

County Connection

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

MARKETING, PLANNING, & LEGISLATIVE MEETING AGENDA

Thursday, July 3, 2014
8:30 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 May 1, 2014*
4. Advertising Contract*
5. Title VI Reports for Fall Service Changes and Mid Day Free Senior and Disabled Fare*
6. Legislative Update on Cap-and-Trade*
7. Marketing Reports:
 - a. Website User Report – Activity for June
 - b. Community Events*
8. Next Meeting – August 7, 2014
9. Adjournment

*Enclosure

FY2013/2014 MP&L Committee

Amy Worth – Orinda, Rob Schroder – Martinez, Laura Hoffmeister – Concord

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 BART station nearest the meeting location 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, July 17, 9:00 a.m., County Connection Board Room
Administration & Finance:	Wednesday, July 2, 9:00 a.m. 1676 N. California Blvd., S620, Walnut Creek
Advisory Committee:	Tuesday, July 8, 2:00 p.m., County Connection Board Room
Marketing, Planning & Legislative:	Thursday, July 3, 8:30 a.m., 3338 Mt. Diablo Blvd., Lafayette
Operations & Scheduling:	Date to be determined, 8:30 a.m., 100 Gregory Ln., Pleasant Hill

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, and Legislative Committee
Supervisor Andersen, District 2, Lamorinda Office
3338 Mt. Diablo Blvd, CA
May 1, 2014, 8:30 a.m.

Directors: Directors Schroder

Staff: Rick Ramacier, Anne Muzzini, and Kristina Vassallo

Public: None

Call to Order: Meeting called to order at 8:35 a.m. by Director Schroder

1. **Approval of Agenda Items:** Agenda was approved.
2. **Public Comment and/or Communication:** None
3. **Approval of O&S Summary Minutes for April 3, 2014:** Minutes were approved.
4. **Marketing Plan and Budget 2014:** Ms. Muzzini presented the 2014 Marketing Plan and Budget explaining that emphasis has been placed on promoting new service, growing our Community through use of social media, and highlighting the Faces of County connection. The plan also includes ongoing efforts to keep the website updated and enhance the interface for mobile devices. There was discussion about the social media campaign then the plan and budget were approved for Board action.
5. **Lamorinda Service Plan Request for Proposals:** Ms. Muzzini explained that the Lamorinda Program Management Committee (OPMC) had obtained some funds (\$70,000) to conduct a study of transit options in the Lafayette, Moraga, and Orinda area. They have asked County Connection to manage the study on their behalf and contribute some funds toward the effort. The study will evaluate current ridership and potential demand and explore ways to generate additional funding and service changes to better serve the community. A draft RFP was presented for review. The Committee approved the staff direction to release an RFP knowing that they will have an opportunity to review and approve the selection of a consultant after proposals are received. No Board action was required.
6. **Legislative Update:** Ms. Vassallo gave an update on SB 990 (Vidak) and the state of the California Cap-and-Trade Program. There was little debate and no Board action was required.
7. **Marketing Reports:** The website user report and the community events reports were presented. There was some discussion about future measurement of social media activity.
8. **Next Scheduled Meeting** –The next meeting was scheduled for June 5th at 8:30am.
9. **Adjournment** – The meeting was adjourned at 9:02 a.m.

Minutes prepared and submitted by: Anne Muzzini, Director of Planning & Marketing

To: Marketing Planning and Legislative Committee

Date: June 25, 2014

From: Anne Muzzini, Director of Planning and Marketing

Reviewed by:

Subject: Bus Advertising Contract

Background:

County Connection contracts with Lamar Transit Advertising for bus advertising services. The current contract includes revenue guarantees for both County Connection and Tri Delta Transit. In this final year County Connection will receive 55% of revenue or the minimum annual guarantee of \$545,000. To date the revenues have never exceeded the minimum guarantee threshold. The contract expires December 31, 2014.

The MP&L Committee has previously discussed the pros and cons of a joint contract with Tri Delta and WestCat as well as options for ad coverage. They directed staff to test the market to see what the cost would be to go it alone, and to limit the amount of full coverage ads. In April staff released a Request for Proposals based solely on the County Connection service area, and asked bidders to present two separate compensation proposals. One was a compensation structure for ads that fit below the window, and the other was for full coverage ads on no more than 20% of the fleet. In both options no advertising in the headliner space above the windows is allowed due to branding elements that will be located in this space.

Current Ad Coverage

In 2013, as part of a 2 For 1 special sponsored by Lamar Transit, full side and full wrap ads were included in the promotion, which lead to a large portion of the fleet being covered on at least one side. This raised concern among staff and the Board.

This year Lamar has agreed to monitor the amount of full coverage advertising even though no limits are placed in the current contract. The May activity report shows 22 placements that extend partially or fully into the side windows, which exceeds 20% by only one bus (103 buses available for ads).

RFP Process

Bid notices were sent to eight firms; four requested complete bid packages; and Lamar Transit Advertising was the only firm to submit a proposal.

Lamar's Proposal:

In addition to two ad space coverage options, bidders were asked to give us to payment pricing structures; a fixed guarantee, or a share of the gross with a minimum guarantee. The current contract is based upon a share of the gross with a minimum guarantee.

Option A – Ads below the windows only

Fixed Annual Guarantee	Percentage of Gross/with min. guarantee
Yr. 1 \$500,000	55%/\$475,000
Yr. 2 \$505,000	55%/\$480,000
Yr. 3 \$510,000	55%/\$485,000
Yr. 4 (Optional) \$515,000	55%/\$490,000
Yr. 5 (Optional) \$520,000	55%/\$495,000

We would lose between \$45,000 and \$70,000 compared to our current revenue for limiting ad space below the windows.

Option B – Full wrap coverage on up to 20% of the fleet

Fixed Annual Guarantee	Percentage of Gross/with min guarantee
Yr. 1 \$600,000	62%/\$575,000
Yr. 2 \$605,000	62%/\$580,000
Yr. 3 \$610,000	62%/\$585,000
Yr. 4 (Optional) \$615,000	62%/\$590,000
Yr. 5 (Optional) \$620,000	62%/\$595,000

Under this option we would see an increase of between \$30,000 and \$55,000 over our current revenue. This indicates that we will not lose money if we go it alone.

Recommendation

There are several decisions in front of the Committee.

- 1) Should we go it alone?
- 2) Should we eliminate full coverage ads?
- 3) Do we want to keep the same payment method (%of gross with min. guarantee) or switch to a fixed guarantee?

Staff recommends that we do contract independently for advertising revenues so that there is a direct link between the ads placed on our buses and the revenues we receive. Going it alone also avoids arguments about the fair split that have happened under the current agreement. Staff asks that the Committee discuss the other decision points.

To: Marketing Planning and Legislative Committee

Date: June 25, 2014

From: Laramie Bowron, Manager of Planning

Reviewed by:

Subject: Title VI Equity Analyses – Service Change & Mid-Day Free Fare

The following memo contains information on two Title VI Equity Analyses. They are consolidated in this memo but require separate recommendation and adoption.

As a federal grant recipient, the County Connection is required to maintain and provide to the Federal Transit Administration (FTA) information on its compliance with Title VI regulations. This included adopting the Major Service Change, Disproportionate Burden, and Disparate Impact policies in June 2013. These policies dictate when an Equity Analysis is required and at what threshold service or fare changes could have potentially discriminatory effects on low-income or minority populations.

Both the mid-day free fare and fall service changes have been evaluated against FTA standards, County Connection's Title VI policies, and reviewed by legal counsel. The Title VI analyses show that minority and low-income populations are not disproportionately burdened by these changes.

Mid-Day Free Fare for Senior and Disabled Populations:

In August 2013, the Board of Directors authorized the implementation of a mid-day free fare pilot program for seniors and those with disabilities. This went into effect in December 2013.

The introduction or discontinuation of pilot programs do not require a Title VI Equity Analysis, however one will need to be adopted by the Board for this fare program to continue.

The tables below compare the race and income status of seniors and those with disabilities with all riders. The on board survey shows that seniors and those with disabilities are less likely to be minority, thus senior and disabled non-minority populations will benefit 19.4% more than minority populations. Additionally, because more seniors and those with disabilities are less likely to be low-income, they will benefit 9.6% more than low-income riders.

System	Senior & Disabled Riders - Race		% Difference Minority
% Minority	% Minority	% Non-Minority	
59.4%	40.3%	59.7%	-19.4%
System	Senior & Disabled Riders - Income		% Difference Low-Income
% Low-Income	% Low-Income	% Non-Low-Income	
35.1%	45.2%	54.8%	-9.6%

This data demonstrates that although minority and low-income populations will not benefit as greatly as others, the difference is not significant enough to qualify as a disproportionate burden or disparate impact.

From December 2013 to May 2014, over 61,000 senior and disabled populations have utilized this fare program.

Walnut Creek Service Changes:

In April 2014, the Board approved service changes to Routes #2, #5, and #7 scheduled to take effect in August 2014. A brief Title VI summary was presented; however, FTA requires the Board to adopt a standalone Title VI Equity Analysis when a Major Service Change is implemented.

The tables below compare the proposed service change in revenue miles and revenue hours to low-income and non-low-income; minority and non-minority tracts. The data shows that although total revenue hours and miles will decrease slightly, the service going to low-income and minority tracts will increase (with the exception of low-income revenue miles which would decline 0.01%). The charts below are based on weekly hours and miles for Route #2, #5, and #7.

Income Analyses

	Current	Proposed	% Difference
Low-Income Rt. Miles	112.02	112.01	-0.01%
Non-Low-Income Rt. Miles	316.68	262.59	-17.08%
Total Rt. Miles	428.70	374.60	-12.62%
Low-Income Rt. Hours	12.74	13.71	7.65%
Non-Low-Income Rt. Hours	35.15	27.34	-22.23%
Total Rt. Hours	47.89	41.05	-14.28%

Minority Analyses

	Current	Proposed	% Difference
Minority Rt. Miles	63.83	92.09	44.27%
Non-Minority Rt. Miles	364.87	283.63	-22.27%
Total Rt. Miles	428.70	374.60	-12.62%
Minority Rt. Hours	6.85	11.80	72.26%
Non-Minority Rt. Hours	41.04	29.35	-28.47%
Total Rt. Hours	47.89	41.05	-14.28%

This data demonstrates that the service recommendations will not have a disproportionately adverse effect on residents of minority or low-income Census Tracts.

Recommendation:

Staff recommends the Committee review and forward the attached Title VI Equity Analyses to the full Board for adoption.

County Connection

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County Connection Title VI Equity Analysis – Senior/Disabled Mid-Day Free Fare Program

Introduction

As a federal grant recipient, the Central Contra Costa Transit Authority (County Connection) is required to maintain and provide to the Federal Transit Administration (FTA) information on its compliance with Title VI regulations.

This Title VI assessment covers County Connection's proposal to continue a pilot program offering mid-day free fares for senior riders and persons with disabilities between the hours of 10am and 2pm.

Upon review of this proposal, it has been determined that continuing this fare policy would not have a disproportionately adverse effect on minority or low-income riders.

The following report provides a summary of the fare policy, Title VI analysis, and results.

Proposal

Prior to the 2009 service cuts and fare increase, seniors (65 yrs) and people with disabilities could ride the fixed route system between 10am and 2pm for free.

The percentage of the total ridership that are seniors and persons with disabilities has not changed from FY2007-08 to FY2011-12 and has been stable at 11% of the total. The volume has dropped, however, due to the service cuts. Prior to the cuts, County Connection carried 492,636 passengers that were categorized as seniors and those with disabilities and last year the number was 339,577. When there was a mid-day free fare, approximately half rode during the mid-day and took advantage of the free fare.

To determine the financial impact of the proposed mid-day free fare, staff used the Ridecheck software to sort fare payment method by time of day. Fares collected from the senior discount cash fare, the 20 ride senior punch pass, and the senior BART transfer, between the hours of 10am and 2pm totaled 2% of the total fare revenues. This represents \$70,000 of fare revenue out of a total of \$3,500,000 annually.

At the August 2013 Board of Directors meeting, the Board directed staff to implement mid-day free fares for seniors riders and those with disabilities between the hours of 10am and 2pm at the winter bid change as a pilot fare change.

Title VI Policies

In June 2013 County Connection's Board of Directors adopted the following policies:

Major Service Change 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.

Changes shall be counted cumulatively, with service changes being "major" if the 25 percent change occurs at one time or in stages, with changes totaling 25 percent over a 12-month period.

The following service changes are exempted from this policy:

1. Changes to service on a route with fewer than 10 total trips in a typical service day are not considered "major" unless service on that route is eliminated completely on any such day.
2. The introduction or discontinuation of short- or limited-term service (e.g., promotional, demonstration, seasonal or emergency service, or service provided as mitigation or diversions for construction or other similar activities), as long as the service will be/has been operated for no more than twelve months.
3. County Connection-operated transit service that is replaced by a different mode or operator providing a service with similar or better headways, fare, transfer options, span of service, and stops.

This fare policy exceeds County Connection's Major Service Change threshold of 25 percent for revenue hours and revenue miles.

Disparate Impact Policy

County Connection policies establish that a fare change or major service change 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.

Disproportionate Burden Policy

County Connection policies establish that a fare change or major service change 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 unless the disproportionate effects are mitigated.

Public Outreach:

In developing these policies, County Connection staff conducted public outreach (detailed below), including three public meetings with language services available, to provide information and get feedback on the draft policies. Staff incorporated public input gathered through this outreach into the policies proposed for Board approval.

Meetings:

March 28, 2013 – Monument Corridor Transportation Action Team

Comments: Include an annual review to ensure that major service change threshold has not been crossed

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

Comments: Consistent with prior comment to include an annual review for major service changes

May 14, 2013 - Public Meeting at the Walnut Creek Library

Comments: None

April 1st – June 1st, 2013 – Policies available for comments on County Connection Website

June 20, 2013 – Public Hearing and Proposed Adoption at the County Connection Board of Directors Meeting

Comments: None

See attached copy of Board resolution demonstrating the County Connection's board consideration, awareness, and approval of these Title VI policies.

Title VI Equity Analysis

Staff used survey data from an on-board survey completed in April 2012 by Redhill Group for this analysis. This data was used to compare the race and income status of seniors currently riding County Connection with all riders surveyed. This data was selected because it most accurately portrayed current riders and was broken down by age, income, race, and disability status.

To assess the race and income of those with disabilities, County Connection used a cross-tabulation between the use of County Connection's disabled discount fare with race and income. For seniors, a cross-tabulation between those age 60 and over with race and income was used.

Redhill Group used the following sampling plan for the on-board survey:

The sampling plan was developed to collect completed surveys from 5% of average weekday boardings. Since most riders ride round-trip each day and a significant portion must transfer on each one-way trip, 5% of boardings are assumed to approximate 15% or more of all riders. Another factor to be considered is that reported boarding counts used for sampling include all riders regardless of age. Since survey distribution is limited to riders that appear to be 16 years of age or older, this further increases the proportion of eligible riders that are being surveyed.

County Connection has approximately 12,500 riders per weekday and 2,700 riders per weekend day, spread over 55 routes. A five percent sample of all riders produces a target of 625 weekday and 135 weekend telephone surveys, for a total of 760. The weekday sample was distributed to provide survey targets in proportion to route ridership by time of day. The weekend sampling plan was distributed solely in proportion to route ridership.

A total sample size of 747 provides statistical accuracy of + 3.5% at a 95% confidence level for a target universe of 15,200 (12,500 weekday and 2,700 weekend boardings).

The estimated field response rate was then used to develop the field sampling plan. The estimated projected response rate was based on estimates for three variables:

1. Percent of riders responding to the survey. This is an estimate, based on a previous pretest performed in an earlier task. It was estimated that 45% of the CCCTA local riders will return the survey. Due to the short length of the questionnaire, the projected 45% response rate was projected to be higher than normal for traditional onboard surveys. The actual overall response rate achieved was higher at about 50%.
2. Percent of surveys that appear complete (i.e. the rider provided a 10 digit phone number). We estimated that 80% of the responses would appear to be complete (although not necessarily valid). The overall rate was 99%.
3. Percent of valid surveys with valid phone numbers that would participate during the second stage of the process. We estimated that we should collect 2.5 times the total number of completed phone surveys needed. For example, if the goal was to

complete 50 valid phone surveys, then the goal was to collect 125 apparently complete field survey records for subsequent calling.

Assessing Impacts

Based on the on-board survey data, 59.4% of County Connection riders identify as minority and 35.1% as low-income (less the \$25,000 in household income). Among seniors and those with disabilities, 40.3% identify as minority and 45.2% as low-income.

The tables below compare the race and income status of seniors and those with disabilities with all riders. The data shows that because seniors and those with disabilities are less likely to identify as minority, non-minority populations will benefit 19.4% more than minority populations. Additionally, because more seniors and those with disabilities identify as non-low-income, that population will benefit 9.6% more than low-income riders.

System	Senior & Disabled Riders - Race		% Difference Minority
% Minority	% Minority	% Non-Minority	
59.4%	40.3%	59.7%	-19.4%
System	Senior & Disabled Riders - Income		% Difference Low-Income
% Low-Income	% Low-Income	% Non-Low-Income	
35.1%	45.2%	54.8%	-9.6%

This data demonstrates that although minority and low-income populations will not benefit as greatly as non-minority and non-low-income riders, the difference is not significant enough to qualify as a disproportionate burden or disparate impact.

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County Connection Title VI Equity Analysis – 2014 Walnut Creek Service Changes

Introduction

As a federal grant recipient, the Central Contra Costa Transit Authority (County Connection) is required to maintain and provide to the Federal Transit Administration (FTA) information on its compliance with Title VI regulations.

This Title VI assessment covers County Connection's proposed service changes to Routes #2, #5, and #7.

This proposal was developed in response to low ridership and productivity on these routes.

Upon review of the proposed changes, it has been determined that the changes would not have a disproportionately adverse effect on minority or low-income populations. In fact, the changes will result in higher service levels to these populations.

The following report provides a summary of the service changes, Title VI analysis, and results.

Proposal

At the December 2013 Board of Directors meeting, the Board approved the Adaptive Service Analysis Plan. The study focused on alternatives for transit service in areas where the current service was not productive. The consultant team first selected neighborhoods for study and narrowed down the choices to the Trotter/South Walnut Creek area, Downtown Martinez, and Shadelands. Service options were developed and specific recommendations were made to improve service effectiveness in these neighborhoods.

The proposed changes from the Adaptive Service Analysis Plan are listed below:

Walnut Creek

- Modify Route #7 to provide more frequent and direct service between Pleasant Hill BART and Shadelands.
- Eliminate the Route #2 and modify the Route #5 to provide more frequent and direct service from Creekside to Walnut Creek BART.

Martinez

- Modify Routes #18 and #28 by eliminating service on Howe Rd. to increase service to the retail centers on Arnold Dr.
- Eliminate the Route #19 and redirect the service hours to a new community shuttle route.
- Operate a community shuttle between downtown Martinez and retail on Arnold Dr.

Public Outreach:

Beginning in February 2014 staff conducted outreach to receive public comments on these service recommendations. Nearly 200 comments were received.

The public was able to comment on the proposed changes in the following ways:

- Attending public meetings (one in Martinez City Hall and one in the Walnut Creek Library),
- Emailing planning@countyconnection.com,
- Calling County Connection Customer Service,
- Commenting on County Connection's website, or
- Completing a text survey via Textizen (see attached summary).
- Writing to the Director of Planning

Notices for the public meetings were placed on the buses as well as in the Contra Costa Times and information on the other outreach efforts was placed on buses as well as on County Connection's website.

Because some individuals submitted comments through more than one avenue, the numbers for total comments and individuals may not match exactly.

The chart below shows the public participation by type:

Venue	# of Comments/Participants
Public Meetings	Martinez - 14
	Walnut Creek - 15
Email	30
Customer Service	14
Textizen	English - 71
	Spanish - 8
Website	29

Route #2 and Route #19

Not surprisingly, most respondents commented on the two routes that were proposed to be eliminated (Routes #2 and #19).

Through the website, customer service, and email, 24 comments were received requesting that service continue on the Route #19. The comments showed that passengers in Martinez depend on the Route #19 to access public health and social services. Many commented at the public meeting that they wanted more frequency on the route.

The Route #2 recommendation generated 19 comments through the website, email, and customer service with only 3 supporting its elimination; though 10 suggested retaining at least some level of commute service. Most of the respondents (from all public input) use the Route #2 to commute to work or school and Route #19 for work and medical trips.

Route #5

Overall only two people commented on the Route #5 change via the website and both supported the recommendation. Further, 23 respondents who filled out the texting survey supported the change while 14 did not.

Route #7

The change to the Route #7 generated 6 comments in favor and 7 in opposition. Comments in support of the recommendation were from those that work in Shadelands and the Children's Hospital. Comments received via text were also evenly split in their support.

Route #28 and Martinez Shuttle

Though only a minor service change was recommended, the Route #28 generated significant public interest and comments were skewed towards keeping the current routing. The Martinez shuttle was strongly supported but not at the expense of the Route #19.

Recommendation:

Staff recommended the following:

- Make no changes in Martinez
- Route #2: Retain two morning and two evening commute trips. Re-route via Broadway
- Route #5: Streamline service to BART

- Route #7: Streamline service between Shadelands and Pleasant Hill BART

The public comments reflected a significant need for the Route #19 and the need for a modest level of service on the Route #2. As the Martinez Shuttle was contingent on savings from eliminating the Route #19 and the recommended re-routing of Route #28 was not supported, staff revised the recommendation to keep all current service in Martinez intact and not implement the shuttle.

The recommendation for the Route #2 was also revised to retain 2 morning commute trips and 2 evening commute trips and re-route the service via Broadway instead of California.

Based on the comments received on the Route #5 proposal, staff supports the initial recommendation to modify the route to provide more direct service between Creekside and Walnut Creek BART. Staff recommends that the Route #5 operate on 20-minute headways during peak commute hours and 45 minutes during the midday. Currently the Route #5 operates on 35-minute headways during commute times and over 90 minute headways during midday.

In Walnut Creek, there was support for the modified Route #7 to expedite service between Pleasant Hill BART and Shadelands. It is recommended that this service operate on 15-minute headways between the hours of 7:00am and 10:30am and 3:00pm and 7:00pm. Currently it operates on 45 minute headways.

Title VI Policies

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3. County Connection-operated transit service that is replaced by a different mode or operator providing a service with similar or better headways, fare, transfer options, span of service, and stops.

Disparate Impact Policy

County Connection policies establish that a fare change or major service change 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.

Disproportionate Burden Policy

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Public Outreach:

In developing these policies, County Connection staff conducted public outreach (detailed below), including three public meetings with language services available, to provide information and get feedback on the draft policies. Staff incorporated public input gathered through this outreach into the policies proposed for Board approval.

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Comments: Consistent with prior comment to include an annual review for major service changes

May 14, 2013 - Public Meeting at the Walnut Creek Library

Comments: None

April 1st – June 1st, 2013 – Policies available for comments on County Connection Website

June 20, 2013 – Public Hearing and Proposed Adoption at the County Connection Board of Directors Meeting

Comments: None

See attached copy of Board resolution demonstrating the County Connection's board consideration, awareness, and approval of the Title VI policies.

Title VI Equity Analysis

The proposed service changes, in combination, exceed County Connection's Major Service Change threshold of 25 percent for revenue hours and revenue miles, thus necessitating a Title VI Equity Analysis.

Adverse Effects

Staff has defined and analyzed adverse effects related to this major service change as loss of route miles and/or route hours, and have considered the degree of the adverse effects when planning the service change.

Analysis Framework

Staff used Census 2010 census-tract data for this analysis. This data was used to compare the change in revenue miles and hours in minority tracts to non-minority tracts and low-income tracts to non-low-income tracts. This data was selected because it was the most comprehensive data available for the areas affected by the service change. Route-level data was judged to be insufficient due to low ridership leading to a statistically insignificant representation of race and income.

Staff used ArcGIS to intersect the current and proposed routes with the census tracts to show the percentage that each route overlaid each census tract. This was then exported and coupled with Line Summary data to show the revenue mile and revenue hour percentage in each census tract.

Assessing Impacts

Based on Census 2010 data, 37.1% of the population residing in County Connection’s service area identifies as minority. This designates any census tract with a greater than 37.1% minority population a “minority tract.”

Because 5.7% of the population residing in County Connection’s service area is determined to be below the poverty level, any tract with greater than 5.7% below the poverty level is designated a “low-income tract.”

The tables below show the results of the census tract, ArcGIS, and Line Summary analysis. The tables compare the proposed service change in revenue miles and revenue hours operated in low-income to non-low-income and minority to non-minority tracts. The data shows that although total revenue hours and miles will decrease slightly, the service going to low-income and minority tracts will increase (with the exception of low-income revenue miles which would decline 0.01%).

	Current	Proposed	% Difference
Low-Income Rt. Miles	112.02	112.01	-0.01%
Non-Low-Income Rt. Miles	316.68	262.59	-17.08%
Total Rt. Miles	428.70	374.60	-12.62%
Low-Income Rt. Hours	12.74	13.71	7.65%
Non-Low-Income Rt. Hours	35.15	27.34	-22.23%
Total Rt. Hours	47.89	41.05	-14.28%

	Current	Proposed	% Difference
Minority Rt. Miles	63.83	92.09	44.27%
Non-Minority Rt. Miles	364.87	283.63	-22.27%
Total Rt. Miles	428.70	374.60	-12.62%
Minority Rt. Hours	6.85	11.80	72.26%
Non-Minority Rt. Hours	41.04	29.35	-28.47%
Total Rt. Hours	47.89	41.05	-14.28%

The table below further breaks the data down by route. This shows the percentage of revenue hours in low-income tracts and minority tracts. Routes #2 and #7 show a slight decline in the percentage of service to minority and low-income tracts. This decline does not cross County Connection’s Disproportionate Burden or Disparate Impact thresholds. Additionally, Route #5 shows an increase in services to minority and low-income census tracts.

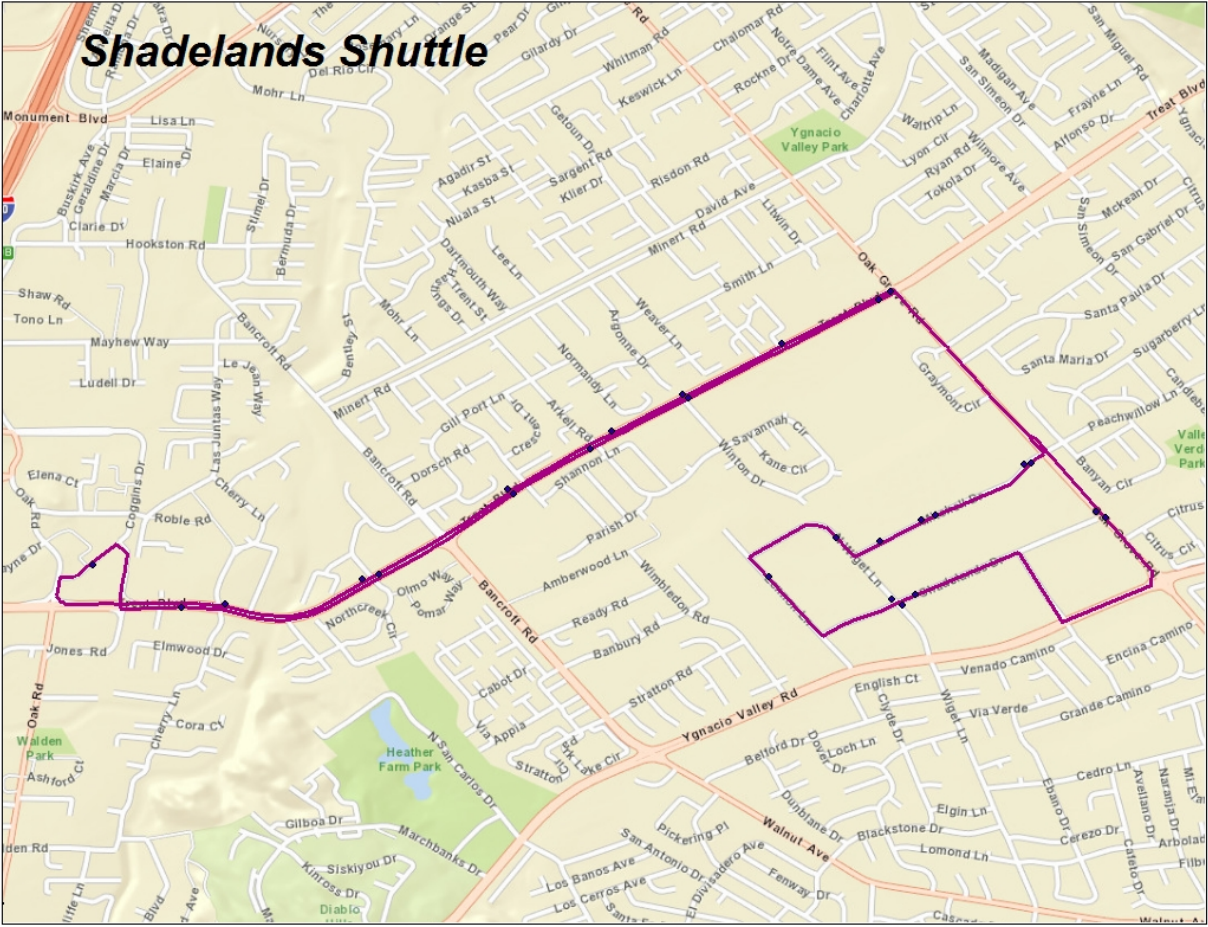
Route	% Service to Low-Income Tracts		% Service to Minority Tracts	
	Current	Proposed	Current	Proposed
Route 2	15.9%	10.1%	15.9%	10.1%
Route 5	46.8%	55.9%	46.8%	55.9%
Route 7	23.6%	17.7%	5.3%	8.3%

This data demonstrates that the service recommendations will not have a disproportionately adverse effect on residents of minority or low-income Census Tracts.

Attachment A: Service Change Maps

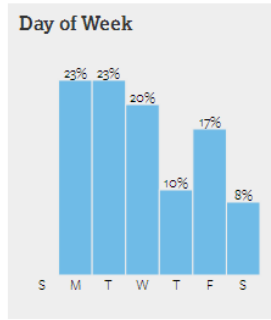
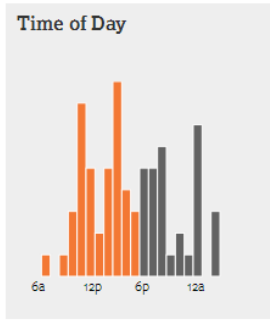
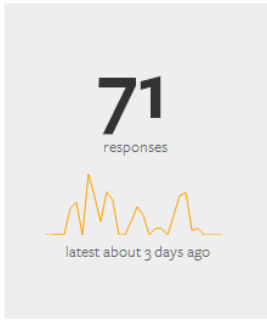






Attachment B: Summary of Textizen Survey Responses

County Connection > Service Change - English



Assigned phone
1(925) 301-9650

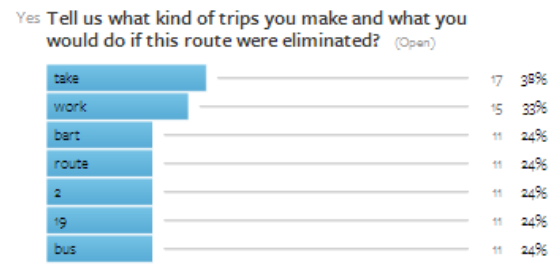
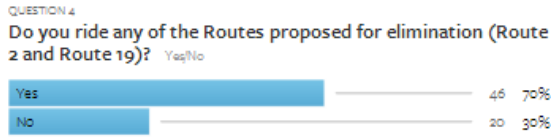
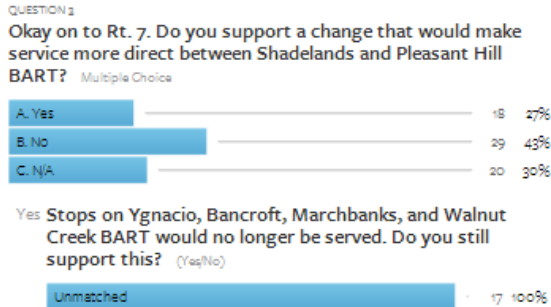
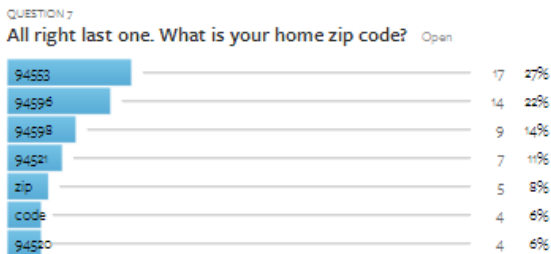
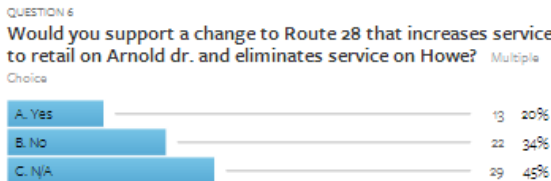
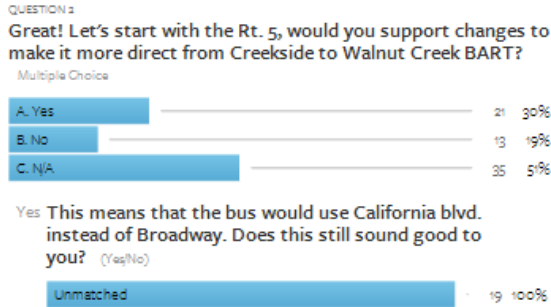
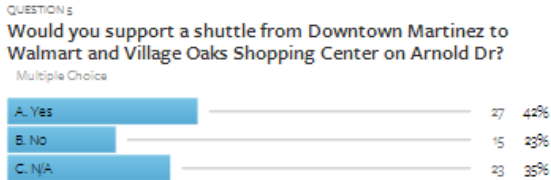
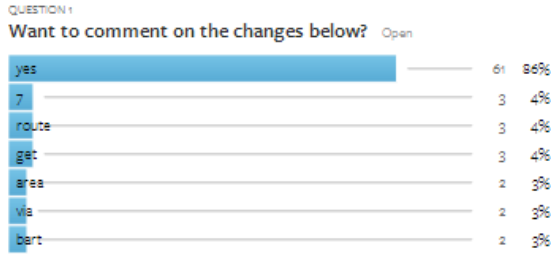
Start date
03/03/2014 at 06:38PM

Language
English

Status
Running

Results public?
No

[EDIT](#) [DANGEROUS](#)



RESOLUTION NO. 2013-019

Central Contra Costa Transit Authority

Board of Directors

Adoption of Major Service Change, Disparate Impact, and Disproportionate Burden policies required for compliance with Title VI of the Civil Rights Act of 1964

WHEREAS, the County of Contra Costa and the Cities of Clayton, Concord, the Town of Danville, Lafayette, Martinez, the Town of Moraga, Orinda, Pleasant Hill, San Ramon and Walnut Creek (hereinafter "Member Jurisdictions") have formed the Central Contra Costa Transit Authority ("CCCTA"), a joint exercise of powers agency created under California Government Code Section 6500 et seq., for the joint exercise of certain powers to provide coordinated and integrated public transportation services within the area of its Member Jurisdictions; and

WHEREAS, Title VI of the Civil Rights Act of 1964 requires recipients of Federal grants and other federal financial assistance to operate their programs and services in a nondiscriminatory manner without regard to, race, color or national origin; and

WHEREAS, the Federal Transit Administration (FTA) issued Circular FTA C 4702.1B, effective October 1, 2012, setting forth requirements and guidelines for Title VI compliance; and

WHEREAS, as set forth in the above-referenced Circular, the Board of Directors is required to adopt policies to guide the equitable distribution of County Connection services; and

WHEREAS, the County Connection is also required to adopt policies to define when a service change is sufficiently broad or large to necessitate a review of its potential impacts on minority and low-income populations, and to define when a fare change or major service change will have a disparate impact on minority populations or impose a disproportionate burden on low-income populations, all of which policies and definitions are required to be subject to public input; and

WHEREAS, over the past three months, staff has presented draft policies to the Marketing, Planning, and Legislative Committee and the public through public meetings, and accepted public comment on the policies; and

WHEREAS, the General Manager recommends the Board approve the attached definition of "Major Service Change," and Disparate Impact and Disproportionate Burden policies, which comply with FTA requirements and which will guide future decisions regarding and monitoring of County Connection programs and services to ensure they are provided equitably, without discrimination based on race, color or national origin.

NOW, THEREFORE, BE IT RESOLVED the Board of Directors of the Central Contra Costa Transit Authority hereby approves the attached definition of "Major Service Change," and Disparate Impact and Disproportionate Burden policies.

Regularly passed and adopted this 20th day of June, 2013 by the following vote:

AYES: Directors Andersen, Haskew, Horn, Hoffmeister, Manning, Schroder and Worth

NOES: Directors Dessayer and Weir

ABSTENTIONS: None

ABSENT: Directors Hudson and Storer



Erling Horn, Chair, Board of Directors

ATTEST:



Lathina Hill, Clerk to the Board

To: MP&L Committee

Date: June 25, 2014

From: Kristina Vassallo, Civil Rights Administrator

Reviewed by:

SUBJECT: California Cap and Trade Program

Background:

The California Cap and Trade Program was established by the California Air Resources Board (ARB) in response to AB 32 and its goal to reduce greenhouse gas (GHG) emissions. The program is designed to eliminate 3% of greenhouse gases each year effective 2013, setting a “cap” on the utilization of such gases and allowing “trade” incentives through clean technology investments.

Both Governor Jerry Brown and Senate President Pro Tempore Darrell Steinberg have recently developed two major proposals which outline the strategies that support the Cap and Trade Program. In early June 2014, California Legislature adopted the 2014-2015 State budget, which addressed the Cap and Trade expenditure plan in conjunction with SB 862 (trailer bill). This trailer bill proposed 60% of revenues within the Cap and Trade Program, while the remaining 40% is to be left discretionary in the upcoming fiscal years. The Cap and Trade proposal includes expenditures to be allocated during the current budget year and also provides a long term allocation plan. Overall, all programs must remain in compliance with meeting the reduction and measurement goals of GHG emissions. A summary of the program is outlined as follows:

Budget Year 2014-2015

- \$25 million for Transit Operations or Capital (Local)
- \$25 million for Transit Capital or Operations (State)
- \$130 million for Sustainable Communities and Housing
- \$200 million for Low-Carbon Transportation
- \$250 million for High-Speed Rail
- \$242 million for Energy, Water, Waste Diversion and Weatherization

Proposed Budget Year 2015-2016 + (Long Term)

- 5% for Transit Operations or Capital (Local)
- 10% for Transit Capital or Operations (State)
- 10% for Sustainable Communities
- 25% for High-Speed Rail
- 10% for Housing
- 40% for Energy, Low-Carbon Transportation, Water, Waste Diversion and Weatherization

Action Requested:

The following legislature is for informational purposes only. A detailed overview of the Cap and Trade Program is attached for reference. As legislation is implemented and it is determined how this will affect County Connection, updates will be provided.

Overview of 2014 Cap and Trade Legislation and Opportunities for Public Transit: Implementing 2014-15 Appropriations and a Long-Term Cap and Trade Funding Program

In 2011 California's Air Resources Board (ARB) adopted a Cap and Trade regulation, expected to help California achieve the goals of AB 32 (the California Global Warming Solutions Act of 2006), which include reducing the greenhouse gas emissions that contribute to climate change. The Cap and Trade program sets a limit on the total greenhouse gas (GHG) emissions that can be emitted by specific sources within the state; those emitters that anticipate exceeding their cap must purchase additional allowances through this market-based system. The ARB conducts auctions for these allowances, and the revenue generated is available for appropriation by the Legislature.

On June 15, the California Legislature approved the 2014-15 Budget Bill and related trailer bills that support the overall Budget.

In the [2014-15 Budget Bill \(SB 852\)](#), the Legislature authorized \$872 million in one-time/ budget year expenditures for the Cap and Trade program for various transit, sustainable communities, and low-carbon transportation programs that reduce greenhouse gas emissions.

Additionally, the Legislature approved [SB 862, the Cap and Trade trailer bill](#), which establishes long-term funding programs from the Cap and Trade program for transit and sustainable communities & affordable housing, as well as for high-speed rail. In total, SB 862 dedicates 60 percent of ongoing Cap and Trade auction revenues, beginning in 2015-16, to these programs. The remaining 40 percent of the available funding is not dedicated for any specific program, but left to the discretion of future Legislatures to meet certain objectives in any future fiscal year.

For example, in 2014-15, the Legislature appropriated about \$200 million for low-carbon transportation, which includes zero emission and near-zero emission bus deployment. In 2015-16, the Legislature could make a determination that it sees better greenhouse gas reduction opportunities through bus rapid transit programs and could shift funding to another program that better supports bus rapid transit development. Similarly, the Legislature could fund *any other* GHG-reducing program from this 40% pot. (And, that means we have an opportunity to continue our advocacy for an even more robust transit funding program, as these funds are not locked in place in the statute just sent to the Governor.)

Following is a detailed overview of funding programs available to transit agencies throughout the state, and the amount of revenue dedicated to each program in 2014-15 and beyond. To help facilitate a review of the budget and trailer bills, specific bill and page citations have been included. (In the coming weeks, the Administration, the Legislature, and stakeholders will work on a technical cleanup bill to address drafting errors in SB 862; we preview some of that content in our analysis, below.)

Please note that all the programs discussed below require compliance with state guidelines on the measurement and reduction of GHG emissions, pursuant to direction that the Air Resources Board, in consultation with the California Environmental Protection Agency, shall develop funding guidelines for administering agencies that receive appropriations from the greenhouse gas reduction fund to ensure the requirements of AB 32 are met. The guidelines shall include a component for how administering agencies should maximize benefits for disadvantaged communities, as first described in [SB 535](#) and to be further defined by the California Environmental Protection Agency.

The ARB is further directed to provide an opportunity for public input prior to finalizing these guidelines; we will be working with our Legislative and Executive Committees to determine an advocacy approach to this guideline-setting process, with the goal of reducing administration burden on our agencies as they seek funds from these programs.

2014-15 ONE-TIME APPROPRIATIONS

The 2014-15 Budget Bill (SB 852) appropriates specified dollar amounts to four programs in which transit agencies are direct recipients or for which transit agencies are eligible applicants. For one of these programs, the funding eligibility and program administration details will clearly be determined in 2014-15 by the additional guidelines and program management procedures called for in the long-term trailer bill (SB 862), as further detailed below. In other words, while the long-term trailer bill sets out percentages of all Cap and Trade dollars that this program will receive, for when those funds start to flow in 2015-16, the budget year appropriation will *also* be subject to these program rules – which we believe the Administration’s agencies and departments will endeavor to set up and run in 2014-15. For the other three programs, it is less clear that SB 862 program procedures will prevail; rather, it appears that existing administrative procedures and rules will govern how these funds flow in 2014-15.

One of the transit appropriations in the Budget Bill (SB 852) will clearly be subject to the programs and procedures called for in the long-term trailer bill (SB 862):

- \$25 million is allocated according to the State Transit Assistance program statutes, but funds must be spent on transit services that meet the GHG-reduction goals of AB 32 and be further subject to the procedures and guidelines set up in SB 862’s **Low Carbon Transit Operations Program**; see below for details (SB 852, Pages 116-117).

While these two appropriations in the Budget Bill (SB 852) *seem* to be subject only to existing programs and procedures, we also believe the Administration *intends* on making the 2014-15 funds subject to the new program details to be developed in the long-term Trailer Bill (SB 862):

- \$24.791 million is available for **transit and intercity rail capital programs** for allocation by the California Transportation Commission until June 30, 2016, and available for encumbrance and liquidation until June 30, 2020 (SB 852, Page 132).
- \$129.201 million is available for transfer to the Department of Transportation, the Department of Housing and Community Development, the Department of Conservation, and the Natural Resources Agency for **support costs and local assistance associated with administering the affordable housing and sustainable communities program** (SB 852, Pages 40-41).

And, this appropriation will clearly be subject to existing ARB rules and regulations (there is no counterpart in SB 862 for this program):

- \$197.266 million is available to the ARB for its low carbon transportation programs, which includes rebates to consumers for electric vehicle purchases, but also includes **zero emission and near-zero emission transit bus deployment programs** (SB 852, Page 275).

LONG-TERM PERCENTAGE ALLOCATIONS

This section of our analysis describes in further detail the three programs for which transit agencies are direct recipients and/ or for which transit agencies are eligible applicants. All references in the remainder of this analysis are to the long-term trailer bill (SB 862).

TRANSIT AND INTERCITY RAIL CAPITAL PROGRAM

Overview

The Trailer Bill (SB 862) continuously appropriates 10 percent of all Cap and Trade revenues throughout the life of the Cap and Trade program, beginning in 2015-16, to the Transit and Intercity Rail Capital Program (Page 17, Lines 30-34). As written, the program will fund capital improvements and operational investments that will reduce greenhouse gas emissions and modernize intercity, commuter, and urban rail systems (Page 37, Line 14 through Page 29, Line 18).

We have already worked with legislative leadership staff and the Governor's Administration to obtain agreement on a technical clean-up bill that would add bus transit to these provisions, as was the stated intent of legislative leaders when they passed this bill.

The policy objectives of the Program are to (Page 37, Lines 19-23):

- Reduce greenhouse gas emissions;
- Expand and improve rail service to increase ridership;
- Integrate the rail service of the state's various rail operators; and,
- Improve rail safety.

The technical clean-up bill will add references to bus transit in these policy objectives.

Program Management

The California State Transportation Agency (CalSTA) will develop and adopt Program guidelines, evaluate applications based on the established guidelines, and prepare a list of projects recommended for funding. The California Transportation Commission shall award grants to applicants using the list prepared by CalSTA (Page 37, Lines 24-30).

In evaluating applications, CalSTA will consider:

- The cobenefits of projects that support implementation of sustainable communities strategies through one or more of the following:
 - (A) Reducing auto vehicle miles traveled through growth in rail ridership.
 - (B) Promoting housing development in the vicinity of rail stations.
 - (C) Expanding existing rail and public transit systems.
 - (D) Implementing clean vehicle technology.
 - (E) Promoting active transportation.
 - (F) Improving public health.
- The project priorities developed through the collaboration of two or more rail operators and any memoranda of understanding between state agencies and local or regional rail operators (Page 38, Lines 13-31).

Eligible Projects

In order to be eligible for funding under the Program, a project must demonstrate that it will reduce greenhouse gas emissions (Page 38, Lines 6-8). The Program has a disadvantaged community investment goal of 25 percent (Page 38, Lines 9-12). Projects eligible for funding under the program currently include (Page 37, Lines 31-38 and Page 38, Lines 1-5):

- Rail capital projects, including acquisition of rail cars and locomotives, that expand, enhance, and improve existing rail systems and connectivity to existing and future rail systems, including the high-speed rail system;
- Intercity and commuter rail projects that increase service levels, improve reliability, and decrease travel times;
- Rail integration implementation, including integrated ticketing and scheduling systems, shared-use corridors, related planning efforts, and other service integration initiatives; and,
- Bus rapid transit and other bus transit investments to increase ridership and reduce greenhouse gas emissions.

We are attempting to ensure the technical clean-up bill will add additional references to bus transit in these descriptions of eligible projects (e.g., bus systems may want to apply for integrations funds, as well).

Eligible applicants under the program shall be public agencies, including joint powers agencies, that operate existing or planned regularly scheduled intercity or commuter passenger rail service or urban rail transit service (Page 38, Line 32).

We have already worked with legislative leadership staff and the Governor's Administration to obtain agreement on a technical clean-up bill that would add bus transit agencies to this list of eligible applicants.

Public Participation

The bill directs the California State Transportation Agency to conduct at least two public workshops on draft program guidelines containing selection criteria prior to adoption and directs the Agency to post the draft guidelines on its Internet Web site at least 30 days prior to the first public workshop (Page 39, Lines 8-14).

This gives us another opportunity to influence the implementation details, reduce administrative burden on our agencies, etc. We will be working with our Legislative and Executive Committees to determine the details of our advocacy efforts in this regard.

LOW CARBON TRANSIT OPERATIONS PROGRAM

Overview

The Trailer Bill (SB 862) continuously appropriates 5 percent of all Cap and Trade revenues throughout the life of the Cap and Trade program, beginning in 2015-16, to the Low Carbon Transit Operations Program (Page 17, Lines 35-40 and Page 18, Lines 1-2). The Program will provide operating and capital assistance for transit agencies to reduce greenhouse gas emissions and improve mobility (Page 39, Lines 22-25). Funding would flow according to the State Transit Assistance program formula (Page 39, Lines 26-29, which reference Page 17, Lines 39-40 and Page 18, Lines 1-2 – a cross-reference to the existing STA program statutes).

Program Management

Caltrans, in coordination with the Air Resources Board (ARB), shall develop guidelines that describe the methodologies transit agencies shall use to demonstrate that proposed expenditures will meet specified criteria (see Eligible Projects, below), and establish the reporting requirements for documenting ongoing compliance (Page 40, Lines 18-23).

A transit agency shall submit the following information to Caltrans before seeking funds (Page 40, Lines 28-35):

- A list of proposed expenses based on anticipated funding levels; and,
- Documentation showing that Program criteria have been met.

Before funding is released by the Controller, Caltrans and ARB shall determine the eligibility, in whole or in part, of the proposed list of expenditures (Page 40, Lines 36-39 and Page 41, Lines 1-2). Once a determination has been made, Caltrans notifies the Controller of approved expenditures for each transit agency, and the amount of the allocation for each transit agency determined to be available at the time of approval (Page 41, Lines 3-6). The recipient transit agency shall provide annual reports to Caltrans (Page 41, Lines 7-11).

Eligible Projects

Funding in the Program must be expended to provide transit operating or capital assistance that meets all of the following criteria (Page 39, Lines 37-39):

- Supports new or expanded bus or rail services, or expanded intermodal transit facilities, and may include equipment acquisition, fueling, and maintenance, and other costs to operate those services or facilities (Page 40, Lines 1-4); and,
- A transit operator must demonstrate that each expenditure directly enhances or expands transit service to increase mode share and that each expenditure reduces greenhouse gas emissions (Page 40, Lines 5-9).

For transit agencies whose service areas include disadvantaged communities at least 50 percent of the total funding must be used for projects or services that meet the above requirements and benefit the disadvantaged communities (Page 40, Lines 10-17).

Public Participation

The bill does not direct Caltrans or the California State Transportation Agency to conduct any sort of public participation process on the development of the guidelines overseeing this program.

We will be requesting clear statutory direction that such a public process must be undertaken.

AFFORDABLE HOUSING AND SUSTAINABLE COMMUNITIES PROGRAM

Overview

The Trailer Bill (SB 862) continuously appropriates 20 percent of all Cap and Trade revenues throughout the life of the Cap and Trade program, beginning in 2015-16, to the Affordable Housing and Sustainable Communities Program (Page 18, Lines 3-10). The Program will reduce greenhouse gas emissions through projects that implement land use, housing, transportation & agricultural land preservation practices to support infill and compact development, and that support related and coordinated public policy objectives, including the following (Page 34, Lines 16-36):

- Reduce air pollution;
- Improve conditions in disadvantaged communities;
- Support or improve public health and other cobenefits;
- Improve connectivity and accessibility to jobs, housing, and services;
- Increase options for mobility, including the implementation of the Active Transportation Program;
- Increase transit ridership;
- Preserve and developing affordable housing for lower income households; and,
- Protect agricultural lands to support infill development.

Program Management

The Strategic Growth Council (Council) is responsible for the development and administration of the Program (Page 34, Lines 16-22). Prior to awarding funds, in coordination with ARB, the Council must develop guidelines and selection criteria for the Program (Page 36, Lines 11-15). The Council shall incorporate comments from local governments and regional agencies (Page 36, Lines 24-28). The Council is required to coordinate with the metropolitan planning organizations and other regional agencies to identify and recommend projects for funding (Page 37, Lines 4-7).

Eligible Projects

In order to receive funding from the Program, a project must demonstrate that it will achieve a reduction in greenhouse gas emissions, support implementation of an adopted or draft sustainable communities strategy or a regional plan that includes policies & programs to reduce greenhouse gas emissions, and is consistent with the state planning priorities. Projects eligible for funding pursuant to the program include (Page 34, Lines 37-40 and Page 35, Lines 1-37):

- Intermodal, affordable housing projects that support infill and compact development;
- Transit capital projects and programs supporting transit ridership;
- Active transportation capital projects that qualify under the Active Transportation Program, including pedestrian and bicycle facilities and supportive infrastructure, including connectivity to transit stations;
- Noninfrastructure-related active transportation projects that qualify under the Active Transportation Program, including activities that encourage active transportation goals;
- Transit-oriented development projects, including affordable housing and infrastructure at or near transit stations or connecting those developments to transit stations;
- Capital projects that implement local complete streets programs;
- Other projects or programs designed to reduce greenhouse gas emissions and other criteria air pollutants by reducing automobile trips and vehicle miles traveled within a community;
- Acquisition of easements or other approaches or tools that protect agricultural lands that are under pressure of being converted to nonagricultural uses;
- Planning to support implementation of a sustainable communities strategy.

The bill sets a goal for the Program of spending 50 percent of available revenues in disadvantaged communities (Page 36, Lines 4-10). Also, no less than half of the funding available must be spent on affordable housing projects (Page 18, Lines 7-10).

Public Participation

The bill directs the Council, prior to adoption of the guidelines and the selection criteria, to conduct at least two public workshops to receive and consider public comments. One workshop shall be held at a location in northern California and one workshop shall be held at a location in southern California (Page 36, Lines 16-20).

This gives us another opportunity to influence the implementation details, reduce administrative burden on our agencies, etc. We will be working with our Legislative and Executive Committees to determine the details of our advocacy efforts in this regard.

This analysis was prepared by the California Transit Association, on June 17, 2014.

Please contact Executive Director Joshua W. Shaw (josh@caltransit.org) or Legislative Advocate Matt Robinson (matt@caltransit.org) if you have any questions, or call 916-446-4656.

To: Marketing, Planning, & Legislative Committee

Date: June 26, 2014

From:

Reviewed by:

SUBJECT: Community Events

Summary of Issues:

County Connection participates in select community and business events, and to coordinate Class Pass field trips for schools with service along fixed-routes.

School & Community Events:

May 8 – Morello Park Elementary, Martinez, 30 students/10 adults
May 12 – John Muir Elementary, Martinez, 30 students/8 adults
May 19 – John Muir Elementary, Martinez, 30 students/8 adults
May 20 – Morello Park Elementary, Martinez, 30 students/6 adults
May 21 – St. Isadore School, Danville, 36 students/15 adults
May 22 – St. Isadore School, Danville, 36 students/15 adults
May 23 – Silverwood Elementary, Concord, 8 students/6 adults (special needs group)
May 29 – Monte Gardens Elementary, Concord, 31 students/7 adults
June 3 – Silverwood Elementary, Concord, 62 students/14 adults
June 5 – DVC San Ramon – Resource Fair
June 25 – Dana Estates (Concord) Neighborhood Night Out
July 8 – Pleasant Hill Middle, Pleasant Hill, 13 students/8 adults (special needs group)
July 9 – Oakl Grove Middle, Concord, 80 students/8 adults
July 10 – Marchus School (Concord) presentation
July 22 – Cal State East Bay – New student resource fair
July 29 – Cal State East Bay – New student resource fair

Recommendation:

For information only

Financial Implications:

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