

# County Connection

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

## **MARKETING, PLANNING, & LEGISLATIVE MEETING AGENDA**

**Thursday, September 5, 2013  
8:00 a.m.**

**Supervisor Andersen, District 2, Lamorinda Office  
3338 Mt. Diablo Blvd.  
Lafayette, 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 August 1, 2013\*
4. County Connection Branding Options\*
5. Bus Advertising Contract\*
6. Marketing Reports:
  - a. Website User Report – Activity for August will be distributed at the meeting
  - b. Community Events\*
7. Next Meeting – October 3, 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](http://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](mailto: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, September 19, 9:00 a.m., County Connection Board Room
Administration & Finance:	Wednesday, October 2, 9:00 a.m. 1676 N. California Blvd., S620, Walnut Creek
Advisory Committee:	Friday, September 13, 9:30 a.m., County Connection Board Room
Marketing, Planning & Legislative:	Thursday, October 3, 8:00 a.m., 3338 Mt. Diablo Blvd., Lafayette
Operations & Scheduling:	Friday, September 6, 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](http://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](http://www.countyconnection.com)) and at the County Connection Administrative Offices, 2477 Arnold Industrial Way, Concord, California**

**SUMMARY MINUTES**  
**MARKETING/ PLANNING & LEGISLATIVE COMMITTEE**

Thursday, August 1, 2013

The meeting was called to order at 8:10 a.m.

Those present at the meeting were:

Members: Directors Robert Storer, Rob Schroder, and Amy Worth  
Staff: Rick Ramacier, Anne Muzzini Laramie Bowron, and Mary Burdick  
Guest: Board Chair Erling Horn, Phil McGuire-Innovative Paradigms

**Approval of Agenda**

The agenda was approved.

**Public Comment**

There was no public comment

**Approval of the Minutes of June 6, 2013**

Director Worth advised that she was present at the June meeting. The minutes were approved as amended.

**County Connection Branding Options**

Mary Burdick provided renderings of the County Connection bus focusing on green/gold color combinations, as well as the image of the current color combination that was brightened. Also included were four different font and mountain treatments. Rick Ramacier stressed that when the Committee is prepared to make a recommendation to the Board it is important that they see the process the Committee undertook, and reasoning behind the recommendation.

The Committee selected a font and mountain treatment and suggested some different shades based on choices from standard print sample books. Moving forward, staff will meet with County Connection auto body vendor for further advice on standard color choices that are available to the automotive industry, and meet with the Director of Maintenance to confirm the lettering choices will meet ADA standards.

The Committee asked that the bus replacement schedule continue to be included with the updates.

**Exterior Bus Advertising**

At the July meeting staff reported the estimated revenue loss provided by Lamar Transit to be approximately \$200,000 should County Connection prohibit full wrap, full side, and full back bus advertising. Committee members were interested in getting revenue projections based on the elimination of all large format advertising, not just the full wrap, side, and rear advertising. Staff suggested the best way to get an accurate estimate is to go out to bid. After that meeting the General Manager decided it best to get Board direction prior to going out to bid.

At the meeting Mr. Ramacier explained that this is a policy decision that could generate a lively debate at the Board level. Whatever policy changes, if any, need to be in place and clearly outlined prior to staff going out to bid. Additionally, because this is a joint contract, our actions could have a negative impact on the two smaller partner agencies. He suggested that since we have just one more option year remaining,

the Committee and Board should take this final year to have thoughtful discussion about the advertising policy, the impact on revenue, and potential ridership gains.

### **Contra Costa Mobility Management Plan**

Laramie Bowron provided background on the mobility management project – a product of Measure J that includes in its expenditure plan transportation funding for seniors and persons with disabilities. County Connection received federal grant funds to study mobility management in Contra Costa County. Mr. Bowron introduced Phil McGuire of Innovative Paradigms, who conducted the outreach and prepared the final draft Contra Costa Mobility Management Plan.

Mr. McGuire provided a brief background of his credentials and described the outreach methodology, the functions of a consolidated transportation service agency (CTSA), structure options, and implementation steps for forming a CTSA.

Mr. McGuire described mobility management as the utilization of a broad mix of service delivery and support strategies directed at the travel needs of seniors, persons with disabilities and low income. The strategies integrate with and support public services, creating a “toolkit” of solutions.

Common objectives of a CTSA are to increase transportation options for seniors, the disabled and low income, reduce the cost of transportation, and identify and implement efficiencies in transportation operations. With this objective in mind, through extensive outreach, several gaps were identified and strategies proposed for improvements that could be a function of a CSTA in Contra Costa County include; improved travel training, ADA eligibility process, better human service agency partnerships, centralized maintenance and information programs, volunteer and driver training programs, and technical assistance for planning and grant management.

Director Worth suggested that the final draft which is presented to the full Board include some statistics on current needs not being met, and how forming a CTSA will save everyone money and improve services. She also suggested the implementation plan was very abstract, and that a more detailed plan may be necessary.

### **Marketing Reports**

- School and Community Events for August were provided
- Web Statistics for July were distributed.
- 

**Next Meeting Date:** The next meeting was scheduled for Thursday, September 5, 2013 at Supervisor Anderson’s Lafayette office. The meeting will take place at 8:00 AM.

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



---

**Mary Burdick**  
**Senior Manager of Marketing**

---

8/28//13  
**Date**







1



2



3



4

5



6

7



8





*County  
Connection*



**Current Branding**



*County  
Connection*

Logo Refresh



Color Shifts  
Colors used in  
Direct Mail Piece



## Attachment B: Revenue Fleet Replacement Schedule

Revenue Fleet - Fixed Route								
#	Description	Series	Year in Service	MTC's Useful Life	Replacement Year	Next Replacement		
10	Heavy Duty bus - 40'	2000-2009	2000	12	2012	2024		
7	Heavy Duty bus - 30'	100-106	2001	12	2013	2025		
14	Heavy Duty bus - 40'	200-213	2002	12	2015	2027		
18	Heavy Duty bus - 30'	300-317	2002	12	2015	2027		
13	Heavy Duty bus - 35'	400-412	2002	12	2014	2026		
19	Heavy Duty bus - 40'	500-518	2002	12	2014	2026		
40	Heavy Duty bus - 40'	900-940	2010	12	2022	2034		
121								
Revenue Fleet - Paratransit								
#	Description	Series	Year in Service	MTC's Useful Life	Replacement Year	Next Replacement		
38	Ford Cutaways - 22'	11L01-38	2012	5	2017	2022		
4	Ford Cutaways - 24'	11L39-42	2012	5	2017	2022		
4	Ford Cutaways - 22'	4L01-4	2004	7	2012	2019		
4	Ford Minivan	4L05-8	2004	6	2012	2018		
6	Ford Cutaways - 22'	5L01-6	2005	7	2013	2020		
3	Chevy Microvan	7L01-03	2007	6	2013	2019		
1	Ford Minivan	7L04	2007	6	2013	2019		
3	Ford Cutaways - 22'	9L01-03	2008	7	2015	2022		
63								

### Fixed Route Fleet

#	Description	FY 12	FY 13	FY 14	FY 15	FY 16	FY 17	FY 18	FY 19	FY 20
40	Heavy Duty bus - 40'									
10	Heavy Duty bus - 40'	10								
7	Heavy Duty bus - 30'		7							
14	Heavy Duty bus - 40'				14					
18	Heavy Duty bus - 30'				18					
13	Heavy Duty bus - 35'			13						
19	Heavy Duty bus - 40'			19						
Grand Total		10	7	32	32					

### Paratransit Fleet

38	Ford Cutaways - 22'						38			
4	Ford Cutaways - 24'						4			
4	Ford Cutaways - 22'	4							4	
4	Ford Minivan	4						4		
6	Ford Cutaways - 22'		6							6
3	Chevy Microvan		3						3	
1	Ford Minivan		1						1	
3	Ford Cutaways - 22'				3					



To: Marketing, Planning, & Legislative Committee

Date: August 28, 2013

From: Mary Burdick, Sr. Manager of Marketing

Reviewed by:

---

**SUBJECT: Bus Advertising Services-Contract Extension**

---

**Summary of Issues:**

The contract with Lamar Transit Advertising to provide bus advertising services allows for two one-year contract extensions. If exercised this will be the last option year. The current contract expires on December 31, 2013 if an extension is not authorized.

The MP&L Committee has been reviewing branding options for the County Connection fleet of buses and may, upon further discussion with the full Board of Directors, recommend modifying the number and size of advertising formats allowed in the future.

Until a Board decision is reached on limiting the amount of large format ads, staff recommends continuing the contract with Lamar. The final option year will expire on December 31, 2014 and will allow us the time needed to make policy decisions on advertising formats, and evaluate the impact of those decisions on current partners Tri Delta and WestCAT.

County Connection staff has discussed exercising the final option year with the partners, and they favor continuing with Lamar for another year. Based on Lamar's continued commitment to the consortium of operators, staff recommends that the General Manager be authorized to exercise the final option year.

**Financial Implication**

County Connection will receive a minimum annual guarantee of \$545,000 in the next year. The current minimum annual guarantee is \$535,000.

**Options:**

- 1) Approve exercising the final option year.
- 2) Do not approve exercising the option and go out to bid.
- 3) Other action as directed.

**Recommendation:**

Staff recommends that the MP&L Committee approve extending the contract with Lamar for the final option year, and forward to the Board of Directors for approval.

To: Marketing, Planning, & Legislative Committee

Date: August 28, 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:**

8/22/13 – Play and Learn School, Pleasant Hill – 50 students/6 adults

8/29/13 – Saint Mary's College, Moraga – Freshman Orientation

#### **Community Events**

9/10/13 – ATT Employee Event – San Ramon

#### **Recommendation:**

For information only

#### **Financial Implications:**

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