

County Connection

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

MARKETING, PLANNING, & LEGISLATIVE MEETING AGENDA

Thursday, January 7, 2016
8:30 a.m.

3rd Floor Conference Room “Fishbowl”
County Connection Offices
2477 Arnold Industrial Way
Concord, CA

1. Approval of Agenda
2. Public Communication
3. Approval of Minutes of December 7th, 2015*
4. Federal and State Legislative Update: Staff will provide the Committee with brief review of 2015 legislation and preview for 2016.*
5. Report on Clipper Use
6. Marketing Reports:
 - a. Recent Marketing Show and Tell
 - Farebox covers “your fare paid by
 - Bus stop pole stickers promoting real time information
 - Information panels in Clayton
 - b. Website User Report
 - c. Social Media Statistics
 - d. Community Events*
7. Next Meeting – February 4th, 2016
8. Adjournment

*Enclosure

FY2015/2016 MP&L Committee

Amy Worth – Orinda, Rob Schroder – Martinez, Greg Manning – Clayton

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, January 21, 9:00 a.m., County Connection Board Room
Administration & Finance:	Wednesday, January 6, 9:00 a.m. 1676 N. California Blvd., S620, Walnut Creek
Advisory Committee:	Tuesday, January 12, 2:00 p.m., County Connection Board Room
Marketing, Planning & Legislative:	Thursday, January 7, 8:30 a.m., 100 Gregory Ln, Pleasant Hill
Operations & Scheduling:	Monday, January 8, 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
December 7, 2015, 8:30 a.m.

Directors: Directors Amy Worth, Greg Manning
Staff: Anne Muzzini, Ruby Horta, Erick Chueng
Public: None

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

1. **Approval of Agenda Items:** Agenda was approved.
2. **Public Comment and/or Communication:** None
3. **Approval of MP&L Summary Minutes for October 8th, 2015:** Minutes were approved.
4. **Alamo Creek Marketing:** Ms. Muzzini summarized how the Alamo creek service is currently being used by passengers and ridership levels. In response to County desires additional marketing has been done to try and get more riders on the trips with capacity. Marketing details were discussed as well as the basic financing of the service and agreements with the County. No action was taken.
5. **Report on Clipper Rollout:** Ms. Muzzini explained that it was a rocky start with on board equipment suffering intermittent failure due to a problem with the power system. She explained Cubic's efforts to solve the problem and told the committee that it was getting better. The public seems happy to have Clipper and very few complaints have been taken by customer service. The heaviest use is on the routes #6, 35, 10, and 20. The Committee discussed future reporting and financial reconciliation and the impact on fare revenue. No action was taken.
6. **Marketing Reports** – The marketing reports were reviewed.
7. **Next Scheduled Meeting** –The next meeting was scheduled for November 8th
8. **Adjournment** – The meeting was adjourned at 9:30 a.m.

To: Marketing, Planning, & Legislative Committee

Date: December 30, 2015

From: Rick Ramacier, General Manager

SUBJECT: Legislative Update

FEDERAL

Fixing America's Surface Transportation Act (FAST)

As you know, the Congress passed a comprehensive transportation re-authorization bill that was signed into law late in 2015. Fixing America's Surface Transportation Act (FAST) is a five year act that goes through FY20. It authorizes \$305 billion in total spending, \$281 billion from the trust funds and \$24 billion from the general fund. For transit, just under \$49 billion is authorized. Of this, \$12 billion is to come from the general fund.

For County Connection, the new authorization will provide enough funding to cover our planned replacements of buses and paratransit vehicles through FY20. We also should continue to receive an estimated \$1.5 million a year in ADA paratransit contracting assistance.

More Towards Safety

FAST contains language that requires the Secretary of Transportation to issue a Notice of Proposed Rule-Making (NPRM) that would increase the safety of transit employees operating vehicles with respect to passenger behavior. This is an overdue recognition of a difficult issue that has been growing in recent years.

FAST carries over all of the key elements of the Moving Ahead for Progress in the 21st Century Act (MAP 21) including the new safety, and asset management requirements of MAP 21. Those provisions are quite extensive and are just in the beginning stages of the applicable federal rule making that is needed to implement them. These new safety and asset management requirements are going to require County Connection to change some policies and procedures going forward.

More Funding for Buses

FAST partially address a need identified by the Bus Coalition. The Bus Coalition is made up of many medium or small sized public transit systems across the country. Their main focus has been the restoration of the bus and bus facilities program within the federal program. This program was greatly reduced in MAP 21 from the previous authorization. The funds were largely transferred to the state of good repair program that largely favors rail systems and projects. The result was that many bus systems lost access to federal capital funding in MAP 21 that they had previously enjoyed access to. In MAP 21, the bus and bus facilities program was cut by at least 75%. This was largely achieved via the elimination of earmarks. It is worth noting that this did not impact the Bay Area as MTC worked to overcome this situation within the regional funding programs.

FAST restores a fair amount of that funding through a new program called the bus and bus facilities discretionary program. This program will be allocated on a discretionary basis as overseen by the US Department of Transportation. FAST provides for \$1.5 billion over the five years of the act. Of this, \$55 million a year is reserved for "low or no emission buses". It is anticipated that California transit systems may try to access these funds as

they work to comply with new bus emission rules expected to be adopted by the California Air Resources Board (CARB) in 2016.

Financing FAST

The funding for FAST is primarily made up of federal gas tax funds. However, of the \$281 billion in Highway Trust Fund (HTF) money that supports FAST, \$70 billion of it comes in the form of a transfer from the general fund in one time so-called “pay fors”. So, in essence, FAST contains \$211 billion in HTF money versus \$94 billion in “other” money. Thus, actual gas taxes will make up 69% of the FAST authorization.

This makes FAST funding very dependent on future appropriations made in each year’s federal budget. For years, transportation was largely firewalled from the annual allocation process in congress. This is no longer the case. Thus, transit will need to be actively engaged in working with congress each year on the budget appropriations process.

Omnibus Appropriations and Tax Extenders Bill

In December, a full budget was enacted for FY16. This included an omnibus appropriation which funds transit to the expected levels. This legislation also enacted the “tax extenders agreement”. This agreement includes raising the transit commuter benefit from \$130 to \$255 per month, creating parity with a similar program for commuter parking. This is something that will help many of our jurisdictions implement their AB32 and SB375 related plans and/or programs.

Federal Outlook for 2016

With it being a presidential election year, not much is expected to happen in congress. And, with an FY16 budget bill in place, we will turn our attention to the FY17 budget process. While a FY17 budget is not due until September 30, 2016, the level of transit funding for FY17 will be very much determined by the related budget deliberations – especially as it related to appropriations.

Thus, transit appropriation levels for the FY17 will be a focus for public transit. The process of developing a FY17 budget would ordinarily begin in the spring of 2016 with a “budget resolution” setting an overall spending cap. However, a timely “budget resolution” has not been acted on in years. That said, I expect the FY17 transit appropriations topic to be our focus when County Connection is in Washington DC this March.

STATE

2015 Recap

Funding

There were no takeaways or additions to public transit in the FY16 state budget. State Transit Assistance (STA) funding was slightly down due to the decrease in the price of diesel fuel at the pump. Diesel fuel is the only source of STA funding.

Bus Axle Weight

After many years, the state finally enacted legislation increase bus axle weight limits. These new limits can be met and they push the bus manufacturing industry to meet lower weight requirements over time.

SB9 – Beall

This legislation cleans up the rules for allocations under the state cap and trade program known as the Transit Capital & Intercity Rail Program. In short, this will make it easier for agencies like County Connection to compete for these funds, should we have a good candidate project in the future.

Extraordinary Session on Transportation

Late in the legislative session, the Governor called an extraordinary session on transportation to primarily address the significant lack of funding for transportation – particularly with respect to street and road, and highway maintenance. In addition to the bills introduced to address road funding, bills were introduced to address transit funding. One set of bills would have raised the sales tax on diesel thereby increasing STA funding. This would have provided County Connection with significant increases in our operating funding. The other set of bills would have doubled the amount of transit funding from the cap and trade program. This too would have been of significant help to County Connection.

Thus far, the extraordinary session has not produced any legislation. The main sticking points surround how to fund any new transportation spending. It is expected that work in the extraordinary session will pick up sometime in 2016.

2016 Preview

Budget

The state budget process should not impact STA funding. Final STA levels will be dependent on diesel prices at the pump. However, cap and trade based funding could come into play in the budget process as this is used in part to determine when and which cap and trade auctions are held.

Cap and Trade Allocation Refinements

As you know, the state uses a process to determine what a “Disadvantaged Community (DAC)” is for the purpose of allocations from both the Transit Capital & Intercity Rail Program (TCIRP) and the Low Carbon Transit Operations Program (LCTOP). The current process – reliant on the CalEPA’s CalEnviroScreen – is not fair to the Bay Area. Furthermore, the only the DAC within our service area is in Martinez. Which means the Monument Corridor in Concord is not considered a DAC.

For County Connection to take full advantage of the potential cap and trade funds it is eligible to receive, a broader definition of what is DAC is most likely needed. To that end, staff has begun to discuss potential legislative concepts relative to updating to process for determining DACs with the office of Assembly Woman Bonilla. These discussions include MTC staff as well. The potential to seek legislation to redefine DACs is being looked at with some emphasis.

Bus on Shoulder

One of the recommendations coming out of the Contra Costa Transportation Authority (CCTA) I-680 Transit Investment & Congestion Relief Study is additional express bus service in the corridor. The study also recommends that such service possibly take advantage of time savings from Bus on Shoulder (BOS) operations. This type of operation has been successful in other states. Legislation is needed to do this in California. In addition to the I-680 corridor, transportation interests in Alameda, Monterey, Santa Cruz, and San Diego counties are interested in BOS services. Thus, the California Transit Association (CTA) will be seeking to find an author in 2016 to pass legislation that allows for BOS service if certain conditions exist.

ACTION REQUESTED

Staff wishes to review this report with you at your meeting in January. Staff will ask you to forward this report to the Board as information.

To: Marketing, Planning, & Legislative Committee

Date: December 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:

January 5, 2016 – Tice Creek School, Walnut Creek 32 students/9 adults

Recommendation:

For information only

Financial Implications:

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