

County Connection

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

MARKETING, PLANNING, & LEGISLATIVE MEETING AGENDA

**Thursday, June 6, 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 May 2, 2013*
4. Alamo Creek T-1 Service Proposal*
5. Title VI Update
6. County Connection Branding Update*
7. Marketing Reports:
 - a. Website User Report – Activity for May will be distributed at the meeting
 - b. Community Events*
8. Next Meeting – To Be Determined
9. 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 Assistant to the General Manager, Lathina Hill, at 2477 Arnold Industrial Way, Concord, CA 94520 or hill@countyconnection.com.

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, June 20, 9:00 a.m., County Connection Board Room
Administration & Finance:	Wednesday, June 5, 9:00 a.m. 1676 N. California Blvd., S620, Walnut Creek
Advisory Committee:	Friday, July 12, 9:30 a.m., County Connection Board Room
Marketing, Planning & Legislative:	Thursday, June 6, 9:00 a.m., 1676 N. California Blvd., S620, Walnut Creek
Operations & Scheduling:	Friday, May 31, 9:00 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, May 2, 2013

The meeting was called to order at 9:10 a.m.

Those present at the meeting were:

Members: Directors Rob Schroder, Amy Worth and Robert Storer
Staff: Anne Muzzini, and Mary Burdick
Guest: Ralph Hoffmann

Approval of Agenda

The agenda was approved.

Public Comment

Mr. Hoffman reported that he attended the Plan Bay Area hearing hosted by MTC. He also reminded the committee that May 1st marked the beginning of the Air District's summer Spare The Air season, and that May 9th was Bike To Work day. He reported that he will attend an event later in the month "Out of Isolation" hosted by Senior Mobility Action Counsel taking place at the John Muir Medical Center – Walnut Creek campus.

Approval of the Minutes of April 4, 2013

The minutes were approved as presented.

FY 2014 Marketing and Communications Plan

Mary Burdick presented the FY2014 plan which outlines the focus and strategies for promoting County Connection service. The Committee discussed activities to further engage high school age youths. Most campuses have Green Teams and/or Leadership programs that could help spread the environmental message, and that corporate sponsors such as Kaiser or John Muir could be solicited to host Healthy Living events with public transportation being a primary component.

The Committee also discussed the possibility of reinstating the Free Mid-Day program for senior and disabled passengers. Anne Muzzini agreed that this could increase mid-day ridership levels. This is a program that will be considered and would need the approval of the Board, but will be included in the plan as a possible activity to increase senior ridership.

The Committee approved the plan and the \$180,000 budget and will recommend approval to the Board of Directors.

County Connection Brand Update

Mary Burdick provided an update work completed in replacing the recently approved logo treatment on much of the internal and external print materials and on the website.

Ms. Burdick presented several color options as well as a recommendation to relocate the branding on the buses to maximize visibility when large format ads are present. The Committee agreed on the branding placement, but asked to see some additional color options as well as font options. Additional options will be presented in June.

Marketing Reports

- Website Activity for April was provided
- Community Events for May were provided

Next Meeting Date: The next meeting was scheduled for Thursday, June 6, 2013 at the Walnut Creek office of Hansen Bridgett.

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

Mary Burdick

Mary Burdick
Senior Manager of Marketing

5/28/13
Date

To: Marketing, Planning, & Legislative Committee

Date: May 29, 2013

From: Anne Muzzini, Director of Planning & Marketing

Reviewed by:

Subject: Alamo Creek T-1 Service Proposal

Background: In 2005 the County approved an assessment fee for Alamo Creek property owners to pay for a transit benefit. The County Service Area (CSA) includes 1,074 parcels and most are paying the \$377.62 assessment per year for single family residences. The total fee amount generated is equal to \$349,986 per year. Because no service has been implemented, the balance in the account has accumulated and will be equal to \$1.5 million at the end of FY12-13.

Current Status: County Connection staff has been urging Public Works staff to do the necessary planning and implement service. Recently the project was given higher priority and a new staff person has been assigned to get service off the ground. He is considering funding private commute shuttles, Traffix school service, and general public dial-a-ride and has asked for a proposal from County Connection. A vision for transit service has been developed whereby residents in the CSA would call to arrange for a pick up and would ride free. They could travel to specified park and ride lots, the WC BART station, and any destination within the designated service area.

Proposal: A service that provides same day and advance reservations and is tailored to meet the needs of the Alamo Creek, Monterosso, and Ponderosa Colony community (the CSA). General public dial a ride service is flexible and can be utilized by everyone; students, commuters, and seniors. To make this happen County Connection would provide a LINK type van with a driver (hopefully the same one every day) who takes reservations on the cell phone... like a cab driver. Over time patterns will emerge with regular riders providing the backbone of the service. The van will be kept within a specified service area so it is available to respond to ride requests. We propose limiting the destinations to those near Camino Tassajara and along the 680 corridor between the Danville Park and Ride lot and the Walnut Creek BART station.

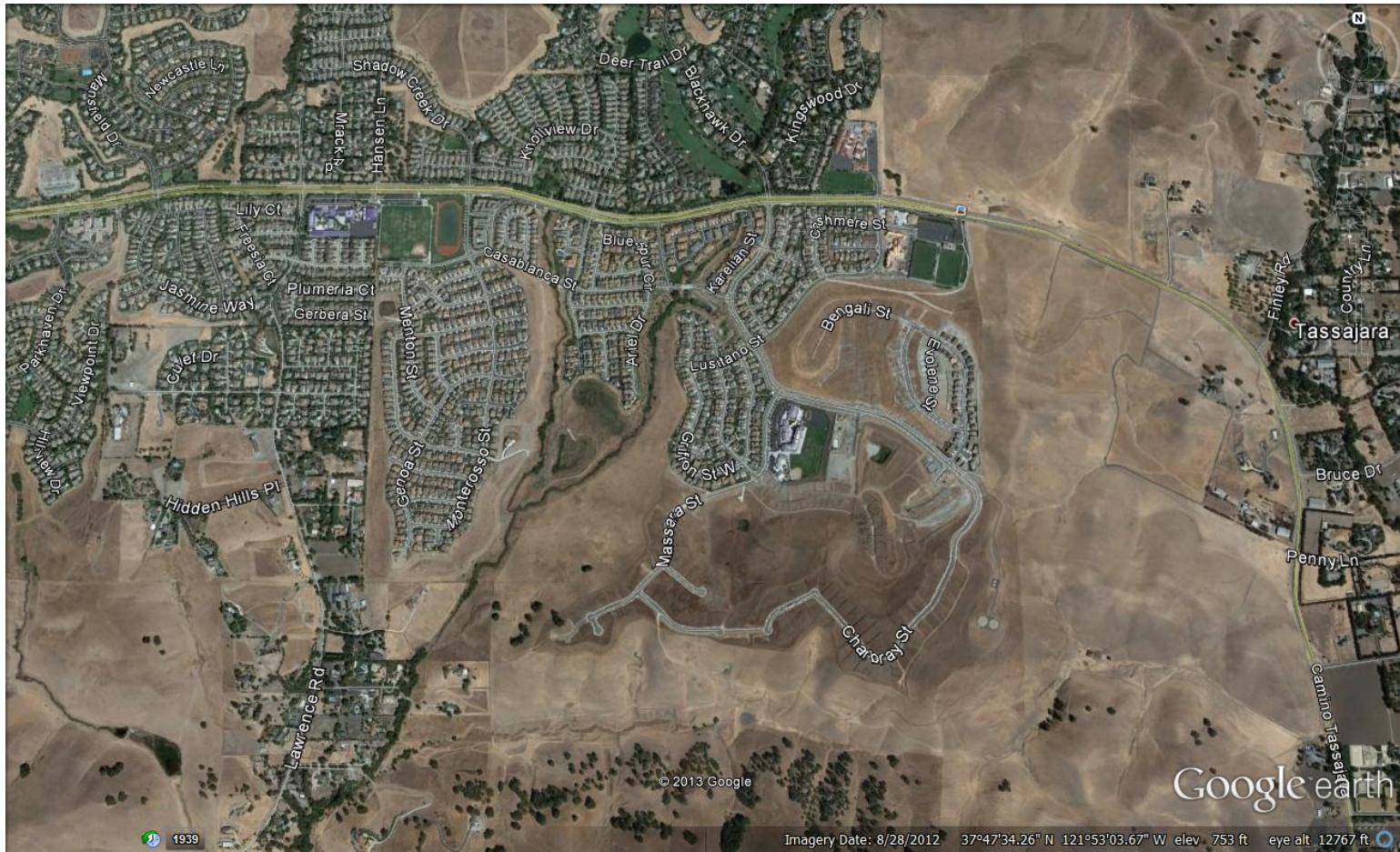
The cost for the service would be based on the current First Transit contract rate for van service which is approximately \$60 per hour. The total cost to provide service from 6 till 10 am and from 3 till 7 pm on weekdays would be \$156,000 a year. (8 hrs revenue time; 2 hours deadhead = 10 hrs billing per wkday; 260 weekdays per year; \$60 per hour).

At first we'd use an existing LINK van but after the first year of service, when we have a better idea of the demand and passenger loads, a new vehicle would be bought. The price of the vehicle will be included in our proposal to the County.

Marketing efforts would include using a specially painted van such as the three with the Mt Diablo photo on them. See attached picture. In addition a direct mail flyer and/or door hangers would be targeted to eligible residents – those paying the assessment fee.

Recommendation: Staff recommends that the Committee support service to the County for the CSA T-1 that includes the operation of a one van dial a ride service that operates 8 hours a day during the peak on weekdays.





Newcastle Ln
Walsfield Dr
Lily Ct
Frasera Ct
Jasmine Way
Plumeria Ct
Gerbera St
Menton St
Gerog St
Monterosso St
Lawrence Rd
Hidden Hills Pl
Viewpoint Dr
Culet Dr
Barkhaven Dr
View Dr

Shadow Creek Dr
L'Anson Ln
Hansan Ln
Knollview Dr
Casablanca St
Aria Dr
Gillon St W
Massera St
Cheray St

Deer Trail Dr
Blackhawk Dr
Kingswood Dr
Blue Star Ct
Karatian St
Lustano St
Bengali St
Enovary St

Shmere St
Finley Rd
County Ln
Bruce Dr
Penny Ln
Camino Tassajara

Tassajara
© 2013 Google
Imagery Date: 8/28/2012
37°47'34.26" N 121°53'03.67" W
elev. 753 ft
eye alt. 12767 ft

Google Earth

To: Marketing, Planning, & Legislative Committee

Date: May 28, 2013

From: Mary Burdick, Sr. Manager of Marketing

Reviewed by:

SUBJECT: County Connection Brand Options

Summary of Issues:

At the May Committee meeting staff reported on the progress made in revising and replacing the revised logo on most of the internal and public materials.

Staff also presented several images of buses using different color schemes with the logo placement both in the current position, and also placed at the top of the bus to maximize brand visibility when large format ads are placed on the buses.

Committee members agreed that placement at the top provided better visibility when large format advertising is on the bus. The field of design schemes was narrowed, and staff was asked to bring more color combinations to the June meeting. Staff was also asked to provide font options for the County Connection logo.

Staff Recommendation:

Review and discuss the color and graphic changes.

Financial Implication:

To be determined.

County Connection



PMS 131 PMS 174

Current Branding





PMS 143 PMS 1807

Color Shifts
Colors used in
Direct Mail Piece



PMS 143 PMS 626



PMS 1807 PMS 7494



PMS 143 PMS 626





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Neuropol

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Papyrus

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Bradley Hand

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Lucida Bright

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Calligraphy*

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To: Marketing, Planning, & Legislative Committee

Date: May 29, 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:

5/17/13 – Las Juntas Elementary 64 students/8 adults
5/21/13 – St. Isadore School 36 students/9 adults
5/22/13 – St. Isadore School 36 students/9 adults
5/24/13 – Mt. Diablo High 20 students/3 adults
5/31/13 – Silverwood Elementary 6 students/6 adults
6/3/13 – John Muir Elementary 30 students/8 adults
6/3/13 – Monte Gardens Elementary 31 students/6 adults
6/7/13 – Silverwood Elementary 60 students/14 adults

Business/Community Events:

6/11/13 – AT&T San Ramon – Employee event

Recommendation:

For information only

Financial Implications:

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