

# The County Connection

2477 Arnold Industrial Way    Concord, CA 94520-5326    (925) 676-7500    www.cccta.org

## MEETING NOTICE & AGENDA

### Marketing, Planning & Legislative Committee

County Connection Administrative Office

3<sup>rd</sup> Floor Conference Room

2477 Arnold Industrial Way, Concord, CA

**December 7, 2011, 9:00 A.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 November 2, 2011 Meeting\* - **Action**
4. 2011 Legislative Review & 2012 Legislative Preview\* - **Review/Action**
5. Advertising Revenue Proposal – Interior Advertising\* - **Review/Action**
6. BART Plus Program Update\* - **Information**
7. Award of Mobility Management Consulting Contract\* - **Action**
8. Marketing Reports:
  - a. Website User Report
  - b. Community Events\*
9. Next Meeting – January 4, 2012
10. 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](mailto: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.

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**SUMMARY MINUTES**  
**MARKETING/ PLANNING & LEGISLATIVE COMMITTEE**

Wednesday, November 2, 2011

The meeting was called to order at 3:00 p.m.

Those present at the meeting were:

Members: Directors Jack Weir, and Gregg Manning  
Staff: Mary Burdick and Laramie Bowron  
Guest: None

**Approval of Agenda**

The agenda was approved.

**Public Comment**

There was no public comment.

**Approval of the Minutes of September 1, 2011 and October 14, 2011**

There minutes were approved as presented.

**Selection of Officers**

Jack Weir was elected as Committee Chair, Gregg Manning was elected as Committee Vice Chair, and Laura Hoffmeister was elected as Committee Secretary.

**Measure J Transportation For Livable Communities Program Call For Projects**

Laramie Bowron explained that the Contra Costa Transportation Authority approved the guidelines for the Measure J Transportation for Livable Communities funding program, and that the Regional Transportation Planning Committees (RTPC's) released the call for projects. Mr. Bowron reminded the MP&L members that a small percentage of Measure J funds flow through CCTA to regional committees to fund plans and projects that support walkable, mixed-use, and transit oriented communities. He explained that CCCTA overlaps two regional committees, TRANSPAC and SWAT, and that CCCTA only planned to submit an application to the TRANSPAC region for bus stop improvements and enhancements. The Committee asked that this report be included in the MP&L Committee report to the Board of Directors as in information item.

**TDA Triennial Performance Audit Final Report**

Mr. Bowron presented the final audit report prepared for MTC by Mundle and Associates, explaining that this is a required audit which is performed every three years. The audit reviews data collection and reporting procedures, performance trends, and compliance with statutory requirements. The audit also contains discussion of action taken from prior audits, as well as any findings and/or recommendations. Mr. Bowron pointed out that there were no negative comments or findings.

In reviewing the trend analysis of some performance standards such as accidents, on-time performance, and driver retention, Director Weir asked if there are industry standards. Since the analysis is based on our own standards which are set very high, some of the comments could be construed as negative comments. Mr. Bowron commented that industry wide standards are not common due to the vast difference in operating environments. The MP&L Committee asked that this report be included in the MP&L Committee report to the Board of Directors as in information item.

**Climate Action Program Update**

Mr. Bowron provided a brief background on the evolution of the Climate Action Program, and County Connection's role. The Climate Action Initiative was born from the last MTC forecast. The Climate Action Program is sponsored by MTC, the Bay Area Air Quality Management District, the Bay Conservation and Development Commission, and the Association of Bay Area Governments. The goals are to change external factors that influence whether people will take transit and making transit systems more efficient and sustainable.

The agencies managing the program are including transit, but only indirectly. CCCTA will not design any new services, but will provide input and data regarding CCCTA service/policy changes and performance as requested. CCCTA activity pertaining to Climate Action Plans will be addressed in the Short Range Transit Plan.

**Marketing Reports**

**Website User Report**

Mary Burdick provided information on website usage for October 2011. User data is now available for a full year, so trends will be compared on a year to year basis.

**Community Events**

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

**Next Meeting Date:** Wednesday, December 7, 2011 at 9:00 AM at the County Connection Office, 3<sup>rd</sup> Floor Conference Room.

**Adjournment:** The meeting was adjourned at 4:00 PM.

*Mary Burdick*

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Mary Burdick  
Manager of Marketing

11/23/11

\_\_\_\_\_  
Date

**TO:** MP&L Committee

**DATE:** November 30, 2011

**FROM:** Rick Ramacier  
General Manager



**SUBJECT:** 2011 Legislative Review & 2012  
Legislative Preview

### **2011 State Legislative Review**

The 2011 state legislative session was largely positive for public transit. This is largely due to the full funding of the State Transit Assistance (STA) program in the FY11 state budget. Additionally, no legislation of significance that would affect public transit in a negative manner was enacted.

Near the very end of the session, Senator Steinberg attempted to move legislation that would have authorized Metropolitan Planning Organizations (MPO) to seek voter approval for certain gas fees to be used for transportation projects that directly benefit the fee payer. Transit capital and operating expenses would have been eligible to receive these funds. Many unanswered questions about return to source, nexus issues, and whether or not Proposition 26 would apply to the legislation were such that the legislation was never considered.

Senator DeSaulnier considered moving legislation that would have reformed Medi-Cal transportation. Among other things, it would have allowed for the reimbursement of fixed route fares in getting to and from Medi-Cal sponsored medical appointments. Currently, state law forbids this. Thus, anyone who is eligible for Medi-Cal sponsored transportation must use a paratransit van service or an ambulance – even for routine medical appointments. This legislation also would have made it administratively easier for CCCTA to act as a Medi-Cal transportation broker thereby creating opportunities for greater paratransit coordination and an overall lowering of costs.

However, Senator DeSaulnier put this legislation aside after the Legislative Analyst Office (LAO) opined that this legislation would cost the state more money. In response, the California Association for Coordinated Transportation (CalACT) has commissioned a white paper to show how such legislation would actually save the state money. Also, CalACT is working with the Governor's Strategic Growth Council (SGC) on promoting the financial benefits to greater Medi-Cal transportation coordination.

Finally, legislation that would have given MPOs the ability to require businesses to play a greater role in underwriting transit or in some other way – support it, passed the legislature but was vetoed by the Governor.

### **2011 Federal Legislative Review**

Very little has occurred at the federal level this year. The two most significant items in play at the federal level have been the FY12 budget and the effort to reauthorize the transportation bill. As of November 18, 2011, the Congress has passed a FY12 transportation appropriations bill that the President will sign – when he is sent the rest of the FY12 budget. Meanwhile, the FY12 federal transportation program is supported by a continuing resolution that will expire on December 17, 2011. The level of transit funding

in the transit formula program (where our grant funding lies) is relatively flat over FY11. Thus, we are likely to be able to draw down our FY12 grants at some point as planned and budgeted for.

In recent weeks, we have seen movement in the effort to enact the extremely overdue federal transportation reauthorization. The Senate Committee on Environment and Public Works (EPW) advanced on an 18-0 vote, a two-year reauthorization bill that contains a total spending package of \$109 billion. This would keep the program on the same funding levels as it has been in recent years when factoring in expected rates of inflation. However, this bill projects a \$12 billion shortfall in gas tax receipts necessary to pay for it. The transit title of the bill has yet to be written by the Senate Committee on Banking, Housing, and Urban Affairs (BHUA). This is expected to occur in early December.

The House seems to be taking a different approach to reauthorization at the moment. Right before Thanksgiving, House Speaker John Boehner announced his intent to have the Republican Caucus introduce the comprehensive "American Energy & Infrastructure Jobs Act." This would be five year bill that would not only reauthorize the federal transportation program, but would expand offshore oil and gas drilling, expand oil shale production, and expand oil exploration in the Arctic National Wildlife Reserve. This is the first time in the history of the federal transportation program that its authorization has been directly placed inside legislation regarding significant energy policy.

Currently, we are under one of many temporary extensions of the long expired SAFETEA-LU as far the federal transportation program is concerned.

### **2012 State Legislative Preview**

Given that this is the second year of a two year session, and that it is an election year, we should not expect too much from the Legislature in 2012. However, we will want to watch the budget action closely as it relates to our STA funding and to the selling of Proposition 1B transit bonds. We can expect to see proposals to make it easier for local and/or regional areas to consider asking their voters for more revenue for transportation. In a somewhat related effort, the legislature may pursue some sort of cap and trade legislation that could provide transit funding. We may also see pension reform proposals as well. And, we could see opportunities to further push the idea of Medi-Cal transportation coordination and reform. Finally, more specific proposals to reform state government may emerge.

Below is brief discussion on likely budget issues.

#### STA Funds

Although our STA funds are seemingly safe because of Proposition 22, the legislature may be tempted to find a creative way to divert them. It should be noted that an announcement is expected this month stating that the state has \$13 to \$16 billion dollar shortfall over FY11 and FY12. Furthermore, given that at least \$3 billion of that shortfall is likely in FY11, budget cut triggers are due to occur under current state law sometime early next year. Because many of these cuts are in education, and the great hardship they would create, there is talk of a special session in December to rework the cuts that will be triggered by the expected shortfall in the FY11 budget.

Proposition 22 only allows the reduction or elimination of STA funding by reducing or eliminating the fund source –which is the sales tax on diesel fuel. The state did this once before to get at STA via the so-called gas tax swap. However, Proposition 26 works to take away the incentive to do a diesel tax swap as it would now take a 2/3 vote to raise another tax in a like amount to the amount of tax reduction to be had should the diesel sales tax rate be lowered or eliminated. Prior to Proposition 26, such a swap could be done by majority vote. Thus, it was easier to lower one tax and raise another – like the gas tax swap. In

short, it is likely that a reduction in the sale tax on diesel fuel (STA source) would not lead to an increase in the general fund because of Prop 26. This takes away from the incentive to reduce or eliminate the sales tax on diesel fuel.

However, recent history suggests that as the state budget crises continues to be unresolved, new attempts may be thought up to raid STA once again.

#### Proposition 1B

Proposition 1B transit bonds have been slow to be let by the state. This has held up capital projects such as ours. The state finally began to play a little catch up in getting these bonds out on the street. Thus, we will receive over \$1 million in these funds for FY11 to use on vehicle replacement projects. We will need to keep the pressure on to get a bond sale for FY12 in a timely manner.

#### Local Option

Legislation will be introduced to give regions or local areas greater ability to ask their voters for new gas fees to pay for transportation improvements including transit operations. Legislation of this type will likely be tied somehow to implementation of AB32 and SB375. We will likely be asked to weigh in on this and such legislation could benefit CCCTA as well.

#### **2012 Federal Legislative Preview**

Even less should occur at the federal level this year than at the state level. Assuming the recently passed FY12 transportation appropriations bill is signed into law, we should expect the FY13 bill to be done after the November 2012 election.

As far as the federal reauthorization goes, the Senate and House are going in two very different directions. Thus, I do not see them taking action to merge their respective bills during this election year. Rather the Congress will likely pass yet another temporary extension of SAFETEA-LU that keeps things going through the November election. This likely inaction gives us the opportunity to review our own principles on reauthorization.

#### **Action Requested**

Staff has provided this report to you by way of background as we prepare to draft CCCTA Legislative Programs for 2012. We would like your feedback and direction in preparing a draft legislative program for the MP&L Committee to consider.

To: MP&L Committee

Date: November 29, 2011

From: Mary Burdick, Sr. Manager of Marketing

Reviewed By: *AMB*

**SUBJECT: INTERIOR ADVERTISING PROPOSAL**

**SUMMARY OF ISSUES:**

At the American Public Transit Association (APTA) conference in New Orleans, a CCCTA Board member was interested in an advertising product displayed by High 5 Advertising. It was suggested that staff research this potential advertising revenue opportunity.

High 5 Advertising produces advertising handles that affix to the horizontal metal bars on the inside of the buses. Each handle has a clear acrylic rectangle on each side to display advertising messages. The handles are equipped with a Kevlar strap that can withstand up to 1,300 pounds of pressure. Currently High 5 Advertising clients consist only of college transportation systems in Montana, Kentucky, Alabama, Mississippi, Louisiana, Texas, and South Florida.

Lamar Transit is willing to add this product to their existing inventory of advertising formats, but is not prepared to project revenue generation due to the amount of unsold interior space currently available. Most advertisers are interested in exterior advertising because the message is viewed by a much greater percentage of the population. If CCCTA elects to explore this option Lamar representatives recommend that we install handles in twenty five percent of the active fleet (30 buses) to maximize the number impressions.

In speaking with other staff members, there are several things to consider. First, all County Connection buses are already outfitted with between four and six of the subway style handles that fold inward when not in use. These are all placed in the front of the bus. The High 5 Advertising handles are free hanging products that could potentially interfere with passengers getting into and out of the seats. These would need to be installed in the middle and rear sections of the bus and could become an easy target for vandalism.

**FINANCIAL IMPLICATION:**

The cost of each advertising handle is \$30. If we were to install six handles on 30 buses, the cost would be \$5400.

**STAFF RECOMMENDATION:**

Staff is not making a recommendation at this time, but wishes to discuss this with the MP&L Committee to determine if it warrants further investigation.

# The County Connection

Inter Office Memo

To: MP&L Committee

Date: November 28, 2011

From: Mary Burdick, Sr. Manager of Marketing

Reviewed By:



**SUBJECT: BART Plus Program Update**

**SUMMARY OF ISSUES:**

In 2008 the BART Plus agreement between BART and regional transit operators was drafted as a series of one year extensions in anticipation of the introduction of Clipper. January 1, 2012 through December 31, 2012 is the final year

The BART Plus ticket is a stored value ticket for use on BART and a bus fare payment mechanism as well. Bus riders flash the card to the driver and thus pay their bus fare. The BART plus ticket is valid for a two week period. CCCTA tracks BART plus ridership and is reimbursed by BART for bus fare revenue.

Now that the large transit operators have introduced Clipper as their primary fare instrument, several expressed interest in resigning from the program. However, because the BART Plus ticket is the only convenient fare ticket for suburban commuters using bus and BART, there was consensus that the final one year extension would be exercised. Because further extensions are unlikely, suburban commuters not in the Clipper program will need to purchase separate fare instruments for bus and BART fare after December 31, 2012.

**FINANCIAL IMPLICATION:**

The BART Plus program provides a quarterly revenue stream that will be offset with higher cash and CCCTA ticket sales until we are included in the Clipper program.

**STAFF RECOMMENDATION:**


None.



To: MP&L Committee

Date: Nov. 29, 2011

From: Anne Muzzini, Director of Administration

Reviewed By: 

**SUBJECT: MOBILITY MANAGEMENT PROJECT UPDATE**

**BACKGROUND:**

In FY2009 and FY2010, CCCTA received Federal New Freedom funding to complete a County-wide Mobility Management Plan. Initially, CCCTA was to combine funds with AC Transit, representing Alameda County, and issue a joint RFP. Progress stalled with the retirement of Cindy Dahlgren, a strong mobility management advocate, and continued unsuccessful discussions with AC Transit.

The goal of this Mobility Management Plan is to provide the resource base that will lead to improved transportation for seniors, people with disabilities, and low-income persons through coordination and resource sharing as well as the development of a Mobility Management Center, a "one stop" location where people can call or log onto a website to find the resource that best fits their need.

**SUMMARY OF ISSUES:**

In September 2011, staff formally issued a Request for Proposals without AC Transit, and received two proposals. An evaluation committee has been established and includes representatives from WCCTAC, CCTA, ECCTA, and CCCTA. This committee plans to meet on December 1, 2011 to select the qualified consultant to complete this plan with the hopes of signing a contract by the new year.

**RECOMMENDATION:**

Staff will present the results of the evaluation committee's meeting and will have a recommended consultant for the MP&L Committee's action.

# The County Connection

Inter Office Memo

**To:** MP&L Committee, Board of Directors

**Date:** Nov. 30, 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**

No class passes scheduled at this time.

**Community Events**

12/1/11 – Parade of Lights

12/5/11 – 12/18/11 Annual Food Drive

12/13/11 – AT&T – Employee Event

**RECOMMENDATION:**

For information only

**FINANCIAL IMPLICATIONS:**

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