

County Connection

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

MARKETING, PLANNING, & LEGISLATIVE MEETING AGENDA

**Thursday, April 4, 2013
9:00 a.m.**

**Hanson Bridgett
1676 North California Blvd., Suite 620
Walnut Creek, California**

The committee 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 committee.

1. Approval of Agenda
2. Public Communication
3. Approval of Minutes of March 7, 2013*
4. Downtown and Neighborhood Shuttles*
5. Title VI – Disproportionate Burden Policy/Disparate Impact Policy*
6. Marketing Reports:
 - a. Website User Report – Activity for March will be distributed at the meeting
 - b. Community Events*
7. Next Meeting – May 2, 2013
8. Adjournment

*Enclosure
FY2013/2014 MP&L Committee
Amy Worth – Orinda, Rob Schroder – Martinez, Robert Storer – Danville

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

CENTRAL CONTRA COSTA TRANSIT AUTHORITY

General Information

Public Comment: Each person wishing to address the committee is requested to complete a Speakers Card for submittal to the Committee Chair before the meeting convenes or the applicable agenda item is discussed. Persons who address the Committee are also asked to furnish a copy of any written statement to the Committee Chair. 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 Committee.

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

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

Accessible Public Meetings: Upon request, County Connection 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 County Connection 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 County Connection LINK shuttle can be available at the nearest BART station for individuals who want to attend the meeting. 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, April 18, 9:00 a.m., County Connection Board Room
Administration & Finance:	Wednesday, April 3, 9:00 a.m. 1676 N. California Blvd., S620, Walnut Creek
Advisory Committee:	Friday, May 10, 9:30 a.m., County Connection Board Room
Marketing, Planning & Legislative:	Thursday, April 4, 9:00 a.m., 1676 N. California Blvd., S620, Walnut Creek
Operations & Scheduling:	Friday, April 5, 8:00 a.m., Walnut Creek City Offices

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

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

SUMMARY MINUTES
MARKETING/ PLANNING & LEGISLATIVE COMMITTEE

Thursday, March 7, 2013

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

Those present at the meeting were:

Members: Directors Rob Schroder, Amy Worth and Robert Storer
Staff: Rick Ramacier, Anne Muzzini, and Mary Burdick
Guest: Erling Horn, County Connection Board Chair

Approval of Agenda

The agenda was approved.

Public Comment

None

Approval of the Minutes of February 7, 2013

The minutes were approved as presented.

2013 Federal and State Legislative Program

Rick Ramacier presented the final draft federal and state legislative program booklets which incorporated comments received at the February meeting of the Board of Director. Further suggestions were made for revisions in both the verbiage and the format. Mr. Ramacier assured that every effort would be made to incorporate the suggested changes by the following day.

County Connection Branding

Mary Burdick reported on recommendations provided by communications consultant Stephanie Jordan for County Connection to improve brand awareness. After conducting a brief review of the agency website, outreach materials and vehicles in the fleet her primary recommendation is for County Connection to determine how we wish to refer to ourselves to the public, and be consistent. Ms. Jordan explained that we refer to the agency at County Connection, CCCTA (with and without definition), and Central Contra Costa Transit Authority, which leads to confusion. Other recommendations include securing additional website URL's, and freshening our color scheme.

Marketing staff recommended using the name County Connection as the agency brand in all future communications. Removing "The" from the agency logo is a subtle change which will allow us to change the logo treatment in phases. Revising the outreach materials, printed schedules, maps, and all internal documents can be accomplished within a year. Changes to agency vehicles, street signage and bus stop information panels will take longer.

Finally Ms. Burdick reported that the URL countyconnection.com was available and was purchased by the IT manager. This change will be included in all materials and news releases going forward.

Marketing Reports

- Website Activity for February was provided
- Community Events for March were provided

Next Meeting Date: The next meeting was scheduled for Thursday, April 4, 2013 at the Walnut Creek office of Hansen Bridgett.

Adjournment: The meeting was adjourned at 10:20 a.m.

Mary Burdick

Mary Burdick
Senior Manager of Marketing

3/27/13

Date

To: Marketing Planning and Legislation Committee

Date: 3/27/2013

From: Anne Muzzini, Director of Planning & Marketing

Reviewed by:

SUBJECT: Downtown Shuttles and Neighborhood Circulators

Background:

Interest in downtown and neighborhood shuttles is high. San Ramon and Danville have obtained a grant to study the viability of a Danville shuttle and develop service options for San Ramon's new city center/North Camino Ramon developments. The City of Concord is in the process of conducting a specific plan for the downtown area and a shuttle connecting Todos Santos and the BART station has been discussed. Lamorinda cities are including a shuttle study in next year's SWAT Transportation Demand Management budget.

As jurisdictions begin work to implement SB375 there is greater attention being paid to transit within the priority development areas (PDA's) where the focus is on affordable housing, infill, walkability, and transit use. Federal planning and street funds that were distributed by formula are now being allocated (70%) to projects within or proximate to PDA's. Cities without PDA's are likely to lose out on federal street and road funds.

This memo is intended to inform Board members about neighborhood and downtown shuttles. The Walnut Creek sponsored Route #4 (Trolley) is an example of a successful downtown shuttle. Several factors make the Trolley successful; a) its free, b) the route is short, c) service is frequent and c) it connects two major destinations – BART and Broadway Plaza/Downtown WC. The route was successfully operated by the City prior to County Connection and the City charged a fare. Now the City pays about \$200,000 to County Connection to offset the lost fare revenue resulting from a free ride. The City and residents like the fact that the Trolley is operated with special buses - they are smaller and have a unique design. The Trolley has become emblematic for the City.

Issues: Ridership

It is unlikely that a downtown Lafayette or Danville shuttle will generate as much ridership as the Walnut Creek one due to population size and density. In a recent survey of Trolley riders we found that 33% were going to work which points to another key to success – lots of employers. County Connection has not been in the position to expand service, but when funds are available it will be very important that new services are productive.

MTC has begun to allocate funding to transit operators based on ridership growth and productivity improvements. To successfully compete for funds County Connection will need to cut unproductive service. At the same time MTC and ABAG have adopted One Bay Area Grant policies that reward Cities for developing PDA's and transit within those PDA's. In Contra Costa expanding the system to add more downtown shuttles and neighborhood circulators will reduce the overall productivity. County Connection is between a rock and a hard place when it comes to satisfying the demands of MTC for increased productivity and the demands of the Cities as they develop transit within the PDA's.

Free

One thing that helps ridership is offering the service for free. County Connection is not legally able to operate free service – unless the whole system is equal and free. The rationale for the free Trolley is that the City is paying the fare on behalf of the rider. If a neighborhood/downtown shuttle is operated by County Connection then the fare would have to be paid for by some other entity. Fees on development would be one possible solution for Cities wanting a free shuttle that is operated by County Connection.

Operating Cost

It is common for City planners to think they can operate a downtown shuttle cheaper than County Connection because we have well paid union drivers with benefits. Indeed the bulk of the cost transit service is the labor cost. Currently County Connection has two rates for calculating cost; the in-house fixed route rate and the contract paratransit rate. The contract rate is used in situations where smaller buses provide the service such as the Gael Rail Shuttle and the Cal State East Bay Shuttle. The contract (First Transit) applied to the small bus service is \$53.58 per revenue hour. The in-house fixed route rate, used to calculate Bishop Ranch costs, is equal to \$106 per hour.

The total cost to operate a downtown circulator like the Trolley will be between \$609,500 and \$1,220,000 a year depending upon whether it's billed at the contract rate or the in house rate. This assumes 11,500 hours of service a year; 15 minute headways during peak; service day from 7am till 9pm weekdays; and weekend service.

The cost to operate a more limited service; 3,120 hours per year, 5 days a week, 12 hours a day, would be \$166,545 or \$330,720 per year depending upon the rate.

Appearance

The unique appearance of the WC Trolley attracts riders and is a source of pride for the City. In a Transportation Research Board (TRB) study titled "Practices in the Development and Deployment of Downtown Circulators" many case studies were done. It is interesting that one of the lessons learned about downtown

circulators is that appearances do matter. The fact that people like the Trolleys builds transit support among key stakeholders. The report states that “Branding so that the buses stand out from the regular transit fleet is a must if you want to appeal to non-transit users.”

Other

The same TRB study points out some other lessons learned.

- Obtain buy-in from the transit union to allow for a special selection of drivers who can be trained as community ambassadors.
- Signal priority is big benefit for the shuttles
- A stable reliable source of funding is important
- A “build it they will come” approach is not realistic. A downtown circulator won’t vitalize the downtown.

Summary:

County Connection will be participating in the planning being done by Cities as they relate to improving transit and access to transit. When the topic of unique, free, downtown shuttles are brought up the following key points will be emphasized:

- Service paid for by County Connection needs to be productive
- Free service can’t be operated by County Connection unless the fare is paid for by some other entity
- Transit service is not inexpensive, even if private contractors are used.
- Successful circulators and shuttles are most successful when they are free, frequent, branded, and connect major destinations

To: Marketing, Planning, & Legislative Committee

Date: Feb. 20, 2013

From: Laramie Bowron, Manager of Planning

Reviewed by:

**Subject: Title VI of the Civil Rights Act - Proposed
Disproportionate Burden Policy / Disparate
Impact Policy / Major Service Change Policy**

Summary of Issues:

In October 2012, the Federal Transit Administration released new Title VI guidelines that included a requirement for the governing body to adopt three new policies: Disproportionate Burden Policy, Disparate Impact Policy, and Major Service Change Policy. The draft policies are attached and require public comment prior to adoption. These policies govern when County Connection must file a Title VI report and conduct alternatives analyses. Over the next few weeks staff will be holding public meetings to provide information and get feedback on these policies with the goal of having them adopted at the May Board of Directors meeting. Below is a tentative schedule of public meetings:

March 28, 2013 – Monument Corridor Transportation Action Team

April 15, 2013 – Public Meeting at the San Ramon Community Center

TBD - Public Meeting in Walnut Creek

May 16, 2013 – Final Public Hearing and Adoption – County Connection Board
Meeting

Recommendation:

No Action Required

Title VI of the Civil Rights Act - Proposed Disproportionate Burden Policy / Disparate Impact Policy / Major Service Change Policy

Summary of Issues:

In October 2012, the Federal Transit Administration released new guidelines for compliance with Title VI of the Civil Rights Act of 1964 requiring public transit providers to adopt "Disproportionate Burden," "Disparate Impact," and "Major Service Change" policies. These three policies, and County Connection's proposals, are described below:

Disproportionate Burden Policy

Description:

The Disproportionate Burden Policy establishes a threshold for determining whether proposed fare or service changes have a disproportionate effect on low-income populations relative to non-low-income populations.

The threshold is the difference between the burdens borne by, and benefits experienced by, low-income populations compared to non-low income populations. Exceeding the threshold means either that a fare or service change negatively impacts low-income populations more than non-low-income populations, or that the change benefits non-low-income populations more than low-income populations.

If the threshold is exceeded, County Connection must avoid, minimize or mitigate ion impacts where practicable.

Proposed Policy:

County Connection establishes that a policy has a disproportionate burden if low-income populations will experience 20% more of the cumulative burden, or experience 20% less of the cumulative benefit, relative to non-low-income populations.

Disparate Impact Policy

Description:

The Disparate Impact Policy establishes a threshold for determining whether proposed fare or service changes disproportionately affect minority populations relative to non-minority populations on the basis of race, ethnicity or national origin.

The threshold is the difference between the burdens borne by, and benefits experienced by, minority populations compared to non-minority populations. Exceeding the threshold

means either that a fare or service change negatively impacts minority populations more than non-minority populations, or that the change benefits non-minority populations more than minority populations. A change with disparate impacts that exceed the threshold can only be adopted (a) if there is substantial legitimate justification for the change, and (b) if no other alternatives exist that would serve the same legitimate objectives but with less disproportionate effects on the basis of race, color or national origin.

Proposed Policy:

County Connection establishes that a policy has a disparate impact if minority populations will experience 20% more of the cumulative burden, or experience 20% less of the cumulative benefit, relative to non-minority populations, unless a) there is substantial legitimate justification for the change, and (b) no other alternatives exist that would serve the same legitimate objectives but with less disproportionate effects on the basis of race, color or national origin.

Major Service Change

Description:

All major increases or decreases in transit service are subject to a Title VI Equity Analysis prior to Board approval of the service change. This policy establishes a threshold that, if met or exceeded, would require a Title VI Equity Analysis.

County Connection has defined a major service change in its adopted “Public Hearing Policy” and staff recommends using that definition (described below) with a modification that the threshold includes both increases and decreases.

Proposed Policy:

County Connection defines a major service change as:

1. An increase or decrease of 25 percent or more to the number of transit route miles of a bus route; or
2. An increase or decrease of 25 percent or more to the number of daily transit revenue miles of a bus route for the day of the week for which the change is made; or.
3. A change of service that affects 25 percent or more of daily passenger trips of a bus route for the day of the week for which the change is made.

If you need language assistance services, please call 925-676-7500.

Si necesita servicios de asistencia de idioma, llame al 925-676-7500.

To: Marketing, Planning, & Legislative Committee

Date: March 27, 2013

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:

3/13/13 – Martinez Adult Ed 40 students/40 adults
3/26/13 – Creative Play Center 19 students/5 adults
4/9/13 – Hidden Valley Elementary 34 students/7 adults
4/18/13 – Hidden Valley Elementary 34 students/7 adults
4/19/13 – RES Success 12 students/4 adults
4/24/13 – John Swett Elementary 30 students/8 adults
4/25/13 – John Swett Elementary 30 students/8 adults

Business/Community Events:

Tuesday, April 9 – Transportation event – ATT San Ramon Campus
Wednesday, April 10 – Employee relocation event – ATT Pleasanton Campus
Tuesday, April 16 – Transportation Fair – City of San Ramon
Saturday, April 20 – Earth Day – John Muir Historic Site, Martinez

Recommendation:

For information only

Financial Implications:

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