

The County Connection

2477 Arnold Industrial Way

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MEETING NOTICE & AGENDA

Marketing, Planning & Legislative Committee

County Connection Administrative Office

3rd Floor Conference Room

2477 Arnold Industrial Way, Concord, CA

Wednesday, June 6, 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 May 2, 2012 Meeting* - **Action**
4. Transit Access Improvement Study – Consultant Selection * - **Action**
5. Marketing Reports:
 - a. Website User Report – distributed at the meeting
 - b. Community Events*
6. Next Meeting – THURSDAY, July 5, 2012
7. Adjournment

*Enclosure

FY 2011/2012
MP&L Committee
Jack Weir – Pleasant Hill
Laura Hoffmeister – Concord
Gregg Manning – Clayton

General Information

Public Comment: Each person wishing to address the above named committee is requested to complete a Speaker Card for submittal to the Committee Chair before the applicable agenda item is discussed. **Accessible Public Meetings:** Upon request, CCCTA will provide written agenda materials in appropriate alternative formats, or disability-related accommodations. Please send a written request and description of the requested materials so that it is received by CCCTA at least 48 hours before the meeting convenes. **Requests should be sent to:** Janet Madrigal, Clerk to the Board – CCCTA – Administrative Department, 2477 Arnold Industrial Way, Concord, CA 94520 or madrigal@cccta.org. **Shuttle Service:** With a 24-hour notice, a CCCTA LINK shuttle will be provided from the closest BART station to the meeting location. To arrange for the shuttle, please call Robert Greenwood 925/680-2072.

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SUMMARY MINUTES
MARKETING/ PLANNING & LEGISLATIVE COMMITTEE

Wednesday, May 2, 2012

The meeting was called to order at 3:30 p.m.

Those present at the meeting were:

Members: Directors Jack Weir and Gregg Manning
Staff: Rick Ramacier, Anne Muzzini, Laramie Bowron, and Mary Burdick
Guest:

Approval of Agenda

The agenda was approved.

Public Comment

No member of the public present.

Approval of the Minutes of April 4, 2012

There minutes were approved as presented. One typographical error was noted.

Short Range Transit Plan – Operations Plan

Laramie Bowron presented Chapter 3 of the Short Range Transit Plan which focuses on fixed-route and paratransit performance, recent service changes, and current planning projects. Additionally, corridor route maps were developed in response to a request from the Metropolitan Transportation Committee to describe overlapping services within the CCCTA service area.

In evaluating and discussing fixed-route performance levels staff presented route level information that includes riders per hour, TDA cost per passenger, and cost effectiveness by route.

Planning projects outlined include: 1) review of community development plans; 2) evaluation of high use bus stops; 3) addressing specific route on time performance; 4) planning for demand increases in Bishop Ranch; and, 4) evaluate service to the Pacheco transit hub.

The MP&L Committee approved the Chapter. Staff will incorporate comments into the final document which will be taken to the Board of Directors upon completion.

FY2013 Marketing and Communications Plan

Mary Burdick presented the final draft marketing plan. The final draft included a brief discussion of research measuring ridership increases attributed to the availability of real time schedule information. Also included was the use of educational video in the promotion of the real time Bus Tracker application. The \$180,000 budget presented in the first draft did not change.

At the Committee's request, Ms. Burdick created a Power Point version of the Marketing Plan, and the Committee suggested that this summary be forwarded to the Board, and to have a few copies of the complete plan available.

“Love The Bus” Photo Competition

Mary Burdick reported plans for conducting a photo contest during the summer to engage local photographers and/or aspiring photographers. Modest prizes will be awarded to winners in three categories. CCCTA will display and use these photos on the website.

Ms. Burdick presented a contest flyer that described the contest and outlined rules, judging, and prizes. The Committee supported the project.

Marketing Reports

- a. Website user reports for April were distributed and discussed.
- b. Upcoming community events for May were provided.

Next Meeting Date: Wednesday, June 6, 2012 at 3:30 PM at the County Connection Office, 3rd Floor Conference Room. The Committee also discussed the July meeting date, and agreed to meet on Thursday, July 5th.

Adjournment: The meeting was adjourned at 4:30 PM.



Mary Burdick
Manager of Marketing

5/29/12

Date

To: MP&L Committee

Date: May 30, 2012

From: Laramie Bowron, Manager of Planning

Reviewed by:

SUBJECT: Transit Access Improvement Study - Consultant Selection

Background:

In FY 2011 CCCTA was awarded a competitive planning grant in the amount of \$113,000 from Caltrans to conduct a transit access improvement study. The Study will identify the top 50 bus stops for access improvements based on ridership, census data, and need for improved pedestrian, bike, and disabled access. It will include public and driver workshops and finally present preliminary design and amenity improvements for the each of the stops. Plans for the top 50 bus stops will be used to support future capital grants for stop improvements. The study will also help focus discussions with local jurisdictions as new development occurs and complete street projects are implemented.

Summary of Issues:

In April an RFP was issued and eight proposals were received from qualified consultants. Using the scoring criteria and weighting identified in the RFP, staff evaluated the proposals and recommends that *TJKM Transportation Consultants* be awarded the contract. The consultant has experience and good references in Contra Costa County doing similar work (Pleasant Hill Bicycle and Pedestrian Plan) and technical expertise evaluating pedestrian access to bus stops and neighborhood connectivity. Their work plan for the project demonstrated an excellent understanding of the project.

Recommendation:

Staff asks that the MP&L Committee recommend to the Board entering into a contract with TJKM Transportation Consultants to complete CCCTA's Access Improvement Plan.

Options:

- 1) Approve recommendation
- 2) Decline recommendation
- 3) Other

To: Marketing, Planning, & Legislative Committee

Date: May 29, 2012

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:

Added to May:

5/17/12 – St. Isadore 36 students/11 adults
5/18/12 – St. Isadore 36 students/11 adults
5/22/12 – Mt. Diablo High 35 students/2 adults
5/31/12 – Mt. Diablo High 35 students/2 adults
5/31/12 – Mt. Diablo High 35 students/2 adults
5/31/12 – WCCA Club 21 students/2 adults

June:

6/4/12 – Monte Gardens Elementary 30 students/10 adults
6/7/12 – Monte Gardens Elementary 30 students/7 adults
6/8/12 – Monte Gardens Elementary 30 students/7 adults

Community Events:

June:

6/12/12 – ATT San Ramon – Employer Commuter Information – 11AM-1PM

Recommendation:

For information only

Financial Implications:

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