

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

Thursday, December 6, 2012, 2:00 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 October 11, 2012 Meeting* - **Action**
4. Award of Adaptive Service Plan* - **Action**
5. Bishop Ranch Bus Wrap Review* - **Information**
6. Bus Tracker Demonstration - **Information**
7. Marketing Reports:
 - a. Website User Report – Activity for the month of November will be reported at the meeting.
 - b. Community Events*
8. Next Meeting – January 3, 2013
9. Adjournment

*Enclosure

FY 2013/2014
MP&L Committee
Amy Worth – Orinda
Rob Schroder - Martinez
Robert Storer - Danville

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.

Clayton • Concord • Contra Costa County • Danville • Lafayette • Martinez
Moraga • Orinda • Pleasant Hill • San Ramon • Walnut Creek

SUMMARY MINUTES
MARKETING/ PLANNING & LEGISLATIVE COMMITTEE

Thursday, October 11, 2012

The meeting was called to order at 2:10 p.m.

Those present at the meeting were:

Members: Director Rob Schroder
Staff: Mary Burdick, Anne Muzzini, and Laramie Bowron
Guest: CCCTA Board Chair Horn, Patrick Smalley and Maris Moore, Comcast Spotlight

Approval of Agenda

The agenda was approved.

Public Comment

Mrs. Smalley and Moore introduced themselves and were interested in the introduction of Bus Tracker, marketing activities planned. Because they arrive after the agenda item was discussed, Ms. Burdick offered to speak with them about marketing plans at the end of the meeting.

Approval of the Minutes of September 6, 2012

The minutes were approved as presented.

Real Time Bus Tracker Introduction

Mary Burdick updated the Committee on introduction of Bus Tracker and the timing of activities surrounding the launch. "Coming Soon" materials are currently being distributed. Flyers have been produced in both English and Spanish, bus ads are being installed, and radio teaser spots are airing on radio station KKDV. Installation of the equipment on all buses is nearly complete, and CCCTA is currently reviewing data. Bus Tracker should be available to the public by the end of November, and systemwide outreach will begin in January after the holidays.

Ms. Burdick had flyers available, as well bus ad and 12-page direct mail booklet layouts.
Director Horn offered to make an announcement at an upcoming Rotary Club meeting.

Short Range Transit Plan – Final Draft

Laramie Bowron presented the complete Short Range Transit Plan (SRTP) in final draft. Mr. Bowron noted that the previous committee reviewed the document over the course of several months, and this final draft incorporates all comments.

The SRTP is updated each year to comply with MTC funding requirements, and is used to support the allocation of federal funds. The plan focuses on performance, planning projects and projected operating and capital needs.

The results of the recent On-Board Survey, conducted by MTC throughout the region were included in the document. Key findings are that the majority (56%) of CCCTA passengers use the service to get to/from work. Students account for 17% of trips. About half of CCCTA trips are made by people who are transit dependent – they have no driver's license, and 80% of riders have at least one way to access the internet.

The Committee approved final draft and will forward to the Board of Directors for approval.

Marketing Reports

- a) FY2012 Pass Sales Reports
Pass sales volume increase by 4% with the biggest gain in the sale of the Summer Youth and Senior/Disabled passes. Highest sales volume ticket continues to be the non-expiring 12-Ride punch card. Most sales activity take place through the network of outlets (89%). On-line pass sales continue to grow. On-line activity in FY2012 increase by 23% over FY2011.
- b) Website user reports for September were distributed and discussed.
- c) Upcoming school/community events for September/October were provided.

Next Meeting Date: The next meeting was scheduled for Thursday, November 1, 2012 at 2:00 PM at the CCCTA offices.

Adjournment: The meeting was adjourned at 4:20 PM.

A handwritten signature in cursive script that reads "Mary Burdick".

Mary Burdick
Manager of Marketing

10/02/12
Date

To: MP&L Committee

Date: November 28, 2012

From: Anne Muzzini, Director of Planning

Reviewed by:

SUBJECT: Adaptive Service Plan - Consultant Selection

Background:

Earlier this year, CCCTA applied for Measure J funds identified for Transportation for Livable Communities (TLC). These funds were distributed through the sub-regional areas and \$90,000 was approved by TRANSPAC for the Adaptive Service Plan project. The total project cost was estimated at \$115,000. Because the funding was part of the TRANSPAC allocation of TLC money the Adaptive Service Plan will be focused in the TRANSPAC area which includes the Cities of Walnut Creek, Concord, Clayton, Martinez and Pleasant Hill.

The goal of the Adaptive Service Plan is to develop transit service that is tailored to fit neighborhoods where fixed route service isn't working. CCCTA is being responsive to increased pressure from MTC to address productivity and increased pressure from the public to maximize the effectiveness and the appropriateness of the transit service provided. There are neighborhoods in the TRANSPAC area where 40-foot buses are operating that are not productive and there are neighborhoods that have had transit service removed because ridership does not support typical fixed route service.

It is important for CCCTA to be flexible and responsive to the needs of the community and at the same time provide service that is cost effective. The Adaptive Service Plan will identify neighborhoods that could be more effectively served with non-traditional transit. Current fixed route and paratransit ridership information and area demographics will be used to select neighborhoods that have potential to serve as demonstration areas for new modes.

Service alternatives will be developed that are tailored to the particular needs of the residents. Instead of a 40-foot fixed route bus, door-to-door service using small buses may be more appropriate. Strategic and targeted transit service that meets the unique needs of the neighborhood will be developed. CCCTA operated shuttles and flex routes will be considered as well as private service alternatives and technology focused options. The end product will be an implementation plan for alternative transit service within two neighborhoods.

Implementation of service that is neither fixed route nor paratransit will present new challenges to the agency and it is important to flesh out the issues involved and to figure out how to tackle them. This Plan will identify the steps that CCCTA needs to take to be a more responsive and flexible organization focused on tailoring service to its market.

Summary of Issues:

In response to our request, seven consultants submitted proposals. A panel of reviewers was assembled from CCCTA and TRANSPAC staff. A short-list of three firms was developed and these firms were interviewed. A scoring method was used that weighted experience, cost and approach. The weights are shown below.

Firm Experience	30%
Qualifications	40%
Approach to Scope of Service	20%
Cost Proposal	10%

Recommendation:

Based on the quality of the Nelson Nygaard proposal and the experience of the team the review committee recommends that they be awarded the contract. Staff recommends that the committee forward to the Board a recommendation that the General Manager be authorized to execute an agreement with Nelson Nygaard for the Adaptive Service Plan in an amount not to exceed \$115,000.

To: MP&L Committee

Date: November 28, 2012

From: Anne Muzzini, Director of Planning

Reviewed by:

SUBJECT: Bishop Ranch Bus Wrap

Background:

Sunset Development has seen changes in management and staff in the past two years and there is a desire to update their image with new graphics. Staff has been discussing ways to update the look of the Bishop Ranch buses prior to their replacement in 2014. The easiest and least expensive way to update the look of the buses is to “wrap” them as opposed to repainting them. It is understood that Sunset will bear any cost related to wrapping the buses.

Summary of Issues:

Because the 14 buses are owned by CCCTA, we retain the right to decide whether or not to allow Sunset to make a change in how the buses look. The pictures below compare the current scheme with the proposed new look.



Recommendation:

Staff recommends that the Committee support Sunset Developments efforts to update their look with a new logo and paint scheme so long as they “wrap” the bus and cover all costs related to design and installation.

To: Marketing, Planning, & Legislative Committee

Date: November 28, 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:

- November 15, 2012 - Bayhill High School (large group from Oakland) 21 students/2 adults

Community Events:

- Monday, November 26 – December 9 – CCCTA Annual Food Drive
- Thursday, November 29, 2012 – Broadway Plaza Parade of Lights.

Recommendation:

For information only

Financial Implications:

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