

County Connection

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

MARKETING, PLANNING, & LEGISLATIVE MEETING AGENDA

Thursday, August 7, 2014
8:30 a.m.

County Connection
2477 Arnold Industrial Way
Concord, 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 July 3, 2014*
4. Update on CBS Outdoor Shelter Maintenance Contract – One Year Extension
5. Lamorinda Service Plan Recommendation to Award*
6. Marketing Reports:
 - a. Website User Report – Activity for July
 - b. Community Events*
7. Next Meeting – September 4, 2014
8. 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, August 21, 9:00 a.m., County Connection Board Room
Administration & Finance:	Wednesday, August 12, 9:00 a.m. 1676 N. California Blvd., S620, Walnut Creek
Advisory Committee:	Tuesday, September 9, 2:00 p.m., County Connection Board Room
Marketing, Planning & Legislative:	Thursday, September 4, 8:30 a.m., County Connection Offices
Operations & Scheduling:	Friday August 1, 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
July 3, 2014, 8:30 a.m.

Directors: Directors Schroder and Worth

Staff: 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 MP&L Summary Minutes for May 1, 2014:** Minutes were approved.
4. **Advertising Contract:** Ms. Muzzini described the background for going out to bid for advertising on the buses and the options for Committee action. Only one proposal was received and it was from the existing contractor – Lamar Transit Advertising. The RFP requested bids for two options; a) ads that don't go above the windows, and b) ads that are only allow 20% of the fleet to have full coverage. The Committee debated the choices and decided to recommend to the full Board that we limit advertising so that there are no full coverage ads despite the loss of revenue. The Committee also supported continuing with the same payment method that gives County Connection a percentage of the gross with a minimum guarantee.
5. **Title VI Equity Analyses for Service Change & Mid Day Free:** Mr. Bowron explained that the FTA required a full blown Title VI equity analysis in addition to the tables showing proving that no disparate impact was created that were previously presented to the Board when they approved the Fall Service Changes. The Equity Analyses shows that neither the fall service changes nor the midday free policy for seniors and disabled violates the Title VI policy. The Committee discussed how the demographics of the senior population are changing so that they will be more racially diverse in the future. The Committee supported Board action to approve the two Title VI analyses.
6. **Legislative Update:** Ms. Vassallo gave an update on 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 August 7th at 8:30am.
9. **Adjournment** – The meeting was adjourned at 9:02 a.m.

To: Marketing Planning and Legislative Committee

Date: July 31, 2014

From: Anne Muzzini, Director of Planning and Marketing

Reviewed by:

Subject: Lamorinda Service Plan

Background:

The Lamorinda Program Management Committee (LPMC) has obtained funds (\$70,000) to conduct a study of transit options in the Lafayette, Moraga, and Orinda area. The study will evaluate current ridership and potential demand. It will explore ways to generate additional funding and propose service changes and alternatives to better serve the community. The LPMC has asked County Connection to manage the study on their behalf and contribute \$10,000 toward the effort. An RFP was drafted, reviewed by both the MP&L and the LPMC in May, and subsequently released. Three proposals were received.

Recommendation

Proposals were received three consulting firms; Stantec, Moore & Associates, and Nelson Nygaard. All proposals were very close in price because the RFP outlined the budget of \$80,000. Planning and engineering staff from each city (Lafayette, Orinda, and Moraga) and I reviewed the proposals and met to discuss them in detail. It was unanimous that Nelson Nygaard had the best proposal and the most experienced team. Staff recommends that they be awarded the contract in an amount not to exceed \$80,000. Because the procurement is under \$100,000 it is within the General Manager's authorization to approve after Committee review.

Next Steps

The recommendation to award the contract will go to the LPMC at their August meeting for concurrence prior to execution of an agreement. Once the contract is executed, work will begin and is expected to be completed by April 2015. Deliverables on work tasks will be formatted for easy presentation to the public, the MP&L, and the LPMC. Deliverables will include:

- 1) Description of current conditions
- 2) Description of need – summary of rider, resident & stakeholder surveys
- 3) Description of service alternatives & performance measurement system, and
- 4) Draft and final plan.

To: Marketing, Planning, & Legislative Committee

Date: July 24, 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:

July 15 – Valley View Middle School, Pleasant Hill, 12 students/8 adults (special needs group)

July 17 – Valley View Middle School, Pleasant Hill, 17 students/11 adults (special needs group)

July 22 – Valley View Middle School, Pleasant Hill, 17 students/11 adults (special needs group)

July 23 – Concord Child Care Center, Concord, 33 students/10 adults

July 25 – International Education Center at DVC, Pleasant Hill, 33 students/3 adults

August 8 – Sierra Ranch at Forrest Home Farms, San Ramon 12 students/3 adults

Recommendation:

For information only

Financial Implications:

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