

County Connection

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

MARKETING, PLANNING, & LEGISLATIVE MEETING AGENDA

Thursday, May 5, 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 April 7, 2016*
4. Background on State Legislative Activity at County Connection*
5. State Legislative Update: Support AB 2292, Oppose AB 2094 *
6. Marketing Reports:
 - a. Report on Electric Trolley Implementation – Celebration
 - b. Website Update
 - c. Real time signage, promotion of Transitapp
 - d. New Shelters in Concord
 - e. TEP status
 - f. Community Events*
7. Next Meeting – June 3rd, 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, May 19, 9:00 a.m., County Connection Board Room
Administration & Finance:	Wednesday, May 4, 9:00 a.m. 1676 N. California Blvd., S620, Walnut Creek
Advisory Committee:	Tuesday, May 10, 2:00 p.m., County Connection Board Room
Marketing, Planning & Legislative:	Thursday, May 5, 8:30 a.m., 2477 Arnold Industrial Way, Concord
Operations & Scheduling:	Friday, May 6, 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
April 7, 2016, 8:30 a.m.

Directors: Directors Rob Schroder, Gregg Manning, Amy Worth

Staff: Rick Ramacier, Anne Muzzini, Ruby Horta

Public: None

Call to Order: Meeting called to order at 8:30 a.m. by Director Worth

1. **Approval of Agenda Items:** Agenda was approved.
2. **Public Comment and/or Communication:** None
3. **Approval of MP&L Summary Minutes for March 3, 2016:** Minutes were approved.
4. **General Population Survey:** Ms. Muzzini summarized the need for a General Public Awareness survey. The last survey of this kind was conducted 20+ years ago. Unlike on-board passenger surveys conducted every three years, this survey would focus on non-users. Ms. Worth indicated she would like to see questions aimed at increasing ridership. Mr. Ramacier suggested that the selected consultant be asked to present the methodology that would be used to the Committee. Ms. Worth recommended that the survey be conducted after the November elections to avoid confusion amongst respondents.
5. **Marketing Reports:**
 - a. Ms. Muzzini shared the Clipper Use report and explained how "Clipper Potential" is calculated. Ms. Worth noted the importance of replacing the monthly pass with clipper use. Ms. Muzzini shared the efforts that have been implemented to share the availability of Clipper with monthly pass users. Mr. Manning suggested sending monthly pass users a free Clipper card.
 - b. Electric Trolley: Ms. Muzzini summarized the activities completed to date. Mr. Ramacier shared his recent experience on the electric trolley while being tested in Hayward. Mr. Schoader and Mr. Manning inquired about the battery charge. Mr. Ramacier indicated the bus can reach a range of 50 miles on a full charge and in order to maximize the battery life, it should maintain a charge of 50-70%.
 - c. TEP Status: The committee discussed the most recent development with regard to the Transit Expenditure Plan. Ms. Muzzini shared the vision the City of Concord has developed for a Pedestrian Plaza between Concord BART and Downtown. They expect to start construction Summer 2016 and be completed in Summer 2017.
 - d. Community Events: The committee reviewed the community events.

6. **Next Scheduled Meeting** – The next meeting was scheduled for May 5th
7. **Adjournment** – The meeting was adjourned at 9:30 a.m.

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

County Connection

INTER OFFICE MEMO

To: MP&L Committee

Date: April 25, 2016

From: Kristina Martinez

Reviewed by:

SUBJECT: Background on State Legislative Activity at County Connection

BACKGROUND:

Following the American Public Transportation Association (APTA) Legislative Conference in March 2016, the County Connection Board of Directors requested an update on the Authority's focus on legislative issues, particularly at the state level. Therefore, staff has prepared a brief report on County Connection's attention to state legislation.

Federal Legislation

The APTA Legislative Conference is held on an annual basis. Legislative issues at the federal level follow a more organized process as bills are addressed within a specific timeframe. The conference is the ideal opportunity for County Connection staff and Board of Directors to address and discuss federal legislative matters at this level.

State Legislation

Contrary to federal legislation, County Connection is involved with state legislative matters on an as-needed basis, which often times is frequent. Since the beginning of 2016, staff has visited with the staff of our state legislators seven times.

The Authority has developed and continues to build strong working relationships with state legislators, particularly with the offices of Assembly Member Susan Bonilla, Assembly Member Catharine Baker, and California Senator Steve Glazer. Furthermore, the General Manager is currently a member of Assembly Member Baker's Transportation roundtable which meets on a quarterly basis within her district. The last meeting was held this past fall.

2016

Since the beginning of the year, County Connection has supported a number of bills, including the pilot project on autonomous vehicles (AB 1592 – Bonilla), modifications to the Low Carbon Transit Operations Program (LCTOP) (SB 824 – Beall), and the most recent Bus on Shoulder (BOS) bill which would allow County Connection to operate BOS transit service along the I-680 corridor (AB 1746 – Stone). In previous years, staff has appeared in front of legislators and has testified on behalf of County Connection's support or opposition of bills. We can expect to see the same actions with regard to the above bills mentioned.

Other Activity

Over the last twenty years, the General Manager has been an active participant within the California Transit Association (CTA) and is also serving his fourth term as Chair of the California Association for Coordinated Transportation (CalACT) Board. He is currently serving as Vice Chair on the Transit subcommittee of the California Air Resources Board (CARB) Advisory Committee. This committee is involved with the public process for drafting an updated rule on zero emission based requirements for public transit. The General Manager has also met with a number of CARB committee members on how these requirements will affect the public transit industry.

Similar to County Connection's Federal Legislative Program, the Authority has put forth a State Legislative Program in the past. However, it has been years since a program has been in place primarily due to a quicker and more fluid state legislative process. The number of bills each year is unanticipated and varies greatly from year to year with regard to how these may affect County Connection. Often in previous years, meetings have been held with our state legislators and County Connection Board of Directors. These meetings have been scheduled as determined by the Board of Directors and General Manager.

Although the state legislative process differs from the federal level, staff believes the attention to state legislation remains a priority. Staff continues to stay up to date on public transit issues at the state level and makes every effort to keep both the MP&L Committee as well as the Board of Directors well-informed on how these issues may affect County Connection. The interactions with legislators have proven to be successful, and staff looks forward to continuing to build working relationships that will help assist addressing legislative issues in the future.

ACTION REQUIRED:

No action is requested. Staff looks forward to your comments and asks that you forward this to the Board of Directors for their comments.

To: MP&L Committee

Date: April 25, 2016

From: Kristina Martinez

Reviewed by:

SUBJECT: State Legislative Update

Background:

AB 2292 (Gordon)

Current law requires money which is collected by the State Air Resources Board to be available for use as part of the Greenhouse Gas Reduction Fund (collection excludes fines and penalties) through development of a three year investment plan. Alternatively, disadvantaged communities are to be identified within the plan by the California Environmental Protection Agency.

AB 2292 proposes to amend the process of identifying disadvantaged communities by using specific factors based upon best-available data. Current identification factors of disadvantaged communities may include the following:

- Environmental pollution or other hazards which may lead to negative public health
- Low income, high unemployment, or low levels of educational attainment

This bill would require the California Environmental Protection Agency, by July 1, 2017, to include the following when determining such factors as it relates to disadvantaged communities:

- High poverty rates
- High or severe rent burden
- High cost of living

Staff requests that the MP&L Committee forward a recommendation to the Board of Directors to support this bill. This legislation should make it easier for County Connection to utilize Low-Carbon Transit Operation Program (LCTOP) funds.

AB 2094 (Oberholte)

Existing law provides local transportation funds under the Transportation Development Act (TDA), generated through ¼ of 1% of general sales tax collected. Revenues collected from sales and use taxes are deposited into the Retail Sales Tax Fund. From there, these revenues are deposited into each county's transportation funds, dependent upon the amount of tax collection within that county. Similarly, revenues collected by the State Air Resources Board are deposited into the Greenhouse Gas Reduction Fund to be allocated for those projects geared to the reduction of greenhouse gas emissions.

As you know, TDA funds are the lifeline to County Connection as these currently make up 70% of our operating revenue. This contrasts with revenues from the Low-Carbon Transit Operations Program (LCTOP), which is expected to receive just over \$600,000 in the upcoming fiscal year. With stipulations such as identification of disadvantaged communities (DAC) and the guidance on the effects of air pollution through the State Air Resources Board (ARB), County Connection is limited to where we have the ability to use these funds.

AB 2094 proposes to reallocate TDA funds to backfill the severe losses in the State Transportation Improvement Program (STIP) and Local Streets and Roads Program at the state level. This would turn TDA funds into a highway and local streets and roads funding source and no longer a transit fund source.

Additionally, this legislation proposes to backfill transit losses with cap and trade funds through the LCTOP. The author claims this would keep transit whole and allow the state to address local streets and roads programs without raising taxes.

With this, there are at least two major problems that surface. There is no guarantee that there would be an increase in LCTOP funds. Secondly, LCTOP funds can only be spent in certain service areas which would decrease County Connection's funding in our service areas.

Staff requests that the MP&L forward a recommendation to the Board of Directors to oppose this bill. In the past, County Connection has opposed any legislation that has proposed to remove TDA funds. Because of the significance of TDA removal, it is not likely that this bill will get out of committee and staff recommends County Connection send a strong letter of opposition.

Real Time Options stickers are being installed on bus stop poles by our marketing and customer service staff.

Real Time Options

Dónde está mi autobús?



Mobile App

Free Download at:

*Aplicación móvil gratis
disponible en:*

thetransitapp.com



Bus Tracker

Web Based

**Receive text or email
arrival alerts.**

Sign up at:

*Regístrese para recibir
alertas en:*

bustracker.cccta.org

**County
Connection**

676-7500

countconnection.com

Real Time Signage Project

A demonstration project that includes installation of 20 solar real time signs on bus stop poles will be implemented in May. Locations selected based on ridership and geographic distribution. Waysine will be using the Clever Devices real time feed to show predictions of bus arrival times. The annual cost of maintenance, repair, cell service, and data management is \$1,900 per sign per year. County Connection has entered a contract for a 5 year lease with Waysine. Additional signs can be added if funding is identified and jurisdictions desire more signage.



Rank - No School Trips*	STOP ID	STOP	CITY	COMMENTS
1	1450	CONTRA COSTA BLVD/VIKING DR	PLEASANT HILL	Main hub for mall - SB direction
2	604	CONTRA COSTA BLVD/GOLF CLUB RD	PLEASANT HILL	Passengers have options if bus is delayed
3	719	MONUMENT BLVD/OAK GROVE RD	CONCORD	
4	1322	ST MARYS COLLEGE	MORAGA	
5	551	CLAYTON RD/THORNWOOD DR	CONCORD	Highest ridership along Clayton, 7 day service
6	1701	ROSSMOOR SHOPPING CENTER	WALNUT CREEK	Only stop in City of Walnut Creek
7	1264	ALHAMBRA/COUNTY HOSPITAL	MARTINEZ	
8	546	CLAYTON RD/AYERS RD	CONCORD	Midpoint between Denkinger & Kirker Pass
9	1371	CAMINO PABLO/BROOKWOOD RD	ORINDA	
10	553	CLAYTON RD/DENKINGER CT	CONCORD	
11	1693	BISHOP RANCH 1	SAN RAMON	
12	543	CLAYTON RD/KIRKER PASS RD	CONCORD	
13	637	GRANT ST/PACHECO ST	CONCORD	Near senior housing
14	1681	SUNSET DR/BISHOP DR	SAN RAMON	
15	563	CLAYTON RD/FRY WAY	CONCORD	Part of shelter project w/ Concord
16	711	MONUMENT BLVD/VIRGINIA LN	CONCORD	Near Oak Grove, opposite direction
17	1075	DANVILLE PARK AND RIDE	DANVILLE	
18	1205	MT DIABLO BLVD/MORAGA RD	LAFAYETTE	
19	449	CLAYTON RD/EL CAMINO RD	CLAYTON	Near church, unlike clayton/washington this stop is identified as Clayton
20	2198	TREAT BLVD/OAK GROVE PLAZA DR	CONCORD	

*City of Walnut Creek stops not included. Danville, Lafayette & Clayton stops included to address equity throughout the service area

New Advertising Shelters in Concord

The advertising shelters being installed in Concord were paid for with a Lifeline Bus Stop Access Grant. The City chose the design, Tolar (a California company) provided the shelters, Diablo Engineering provided project management, and installation was done by Outfront Media.

Seven new bus shelters are being installed. In many cases concrete pads were poured to make the location ADA accessible. The total project cost is near \$20,000 per shelter. All shelters will look the sample shown below and have solar lighting.

Detroit Ave + Sunshine/ Lynn



To: Marketing, Planning, & Legislative Committee

Date: April 27, 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:

Wednesday, April 20 – Queen of All Saints, Concord 42 students/8 adults
Tuesday, May 3, 2016 – Hidden Valley Elementary, Martinez 34 students/5 adults
Saturday, May 14, 2016 – Moraga Community Faire
Tuesday, May 17, 2016 – John Swett Elementary, Martinez 23 students/6 adults
Tuesday, May 17, 2016 – Danville Senior Center/Senior Clipper
Tuesday, May 17, 2016 – Woodside Elementary, Concord 9 students/4 adults (special needs group)
Wednesday, May 18, 2016 – Contra Costa Center Assn, Pleasant Hill – Bus/bike event.
Friday, May 20, 2016 – John Muir WC Campus – Earth Day
Monday, May 23, 2016 – Monte Gardens Elementary, Concord 28 students/7 adults
Wednesday, May 25, 2016 – St. Isadore, Danville 28 students/10 adults
Thursday, May 26, 2016 – St. Isadore, Danville 28 students/10 adults
Thursday, May 26, 2016 – Monte Gardens Elementary, Concord 28 students/7 adults
Tuesday, May 31, 2016 – Monte Gardens Elementary, Concord 30 students/7 adults

Recommendation:

For information only

Financial Implications:

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