

County Connection

Advisory Committee

Summary Minutes

Meeting of May 10, 2013

The meeting was called to order at 9:30 AM.

Members present were: Eileen Vonk, Cary Kennerley, and David Libby

Staff present: Mary Burdick (CCCTA) and Alvaro Sayong (LINK)

Guest: None

Approval of Agenda

Staff requested a change in the order of agenda items, moving item 7 – Draft Mobility Plan- up to accommodate the reporting staff member’s schedule. The agenda was approved as amended.

Approval of the Minutes of March 8, 2013

The minutes were approved.

Public Comment

There was no public comment.

FY 2014 Operating and Capital Budget

County Connection Director of Finance, Kathy Casenave, presented the draft budget totaling \$33,619,954. Of this, fixed route division is projected to be \$27,644,934 and paratransit is projected to be \$5,475,020. Actual operating expenses for FY2013 are estimated at \$1,311,272 (4.1%) under budget. The FY2014 budget is \$1.6 million more than the current estimated actual. Increases are primarily in wages, materials (fuel), and benefits.

Ms. Casenave reported that for the first time in many years there are reserve funds in the TDA account at the end of the ten year forecast. The ten year forecast is a conservative forecast projecting increased funding of just 3% each year. The forecast is also based on current service levels.

Draft Mobility Management Plan

Laramie Bowron reported that County Connection received federal grant funds to study mobility management in Contra Costa County, and that the draft mobility management plan is the culmination of an 18-month study conducted within Contra Costa County to identify and make recommendations to close service gaps between fixed-route and paratransit services. County Connection contracted with Innovative Paradigms to conduct the outreach with public and private service providers, and social service providers to develop the final report and recommendation.

Innovative Paradigms 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.

The recommendation is the creation of a Consolidated Transportation Service Agency (CSTA). 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, gaps 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.

Once the County Connection Board of Directors approves the draft plan the Contra Costa Transportation Authority (CCTA) must adopt it as a county wide plan. CCTA has grant money for phase three of the project which can be used as seek money to get the CSTA started. Non-profit organizations can then go after grants that are unavailable to public agencies, and are able to do more with the funds.

Committee member David Libby asked if MTC was a stakeholder, and what involvement to they have with a CTSA. Mr. Bowron replied that the MTC is not a stakeholder, but they are following this as a role model for the region.

The Committee thanked Mr. Bowron for this extensive work and were pleased with the recommendation.

FY2014 Marketing and Communications Plan

Mary Burdick provided the draft FY2014 Marketing and Communications Plan that serves as an outline for the department’s objectives and outreach activities during the year. The primary objectives include promoting Bus Tracker, strengthening our brand identity, retain and expand our ridership base, and prepare for the implementation of Clipper. County Connection has a diverse ridership base and strategies for targeting commuters, students and seniors were discussed. Ms. Burdick explained that the plan includes funds to expand on digital marketing formats, as well as some small radio, newsprint, and direct mail campaigns. If approved, the plan will require \$180,000 to implement.

The committee supported the plan as presented.

ADA Monthly Reports

- A. ADA Certification and Recertification reports for March and April were reviewed without comment.
- B. LINK monthly operating reports for February and March 2013 were reviewed. Mr. Sayong, operations manager for First Transit, reported that changes were made to the scheduling software to reflect when the vehicles arrive for pick up, rather

that when the vehicle leaves the destination. On time performance is now being reported as expected. Mr. Sayong also reported that commendations have also been added to the report.

- C. Ramp Events recorded on the fixed-route system for the February and March 2013 were reviewed without comment.

Fixed-Route Staff Reports

- A. Fixed-route Ridership Report – The monthly reports for February and March 2013 were reviewed. Ridership is slowly growing with a year to date increase trend of 2.4%.
- B. Driver Appreciation Winners – May 2013 – nobody, June 2013 Phil Beaulieu. July 2013 -
- C. Customer Service Reports – Customer telephone contacts were presented for March and April 2013. There were 144 customer contacts that generated a customer service complaint form for follow-up by the appropriate department. There were 16 commendations. The total number of telephone calls answered during this period was 11,592.
- D. CCCTA Website User Information - Staff provided website user statistics for March and April 2013. Ms. Burdick also included a report that identifies the number of people using Bus Tracker directly from a bookmark, rather than clicking through from the agency website. Bus Tracker usage seems to be leveling off. Planning staff is working on getting an application developed for both Apple and Android.

Upcoming Agenda Suggestions

Ms. Burdick alerted the Committee that she would not be available on July 12 and there may be nobody to facilitate the meeting. Ms. Burdick will speak with Chairwoman Eileen Vonk as the date get near to determine if the meeting should be cancelled.

Adjournment

The meeting was adjourned at 11:10 AM.

The next meeting scheduled for Friday, July 12th is tentative.

Mary Burdick, Manager of Marketing/Public Relations

Date