

County Connection

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

MARKETING, PLANNING, & LEGISLATIVE MEETING AGENDA

Thursday, April 9th, 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 March 5th, 2015*
4. 2015 Marketing Campaigns – print ad attached*
5. Amended Public Hearing Policy*
6. Lamorinda Service Plan Options – Executive summary attached*
7. Vision List Review – Board adopted vision list attached*
8. Marketing Reports:
 - a. Website User Report
 - b. Social Media Statistics
 - c. Community Events*
9. Next Meeting – May 7th, 2015
10. 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, April 16, 9:00 a.m., County Connection Board Room
Administration & Finance:	Wednesday, April 1, 9:00 a.m. 1676 N. California Blvd., S620, Walnut Creek
Advisory Committee:	Tuesday, May 12, 2:00 p.m., County Connection Board Room
Marketing, Planning & Legislative:	Thursday, May 7, 8:30 a.m., 100 Gregory Ln, Pleasant Hill
Operations & Scheduling:	Friday, April 3, 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
March 5th, 2015, 8:30 a.m.

Directors: Directors Schroder, Worth
Staff: Anne Muzzini
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 February 5, 2015:** Minutes were approved.
4. **Proposed Marketing Campaigns:** Ms. Muzzini explained that there were sufficient funds left in the 2014-15 promotions budget to embark on two new campaigns. The first would be using print on buses and in BART station to promote availability of real time information using the mobile app. The second would be a “we’re all in this together” video. She explained that both campaigns are copies of APTA AdWheel winners. The Committee viewed the Toledo Transit print campaign and the Kansas City videos and reviewed cost estimates for implementation. They agreed to move forward with the expectation that when final art or video are completed it would be brought back to them for show and tell at the Board.
5. **Updates on Bishop Ranch and Paratransit bus paint, Martinez Shuttle status, and Shadelands Marketing:** Ms. Muzzini told the Committee that the Bishop Ranch buses were in the next group slated for replacement and that staff was working with them to finalize the paint scheme which is the same as the wrapped buses. In addition new paratransit vehicles have been delivered and have been painted with the new red stripe and white background instead of the tan. The Martinez shuttle stops are being located in conjunction with the City, but no formal approval of the LCTOP grant had been obtained. The Shadelands business owners have not yet developed their logo or marketing materials for the “free” Route #7.
6. **Marketing Reports** – The usual marketing reports on web use were reviewed.
7. **Next Scheduled Meeting** –The next meeting was scheduled for April 9th at 8:30am.
8. **Adjournment** – The meeting was adjourned at 9:30 a.m.

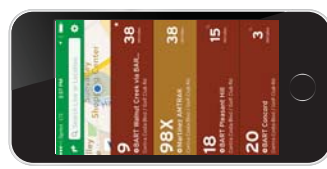
Minutes prepared and submitted by: Anne Muzzini, Director of Planning & Marketing

02 | 01

County Connection

RIDE ON TIME

VISIT **TRANSITAPP.COM** TO FIND YOUR BUS RIGHT NOW.



02 | 02

County Connection

TRACK YOUR RIDE
VISIT **TRANSITAPP.COM** TO FIND YOUR BUS RIGHT NOW.



02 | 03

County Connection

FIND YOUR BUS
VISIT **TRANSITAPP.COM** TO FIND YOUR BUS RIGHT NOW.



CLIENT CODE → CCCTA ROUND № → 2 of 3 27 MAR 15
 JOB → Bus Tracker Ads WORKER BEE → Keely Reyes
 ©2015 SHELBY DESIGNS kreyes@shelbydesigns.com 510 444 0502

To: Marketing Planning & Legislative Committee

Date: March 17, 2015

From: Anne Muzzini, Director of Planning and Marketing

Reviewed by:

Subject: Revision of Public Hearing Policy

Background:

One finding from the FTA Triennial Review was that the public hearing policy needed to be more specific in terms of how public comments are collected and how they are considered. The revised policy attached includes new language that calls out methods for collecting comments other than the required public hearing such as email, customer service phone calls, blog posts, workshops, and mobile apps such as Textizen. In addition language has been added that explains that comments will be summarized and presented to the Board as part of the decision making process.

Recommendation:

Support Board adoption of amended public hearing policy.

SUBJECT: Public Hearing Policy

POLICY: Call for Public Hearing

All public hearings are to be called by the Board of Directors. However, when authorized by the Chair, the General Manager may call a public hearing that is required by law or by Authority policy when doing so would move the process forward in a timely manner.

Necessity of a Public Hearing

The Board may call a public hearing for a variety of reasons. However, prior to implementing a new fare, raising an existing fare, or implementing a major reduction in service, the Authority shall hold a public hearing at which oral and written presentation can be made as part of a duly noticed meeting.

Major reduction in service is defined as:

1. Elimination of 25 percent or more of the number of transit route miles of a bus route; or
2. Elimination of 25 percent or more of 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. Elimination 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.

Notice

Notice of the time and place of the meeting shall be published twice in a newspaper that is regularly published at least once a week. As a general rule, the first notice should be published at least 21 days prior to the hearing and the second notice at least 5 days prior to the last hearing date. Shorter notice may be given when financial, operational or scheduling considerations make it infeasible to provide 21 days' advance notice. At a minimum, the notice must be published at least 10 days prior to the hearing and the second notice at least 5 days prior to the last hearing date.

The notice shall include a general, brief explanation of the matter to be considered. The notice shall also state where and when the staff report or other information about the subject of the hearing will be available for public review.

If specific groups or neighborhoods would be affected by the change, the Authority shall use best efforts to publish the notice in newspapers, if any, oriented to such groups or neighborhoods and to otherwise publicize the hearing to reach such groups or neighborhoods, including publicizing the hearing on the Authority's web site.

Conduct of the Public Hearing

At the public hearing, the Authority shall afford any interested person or duly authorized representative, or both, the opportunity to present statements or arguments. Limitations may be established on the length of oral presentations in order to afford all members of the public a reasonable opportunity to speak. The hearing need not be conducted according to the technical rules of evidence. Such hearing may be conducted by staff. Generally, court reporters will not be used. At the close of the public hearing, the General Manager or his/her designee will announce where the item will next be heard, either before a committee or the Board.

Other Public Comments

Staff may solicit public comments on the proposed major service change or fare change using other methods in addition to the required public hearing such as email, phone calls to customer service, mobile apps that collect passenger comments or conduct surveys, blog posts, and workshops.

Consideration of Comments

All comment received will be summarized and presented to the Board for their consideration as part of the decision making process.

DATE OF ADOPTION: October 16, 2008

AMENDED: August 21, 1986, August 2010

NOTE: This policy supersedes prior versions of the policy on Public Hearing Notices.



MEMORANDUM

To: Anne Muzzini, County Connection
 From: Richard Weiner, Paul Supawanich, Terra Curtis
 Date: March 27, 2015
 Subject: Lamorinda Service Alternatives – Executive Summary

BACKGROUND

The Lamorinda Service Plan is aimed at improving transit ridership, service quality, and cost effectiveness by developing alternative service options in the Lamorinda Area. While the focus of the plan is public transportation options, other alternatives have also been considered.

Based on initial conversations with the Lamorinda Program Management Committee Technical Advisory Committee (LPMC TAC), local transportation providers, and community members, key challenges for transit in the area include the following:

- Current transit service works for some, but is not a viable option for most residents within the Lamorinda area
- Vehicle access is limited due to parking constraints at both local BART stations and in downtown Lafayette

To initiate the process of finding transit service alternatives that address these challenges, three key transportation markets were identified: **commute trips**, **school trips**, and **midday trips** (with a focus on seniors). Preliminary alternatives were developed and the feasibility of each was determined based on discussion with TAC members. Several were carried forward for further development.

SERVICE OPTIONS

Figure 1 lists all concepts considered and indicates which alternatives were prioritized to be developed further.

Figure 1 Summary of Target Markets and Service Alternatives Considered

Target Market	Service Alternative	Prioritized
Commuter trips	Increased transit frequency	
	BART feeder services (Moraga/Orinda Shuttle, Lafayette Shuttle)	X
	Zone-based services	X
	Marketing efforts	

	On-demand services	
School trips	Staggered start times	
	Additional resources for Lamorinda School Bus Program	X
	On-demand services	
	Increased program coordination	X
Midday trips (senior mobility and community trips)	Service routes	
	Mobility management	
	Flexible service	X
	Non-transportation service options	
	Lunchtime circulators	
	On-demand services	X

Alternative 1: BART Feeder Services (Commute Trips)

Each proposed BART Feeder Service option has a different service delivery model, but all primarily focus on peak commuting hours (morning and evening commutes). Two of the three options serve the Moraga Way corridor between Orinda and Moraga and the third focuses on Lafayette.

Vanpool to BART (Moraga to/from Orinda)

Individual commuters would become vanpool drivers and passengers through a monthly vehicle lease and subscription paid by the group. The vanpool(s) would operate between park-and-ride facilities in Moraga and Orinda BART. Vans would be rented on a month-to-month basis directly to individual vanpool drivers. To facilitate vanpooling, subscribers would commit to both morning and evening meeting times (at the park-and-ride in the morning and at Orinda BART in the evening). Daily fares for each participant are expected to be around \$2 with a total cost to the group of about \$748 per month. The number of vanpools can be scaled up or down on a monthly basis based on subscriptions.

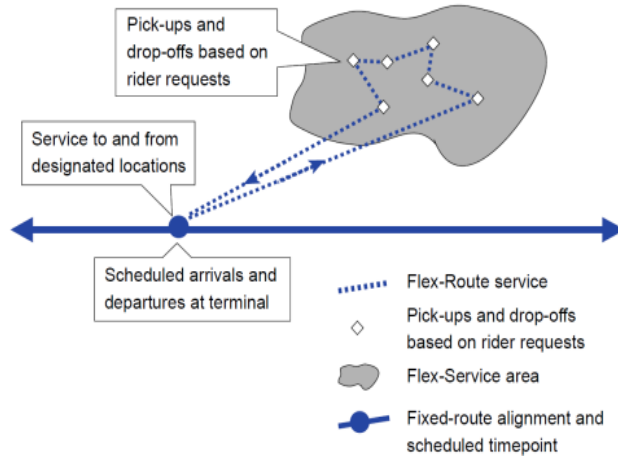
Moraga/Orinda BART Shuttle

A public shuttle would be established to improve access to Orinda BART. The shuttle would serve satellite parking lots in Orinda and Moraga. This service would have 20-minute frequencies during peak times and limited stops between park-and-rides and BART. Twenty minute frequencies enable riders to use transit without relying on a schedule. Proposed satellite parking lots include some public, private, and religious institutions' parking facilities; formal shared-use agreements would have to be made. It is estimated that 2 vehicles, each operating 7 revenue hours per day, would be required (14 hours for 2 vehicles) at an estimated annual operating cost of \$267,750¹. The service could be managed either by County Connection or as a collaborative effort between Moraga and Orinda. A map of this alternative is provided at the end of the memo.

Lafayette BART Shuttle

¹ Based on an estimated cost of \$75 per hour of service

The Lafayette shuttle service would cover the majority of downtown Lafayette, which is located within a “Transit Neighborhood” Priority Development Area slated to nearly double in population over the next 25 years. Peak hour service would offer last-mile connections to a growing downtown and ensure workers access to nearby jobs. Given proximity to destinations, walking and bicycling would be the primary modes of access to this service. By operating every 15-20 minutes, potential ridership would increase above that found on County Connection’s existing hourly service on Route 25. The shuttle is proposed to operate between Pleasant Hill Road and Lafayette BART (with stops along Mount Diablo Boulevard) during weekday commute times only. Near-term capital requirements would be in the form of signage or bus stop infrastructure, most of which could be shared with existing Route 25 signage. A map of this alternative is provided at the end of the memo.



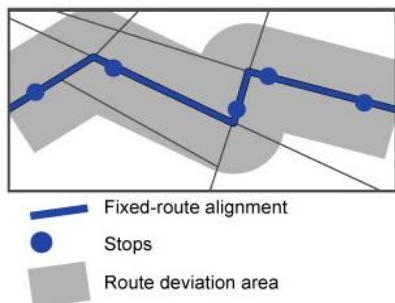
Alternative 2: Flexible Transit Services (Commute and/or Midday Trips)

Lamorinda’s low residential density and hilly topography are challenges for traditional fixed-route transit, but are an opportunity for flexible public transportation services, including a zone-based and deviated fixed-route service.

Zone Services

Zone-based services do not follow a specific corridor, but do have one-to-two regular time-points to enable transfers to other transit services or to serve frequently visited locations. They are not intended to be fast or direct, but instead prioritize access. A zone could be designated within each Lamorinda city; one vehicle is needed for each and would have a designated time-point each hour within the service span. Depending on the service schedule (10 a.m.-2 p.m.; 9:30 a.m.-4 p.m.; 6 a.m.-8 p.m.), this service would have estimated annual operating costs of \$45,000-\$160,650. If new cutaway vehicles are required, a capital investment of \$65,000-\$85,000 would be required per vehicle. Given the higher level of service, fares could be charged in excess of County Connection’s regular \$2 fare. A map of this alternative is provided at the end of the memo.

Deviated Fixed-Route Services



Deviated fixed-route service is similar to zone service—it does not follow a specific route but does have designated stops and will deviate away from them within about a mile based on requests. There is potential for this type of service between the Orinda and Lafayette BART stations, primarily for residents living north of Highway 24. Each trip between the stations would be scheduled an hour apart to allow for

deviations into the hilly neighborhoods. Two vehicles would be needed at an estimated annual operating cost of \$91,900-\$321,300, depending on hours of operation (weekdays only). Each vehicle is estimated to cost \$65,000-\$85,000.

Alternative 3: School Services (School Trips)

Approximately 10-15% of area students use current school transportation services provided either by County Connection or the Lamorinda School Bus Program. New school services options consider strategies to increase the reach and efficiency of these programs.

Expansion of the Lamorinda School Bus Program (LSBP)

LSBP currently runs 21 buses through a contract with First Student. Fourteen of those buses serve multiple schools and about 20% of their 38 routes are subscribed to at least 70% capacity.

To address a growing population of school-aged students, increasing traffic congestion, and capacity constraints on some existing routes, additional school bus service to the following schools is considered in this alternative:

- Orinda Intermediate School and Stanley Middle School (to address capacity issues)
- Lafayette Elementary, Del Rey Elementary, Miramonte High School, and Happy Valley Elementary (potential new service)
- Campolindo High School (expand existing limited service)

Six additional buses would need to be contracted to expand services as proposed above. The total cost of these services would be \$446,430 annually (inclusive of operations and capital), which is approximately \$3.88 per trip if used at 75% capacity.

Increased School Transportation Program Coordination

Very little explicit coordination occurs between the administrators of County Connection, the Lamorinda School Bus Program, and 511 Contra Costa's school-focused programs. Formalizing a setting in which these programs could coordinate may open opportunities for additional cost efficiencies. Two potential coordination activities include:

- Coordinating marketing activities for all existing transportation services
- Targeting carpool outreach to high schools with bus capacity constraints

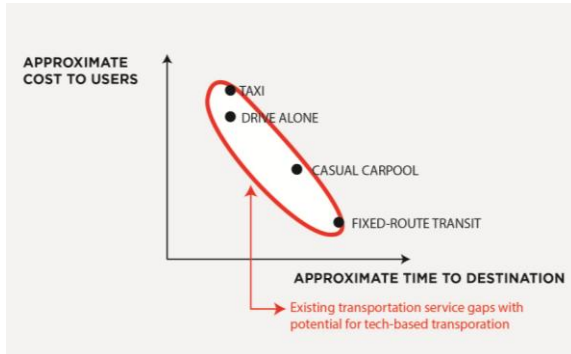
Summary of Options

Service Alternative	Benefits	Drawbacks
Vanpool to BART	<ul style="list-style-type: none"> ▪ Rideshare operation handled primarily by individuals; public entity does not have to be involved on a day-to-day basis ▪ BART and/or other public entities may be able to subsidize the service to reduce costs to participants ▪ Concept is simple; easy to communicate the operations to potential rideshare subscribers ▪ Designed specifically for commuters to points west of Lamorinda (Oakland and San Francisco) 	<ul style="list-style-type: none"> ▪ Subscribers must commit to both morning and evening departure times ▪ Some subscribers must commit to be drivers ▪ Vehicle rental agreement holders (the driver and/or backup driver) may have to front all or part of the cost of the vehicle rental ▪ Requires a high number of subscribers to enable participants to be picked up from their homes ▪ Limited cost savings to users (but guaranteed access to BART)
Moraga/Orinda BART Shuttle	<ul style="list-style-type: none"> ▪ Passengers pay only for their fare; no vehicle rental, fuel, insurance, or maintenance costs to split ▪ Highest level of flexibility for passengers; morning and evening trip times could be flexible due to shuttle frequency ▪ Supplements less frequent County Connection Route 6 service ▪ Expands transit service options to BART system 	<ul style="list-style-type: none"> ▪ Limited service area (presuming that many would still drive to access transit) ▪ Service is geared to residents of Moraga and Orinda, though Lafayette may benefit from reduced traffic congestion ▪ Requires additional operational and capital funding ▪ Park-and-ride are conceptual and require further investigation
Lafayette Shuttle	<ul style="list-style-type: none"> ▪ Supports increased development along Mount Diablo Boulevard and existing businesses/employers ▪ Enables additional transit options for those living along Mount Diablo Boulevard (and near intersection with Pleasant Hill Road) ▪ Supplements less frequent County Connection service (Route 25) 	<ul style="list-style-type: none"> ▪ Limited service area along Mount Diablo Boulevard ▪ Currently, only proposed to operate during peak commute hours (give focus of study) ▪ Shuttle access is still contingent on safe pedestrian access and connections across Mount Diablo Boulevard
Zone Service	<ul style="list-style-type: none"> ▪ Provides basic level of access to the transit system across a wide service area ▪ Effectively serves as a community general public Dial-a-Ride (with specific time-points) ▪ Increases transit access to BART and other community services 	<ul style="list-style-type: none"> ▪ Service quality (speed) is limited based on the wide service area and deviations ▪ Unlikely to be a productive (passengers per hour) service

Lamorinda Service Alternatives – Executive Summary
Lamorinda Program Management Committee - Technical Advisory Committee

Service Alternative	Benefits	Drawbacks
Deviated Fixed Route	<ul style="list-style-type: none"> ▪ Opportunity to provide transit service to residents north of CA-24 ▪ Likely to be more productive than zone services ▪ Increases transit access to BART and other community services 	<ul style="list-style-type: none"> ▪ Service quality (speed) is limited based on deviations ▪ Unlikely to be a productive (passengers per hour) service, but more so than zone service alternatives
School Transportation Services Expansion	<ul style="list-style-type: none"> ▪ Increased school bus ridership ▪ Potential to reduce school trip-related congestion ▪ Addresses increasing school-aged population in Lamorinda ▪ Easy to implement from an operations standpoint through existing service provider 	<ul style="list-style-type: none"> ▪ Additional cost for expanded service
Increased School Transportation Program Coordination	<ul style="list-style-type: none"> ▪ Increased awareness of program changes and offerings among program administrators and parents ▪ Coordination benefits—program changes can leverage other resources, outreach efforts, and strategically coordinate 	<ul style="list-style-type: none"> ▪ Requires in-person meetings ▪ Additional administrative burden to organize and attend quarterly or bi-annual meetings

LEVERAGING NEW (TECHNOLOGY-BASED) TRANSPORTATION OPTIONS



This service plan would be incomplete without acknowledging new opportunities that might exist for Lamorinda with the recent growth in technology-driven private transportation options. Existing public transportation options only serve a portion of the spectrum of transportation needs—most notably, low-cost, commute type trips. These new private sector transportation options attempt to offer supporting services that address the gaps unfilled by traditional

transit. Establishing public-private partnerships with new companies requires a delicate balance of needs and constraints. Sharing capital or in-kind facilities (park-and-ride lots, bus stops, bus staging areas) likely is the best short-term strategy to satisfy both the public sector’s need to keep costs low and private companies’ desire for flexible operations. User-side subsidies for such services, to facilitate vanpooling to and from BART, for example, may make sense once relevant policies regarding public-private partnerships can be established.

NEXT STEPS

Task	Description	Timeline
Review Service Plan with LPMC	Share service alternatives with the LPMC for preliminary feedback.	Early April
Obtain general public input on alternatives	Launch public feedback mechanisms through Nextdoor, Textizen, and potential on-site meetings	April-May (in advance of school closures)
Revise alternatives and select preferred alternative(s); develop Implementation Plan	Narrow number of total alternatives and select a final set of alternatives for recommendation. Based on selected alternatives, develop Implementation Plan.	May
Develop Draft and Final Report	Finalize recommendations and complete Draft Report followed by Final Report and Executive Summary	May/June

MAPS OF SELECT SERVICE ALTERNATIVES

Figure 2 Proposed Moraga/Orinda Shuttle Service to BART

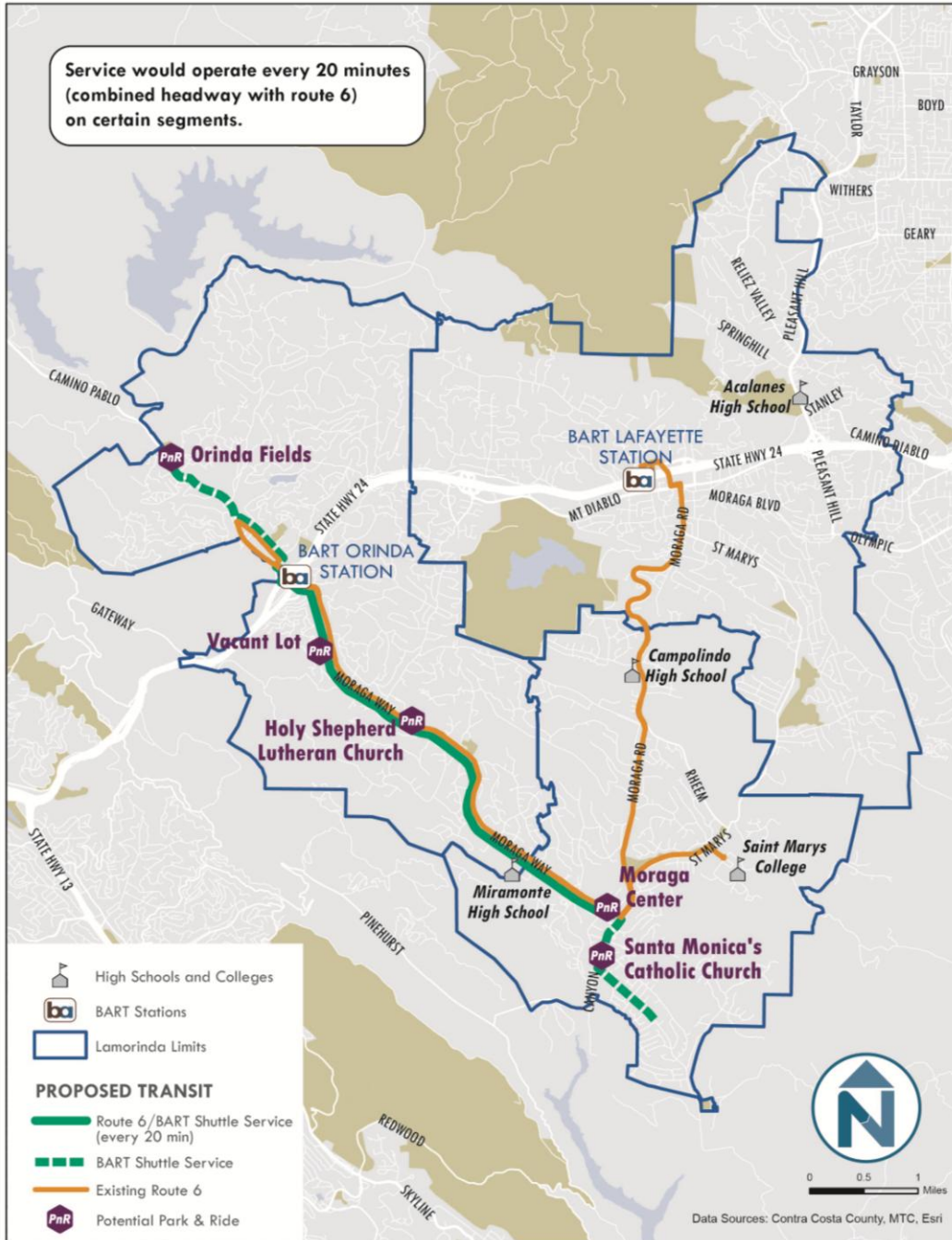


Figure 3 Proposed Lafayette Shuttle Service to BART

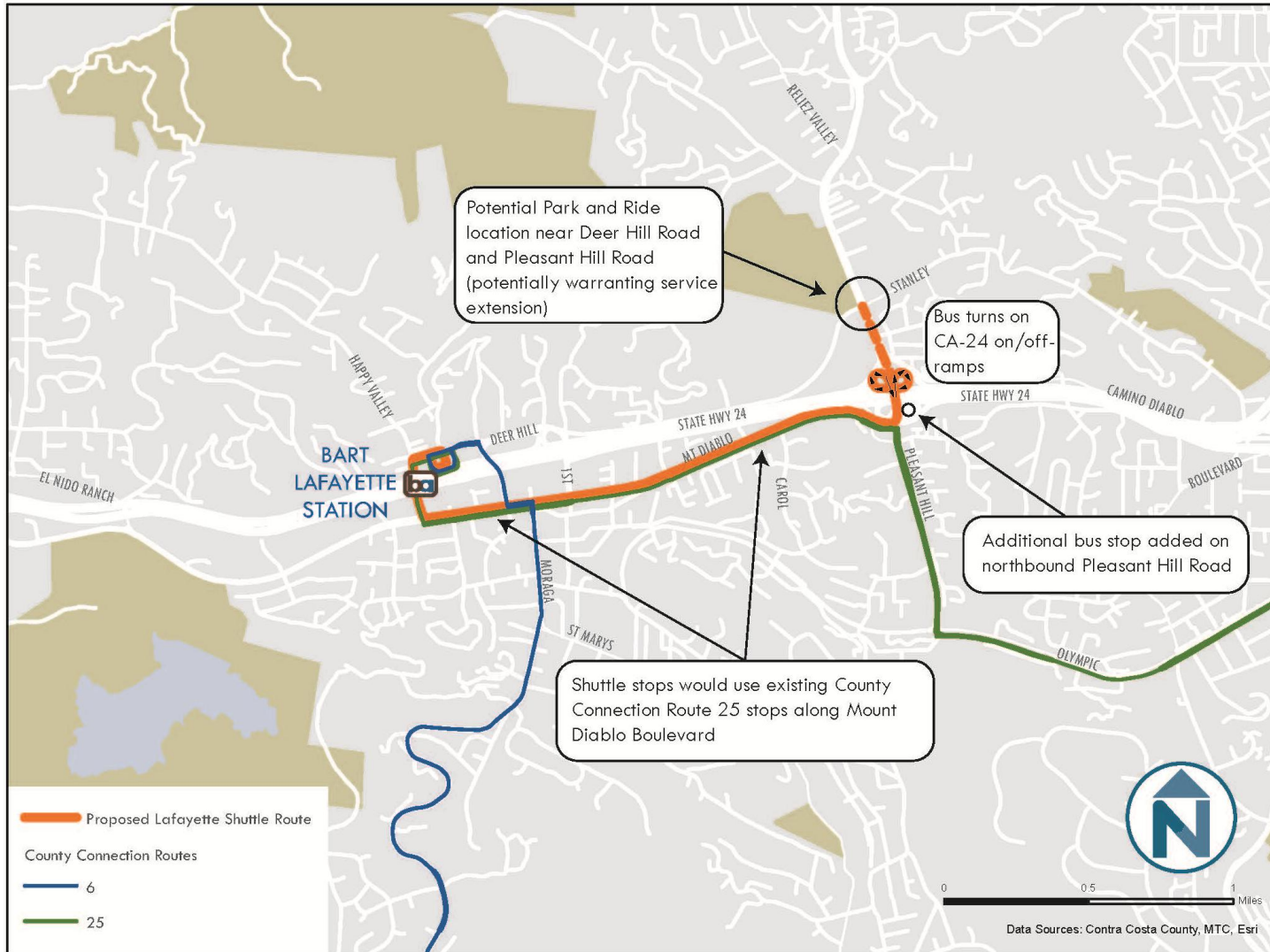


Figure 4 Proposed Deviated Fixed-Route Services

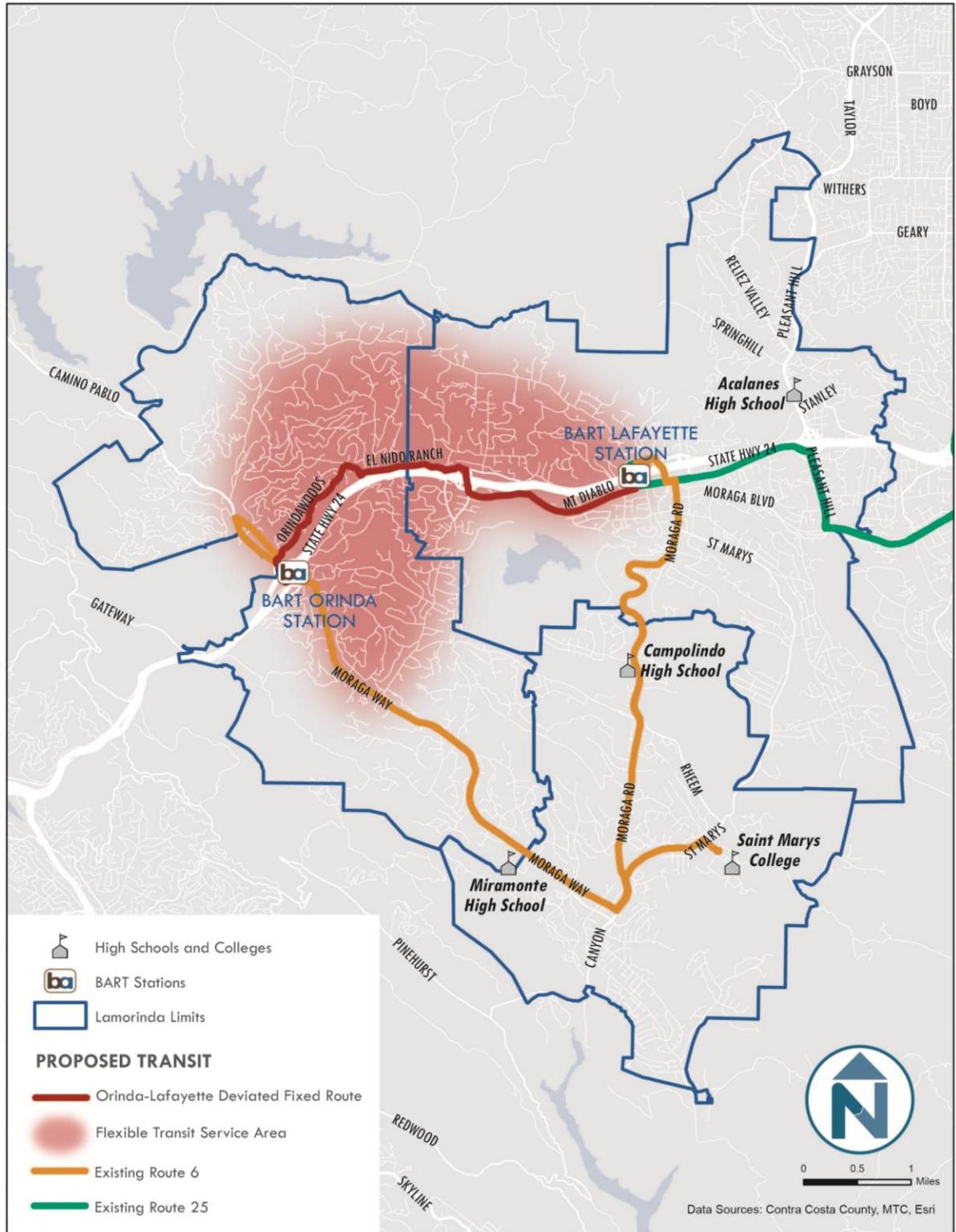
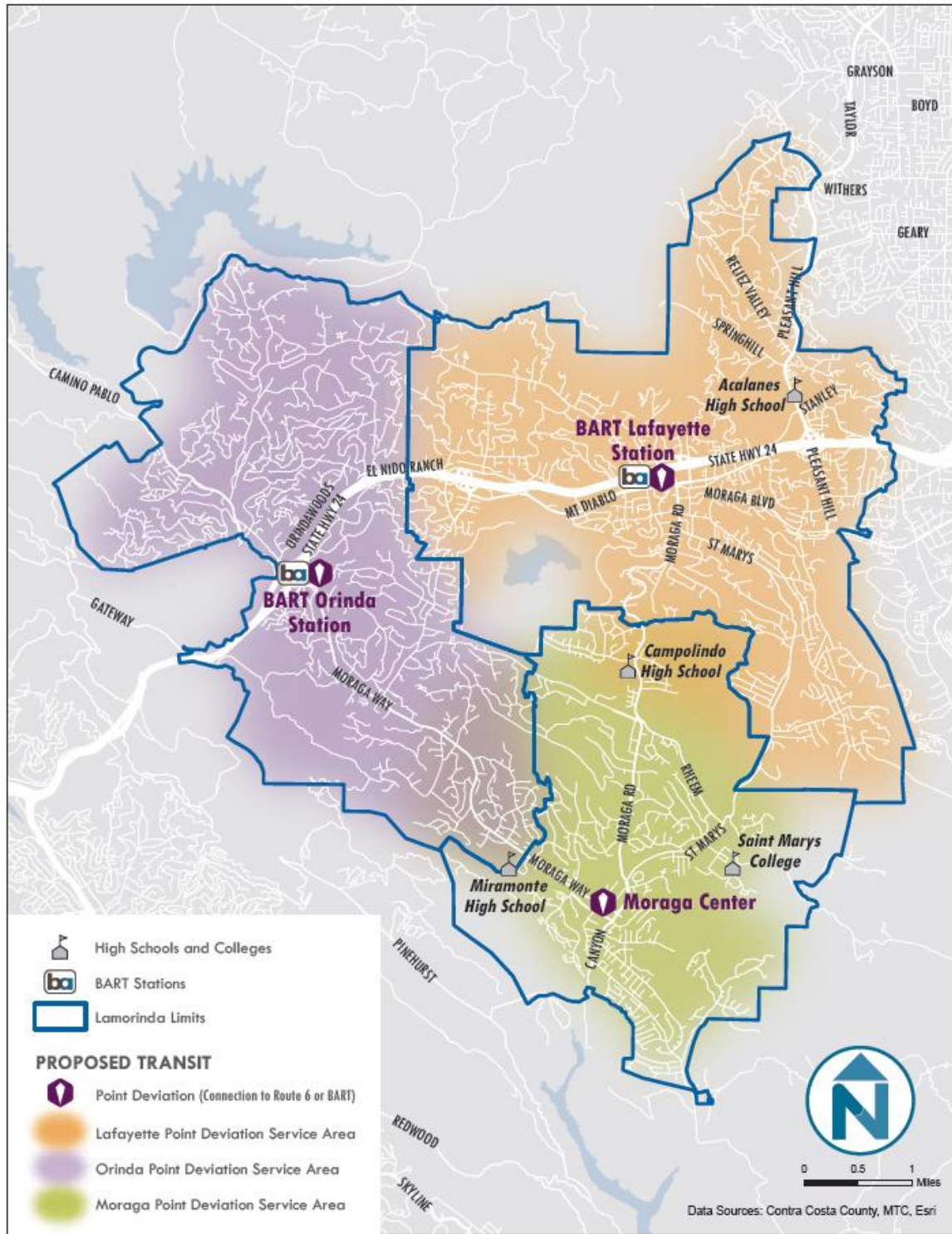
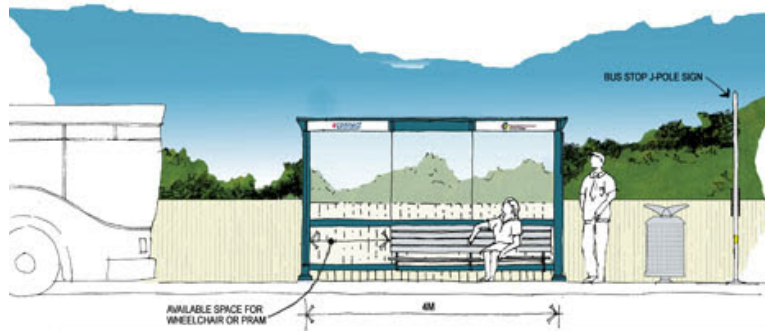


Figure 5 Proposed Zone Services



Vision List of Transit Projects

Transit Access Improvement



Top 50 Stops

In 2014 County Connection completed a study that developed bus stop access and amenity improvements for 50 bus stops.

Bus stop access improvements for the top 50 stops will cost \$3,425,000. Components of the project include new shelters with solar lighting, benches, sidewalk improvements and curb cuts for better access and improved ADA compliance.

Many bus shelters in the Central County service area currently are provided through City contracts with an advertising agency. In areas that don't have an advertising agency the shelters were purchased by County Connection and were installed almost 30 years ago. A bus shelter upgrade project is overdue. New shelters with solar lighting and real time information signs would be a significant improvement for passengers.

Bus Stop Improvement Cost Estimate

Prepared by TJKM Transportation Consultants

Jurisdiction: 3CTA

Project: 3CTA Bus Stop Improvement Program

Date: February 18, 2014

General Items	Cost Estimate
Traffic Control System	\$125,000
Rank 1, Contra Costa Boulevard & Viking Drive	\$86,520
Rank 2: Monument Boulevard & Oak Grove Road	\$52,910
Rank 3, Oak Street & Galindo Street	\$111,220
Rank 4, Clayton Road & Fry Way	\$68,170
Rank 5, Monument Boulevard & Victory Lane	\$59,520
Rank 6, Golf Club Road & College Drive	\$61,830
Rank 7, Clayton Road & Adelaide Street	\$54,720
Rank 8, Moraga Way & Miramonte Drive	\$75,070
Rank 9, Monument Boulevard & Lacey Lane (West)	\$71,245
Rank 10, Monument Boulevard & Meadow Lane	\$80,745
Rank 11, Monument Boulevard & Lacey Lane (East)	\$79,970
Rank 12, Gateway Boulevard & Willow Pass Road	\$16,120
Rank 13, Willow Pass Road & Waterworld Parkway	\$65,120
Rank 14, Monument Boulevard & Reganti Drive	\$61,995
Rank 15, Monument Boulevard & Virginia Lane	\$23,995
Rank 16, Clayton Road & Alberta Way	\$67,420
Rank 17, 1370 Monument Boulevard	\$37,670
Rank 18, Clayton Road & Ayers Road (West)	\$67,165
Rank 19, Clayton Road & Kirker Pass Road	\$83,520
Rank 20, Contra Costa Boulevard & Golf Club Road	\$119,920
Rank 21, Mt. Diablo Boulevard & Locust Street	\$29,605
Rank 22, Gateway Boulevard & Clayton Road	\$13,320
Rank 23, Clayton Road & Bel Air Drive	\$21,250
Rank 24, End of Creekside Drive	\$26,120
Rank 25, Sun Valley Boulevard & Contra Costa Boulevard (West)	\$10,790
Rank 26, Clayton Road & Denkinger Court (East)	\$25,095
Rank 27, Clayton Road & Washington Boulevard (East)	\$16,790
Rank 28, Clayton Road & Terry Lynn Lane	\$58,620
Rank 29, Detroit Avenue & Laguna Street (North)	\$58,370
Rank 30, Creekside Drive & Near Court	\$12,520
Rank 31, Sun Valley Boulevard & Santa Monica Drive (East)	\$91,145
Rank 32, Clayton Road & Denkinger Court (West)	\$53,120
Rank 33, Laguna Street & Detroit Avenue (West)	\$50,495
Rank 34, Mohr Lane & Monument Boulevard (South)	\$73,600
Rank 35, Clayton Road & Thornwood Drive	\$52,595
Rank 36, Monument Boulevard & Detroit Avenue	\$110,390
Rank 37, Mohr Lane & Monument Boulevard (North)	\$53,150

Rank 38, Mohr Lane & Del Rio Circle	\$18,835
Rank 39, Crescent Plaza & Crescent Drive (East)	\$82,650
Rank 40, Crescent Plaza & Crescent Drive (West)	\$14,595
Rank 41, Oak Grove Road & Treat Boulevard	\$78,620
Rank 42, Clayton Road & Glazier Drive	\$37,275
Rank 43, Clayton Road & Indian Lane	\$17,785
Rank 44, South Main Street & Creekside Drive	\$32,920
Rank 45, Main Street & Duncan Street	\$22,000
Rank 46, Willow Pass Road & Diamond Boulevard	\$75,910
Rank 47, Clayton Road & Washington Boulevard (West)	\$69,430
Rank 48, Clayton Road & Ayers Road (West)	\$71,145
Rank 49, Port Chicago Highway & Arnold Industrial Way	\$111,620
Rank 50, Pike Lane & Arnold Industrial Way	\$119,985

TOTAL ESTIMATE: \$2,979,590

CONTINGENCY: 15%

TOTAL ESTIMATE (ROUNDED): \$3,426,500.00

Operations Facility Upgrades



30 Year Old Facility

Many features of the current transit operations and maintenance facilities need replacement as they are beyond their useful life.

The County Connection operations and maintenance facility was built in 1986 and thus major equipment is reaching the end of its useful life. In ground fuel storage systems and fuel dispensing systems should be replaced but are expected to cost \$2 Million dollars. In ground hoists are expensive and due for repair which will cost \$1 Million dollars. The bus and administration parking lots need to be resurfaced which is expected to cost \$3.5 Million dollars. A bus wash reclamation system is expected to cost \$500,000. The total cost to implement these projects is \$7 Million dollars.

Bus Replacement



Local Match

Currently 18% of the cost for bus replacements comes from local sources that could otherwise be used to expand operations

The majority of the cost to replace buses comes from Federal funding, however the remaining 18% comes from local funds. If an alternate source for the local match could be found, then there would be more money available for expanded service. Over the next 20 years the match amount for the fleet ranges between \$21 Million and \$29 Million depending upon whether they are diesel or hybrid fuel buses.

Increase Service Frequency



Restore Service Cut in 2009

23% of the bus service was cut because of reduced sales tax funding. Some routes now only come every 2 hours. It is difficult to attract passengers when the bus comes so infrequently.

Many routes are operating in a lifeline mode with low service frequencies. This is especially the case on weekend routes. If we use the marginal cost table for each route and double the service on routes with low frequencies, and routes that operate in the southern part of our service area where congestion and population growth is occurring, it will cost approximately \$4.5 Million dollars a year. The current budget for fixed route service is \$27 Million a year so this represents a 16% increase.

Route	Cost (\$49.42/Total Hr + \$2.05/Total Mi)	Cost for Increased Service (2X)
16	\$934,211	
92X	\$336,748	
96X	\$841,598	
97X	\$286,208	
316	\$158,543	\$158,543
91X	\$68,330	
95X	\$278,166	\$278,166
14	\$649,032	
18	\$585,598	
9	\$738,447	
20	\$790,137	
35	\$737,636	\$737,636
310	\$113,393	\$113,393
4	\$562,268	
93X	\$396,529	
314	\$196,291	\$196,291
10	\$915,920	\$915,920
4 (Weekend)	\$159,127	
11	\$334,107	
320	\$84,628	\$84,628
98X	\$596,182	
15	\$599,632	
1	\$457,105	
311	\$114,845	\$114,845
17	\$323,505	
6	\$647,653	\$647,653
21	\$987,595	
19	\$251,123	\$251,123
321	\$176,794	\$176,794
28	\$591,026	\$591,026
6 (Weekend)	\$81,465	\$81,465
5	\$176,224	
36	\$575,350	
7	\$577,581	
301	\$62,527	\$62,527
315	\$52,734	\$52,734
25	\$221,352	
GRAND TOTAL		\$4,462,744

Bus Rapid Transit (BRT)



BRT in Major Corridors

High frequency service in exclusive lanes or in mixed traffic with signal priority is the next step for major arterials that feed the BART, downtown, and employment centers.

BRT, sometimes referred to as “light rail on wheels” is the best option to provide high quality transit service and attract people out of their cars. BART can be built in phases, providing almost immediate relief and offering cost-effective future expansion options. It also attracts transit-oriented development. Corridors that would be candidates for BRT are major arterials with high density development and transit demand. Candidates in Central Contra Costa include the east/west arterials of Clayton, Treat, and Ygnacio Valley. In addition Contra Costa Boulevard and the 680 corridor south of Walnut Creek are routes where BRT service would be appropriate. As density in these corridors increases, congestion gets worse, and frequent prioritized bus service is the best solution.

AC Transit’s BRT project from San Leandro to Downtown Oakland via International and 14th Street was budgeted at \$178 Million and included exclusive bus lanes, new vehicles, raised passenger boarding stations, and upgraded streetscape.

A project along one of the corridors in central Contra Costa will be ½ the distance of the AC Transit project and could be estimated to cost ½ as much (\$90 million).

To: Marketing, Planning, & Legislative Committee

Date: March 31, 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:

Thurs. April 2, 2015 – Creative Play Center, Pleasant Hill 15 students/5 adults
Thurs. April 2, 2015 – Pleasant Hill Middle, Pleasant Hill 35 students/4 adults
Thurs. April 9, 2015 – Stand Up 4 Transportation – SF Transbay Terminal 12:00-2:30 PM
Sat. April 18, 2015 – Earth Day, John Muir Historical Museum-Martinez, 9AM – 4PM
Tues. April 21, 2015 – Silverwood Elementary, Concord 24 students/6 adults
Thurs. April 23, 2015 – Silverwood Elementary, Concord 24 students/6 adults
Thurs. April 23, 2015 – Hidden Valley Elementary, Martinez 33 students/4 adults
Sat. April 26, 2015 – Earth Day, Lafayette Library, 11AM – 3PM
Mon. April 28, 2015 – Silverwood Elementary, Concord 24 students/6 adults
Thurs. April 30, 2015 – Shadelands Medical Therapy Unit – Fixed Route presentation 3:30-5:00 MP

Recommendation:

For information only

Financial Implications:

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