

County Connection

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

MARKETING, PLANNING, & LEGISLATIVE MEETING AGENDA

Tuesday October 4, 2016

9:00 a.m.

Hanson Bridgett

1676 North California Blvd., Suite 620

Walnut Creek, California

1. Approval of Agenda
2. Public Communication
3. Approval of Minutes of September 1, 2016*
4. Resolution Authorizing the Filing of Applications to the Federal Transit Administration*
5. Marketing Reports:
 - a. Report on Electric Trolley Ribbon Cutting Tasks
 - b. Community Events*
 - c. Website and Social Media
6. Next Meeting – November 1st, 2016
7. Adjournment

*Enclosure

FY2016/2017 MP&L Committee

Amy Worth – Orinda, Bob Simmons – Walnut Creek, 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.

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, October 20, 9:00 a.m., County Connection Board Room
Administration & Finance:	Wednesday, October 5, 9:00 a.m. 1676 N. California Blvd., S620, Walnut Creek
Advisory Committee:	Tuesday, November 1, 2:00 p.m., County Connection Board Room
Marketing, Planning & Legislative:	Thursday, October 4, 9:00 a.m., 1676 N. California Blvd., S620, Walnut Creek
Operations & Scheduling:	Friday, October 7, 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
September 1, 2016, 8:30 a.m.

Directors: Directors Rob Schroder, Amy Worth, Jim Diaz

Staff: Rick Ramacier, Ruby Horta

Public: Bob Simmons

Call to Order: Meeting called to order at 8:30 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 July 7, 2016:** Minutes were approved.
4. **Legislative Activity:** Mr. Ramacier provided a summary of the outstanding transportation funding issues in the extraordinary session.
5. **Marketing Reports:**
 - a. **Report on Electric Trolley Ribbon Cutting Tasks**

Ms. Horta provided a status update on the electric trolley ribbon cutting. The event has been scheduled for November 5th. County Connection has executed a contract with Circlepoint to plan the event and has been in touch staff from the City of Walnut Creek to secure a location for the event. Mr. Jeremy Lochirco suggested the Leshner Center and a meeting to discuss event logistics has been scheduled for September 19th. County Connection staff has developed a mailing list for the event. Ms. Horta shared the list with the Committee members and additional names were included, per the Directors' requests.
 - b. **Survey Results from Wayside Demonstration Project**

Ms. Horta shared the results of the text survey conducted to obtain feedback from passengers waiting at the bus stops. A total of 142 responses were collected. More than 80% of respondents thought "It's great, I would like to see more of them". About half of the respondents stated that visibility was inadequate.
 - c. **Community Events**

Ms. Horta provided a summary of the past and upcoming community events.
 - d. **Website and Social Media**

Ms. Horta indicated that media data has been rather consistent, for the most part. TransitApp downloads continue to be on the rise early spring, which could be attributed to the bus wraps promoting transit technology that were installed around the same time.

6. Next Scheduled Meeting – The next meeting was scheduled for October 6th, 2016.

7. 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: 09/26/2016

From: Ruby Horta, Manager of Planning

Reviewed by:

SUBJECT: Filing Applications with the Federal Transit Administration (FTA)

Background:

Towards the end of 2015 the Federal Transit Administration (FTA) launched a new platform to award and manage federal grants. The new system is called the Transit Award Management System (TrAMS). As part of the new legal requirements in TrAMS, the FTA requires a resolution authorizing the filing of applications. In order to continue to receive funding awarded by the FTA, County Connection must file a resolution designating the representative authorized to execute FTA grants on behalf of County Connection. Anne Muzzini, the Director of Planning & Marketing, is the official authorized to execute FTA grants.

Recommendation:

Staff recommends submittal of the attached resolution (Resolution No. 2017-005) to the Board, for approval.

Financial Implications:

None.

RESOLUTION No. [2017-005]

RESOLUTION AUTHORIZING THE FILING OF APPLICATIONS WITH THE FEDERAL TRANSIT ADMINISTRATION, AN OPERATING ADMINISTRATION OF THE UNITED STATES DEPARTMENT OF TRANSPORTATION, FOR FEDERAL TRANSPORTATION ASSISTANCE AUTHORIZED BY CHAPTER 53 OF TITLE 49 OF THE UNITED STATES CODE AND ANY OTHER FEDERAL STATUTES ADMINISTERED BY THE FEDERAL TRANSIT ADMINISTRATION

WHEREAS, the County of Contra Costa and the Cities of Clayton, Concord, the Town of Danville, Lafayette, Martinez, the Town of Moraga, Orinda, Pleasant Hill, San Ramon and Walnut Creek (hereinafter “Member Jurisdictions”) have formed the Central Contra Costa Transit Authority (“CCCTA”), a joint exercise of powers agency created under California Government Code Section 6500 *et seq.*, for the joint exercise of certain powers to provide coordinated and integrated public transportation services within the area of its Member Jurisdictions; and

WHEREAS, the Federal Transit Administration has been authorized to provide funding to support public transportation under 49 U.S.C. Chapter 53;

WHEREAS, grants or cooperative agreements for Federal financial assistance will impose certain obligations upon CCCTA and may require CCCTA to provide the non-Federal share of transportation-related expenses supported with Federal financial assistance;

WHEREAS, CCCTA is legally authorized under Federal, state, or local law to apply for and receive Federal assistance;

WHEREAS, CCCTA is the Designated Recipient as defined at 49 U.S.C. 5307(a)(2) to apply for and receive Urbanized Area Formula Program assistance authorized by 49 U.S.C. 5307.

WHEREAS, the CCCTA is required to provide certain certifications and assurances to the Federal Transit Administration at least annually;

NOW, THEREFORE, BE IT RESOLVED BY Central Contra Costa Transit Authority Board of Directors:

1. That the Director of Planning & Marketing is authorized to execute and file an application for Federal assistance on behalf of CCCTA with the Federal Transit Administration for Federal assistance authorized by 49 U.S.C. Chapter 53 or any other Federal statutes authorizing activities administered by the Federal Transit Administration.

2. That the Director of Planning & Marketing is authorized to execute and file with the Federal Transit Administration the annual certifications and assurances and other documents the Federal Transit Administration requires before awarding a Federal assistance grant or

cooperative agreement.

3. That the Director of Planning & Marketing is authorized to execute the grant and cooperative agreements with the Federal Transit Administration on behalf of CCCTA.

4. That the Director of Planning & Marketing is authorized to draw payments against available grant funding using the ECHO web system or other Federal Transit Administration automated application used to request payments from grant awards.

CERTIFICATION

The undersigned duly qualified Director of Planning and Marketing, acting on behalf of CCCTA, certifies that the foregoing is a true and correct copy of a resolution adopted at a legally convened meeting of the Central Contra Costa Transit Authority Board of Directors held on October 20, 2016.

Regularly passed and adopted this 20th day of October 2016 by the following vote:

AYES:

NOES:

ABSENT:

ABSTAIN:

Laura Hoffmeister, Chair, Board of Directors

ATTEST: _____
Lathina Hill, Clerk to the Board

To: Marketing, Planning, & Legislative Committee

Date: September 28, 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. 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:

Thursday, September 29 – Walnut Creek Chamber Business Expo
Tuesday, October 4 – Cal State East Bay
Thursday, October 6 – Morello Park Elementary – Martinez 24 students/8 adults
Friday, October 7 – Orinda Senior Center – Clipper
Wednesday, October 12 – Kid Time Preschool – Walnut Creek 31 students/4 adults
Thursday, October 13 – Shadeland Business Park Employee Event
Friday, October 14 – Danville Senior Center – Resource Fair
Tuesday, October 18 – John Swett Elementary – Martinez 24 students/10 adults
Tuesday, October 18 – John Swett Elementary – Martinez 24 students/10 adults
Wednesday, October 19 – John Muir Elementary – Martinez 24 students/10 adults
Thursday, October 20 – John Swett Elementary – Martinez 24 students/10 adults

Recommendation:

For information only

Financial Implications:

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