

MEETING
Marketing, Planning & Legislative Committee
Walnut Creek City Office
City Manager's Conference Room, 3rd Floor
1666 North Main St., Walnut Creek, CA
June 2, 2011, 8:30 A.M.

AGENDA

1. Approval of Agenda Items – The Committee may hear, discuss, deliberate, and/or take action on any agendized item listed herein.
2. Public Communication
3. Approval of Minutes of May 5, 2011 Meeting* - **Action**
4. State Legislation: AB147 (Dickinson), AB485 (Ma), AB710 (Skinner), SB310 (Hancock)* - **Review and Action**
5. Federal Legislation: Senate Draft Legislation on Transportation Reauthorization* – **Review (delivered via email and available at meeting)**
6. CCCTA Website User Information - **Information**
7. Community Events* - **Information**
8. Next Meeting – Thursday, July 7, 2011
9. Adjournment

*Enclosure

FY 2010/11 MP&L
Committee

Bob Simmons, Walnut Creek-Chair
Candace Andersen, Danville
Amy Worth, Orinda

General Information

Public Comment: Each person wishing to address the Marketing, Planning, & Legislative Committee (MP&L) is requested to complete a Speakers Card for submittal to the Committee Chair before the meeting convenes or the applicable agenda item is discussed.

Persons who address the Committee are also asked to furnish a copy of any written statement to the staff liaison. A period of thirty (30) minutes has been allocated for public comments concerning items of interest within the subject matter jurisdiction of the Committee. Each individual will be allotted three minutes, which may be extended at the discretion of the Committee Chair.

Accessible Public Meetings: Upon request, CCCTA 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. Please send a written request, including your name, mailing address, phone number and brief description of the requested materials and preferred alternative format or auxiliary aid or service so that it is received by CCCTA at least 48 hours before the meeting convenes. Requests should be sent to Manager of Marketing, 2477 Arnold Industrial Way, Concord, CA 94520 or burdick@cccta.org.

Shuttle Service: With 24-hour notice, a CCCTA LINK shuttle can be available at the Walnut Creek BART station for individuals who want to attend the MP&L meetings. To arrange for the shuttle service, please call Fernando Gonzales at 925/680-2070, no later than 24 hours prior to the start of the meeting.

SUMMARY MINUTES
MARKETING/ PLANNING & LEGISLATIVE COMMITTEE

Thursday, May 5, 2011

The meeting was called to order at 8:30 a.m.

Those present at the meeting were:

Members: Directors Bob Simmons, Amy Worth and Candace Andersen
Staff: Rick Ramacier, Anne Muzzini, and Mary Burdick
Guest: None

Approval of Agenda

The agenda was approved as presented.

Public Comment

There was no public communication

Approval of the Minutes of April 7, 2011

The minutes were approved as presented.

Legislation-Support SB582-Emerson

Rick Ramacier updated the Committee on the bill first discussed in April. Upon closer examination Mr. Ramacier reported that the bill would pose no financial hardship to CCCTA as the Authority currently participates in the Commuter Check program, provides free CCCTA service to employees and dependents, and a free shuttle from the North Concord BART station available to employees. Therefore, this legislation could provide a greater opportunity for employers to consider bus transit partnerships and result in increased ridership.

The Committee supported the staff recommendation to forward to the Board for approval, but asked the General Manager to seek final assurance that the bill cannot be interpreted to preclude, or impact in any way, the successful programs already in place with large employers, or have a negative impact on large employers in locations that are not well served by transit.

FY2012 Draft Marketing Plan

Mary Burdick presented the draft marketing plan for FY2012 that serves as a guide for department activities. The plan outlines opportunities, challenges, and objectives for promoting CCCTA in FY2012, as well as strategies planned for targeting the commute, student and senior market segments.

The Committee offered suggestions that will be included in the draft, and approved moving the plan to the Board of Directors in May for discussion and approval.

MTC Transit Sustainability Project

The General Manager provided an update to the Committee on the work that's been done to date on the MTC project. The TSP has been divided into three areas: financial, service delivery, and institutional. Each area is connected to a technical advisory committee (TAC) made up of a select group of operators who will advise MTC staff. Work in the finance area is nearly complete, and service delivery is well under way.

With service and funding levels unsustainable, the project was undertaken to examine funding and service levels for the future. MTC staff expects to have the completed study available for public review later this summer. Brief highlights follow:

CCCTA Website User Information

Mary Burdick provided information on website usage for the month of April 2011.

Community Events

Mary Burdick outlined the community events and school Class Passes scheduled for May 2012.

Next Meeting Date: Thursday, June 2, 2011 at 8:30 AM in the Walnut Creek City Offices/City Managers conference room.

Adjournment: The meeting was adjourned at 9:20 AM.

Mary Burdick

Mary Burdick
Manager of Marketing

5/27/11

Date

TO: MP&L Committee

DATE: May 26, 2011

FROM: Rick Ramacier
General Manager

SUBJECT: State Legislation, AB147
(Dickinson), AB485 (Ma),
AB710 (Skinner), SB310
(Hancock)

Background

Historically, County Connection has taken positions on a few select pieces of state legislation each year that directly impact on us. Furthermore, County Connection has generally stayed away from taking positions legislation that have a main focus besides transit, yet indirectly impact transit. However, we are seeing more and more bills that could more directly impact transit (and County Connection) eventhough their main focus is not transit. A few County Connection Board members have mentioned a few such bills recently and have asked staff to look at these. These bills include: AB147 (Dickinson), AB485 (Ma), AB710 (Skinner), and SB310 (Hancock). They are each briefly described below.

AB147 (Dickinson)

The Subdivision Map Act authorizes a local agency to require the payment of a fee as a condition of approval of a final map or as a condition of issuing a building permit for purposes of defraying the actual or estimated cost of constructing bridges or major thoroughfares if specified conditions are met. The Mitigation Fee Act authorizes a local agency to charge a variety of fees, dedications, reservations, or other exactions in connection with the approval of a development project, as defined. This bill would authorize a local ordinance to require payment of a fee subject to the Mitigation Fee Act, as a condition of approval of a final map or as a condition of issuing a building permit for purposes of defraying the actual or estimated cost of constructing transportation facilities, as defined.

Staff Analysis

This bill would increase the opportunities for transit and County Connection to receive developer fees related to new development and new transit services. However, it is not clear if this would ever actually materialize into new revenues for County Connection.

Staff seeks to see if the Board wishes to take a position on AB147.

AB485 (Ma)

The Transit Village Development Planning Act of 1994 authorizes a city or county to create a transit village plan for a transit village development district that addresses specified characteristics. Existing law authorizes the legislative body of the city or county to adopt an infrastructure financing plan, create an infrastructure financing district, and issue bonds for which only the district is liable, to finance specified public facilities, upon voter approval. This bill would eliminate the requirement of voter approval for the adoption of an infrastructure financing plan, the creation of an infrastructure financing district, and the issuance of bonds with respect to a transit village development district. The bill would require a city or county that uses infrastructure financing district bonds to finance its transit village development district to use at least 20% of the revenue from those bonds for the purposes of increasing, improving, and preserving the supply of lower and moderate-income housing; to require that those housing units remain available and occupied by moderate-, low-, very low, and extremely low income households for at least 55 years for rental units and 45 years for owner-occupied units; and to rehabilitate, develop, or construct for rental or sale to persons and families of low or moderate income an equal number of replacement dwellings to those removed or destroyed from the low- and moderate-income segment of the housing market as a result of the development of the district, as specified. The bill would set forth the findings and declarations of the Legislature, and the intent of the Legislature that the development of transit village development districts be environmentally conscious and sustainable, and that related construction meet or exceed the requirements of the California Green Building Standards Code.

Staff Analysis

This bill would provide transit (and possibly County Connection) with new revenue tied to certain types of new development through infrastructure financing district bonds. However, it also removes certain voter requirements, and requires related development to meet certain thresholds of low and moderately priced housing.

Staff seeks to see if the Board wishes to take a position on AB485.

AB710 (Skinner)

This bill prohibits a city or county from requiring more than one parking space per residential unit, and more than one parking space per 1,000 square feet of commercial or other non-residential space for a residential or mixed-use project located in a transit intensive area.

Staff Analysis

In theory, this will lead to more transit usage in the affected area(s). Staff does not know how many transit intensive areas may end up being within the County Connection service area. County Connection has not taken positions relative to parking space legislation in the past.

Staff seeks to see if the Board wishes to take a position on AB710.

SB310 (Hancock)

This bill eliminates the requirement of voter approval to create an infrastructure financing district and issue bonds for various capital improvements within said district. This bill would establish the Transit Priority Project Program to encourage developers to meet various environmental and affordable housing requirements. In exchange for this, developers would be allowed an additional three or more stories to each unit in such a development. This would mean three or more stories could be built above current zoning requirements.

Staff Analysis

It is unclear if County Connection would benefit from this bill as it would depend on the creation of Transit Priority Project Programs within our area.

Staff seeks to see if the Board wishes to take a position on SB310.

TO: MP&L Committee

DATE: June 1, 2011

FROM: Rick Ramacier
General Manager

SUBJECT: Senate Transportation
Reauthorization Legislation

On Wednesday, May 27th, the Senate Environment and Public Works Committee (EPW) announced the broad outline of their reauthorization proposal, Moving Ahead for Progress in the 21st Century (MAP21). In doing so, EPW stated that they will seek a six-year \$339.2 billion transportation bill which would maintain current levels of spending when projected inflation is factored in. Of this, \$66.5 billion would make up the transit program. The details of the transit title will be written in the Senate Banking Committee.

Some of the key policy items include the elimination of earmarks as well program consolidation. The bill will contain a new section titled, "America Fast Forward." This portion of the bill will enhance the Transportation Infrastructure Finance and Innovation Act (TIFIA). These funds will be used to leverage private investment.

Chairwoman Boxer has indicated that if the Senate cannot find away to pay for the proposed \$339.2 billion program, that a two year bill may considered instead.

The final draft bill with details is expected to be ready by July 4, 2011. No action is required at this time as this is an update only.

To: Marketing and Planning Committee

Date: May 20, 2011

From: Mary Burdick, Sr. Manager of Marketing

Reviewed By:

SUBJECT: Community Events

SUMMARY OF ISSUES:

County Connection marketing staff continues to participate in select community and business events, and to coordinate Class Pass field trips for schools with service along fixed-routes.

June Class Passes

6/1/11 – Creative Play Center – 35 students/10 adults
6/2/11 – Silverwood Elementary – 62 students/12 adults
6/3/11 – Silverwood Elementary – 29 students/5 adults
6/3/11 – John Muir Elementary – 30 students/7 adults
6/6/11 – John Muir Elementary – 30 students/7 adults

Community Events

6/14/11 – AT&T San Ramon – Employer event
6/16/11 – APTA Dump The Pump Day
6/16/11 – CCCTA Employee Appreciation Day

RECOMMENDATION:

For information only

FINANCIAL IMPLICATIONS:

Any costs associated with events are included in the Promotions budget.