

# County Connection

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

## MARKETING, PLANNING, & LEGISLATIVE MEETING AGENDA

Thursday, September 1, 2016  
8:30 a.m.

3<sup>rd</sup> 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 July 7, 2016\*
4. Legislative Activity – Verbal report on special session
5. Marketing Reports:
  - a. Report on Electric Trolley Ribbon Cutting Tasks
  - b. Survey Results from Waysine Demonstration Project\*
  - c. Community Events\*
  - d. Website and Social Media\*
6. Next Meeting – October 6, 2016
7. Adjournment

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\*Enclosure  
FY2015/2016 MP&L Committee  
Amy Worth – Orinda, Rob Schroder – Martinez, Jim Diaz – 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](http://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](mailto: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, September 15, 9:00 a.m., County Connection Board Room
Administration & Finance:	Wednesday, August 31, 9:00 a.m. 1676 N. California Blvd., S620, Walnut Creek
Advisory Committee:	Tuesday, September 13, 2:00 p.m., County Connection Board Room
Marketing, Planning & Legislative:	Thursday, September 1, 8:30 a.m., 2477 Arnold Industrial Way, Concord
Operations & Scheduling:	Friday, September 2, 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](http://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](http://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  
**July 7, 2016, 8:30 a.m.**

**Directors:** Directors Gregg Manning, Amy Worth  
**Staff:** Rick Ramacier, Anne Muzzini, Ruby Horta  
**Public:** None

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

1. **Approval of Agenda Items:** An amendment to the agenda was requested. Director Worth requested an item be added to the agenda following Item 4: Legislative Activity.  
The item was: Support for Draft Transportation Expenditure Plan (TEP). The agenda was approved as amended.
2. **Public Comment and/or Communication:** None
3. **Approval of MP&L Summary Minutes for May 5, 2016:** Minutes were approved.
4. **Legislative Activity:** Mr. Ramacier provided a summary of two bills that impact transit in Contra Costa. The first one, AB 1746, would have authorized select operators to run bus on shoulder (BOS) transit service in select corridors. Mr. Ramacier indicated that due to opposition from the California Highway Patrol (CHP) Officers Association and the Engineering Association of Professional Engineers in California Government (PECG), the bill is no longer viable. Mr. Ramacier expects another version of the bill will be developed, however, significant education efforts must be undertaken in order to gather the necessary support. Mr. Ramacier suggested meeting with local CHP and Caltrans staff to explain how BOS operations would benefit Contra Costa County. Ms. Worth suggested descriptive language explaining the project in more detail would be beneficial in garnering support. Mr. Ramacier informed the committee that he is working with staff from Santa Clara Valley Transportation Authority (VTA) to develop a White Paper describing the success of other BOS operations around the country.  
The second bill, SB 824, was introduced to modify several aspects of the Low Carbon Transit Operations Program (LCTOP) and is expected to be approved. Mr. Ramacier summarized the key components, which would benefit County Connection. The bill would allow transit agencies to fund projects year-after-year, provided the project reduced greenhouse gases (GHG). Additionally, the requirement to use at least 50% of LCTOP funds to serve a disadvantage community (DAC) will apply on a statewide basis, rather than operator by operator.

**5. Support for Draft Transportation Expenditure Plan (TEP):** Mr. Ramacier indicated that Contra Costa Transit Authority (CCTA) has been successful in garnering support for the Draft TEP from all cities in Contra Costa County. CCTA is now reaching out to various transit agencies requesting similar support. Ms. Worth explained that support from the Board of Director for County Connection would indicate concurrence with the TEP, and at this point, does that represent endorsement for a future measure. Ms. Worth moved that the resolution prepared by CCTA be forwarded to the Board for approval, subject to review by County Connection's legal counsel. The motion carried unanimously.

**6. Marketing Reports:**

a. Report on Electric Trolley Implementation

Mr. Ramacier summarized a meeting between County Connection staff and PG&E. The two parties agreed to make all the necessary arrangements with the goal of having the electric trolley in service in October 2016. Ms. Worth suggested that the event be scheduled on a weekend and that promotional events target youth.

b. Real time signage

Ms. Muzzini updated the Committee on the progress BART has made with the installation of real-time signage at their stations. It is expected that the work will be completed between July and September. Ms. Worth inquired about a requested submitted by a Moraga resident asking for earlier service to BART on Route 6. Ms. Muzzini explained that an additional trip can be added, as requested, however, the service change will take effect in Winter 2016, since the schedule for the Fall 2016 bid was completed before the request was received.

c. TEP Status

TEP was discussed under Item 5.

d. Community Events

Ms. Muzzini provided a summary of the past and upcoming community events.

e. Website and Social Media

Ms. Muzzini indicated that media data has been rather consistent, for the most part. She highlighted an increase in the TransitApp downloads the month of April and May. This could be attributed to the bus wraps promoting transit technology that were installed in the Spring.

**7. Next Scheduled Meeting** – The next meeting was tentatively scheduled for September 1<sup>st</sup>, 2016.

**8. Adjournment** – The meeting was adjourned at 9:10 a.m.

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

To: Marketing, Planning, & Legislative Committee

Date: 8/24/2016

From: Anne Muzzini, Director of Planning and Marketing

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### **SUBJECT: Waysine Real Time Pilot Project**

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#### **Background:**

In February 2016 the Board of Directors approved a real time pilot project that involved installing real time, Waysine solar powered signs at twenty heavily used bus stops throughout the service area. The total cost for the 5-year project is \$146,000 and includes cell service, AVL updates, monitoring, repair and replacement for damage. Funding for this and the shelter replacements is being provided through several bus stop access improvement grants – both state and federal.

All twenty Waysine units were installed by early June, and a text survey (using textizen software) was developed to get feedback from passengers waiting at the bus stops. Survey instructions were posted at the twenty stops.

#### **Survey Results:**

We received 142 survey responses that originated from 17 of the 20 Waysine locations. Overall people liked the signs and felt the information was accurate. There were some issues with visibility - 50% of the respondents stated that visibility was adequate or needed improvement. Attached is a chart of the survey questions and responses.

#### **Action Required:**

This update is for review only. No action is requested at this time.

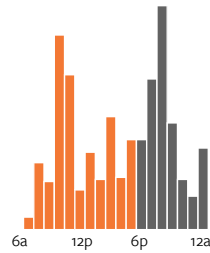


53 (notifications)

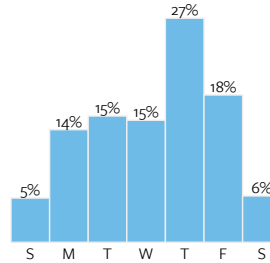
Waysign Pilot Program (/campaigns/400) > Waysign Real Time Feedback



Time of Day



Day of Week



Assigned phone  
**(925) 241-4431**  
Start date  
**06/02/2016 at 04:24PM**  
Language  
**English**  
Status  
**Running**  
Results public?  
**EDIT (/POLL/3520/EDIT)**  
**DANGER**

QUESTION 1

**What do you think of the real time information sign at this stop?**

Multiple Choice

A. It's great, I would like to see more of them	117	82%
B. It's really not that important to me	2	1%
C. I prefer to use my smart phone to get arrival information	5	4%
D. It would be more useful if some improvements could be made	18	13%

QUESTION 2

**Thanks for taking this survey, we have just 5 brief multiple choice question starting with this one. Please text us the stop ID shown on the instructions sign at the stop.** Open

1693	14	11%
1450	13	10%
1681	13	10%
543	11	9%
2198	9	7%
1075	8	6%
551	8	6%

QUESTION 3

**How would you rate the visibility of the sign?** Multiple Choice

A. It's clear and easy to read	61	51%
B. It's adequate but I wish it was better	44	37%
C. It's not good enough and needs to be improved	15	13%

QUESTION 4

#### How would you rate the accuracy of the real time arrival predictions?

Multiple Choice

A. It's accurate enough for me	85	72%
B. It's not accurate enough for me	14	12%
C. I am not sure	19	16%

QUESTION 5

#### Would these signs increase your chances of riding the bus more often?

Multiple Choice

A. Yes they would	55	47%
B. No but they would improve my experience	55	47%
C. No and they make no difference to me	6	5%

QUESTION 6

#### Do you use your phone to check bus arrival times?

Multiple Choice

A. Yes but I would use it much less with real time signs	48	42%
B. Yes and I will still continue to use it even with real time signs	29	26%
C. Yes but I rarely use it	13	12%
D. No I don't	23	20%

QUESTION 7

#### Thank you for taking our survey. If you would like to leave any additional feedback you have up to 160 character to do so now (text a message with your feedback).

Open

sign	16	33%
bus	14	29%
great	9	19%
please	7	15%
time	7	15%
signs	6	13%
see	6	13%

#### Most Recent Responses

To: Marketing, Planning, & Legislative Committee

Date: August 24, 2016

From: Mary Burdick

Reviewed by:

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### **SUBJECT: Community Events –**

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#### **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. Please note, that the multiple trips for the Play and Learn Schools are managed and trip planned like a Class Pass, but they are purchasing summer youth passes.

#### **School & Community Events:**

Tuesday, August 2 – Play and Learn School, Pleasant Hill 25 students/4 adults  
Thursday, August 4 – Play and Learn School, Pleasant Hill 25 students/4 adults  
Thursday, August 11 – Play and Learn School, Pleasant Hill 25 students/4 adults  
Monday, August 15 – WCI Tri-S Day, Walnut Creek  
Tuesday, August 16 – Play and Learn School, Pleasant Hill 25 students/4 adults  
Thursday, August 18 – Play and Learn School, Pleasant Hill 40 students/5 adults (class pass)  
Thursday, August 25 – Saint Mary’s College – Week of Welcome event  
Tuesday, September 20 – Danville Senior Center – Sr. Clipper training  
Thursday, September 29 – Walnut Creek Chamber of Commerce Business Expo

#### **Recommendation:**

For information only

#### **Financial Implications:**

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





