

County Connection

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

MARKETING, PLANNING, & LEGISLATIVE MEETING AGENDA

Thursday, February 5th, 2015
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 January 5th, 2015*
4. On Board Survey – Recommend award of contract*
5. Draft County Connection 2015 Federal Legislative Program*
6. Marketing Reports:
 - a. Website User Report – Activity for January
 - b. Social Media Statistics - January
 - c. Community Events*
7. Next Meeting – March 5th, 2015
8. Adjournment

*Enclosure

FY2014/2015 MP&L Committee

Amy Worth – Orinda, Rob Schroder – Martinez, Sue Noack – 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, February 19, 9:00 a.m., County Connection Board Room
Administration & Finance:	Thursday, February 5, 9:00 a.m. 1676 N. California Blvd., S620, Walnut Creek
Advisory Committee:	Tuesday, March 10, 2:00 p.m., County Connection Board Room
Marketing, Planning & Legislative:	Thursday, February 5, 8:30 a.m., 100 Gregory Ln, Pleasant Hill
Operations & Scheduling:	Wednesday, February 4, 8:00 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
January 5, 2015, 8:30 a.m.

Directors: Directors Schroder, Weir
Staff: Rick Ramacier, Laramie Bowron, Anne Muzzini
Public: Judy Barrientos

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 December 4, 2014:** Minutes were approved.
4. **Title VI Program Report:** Ms. Muzzini explained that the Title VI report is required to be completed every three years and that there were some new requirements this time; develop a public participation plan, report racial breakdown of Board advisory committees; adopt service standards and policies; and complete a limited English proficient analysis. The analysis completed shows that County Connection is not disproportionately disadvantaging low income and minority populations. One result of the analysis is that the Title IV notices and complaint procedures will need to be translated into 7 languages. Committee members expressed appreciation of the amount of work and level of detail provided. The Committee recommended forwarding the report to the Board for approval.
5. **Cap and Trade Funding for New Service:** Ms. Muzzini told the Committee that Caltrans had released a call for projects for Cap and Trade funds and that any project must benefit one of their defined "disadvantaged communities" or DAC's. As the only DAC in our service area is in eastern Martinez it makes sense to use the \$185,881 allocated to County Connection to fund the Martinez Shuttle route defined in the Adapted Service Plan. The cost of the route is estimated to be \$248,000 and the remaining balance will have to be paid for with local/TDA funds. The Committee supported pursuing the funds for the Martinez route project. No action was required.
6. **Marketing Reports** – The usual marketing reports on web use were not available at the meeting for discussion.
7. **Next Scheduled Meeting** –The next meeting was scheduled for February 5th at 8:30am.
8. **Adjournment** – The meeting was adjourned at 9:30 a.m.

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

To: Marketing Planning & Legislative Committee

Date: January 28, 2015

From: Anne Muzzini, Director of Planning and Marketing

Reviewed by:

Subject: On Board Survey

Background:

In December 2014 the Marketing, Planning, and Legislative Committee authorized staff to release a Request For Proposals (RFP) for on-board passenger survey services. The survey is intended to gather information about rider demographics, trip and fare payment patterns, and the impact of marketing efforts. The RFP was released on December 8, 2014 and proposals were received from two firms; Moore & Associates and CJI Research Corporation.

Details:

Both firms demonstrated the ability to design and conduct the survey, and to provide the final analysis within the budgeted amount (not to exceed \$40,000). Staff has evaluated both proposals based upon firm experience, qualifications, approach to scope of work, and cost. Using the weighting system for these criteria which was included in the RFP, Moore & Associates scored higher. They are a California firm located in Valencia and have identified a core team of individuals to manage the survey that have good experience, a significant number of dedicated hours, and are fluent in Spanish.

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.

Staff Recommendation:

Staff recommends awarding the on-board survey contract to Moore & Associates in an amount not to exceed \$40,000. Because the contract will be for services under \$100,000 and the amount is within the approved budget, Board action is not required.

County Connection

INTER OFFICE MEMO

To: MP&L Committee

Date: January 27, 2014

From: Kristina Vassallo, Civil Rights Administrator

Reviewed by:

SUBJECT: Draft County Connection 2015 Federal Legislative Program

Background:

Attached you will find a draft of the County Connection 2015 Federal Legislative Program. This includes County Connection's support in the reauthorization of MAP-21 and full funding of the FY16 appropriations bill. MAP-21 programs were recently extended from September 30, 2014 through May 31, 2015.

A sample brochure (based on 2014) of the County Connection 2015 Federal Legislative Program will be available for viewing at the scheduled MP&L meeting. Content and organization may be subject to change at the committee's discretion.

Action Requested:

Staff respectfully wishes the MP&L Committee to review the following items, with changes as necessary and recommend the proposed County Connection 2015 Federal Legislative Program to the Board of Directors.

2015 Federal Legislative Program

County Connection

County Connection is a joint powers agency that provides fixed-route and ADA paratransit services through the communities of Clayton, Concord, Danville, Lafayette, Martinez, Moraga, Orinda, Pleasant Hill, San Ramon, Walnut Creek, and unincorporated communities in Central Contra Costa County. County Connection operates a fleet of 121 fully accessible transit buses and 63 paratransit vehicles and continually strives to best meet the needs of our customers, communities, and the general public.

County Connection Mission

CCCTA is committed to providing transportation services with the constraints of our suburban and financial environment. CCCTA will also aggressively promote the expanded use of transit through creative implementation of programs and services to the communities we serve, in order to improve air quality, reduce traffic congestion, and energy consumption.

Ridership

County Connection customers rely upon public transportation and come from diverse backgrounds both socially and economically. The service area (Central Contra Costa County) is approximated at 200 square miles with a population of close to 500,000. Annual ridership is estimated at 5 million for both fixed-route and paratransit services. County Connection customers are:

- Commuters going to work
- People connecting to regional rail like BART, Capitol Corridor and ACE Train (Altamont Commuter Express)
- Students going to school
- Seniors and persons with disabilities who are dependent on public transit
- Riders who rely on transportation and participate in the community
- Residents who want to connect to their life activities in a manner that reduces their carbon footprint

Without County Connection services, many central Contra Costa County residents would have no transportation available for work, school, medical appointments, or to take advantage of recreational opportunities. For our residents, County Connection is a life sustaining service!

Federal Legislative Program

Legislation is a major component in determining Federal policies and programs. In turn, it widely affects the funding allocations that County Connection will utilize in its operations and budgets.

County Connection relies on over \$5 million dollars annually in federal transit funding for necessities crucial to the Authority such as bus replacement and preventative maintenance. Moreover, sufficient federal investments in public transit will be imperative in order to attract new ridership and acquire long-term solutions to issues such as air quality and traffic congestion.

County Connection supports two primary objectives:

1. Reauthorization of MAP-21
2. Fully funding the FY16 transit appropriations bill

Position #1: Reauthorize MAP-21 with the following principles:

Reauthorization of Moving Ahead for Progress (MAP-21) is crucial to the core mission of County Connection. The principles behind MAP-21 should:

- Ensure fair share to federal funding for suburban transit systems in large urban areas.
- Secure the financial integrity of the Mass Transit Account with the Highway Trust Fund.
- Provide a substantial federal investment in order to meet the estimated \$60 billion in public transit capital needs.
- Continue to allow the use of federal formula funds for preventive maintenance and to maintain present levels of service through direct operating assistance options
- Restore fairness and balance between bus and rail capital needs.
- Maintain new programs for Enhanced Mobility of Seniors and individuals with Disabilities, and continue the folding of the old Job Access/Reverse Commute program within the 5307 and 5311 formula programs. Maintain and enhance the related coordination requirements.
- Maintain the ADA set-a-side option in the 5307 program.

Position #2: Fully fund the FY16 transit appropriations bill

County Connection needs federal funds to maintain service levels and maintain capital equipment to a state of good repair. The FY16 transit appropriations bill should:

- Maintain funding in FY16 at the authorized level.
- Provide funding in a timely manner without unnecessary and burdensome review

County Connection Innovation

- County Connection plays a key role in facilitating mobility management and commute alternatives that go beyond traditional fixed-route transit, giving the public greater transportation options.
- County Connection will use a federal Clean Fuels grant to fund the full electrification of our highly successful Walnut Creek downtown trolley.
- County Connection maintains a nationally recognized public-private partnership with the Bishop Ranch Business Park to provide frequent and fast shuttles between Bishop Ranch and two regional rail systems, BART and the ACE Train. This features significant operating cost reimbursement as well as full fare subsidy from Bishop Ranch.

- County Connection customers can use Bus Tracker, a real time bus stop information system that allows people to access real time bus arrival predictions from their laptops and smart phones.
- County Connection uses clean burning hybrid Gillig buses manufactured locally.
- County Connection has participated in the planning of innovative transit oriented development project at both the Pleasant Hill and Walnut Creek BART stations. Both stations will serve as major transit hubs for regional connectivity.

County Connection Provides These Important Transit Benefits:

- Commuter shuttles that reduce travel time, relieve congestion, and connect to regional transportation services
- Comprehensive local services that allow students to use public transit to go to and from school.
- Direct and convenient service between communities of concern such as the Monument Corridor in Concord and medical facilities such as the County Hospital
- Over 200 jobs directly and hundreds more indirectly through the purchase of vehicles and supplies.
- Alternative modes of transportation that support economic enhancement, environmental improvements, promote energy independence, senior mobility, student transportation, and connections all around the Bay Area region.
- Direct connections to shopping via shuttles from neighborhoods and BART.

To: Marketing, Planning, & Legislative Committee

Date: January 28, 2015

From: Mary Burdick

Reviewed by:

SUBJECT: Community Events

Summary of Issues:

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

School & Community Events:

2-3-15 John Muir Elementary, Martinez 24 students/10 adults

Recommendation:

For information only

Financial Implications:

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