

County Connection

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

MARKETING, PLANNING, & LEGISLATIVE MEETING AGENDA

Thursday, March 3, 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 February 4th, 2016*
4. 2016-2025 Short Range Transit Plan*
5. Marketing Reports:
 - a. Community Events*
6. Next Meeting – April 7th, 2016
7. 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, March 17, 9:00 a.m., County Connection Board Room
Administration & Finance:	Wednesday, March 2, 9:00 a.m. 1676 N. California Blvd., S620, Walnut Creek
Advisory Committee:	Tuesday, March 8, 2:00 p.m., County Connection Board Room
Marketing, Planning & Legislative:	Thursday, March 3, 8:30 a.m., 2477 Arnold Industrial Way, Concord
Operations & Scheduling:	No scheduled meeting.

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
February 4, 2016, 8:30 a.m.

Directors: Directors Rob Schroder, Gregg Manning

Staff: Rick Ramacier, Anne Muzzini, Kristina Martinez, Ruby Horta

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 January 7th, 2016:** Minutes were approved.
4. **Federal and State Legislative Update:** Mrs. Martinez gave an overview of the following state legislation: AB 1592 (Bonilla), SB 824 (Beall) and the Bus on Shoulder draft bill. The Committee supported forwarding the legislation to the Board for approval. There was discussion about having the ability to use LCTOP funds in other areas within County Connection's service area in addition to the identified DAC in Martinez. Mrs. Martinez also shared the draft 2016 County Connection Federal Legislative Program, requesting feedback from the Committee.
5. **2016 Marketing Promotions Campaign:** Ms. Muzzini shared a new marketing campaign promoting technology available on County Connection: free Wi-Fi, Clipper, and real-time information on the mobile app. Samples of bus backs and a video were shared with the Committee promoting the new technology available. Mr. Manning demonstrated interest in gathering data after the campaign to find out the effectiveness of the marketing efforts. The Committee supported the campaign as proposed.
6. **2016-2025 Short Range Transit Plan:** Ms. Muzzini provided a summary of the Short Range Transit Plan. She explained that recent increases in cost have been minimal and largely due to the decreasing cost of fuel. She also noted that subsequent to the current fixed-route fleet purchase, the next significant investment in fleet replacement is scheduled to occur in 2024. Mr. Ramacier added that future fleet purchases may require investment in electric and/or fuel cell buses. Ms. Muzzini mentioned that even though the TDA account balance shows reserve levels, the reserve is heavily diminished in 2024 when the fleet is scheduled for replacement. These projections demonstrate the limited ability to expand service. Mr. Schroder mentioned that he anticipates the need to expand service once the Concord Naval Weapons Station is developed. Mr. Ramacier suggested that an agreement could be developed in order to have the development pay for service. Ms. Muzzini

summarized Chapter 7, which provides a list of projects County Connection could complete if additional sources of funding became available. Ms. Muzzini notified the Committee that the public comment process, to review the SRTP, would begin and that the final report would go to the Board for approval at the March 17th Board meeting.

7. Marketing Reports: Ms. Muzzini explained that a number of passengers using monthly passes have yet to transition to Clipper. Staff will be mailing a notice explaining the benefits of Clipper to monthly pass users in an effort to have them transition to Clipper. Ms. Muzzini shared samples of the fare box covers stating “Your fare paid for by the City of Walnut Creek/Shadelands”. Ms. Muzzini also shared the information to be placed on bus stop poles promoting real time information - also available in Spanish, per the Committee request. The marketing reports were reviewed. Mr. Schroder asked if data was available about how many people in County Connection’s service area have downloaded the app. Ms. Muzzini agreed to inquire about this matter.

8. Next Scheduled Meeting – The next meeting was scheduled for March 3rd

9. Adjournment – The meeting was adjourned at 9:20 a.m.

Minutes prepared and submitted by: Ruby Horta, Manager of Planning

To: Marketing Planning and Legislative Committee

Date: 02/22/2016

From: Ruby Horta, Manager of Planning

Reviewed by:

SUBJECT: Final Draft Short Range Transit Plan (SRTP)

Summary:

At the February meeting the Committee directed staff to begin the public hearing process on the Short Range Transit Plan FY2016 – FY2025. The Public Hearing Notice has been scheduled to print in the Contra Costa Times and the San Ramon Valley Times on February 17th and March 5th.

To date, planning staff has received two comments via County Connection's website. The comments were submitted by Jeff Li on February 20th. Both comments suggested changes to Route 36 – San Ramon/BART Dublin. Mr. Li would like Route 36 to end at the West Dublin/Pleasanton BART station and have the bus travel along Broadmoor Dr., between Montevideo Dr. and Pine Valley Rd. instead of traveling along the current path on Tareyton Ave.

Planning staff has evaluated these suggestions in the past and concluded the following:

1. Route 36 end at West Dublin/Pleasanton BART reduces the connecting service options.
2. Route 36 used to travel along Broadmoor Dr., however, due to local opposition to having the bus travel along that street, County Connection elected to move the path to Tareyton Ave.

Recommendation:

Staff recommends no changes to the SRTP based on these comments and will address the requests directly with Mr. Li.

Financial Implications:

None.

To: Marketing, Planning, & Legislative Committee

Date: February 19, 2016

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:

Thursday, February 25 – Pleasant Hill Middle School 30 students/4 adults

Monday, February 29 - Cal State East Bay orientation for prospective students

Tuesday, March 15 – Berkeley High School 30 students/4 adults (large group trip plan)

Wednesday, March 16 – Berkeley High School 35 students/5 adults (large group trip plan)

Thursday, March 17 – San Ramon Business Expo

Recommendation:

For information only

Financial Implications:

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