):
- Smartphone
 - Computer at home
 - Computer at work or school
 - Tablet
 - I don't access the Internet
24. How do you typically obtain information about County Connection (e.g., schedules, arrival times, service updates)? (select all that apply):
- Printed schedules
 - County Connection website
 - Social media (specify): _____
 - Mobile app (specify): _____
 - At the bus stop
 - Bus driver
 - Customer service call center
 - Other (specify): _____

CUSTOMER SATISFACTION

25. Which of the following would encourage you to use County Connection more? (select all that apply):
- Nothing
 - More frequent service
 - More direct service
 - Buses run earlier
 - Buses run later
 - More reliable service
 - Lower fares
 - Cleaner buses
 - More service on weekends
 - Other (specify): _____

26. How do you rate County Connection in the following areas?

Characteristics	Poor	Fair	Neutral	Good	Excellent
On time / reliability	○	○	○	○	○
Frequency of service	○	○	○	○	○
Time service begins	○	○	○	○	○
Time service ends	○	○	○	○	○
Travel time	○	○	○	○	○
Driver courtesy	○	○	○	○	○
Connection with other transit	○	○	○	○	○
Condition / cleanliness of buses	○	○	○	○	○

INTER OFFICE MEMO

To: Marketing, Planning, & Legislative Committee

Date: 01/04/2024

From: Ryan Jones, Manager of Marketing & Communications

Reviewed by: MR

SUBJECT: County Connection Faces Campaign

Background:

In 2014, County Connection developed a “Faces of County Connection” campaign to increase the focus on people and emphasize human connections. As we emerge from the pandemic, which put a renewed focus on the important role of public transit, staff is working on a new Faces campaign to better engage with our community by telling the County Connection story, turning a spotlight on the people behind the scenes of the Authority and their dedication to the essential services we provide. The campaign will also serve as a hiring initiative by highlighting the Authority’s legacy through dedicated staff who have contributed to its success and position County Connection as an employer of choice.

Additional Information:

The Faces campaign aims to show that the agency is more than just a transit provider, but a viable career path in public service. Marketing pieces will include testimonials of longstanding employees with staff profiles focusing on dedication, shared purpose, and commitment to public service.

Shown through a lens of recognition and recruitment, the campaign is intended to stand out as a hiring effort while celebrating those who have committed themselves to helping to provide essential services throughout the region. Staff plans to highlight 5-7 individuals representing operators, mechanics, maintenance staff, administration, and/or leadership. Marketing assets will be shared across social media, on buses (interior and exterior panels), and the County Connection website. Staff will also work to develop other printed collateral as needed and will incorporate some of the assets into recruitment materials. Staff will be working with an on-call graphic design consultant to develop and manage the campaign. This campaign is set to launch in Spring 2024.

Financial Implications:

All costs associated with campaign are 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: 01/04/2024

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 continues in-person customer outreach with the Mobile Lobby throughout Central Contra Costa County, with 17 mobile lobby events in December (3 events were canceled due to staff shortage), 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, staff participated in two holiday parades: Walnut Creek (11/30) and Martinez (12/1). In January, there are an additional 20 Mobile Lobby events scheduled.

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.

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: December 2023 Calendar

Attachment 2: January 2024 Calendar



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



County Connection

JANUARY 2024



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 <i>HOLIDAY (No service)</i>	02 DANVILLE LIBRARY 10a-Noon	03 CLAYTON LIBRARY 10a-Noon	04 ORINDA LIBRARY 10a-Noon	05 LAFAYETTE BART 8-10a	06 -
07 -	08 MARTINEZ AMTRAK 9-11a	09 ORINDA BART 8-10a	10 RIDING RT 21 San Ramon Transit @9:41a WC BART @10:43a	11 CONCORD LIBRARY 10a-Noon	12 PH SENIOR CENTER 10a-Noon	13 -
14 -	15 RIDING RT 1 Rossmoor @9:14a Mitchell Park 'n Ride @10:05a	16 ST. MARY'S COLLEGE 9:30-11:30a	17 SAN RAMON TRANSIT CENTER 10a-Noon	18 RIDING RT 20 Concord BART @8:45a DVC @9:07a	19 MORAGA LIBRARY 10a-Noon	20 -
21 -	22 MARTINEZ SENIOR CENTER 10a-Noon	23 WC BART 9-11a	24 N. CONCORD BART 9-11a	25 RIDING RT 35 San Ramon TC @9:21a Dublin BART @9:58a	26 PLEASANT HILL BART 8-10a	27 -
28 -	29 RIDING RT 19 Concord BART @11:30a Amtrak @12:18p	30 MARTINEZ AMTRAK 10a-Noon	31 RIDING RT 93X Antioch BART @7:07a			