

County Connection

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

MARKETING, PLANNING, & LEGISLATIVE MEETING AGENDA

Thursday, December 4th, 2014
8:30 a.m.

City of Pleasant Hill Community Room
100 Gregory Ln
Pleasant Hill, CA

1. Approval of Agenda
2. Public Communication
3. Approval of Minutes of November 6, 2014*
4. Systemwide Title VI Standards and Policies - Maps*
5. On Board Survey Request for Proposals*
6. Planning Workplan for Next 6 Months*
7. Marketing Reports:
 - a. Website User Report – Activity for October
 - b. Social Media Statistics - October
 - c. Community Events*
8. Next Meeting – January 2nd, 2014
9. Adjournment

*Enclosure

FY2014/2015 MP&L Committee

Amy Worth – Orinda, Rob Schroder – Martinez, Jack Wier – Pleasant Hill

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, December 18, 9:00 a.m., County Connection Board Room |
| Administration & Finance: | Wednesday, December 31, 9:00 a.m. 1676 N. California Blvd., S620, Walnut Creek |
| Advisory Committee: | Tuesday, January 13, 2:00 p.m., County Connection Board Room |
| Marketing, Planning & Legislative: | Thursday, December 4, 8:30 a.m., 100 Gregory Ln, Pleasant Hill |
| Operations & Scheduling: | Friday, December 5, 8:30 a.m., 309 Diablo Rd, Danville |

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
County Connection Administration Offices
2477 Arnold Industrial Way, Concord
November 6, 2014, 8:30 a.m.

Directors: Directors Schroder, Weir
Staff: Rick Ramacier, Laramie Bowron, Anne Muzzini
Public: Elaine Welch

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 September 4, 2014:** Minutes were approved.
4. **Systemwide Title VI Standards and Policies:** Mr. Bowron explained that every three years County Connection is required to complete a new Title VI report and that adopting standards that will be used to measure equity is the first step. The Committee had questions about the population coverage recommended – 70% within ½ mile. Mr. Ramacier suggested that we set the standard at ¾ of a mile to coincide with the ADA requirement for service. The Committee forwarded the staff's recommendation to the Board for approval.
5. **Mobility Manager Contract:** Mr. Bowron described the progression of grant funding for mobility management phases and how County Connection was taking responsibility for claiming the remainder of the allocated funds and contracting for mobility management services. Ms. Welch described the work tasks she would undertake given award of the contract. The Committee accepted the reports and forwarded the staff recommendation to the Board.
6. **Vision List for Undetermined Funding:** Ms. Muzzini presented a list of projects that are long range in scope and as yet unfunded. She explained that the list was developed in response to growing discussions about a new sales tax measure at the Countywide transportation authority. Projects included capital for facilities and bus purchases as well as operating funding for increased service. The Committee discussed the likelihood for new funding as well as other projects such as ferry service from Martinez. The Committee recommended that the item go to the Board for discussion.
7. **Marketing Reports** – The Committee reviewed the standard reports as well as a new report on website and social media activity.
8. **Next Scheduled Meeting** –The next meeting was scheduled for December 4th at 8:30am.
9. **Adjournment** – The meeting was adjourned at 9:30 a.m.

To: Marketing, Planning, & Legislative Committee

Date: November 24, 2014

From: Laramie Bowron, Manager of Planning

Reviewed by:

SUBJECT: Title VI Service Availability Standard Update

Background:

At the November MP&L Committee meeting, staff presented the Title VI Systemwide Service Standards and Policies that require Board adoption prior to County Connection's Title VI Update Report in February 2015.

Below is a summary of the proposed standards and policies:

System-wide Service Standards

- Vehicle Load - Maximum of 1.25 during peak and 1.00 during off-peak times
- Vehicle Headways - Maximum of 2-hours
- On-time Performance - 95 percent
- Service Availability - Goal of ensuring 70 percent of county residents live within three quarters of a mile of a bus stop

System-wide Service Policies

- Vehicle Assignment - All buses have the same level of amenities (i.e. air conditioning, wheelchair lifts, automated stop announcements), available to riders. Buses are not assigned to specific communities within County Connection's service area based on vehicle age, but rather to serve specific routes that call for vehicles of differing lengths based street limitations. Many of the routes serve multiple communities with diverse populations. Given County Connection's strict standards with respect to maintenance, age does not serve as a viable proxy for diminished quality.
- Transit Amenities – Transit Amenities are distributed on a system-wide basis. Transit amenities include shelters and benches. The location of transit amenities is determined by factors such as ridership, individual requests, staff recommendations, and vendor preference (in the case of shelters which feature advertisements). Staff seeks to distribute benches and shelters to match the distribution of minority Census tracts.

Summary of Issues:

At the November Board meeting, staff was directed to provide additional details regarding the Service Availability Standard. Specifically, the difference between using a half mile and three quarters of a mile.

The map and table below illustrates the difference between the using a 0.5 mile buffer and a 0.75 mile buffer.

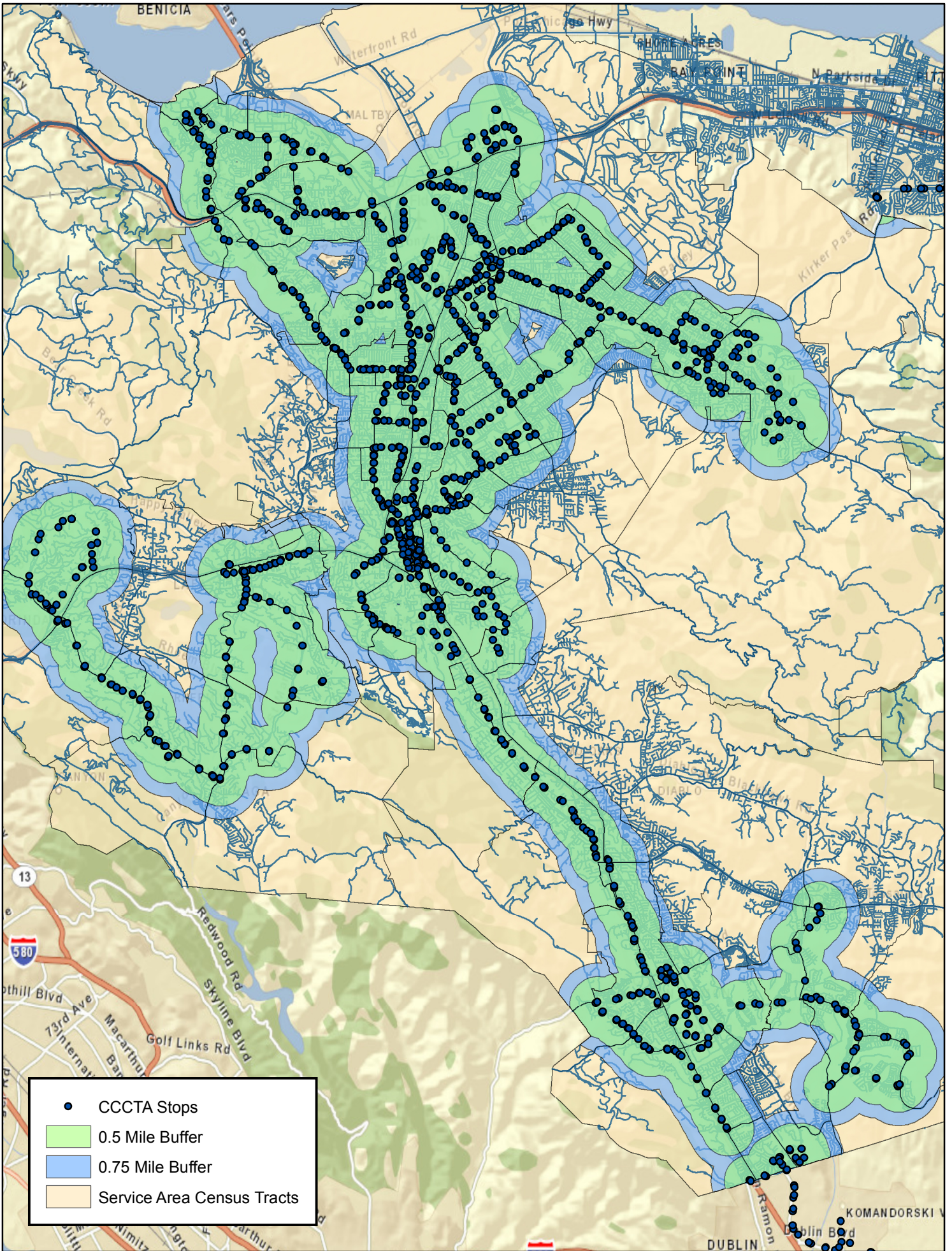
The population of County Connection’s service area was determined by calculating the percentage of area that each Census Tract was overlapped by the service area. The total population of that Census Tract was then multiplied by that percentage. The population of each buffer was then determined by calculating the percentage that each buffer overlapped each Census Tract. The population of that Census Tract was then multiplied by that percentage. The table below shows the resulting populations.

| | | |
|-----------------------------|---------|--------|
| Service Area Population | 515,991 | |
| 0.75 Mile Buffer Population | 381,222 | 73.88% |
| 0.5 Mile Buffer Population | 323,554 | 62.71% |

This analysis assumes that the population of each Census Tract is distributed equally. This represents the most basic analysis and results in the most conservative estimate. Further analysis will be completed for the Title VI Report that will add population density to each tract, resulting in higher percentages of population coverage.

Recommendation:

Staff recommends the committee review the map and table and forward this along with the previously reviewed Title VI Systemwide Standards and Policies to the Board for adoption.



To: Marketing Planning & Legislative Committee

Date: November 25, 2014

From: Anne Muzzini, Director of Planning and Marketing

Reviewed by:

Subject: On Board Survey

Background:

Every three years County Connection conducts an on board survey of riders. In 2012 the survey was conducted by MTC using Redhill Group. This year staff is proposing to directly hire a consultant to perform the survey. The survey will be designed to collect basic demographics, information about ridership patterns and trip purpose, and information useful for future marketing. Board action is not required to release a Request for Proposals. A recommendation to award the contract will be brought back to the Committee for review prior to General Manager's execution of an agreement.

Details:

The survey will be extensive enough to provide route level detail so that it can be used when evaluating service modifications, expansion, and cuts. The demographics collected will be useful when conducting Title VI impact reports on fare and service changes. Transfer activity and fare payment information when cross tabulated with the demographics will help staff in determining the potential impacts of various fare mechanism changes the Board may consider in conjunction with Clipper implementation.

The survey needs to be conducted prior to the summer when student ridership drops therefor it is important to retain a consultant in the first part of 2015. The onboard survey will be funded out of the planning budget (\$40,000) which will be augmented with Short Range Transit Planning funds in the amount of \$30,000. The survey results will be a component of the short range transit plan. The cost of the survey is estimated to be \$30,000 to \$35,000.

The following questions were asked in the 2012 Survey. Most will be included so that we can see any trends. Staff will work with the consultant and refine the questions based on their experience.

Questions from 2012 Survey:

- Is Home Your Origin or Destination?
- What Was Your Trip Purpose?
- How Did You Get From Your Home to Your First Boarding Point?
- How Many Minutes Did It Take You to Walk From Your Home to Your First Boarding Point?
- How Many Miles Is It From Your Home to First Boarding Point?
- How Many Transfers Needed To Complete Your Trip?

- What Bus Did You Transfer From?
- Did You Transfer From BART?
- How Did You Get From Your Last Stop to Non-Home Destination?
- How Many Minutes Did You Walk to Your Non-Home Destination?
- How Many Miles Was It From Your Last Stop to Your Non-Home Destination?
- How Did You Pay For Your Bus Fare?
- Was That a Full, Adult Fare or Discount Fare?
- How Can The County Connection Be Improved
- If There Was No Bus, How Would You Have Made Your Trip?
- How Often Do You Ride The County Connection
- Do You Currently Have a Driver's License?
- Are You Currently Employed and/or a Student?
- How Do You Access the Internet?
- How Many People Are Employed in Your Household?
- How Many Drivable Vehicles Are Available To Your Household?
- What Is Your Age Category?
- Are You Hispanic, Latino or of Spanish Origin?
- What Is Your Race?
- Do You Speak a Language Other than English at Home?
- What Language Do You Speak at Home?
- Do You Speak a Language Other Than Spanish at Home?
- What is Your Total Household Income?
- Gender

Additional for 2015

- How do you get bus route and schedule information?
- Do you have mobile phone or device?
- Do you have access to the internet on your mobile phone or device?
- Do you know about County Connection's real time Bus Tracker?
- If you would like to be included on County Connection E-mail news blast list, please provide your email address.

To: Marketing Planning & Legislative Committee

Date: November 25, 2014

From: Anne Muzzini, Director of Planning and Marketing

Reviewed by:

Subject: Workplan for Next 6 Months

Overview:

The Planning staff has several large projects in the next six months. These projects will be dominating the workload.

Title VI Report

A Title VI report is required by the FTA every three years. The service is evaluated to ensure that service and fares are not disadvantaging minority populations. In addition this year a public participation plan is required. The report is due in February.

FTA Triennial Audit

Every three years the FTA conducts a triennial audit. Procurement records, grant activity, compliance with Title VI, public hearing policies, fare requirements, and ADA service compliance are evaluated. The planning department staff takes the lead on collecting all the documents, conducting the interviews, and being the main point of contact for the FTA staff.

Short Range Transit Plan

A SRTP is completed every year to update financial and operating information. This year a full length plan is required by MTC as opposed to last year's mini version. To offset the additional work and requirements MTC is giving the small operators \$30,000 toward the effort. Staff plans on incorporating the Title VI plan and the On Board Survey into the full document.

Other Work

- Manage On Board Survey
- Participate in Express Bus Study being conducted by CCTA
- Manage Lamorinda Study
- Lead on Clipper Implementation Project

To: Marketing, Planning, & Legislative Committee

Date: November 24, 2014

From: Mary Burdick

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:

November 30, 2014 - December 13 – Food Drive

December 4, 2014 – Ygnacio Valley High, Concord – 14 students/4 adults

December 10, 2014 – Rt. 4 Santa's Jolly Trolley

January 7, 2015 – Concord Rotary

Recommendation:

For information only

Financial Implications:

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