

MEETING NOTICE & AGENDA

Marketing, Planning & Legislative Committee
County Connection Administrative Office
3rd Floor Conference Room
2477 Arnold Industrial Way, Concord, CA
Wednesday, January 4, 2012, 3:30 P.M.

The Committee may hear, discuss, deliberate, and/or take action on any item on the agenda

1. Approval of Agenda
2. Public Communication
3. Approval of Minutes of December 7, 2011 Meeting* - **Action**
4. Draft 2012 Legislative Program* - **Review/Action**
5. Short Range Transit Plan – On Board Survey* - **Review/Action**
6. Development of Mobile Web Page* - **Review/Action**
7. Marketing Reports:
 - a. Website User Report
 - b. Community Events*
8. Next Meeting – February 1, 2012
9. Adjournment

*Enclosure

FY 2012/2013
MP&L Committee
Jack Weir – Pleasant Hill
Laura Hoffmeister – Concord
Gregg Manning - Clayton

General Information

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

Wednesday, December 7, 2011

The meeting was called to order at 9:00 a.m.

Those present at the meeting were:

Members: Directors Jack Weir, and Gregg Manning
Staff: Rick Ramacier, Anne Muzzini, and Mary Burdick
Guest: None

Approval of Agenda

The agenda was approved.

Public Comment

There was no public comment.

Approval of the Minutes of November 2, 2011

There minutes were approved as presented.

2011 Legislative Review & 2012 Legislative Preview

Rick Ramacier first provided a review of both state and federal activities affecting transit funding that took place during 2011, stating that overall, news was positive. State Transit Assistance (STA) funds remained intact and no new legislation that would negatively impact transit funding was enacted. Very little has occurred at the federal level. While no new transportation bill has been authorized, the FY12 transportation program was supported by another continuing resolution, at current levels, and predicts these temporary extensions will continue until after the November election. Mr. Ramacier suggested that there may not be a need for a large contingency in Washington DC at the APTA Legislative Conference this year, and that we need to focus on state budget issues.

In preparation of the 2012 Legislative Program, Mr. Ramacier stated that in 2012, the primary focus should be at the state level.

Possible state budget issues include:

- STA funds are safe under Proposition 22, but considering the deep cuts to education, there is talk of a special session to rework the cuts and new attempts to raid STA funds may be made.
- Proposition 1B transit bonds have been issued slowly holding up capital projects. Need to keep pressure on to get these issued in a timely manner.
- Legislation likely will give regions the ability to ask voters for new gas fees to pay for transportation improvements.

Advertising Revenue Proposal

Mary Burdick reported on a new product – advertising handles - that was displayed at the recent APTA annual conference. Company and contact information was provided to the Marketing Manager by a CCCTA Board member who thought the opportunity was worth exploring.

Staff reported that our current advertising contractor was willing to present the new format to prospective advertisers, but was unable to project revenue generation. Staff reported that most advertisers are interested in exterior advertising space, and that we currently have unsold interior advertising space. The general consensus

was that until advertising activity picked up overall, it was not wise to invest in another interior format at this time.

BART Plus Program Update

Mary Burdick provided an update to the Committee on the status of the BART Plus regional ticket program. BART has agreements in place with all regional bus transit providers to accept the BART Plus ticket as full fare payment when passengers show the valid ticket. BART in turn reimburses transit agencies for the bus fares.

The BART Plus ticket will eventually be eliminated as more agencies are included in the Clipper program. The final extension agreement was signed, and the program will remain intact for one final year – through December 2012.

Because CCCTA (as well as Tri Delta, Wheels, and WestCAT) is not expected to be brought into the Clipper program until the final phase, it will be important to make sure that this program (or a reasonable alternative) remain available to passengers in the East Bay. Staff will keep the Committee updated.

Mobility Management Project Update

Anne Muzzini provided a brief recap of the project purpose and the actions that CCCTA was taking to keep the project moving forward. After completing the Request for Proposal process two companies provided bids. On December 1, 2011 the review panel met with both companies and staff will recommend to the Board of Directors to enter into agreement with Innovative Paradigms. The Committee supported the staff recommendation and will forward the complete analysis and report to the Board of Directors at the December meeting.

Marketing Reports

Website User Report


Mary Burdick provided information on website usage for November 2011.

Community Events

A list was provided of school Class Pass trips and community events scheduled for December.

Next Meeting Date: Wednesday, January 4, 2012 at 3:30 PM at the County Connection Office, 3rd Floor Conference Room.

Adjournment: The meeting was adjourned at 10:30 AM.



Mary Burdick
Manager of Marketing

12/27/11

Date

TO: MP&L Committee

DATE: December 28, 2011

FROM: Rick Ramacier
General Manager

SUBJECT: Draft 2012 CCCTA Legislative
Program

Summary

Enclosed is the draft 2012 CCCTA Legislative Program. It is drafted in the form of a booklet as has been the case in recent years. The draft combines the federal and state program for the first time in a few years.

Federal

The federal items are focused on the reauthorization of the federal transportation bill. It also includes a position on FY13 transit appropriations.

State

The state items focus on the budget, Proposition 1B bond sales, paratransit coordination, and local options for new revenue sources.

Action Requested

Staff would like to review and discuss both the format and the content of the draft legislative program with you at your meeting on January 4, 2012. Staff also seeks to have you forward this to the Board for review and discussion, and possible action.

2012 Federal Legislative Program



Central Contra Costa Transit Authority

(County Connection) is a joint powers agency of eleven communities serving a population of nearly 500,000 people who take over 3.6 million transit trips annually.

County Connection serves a dynamic and diverse modern suburban area that is geographically spread out. Serving such an area is both challenging and rewarding. County Connection patrons are ethnically and economically diverse, and often transit dependent. Without County Connection services, many central Contra Costa County residents would have no transportation available for work, school, medical appointments, or to take advantage of recreational opportunities. For them County Connection is a life sustaining service!

County Connection Customers Are

- Commuters going to work
- Students going to school
- Seniors and persons with disabilities who are dependent on transit
- Low wage earners productively participating in the community
- Residents who want to connect to their life activities in a green and economical manner

County Connection Faces Financial Challenges

- County Connection has lost over 15% of its operating funds due to the economy. Any further erosion of funding will lead to more service cuts.
- County Connection employees have agreed to long term wage freezes and benefit reductions.
- County Connection has eliminated and restructured its least productive services.

County Connection Innovation

- County Connection uses green hybrid Gillig buses that are manufactured locally.
- County Connection maintains a nationally recognized public-private partnership with the Bishop Ranch Business Park to provide frequent and fast shuttles between Bishop Ranch and two regional rail systems- BART and the ACE Train. This features significant operating cost reimbursement as well as full fare subsidy from Bishop Ranch.
- County Connection is implementing a real time bus stop information system that will allow people to access real time bus information from their laptops and smart phones.
- County Connection will implement the regional smart chip based fare payment card, Clipper in 2012 or 2013.

Federal Positions

A. Reauthorization of the Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU) with the following principles:

1. Ensuring the financial integrity of the Mass Transit Account with the Highway Trust Fund.
2. Double the size of the federal investment in transit over six years to meet at least 50% of the estimated \$60 billion in annual critical public transit capital needs by the end of the six years, and to support a projected doubling of ridership over the next 20 years.
3. Continue to allow the use of federal formula funds for preventive maintenance and allow greater use of federal funds to maintain present levels of service through direct operating assistance options.
4. Authorize individual programs within the transit title at increasing levels that are sufficient to address current and future transit needs.
5. Collapse the New Freedom, Job Access/Reverse Commute, and 5310 Formula programs into one program for persons with specialized transportation needs, and keep related coordination requirements.
6. Create any Metro Mobility program as a flexible program funded out of FHWA funds in addition to any transit 5307 program. Ensure equal access to such funds for suburban transit systems in large urban areas.
7. Maintain the ADA set-a-side option in the 5307 program.

County Connection relies on over \$5 million dollars on an annualized basis in federal transit funding for critical things like

bus replacement and preventative maintenance. Without this funding, County Connection will have to permanently reduce its services by at least 33%. Thus, a strong and robust reauthorization of SAFETEA-LU is crucial to the core mission of County Connection.

B. FY2013 transit appropriations funded to authorized levels including:

1. Funding transit at a level that is greater than FY12 levels.
2. Funding that is provided in a timely basis and without unnecessary or overly burdensome review.

A full FY13 transit appropriations bill is needed to ensure that County Connection receives the federal funding it is counting on to maintain services and to keep its capital equipment in a state of good repair.

C. Public transit safety oversight legislation should contain the following principles:

1. Call for a collaborative process between federal, state, and local agency partners.
2. Any new federal safety standards should be built on industry standards, and developed with significant input from public transit systems.
3. Public transit systems must be given adequate time to achieve compliance with any new safety standards before penalties or sanctions take effect.
4. New federally mandated safety program related costs should be supported by the federal government outside the existing transit funding programs.

STATE POSITIONS

- A. Fully fund the State Transit Assistance (STA) in FY13 by maintaining the sales tax on diesel fuel rates, and by ensuring that all of those proceeds are deposited in the Public Transportation Account (PTA) as called for by current law.

STA is expected to provide County Connection with approximately \$3.2 million in FY 13 which represents nearly 10% of its projected operating budget in FY13. With this revenue, County Connection can avoid further cutbacks in FY13. Without it, an additional service cut of up to 15% would be necessary.

- B. Fully appropriate the highest possible level of Proposition 1B (Prop 1B) bond revenue as a part of the FY13 state budget. Ensure that bonds are issued in a timely manner by the Treasurer's Office so that Proposition 1B projects are not delayed.

County Connection is programmed to receive federal grants in FY13 to replace old buses and paratransit vehicles. The required local match is 20%, and Proposition 1B funds have been targeted. Receipt of Prop B funds is dependent on bond sales and if bonds are not sold in a timely manner, these crucial vehicle replacement projects are at risk. Second, a lack of Prop 1B match funds will jeopardize County Connection's ability to obtain the federal funds. Finally, without Prop1B funding, County Connection will have to keep less reliable and less energy efficient vehicles on the road, driving up operating

costs, and resulting in less reliable service to the public.

- C. Improve Non-Emergency Medical Transportation (NEMT) coordination with public transit service by allowing public transit operators to act as Medi-Cal transportation brokers and allowing Medi-Cal users to be reimbursed for using fixed route transit to and from medical services.

This will allow County Connection to better coordinate overly expensive Medi-Cal trips with ADA paratransit trips thereby increasing overall productivity and paratransit coordination. This will allow County Connection to be reimbursed at greater rate for trips already being provided. Allowing Medi-Cal users to use existing fixed route services and be reimbursed will save the state significant money.

- D. Provide local or regional areas greater ability and flexibility to seek voter approval for additional tax or fee revenues to support transit capital and operations.

County Connection faces a budget shortfall as early as FY16 at current service levels. Without additional revenue support, County Connection will not be in position to help its communities implement AB32 or SB375, or to help meet the growing transportation needs of seniors.

County Connection Benefits The Community By

- Providing direct connections to shopping via shuttles from neighborhoods and BART.
- Providing commuter shuttles that reduce travel time, relieve congestion, and connect to regional transportation services.
- Providing comprehensive local services that allow students to use public transit to go to and from school.
- Providing direct and convenient service between communities of concern like the Monument Corridor in Concord and medical facilities like the County Hospital.
- Providing over 200 good paying blue collar jobs and by indirectly supporting hundreds more through the purchase of vehicles and supplies.
- Providing alternative modes of transportation that support economic enhancement, environmental improvements, promote energy independence, senior mobility, student transportation, and connections to the Bay Area region for all activities.

The County Connection

CENTRAL CONTRA COSTA TRANSIT AUTHORITY

2477 Arnold Industrial Way • Concord, CA 94520 • (925) 676-1976

The information in this brochure is available on the
County Connection website - www.cccta.org

To: MP&L Committee

Date: January 6, 2012

From: Laramie Bowron, Manager of Planning and Marketing

Reviewed By:

SUBJECT: SHORT RANGE TRANSIT PLAN / ON-BOARD SURVEY

BACKGROUND:

The Metropolitan Transportation Commission (MTC) requires that operators receiving federal funding complete an annual mini Short Range Transit Plan (SRTP). This typically contains the agency's operating and capital plans as well as a comparison between actual performance and agency-adopted standards.

Every four years, including FY 2011-12, MTC requires a more exhaustive full SRTP that contains other components, such as, a peer review analysis, Title VI update, and an on-board survey. MTC provides \$30,000 in federal funds to complete the full SRTP.

SUMMARY OF ISSUES:

In the coming weeks staff will be solicit quotes from qualified consultants to undertake the system-wide on-board survey component, using the federal funds provided by MTC. MTC has set a deadline of June 2012 for the draft plan and September 2012 for the final.

As with previous years, staff will bring chapter updates to the MP&L Committee as they are completed.

ACTION REQUESTED:

Information only.

To: MP&L Committee

Date: December 16, 2011

From: Mary Burdick, Sr. Manager of Marketing

Reviewed By:

SUBJECT: Development Of Mobile Web Pages

SUMMARY OF ISSUES:

With the increasing number of people getting information from smart phones and other internet enabled devices, interest has been expressed in developing our own mobile application for easier user access.

Staff asked the consultant who works with us on the technical aspects of our website for guidance in this pursuit. He cautioned that it requires a considerable effort to not only design and build an application for each platform (iPhone, Android, Blackberry), but that the application(s) needs to be updated to conform with device layouts and form factors that change frequently.

He suggests that we build a mobile web page that will work with all platforms. The mobile web pages will be hosted on the same account, created as a sub-domain <http://m.cccta.org>. The majority of the information would be pulled from our current web pages then reconfigured for mobile viewing. The landing page is typically a simplified version of the CCCTA home page designed for mobile viewing. Mobile pages will include system map, schedules, trip planner, fare information, service advisories, and news items.

When real time schedule information is available the schedule pages will be revised on both domains.

The Committee can review several mobile sites at the meeting.

FINANCIAL IMPLICATION:

Development of a simplified mobile site can be achieved for approximately \$5,000. This expense can be managed within the existing marketing budgets.

STAFF RECOMMENDATION:

Consider the benefits of moving forward at this time.

To: MP&L Committee, Board of Directors

Date: December 28, 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.

School Outreach

1/25/12 – Ascent School in Oakland traveling to Saint Mary's College
Approximately 100 students.

1/26/12 – John Muir Elementary 35 students/5 adults

Community Events

1/18/12 – ATT and BAAQMD Employee Event

RECOMMENDATION:

For information only

FINANCIAL IMPLICATIONS:

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