

The County Connection

2477 Arnold Industrial Way

Concord, CA 94520-5326

(925) 676-7500

www.cccta.org

BOARD OF DIRECTORS MEETING AGENDA

**Thursday, January 17, 2013
9:00 a.m.**

**CCCTA Paratransit Facility
Gayle B. Uilkema Memorial Board Room
2477 Arnold Industrial Way
Concord, California**

The CCCTA Board of Directors may take action on each item on the agenda. The action may consist of the recommended action, a related action or no action. Staff recommendations are subject to action and/or change by the Board of Directors.

1. Call to Order/Pledge of Allegiance
2. Roll Call/Confirm Quorum
3. Public Communication
4. Consent Calendar
 - a. Approval of Minutes of Regular Meeting of December 20, 2012*
5. Report of Chair
6. Report of General Manager
 - a. APTA 2013 Legislative Conference

*Enclosure

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

CENTRAL CONTRA COSTA TRANSIT AUTHORITY

7. Report of Standing Committees

a. Marketing, Planning & Legislative Committee
(Committee Chair: Director Schroder)

- (1) State and Federal Legislative Update*
(This is an informational item for the Board's discussion.)
- (2) Bishop Ranch Bus Wrap Review*
(The MP&L Committee recommends that the Board review Bishop Ranch's latest design to determine if it incorporates elements that convey to the public that the buses are part of the CCCTA bus system. If so, they recommend approval of the new design to be implemented by wrapping two buses at the expense of Bishop Ranch.)

8. Board Communication

Under this item, Directors are limited to providing information, asking clarifying questions about matters not on the agenda, responding to public comment, referring matters to committee or staff for information, or requesting a report (on any matter) be made at another meeting.

9. Closed Session

a. Conference with Labor Negotiator

Pursuant to Government Code Section 54957.6

Employee Organizations:

- Amalgamated Transit Union, Local 1605, AFL-CIO, Bus Operators
- Teamsters Union, Local 856, AFL-CIO, Transit Supervisors

10. Open Session

a. Report of Action(s) Taken During the Closed Session

11. Adjournment

*Enclosure

General Information

Public Comment: Each person wishing to address the CCCTA Board of Directors is requested to complete a Speakers Card for submittal to the Clerk of the Board before the meeting convenes or the applicable agenda item is discussed. Persons who address the Board are also asked to furnish a copy of any written statement to the Clerk. Persons who wish to speak on matters set for Public Hearings will be heard when the Chair calls for comments from the public. After individuals have spoken, the Public Hearing is closed and the matter is subject to discussion and action by the Board.

A period of thirty (30) minutes has been allocated for public comments concerning items of interest within the subject matter jurisdiction of the Board. Each individual will be allotted three minutes, which may be extended at the discretion of the Board Chair.

Consent Items: All matters listed under the Consent Calendar are considered by the Board to be routine and will be enacted by one motion. There will be no separate discussion of these items unless requested by a Board Member or a member of the public prior to when the Board votes on the motion to adopt.

Availability of Public Records: All public records relating to an open session item on this agenda, which are not exempt from disclosure pursuant to the California Public Records Act, that are distributed to a majority of the legislative body, will be available for public inspection at 2477 Arnold Industrial Way, Concord, California, at the same time that the public records are distributed or made available to the legislative body. The agenda and enclosures for this meeting are posted also on our website at www.CCCTA.org.

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 the Board Clerk, Janet Madrigal, at 2477 Arnold Industrial Way, Concord, CA 94520 or madrigal@cccta.org.

Shuttle Service: With 24-hour notice, a CCCTA LINK shuttle can be available at the North Concord BART station for individuals who want to attend the Board meetings. To arrange for the shuttle service, please call Robert Greenwood – 925/680 2072, no later than 24 hours prior to the start of the meeting.

Currently Scheduled Board and Committee Meetings

Board of Directors:	Thursday, February 21, 9:00 a.m., CCCTA Board Room
Administration & Finance:	Wednesday, February 6, 9:00 a.m. 1676 N. California Blvd., S620, Walnut Creek
Advisory Committee:	Friday, March 8, 9:30 a.m., CCCTA Board Room
Marketing, Planning & Legislative:	Thursday, February 7, 2:00 p.m., CCCTA Conference Room
Operations & Scheduling:	Friday, February 1, 9:00 a.m., Walnut Creek City Offices

The above meeting schedules are subject to change. Please check the CCCTA Website (www.CCCTA.org) or contact CCCTA staff at 925/676-1976 to verify date, time and location prior to attending a meeting.

This agenda is posted on CCCTA's Website (www.CCCTA.org) and at the CCCTA Administrative Offices, 2477 Arnold Industrial Way, Concord, California

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Agenda Item No. 4.a.

CCCTA BOARD OF DIRECTORS

MINUTES OF THE REGULAR MEETING December 20, 2012

DEDICATION OF THE GAYLE B. UILKEMA MEMORIAL BOARD ROOM

Chair Horn introduced the daughter, friends and staff of former Director Uilkema who were in attendance at the dedication of the CCCTA Board Room in her memory. Rick Ramacier, General Manager, stated that Director Uilkema was one of the founding members of CCCTA who was instrumental in the allocation of funds used to build the paratransit facility where the Board Room is located. This was one example of her dedication to the success of CCCTA. Vice Chair Simmons spoke of the commitment of Director Uilkema to public transit and her service on the CCCTA Board for 32 years. Steve Dexter stated that Director Uilkema was passionate about the need for public transit, especially for seniors and individuals with disabilities. He related how she took delight in all CCCTA accomplishments, including the DVC transit center. He expressed appreciation to the Board for dedicating the Board Room in her honor.

CALL TO ORDER/ROLL CALL/CONFIRM QUORUM

Chair Horn called the regular meeting of the Board of Directors to order at 9:30 a.m. Board Members present were Directors Andersen, Dessayer, Hoffmeister, Hudson, Manning, Schroder, Simmons, Storer, Weir and Worth.

Staff: Ramacier, Chun, Barnes, Bowron, Burdick, Casenave, Churchill, Hill, Madrigal, Mitchell, Muzzini and Rettig

Guests: Steve Dexter (prior Chief of Staff for Director Uilkema), Chris Weeks (Bishop Ranch/Sunset Development) and David Libby (City of Orinda)

PUBLIC COMMUNICATION

There was no communication from the public relative to items not on the agenda.

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Moraga • Orinda • Pleasant Hill • San Ramon • Walnut Creek

CONSENT CALENDAR

MOTION: Director Hudson moved approval of the Consent Calendar, consisting of the following items: (a) Approval of Minutes of Regular Meeting of November 15, 2012; (b) CCCA Investment Policy—Quarterly Reporting Requirement; and (c) Approval of FY13 and FY14 Transit Capital Priorities Project Submittal and Resolution No. 2013-012. Director Manning seconded the motion and it received the following vote of approval.

Aye: Directors Andersen, Dessayer, Hoffmeister, Horn, Hudson, Manning, Schroder, Simmons, Storer, Weir and Worth
No: None
Abstain: None
Absent: None

REPORT OF CHAIR: There was no report.

REPORT OF GENERAL MANAGER

Mr. Ramacier introduced Rashidi Barnes who was hired as the Senior Manager of Transportation. Referring to the electric trolley project, he advised that staff is in discussions with vendors and the City of Walnut Creek regarding various options. He also described a potential issue related to recent pension reform in California that may affect distribution of federal funds for some transit operators.

(Chair Horn left the meeting.)

REPORT OF STANDING COMMITTEES

Marketing, Planning and Legislative Committee

Adaptive Service Plan—Consultant Selection

Director Schroder stated that the MP&L Committee reviewed the analysis and endorsed the selection of Nelson\Nygaard Consulting Associates, Inc. for an Adaptive Service Analysis Plan.

MOTION: Director Hudson moved Resolution No. 2013-013 that authorizes award of contract for consulting services to Nelson\Nygaard Consulting Associates, Inc. for an Adaptive Service Analysis Plan. The motion was seconded by Director Worth and it passed.

Aye: Directors Andersen, Dessayer, Hoffmeister, Hudson, Manning, Schroder, Simmons, Storer, Weir and Worth
No: None
Abstain: None
Absent: Director Horn

Bishop Ranch Bus Wrap

Director Schroder introduced this topic by stating that staff at Bishop Ranch is interested in updating its image to a green theme and wants to change the image on the buses used for the Bishop Ranch service. The MP&L Committee reviewed the proposed changes and noted that the traditional CCCTA mountain logo is absent from the example for the new image, and they discussed amending the proposal. They are seeking input from the Board regarding the proposal.

Expressing support for public-private enterprises and the current logo and color scheme for the buses used for the Bishop Ranch service, Director Dessayer stated that the CCCTA brand and logo are very important because they represent our image that is projected to the community. The proposed changes, with new colors and names, take away from CCCTA's brand and logo and changes the dynamics of our public relations and visual image. He suggested sending this item back to the MP&L Committee for further consideration.

Director Weir expressed concern with eroding the CCCTA brand, which he believes this proposal would do. The current brand has a positive image that should be reinforced. The appearance of the rolling stock is our brand. CCCTA should be careful about altering that brand and should not alter it without very serious consideration. He supported developing a policy for the maintenance and evolution of the CCCTA brand because it is important for CCCTA's welfare and marketing program to provide policy control over its brand. He suggested working in parallel on a policy and responding to the request from Bishop Ranch to wrap the buses.

Director Andersen expressed appreciation for the partnership with Bishop Ranch whereby they are assisting by providing financial subsidies and trip reductions. She wanted to go forward with wrapping two buses, determine the reaction, and then wrap the remaining buses if the new design meets approval. Director Hudson pointed out that this would be a demonstration project to wrap two buses and then evaluate results. The new Bishop Ranch logo is used now except for the buses that have the old design. He supported the proposal to have Bishop Ranch pay for the demonstration and then decide if it works.

Director Hoffmeister felt that the proposed design and color scheme do not adequately convey that the bus is part of CCCTA's fleet and service. She suggested that it be modified to reflect a hybrid design that would meet the needs of both parties, such as adding the CCCTA color component along with the green and white colors and using the logos of both entities.

Director Schroder stated that the MP&L Committee did not discuss the larger picture of the CCCTA brand but there was concern that CCCTA was not as identifiable as it is currently. He supported a hybrid design and indicated that the MP&L Committee could discuss these ideas on a demonstration basis. He felt that the Board also wanted to discuss a policy decision relative to the CCCTA brand, including the mountain logo, the County Connection font, and colors. Director Worth concurred and felt that it would be appropriate for the MP&L Committee to continue to work on this design. Vice Chair Simmons stated that there was Board consensus to have the MP&L Committee review this item and come back with a recommendation at the January Board meeting.

Chris Weeks said that Bishop Ranch products are being redesigned and this proposal would wrap the CCCTA buses to make the Bishop Ranch look continuous. The Bishop Ranch logo reflects an ecological theme for carpooling, bicycling and busing. Ideally, he would like to make the changes now; but he is willing to talk to the designers about incorporating ideas expressed today.

Bus Tracker Demonstration

Director Schroder advised Bus Tracker is available online. It tracks buses in real time and it can be customized to meet the needs of travelers. Mary Burdick, Manager of Marketing, provided a brief demonstration of program features. One feature enables staff to issue service alerts.

BOARD COMMUNICATION

Director Worth reported that there may be opportunities to link the San Joaquin Rail corridor with CCCTA, BART, Bishop Ranch and other employment centers in Contra Costa County.

ADJOURNMENT

Vice Chair Simmons adjourned the regular Board meeting at 10:25 a.m.

Minutes prepared by

Janet Madrigal, Clerk to the Board

Date

To: Board of Directors

Date: January 3, 2013

From: Rick Ramacier
General Manager

Reviewed by:

SUBJECT: State and Federal Legislative Update

STATE

2012

Last year, SB1339 – Yee was enacted. This legislation provides the Metropolitan Transportation Commission (MTC) with the ability to develop a program requiring certain employers to directly support transit options for their employees. This could include – but is not limited to – employers subsidizing shuttles and/or fares. Thus, if MTC pursues this ability in 2013 as expected, opportunities for County Connection to increase our partnerships with business centers and companies along the lines of what we have with Bishop Ranch will greatly increase. We will update you as MTC proceeds to implement SB1339.

Proposition 30 was passed by the voters in November. One result is there is no talk in Sacramento of diverting transit funding for the first time in years.

2013

The legislative proposals are beginning to emerge for consideration in the new Legislature. Soon, the Governor will release his draft FY2014 budget. We do not expect to see anything that does not fully fund transit per current state law in the budget. On the other hand, we expect to see draft proposals to lower the threshold to pass local transportation sales tax measures to 55%. While these proposals have been considered in the past, it is expected that the votes may actually be there this year to place something on the state-wide ballot in 2014 on this subject.

Pension Reform Clean Up and the Public Transit Unions

Last year, state public pension reform was enacted. Clean-up legislation to that reform has been introduced. Three of the major public transit unions are lobbying to be included in the clean-up legislation for the purpose of having public transit employees be exempt from the pension reform.

To that end, the Amalgamated Transit Union (ATU), the Teamsters, and the United Transit Union (UTU) have been filing federal Section 13(c) objections to new federal grants

programmed to any California transit operator that does not ignore the new pension reform law. Federal Section 13(c) calls for federal transit funding recipients to bargain over wages, benefits, and working conditions with their employee unions. The three unions, ATU, UTU, and Teamsters argue that the state pension reform takes away their right to bargain over pensions. The goal of these three unions is to hold up federal grants to California transit operators under Section 13 (c) such that the state legislature acts to exempt these transit employees from pension reform so that the federal funding continues to flow to California transit operators. It is expected that the legislative leadership may at least think about moving such legislation. However, the Governor's office has thus far indicated a lack of support for this.

Other Potential State Legislation

The Legislature is likely to explore additional ideas on smart growth and transit, transit performance requirements, or additional local funding options for transit.

FEDERAL

The Next Re-Authorization

Late last year, Congress finally passed the long awaited transportation re-authorization (MAP 21). However, it expires in October of 2014. Thus, work is beginning on the next re-authorization. One of the critical issues will be the financing of the next federal bill. MAP 21 did not address the strong likelihood that the highway and mass transit trust accounts will go bankrupt within the next few years. That, coupled with the growing national debt means that determining how to finance the federal transportation programs will be extremely challenging.

Also, as the debate on transportation moves in the direction of performance and so-called national interest, the trend may move in the direction of prescribed and directed expenditures based on ridership, density, or air quality improvements, versus population or formulaic approaches. This will hold other unique challenges for systems like County Connection.

Therefore, staff will work with the MP&L Committee to develop a County Connection federal re-authorization platform that is very basic and very focused on a few key suburban transit items. Such a platform would be contained in a small brochure of no more than four pages.

To: Board of Directors

Date: January 11, 2013

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 is in the process of updating their image with new graphics. They would like to wrap two buses in a new design that reflects their cleaner more updated look. There are 14 buses painted in the Bishop Ranch color scheme and they are due for replacement in 2014. They are committed to covering all cost related to wrapping the buses in their new colors.

A graphic proposal was presented to the Board in December and several members took issue with the lack of design elements that clue the public that the buses are public County Connection buses and not private shuttles. In particular the color scheme doesn't relate to County Connection colors and the mountain logo which appears now on the front of Bishop Ranch buses was no longer part of the new scheme.

The **MP&L** Committee reviewed a revised version of the graphics that did include a mountain on the front but left the sides unchanged. They asked for further modifications and a third iteration of the design has been developed for Board review.

Recommendation:

The MP&L Committee recommends that the Board review Bishop Ranch's latest design to determine if it incorporates elements that convey to the public that the buses are part of the County Connection bus system. If so, they recommend approval of the new design to be implemented by wrapping two buses at the expense of Bishop Ranch.



