

# County Connection

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

## MARKETING, PLANNING, & LEGISLATIVE MEETING AGENDA

Thursday, February 2, 2017  
10:00 a.m.

Hanson Bridgett  
1676 North California Blvd., Suite 620  
Walnut Creek, California

1. Approval of Agenda
2. Public Communication
3. Nomination of Chair
4. Approval of Minutes of January 5, 2017
5. Draft 2017 Federal Legislative Program\*
6. General Awareness Survey\*
7. Digital Marketing Campaign\*
8. Marketing Reports:
  - a. Website and Social Media – available at the meeting
9. Next Meeting – March 2, 2017
10. Adjournment

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\*Enclosure  
FY2016/2017 MP&L Committee  
Amy Worth – Orinda, Jim Diaz – Clayton, Kevin Wilk – Walnut Creek

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).

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**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, February 16, 9:00 a.m., County Connection Board Room
Administration & Finance:	Monday, February 6, 9:00 a.m., County Connection Board Room
Advisory Committee:	Tuesday, March 14, 2:00 p.m., County Connection Board Room
Marketing, Planning & Legislative:	Thursday, February 2, 10:00 a.m., 1676 N. California Blvd., S620, Walnut Creek
Operations & Scheduling:	Friday, February 3, 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  
Hanson Bridgett  
1676 North California Blvd., Suite 620  
Walnut Creek, CA  
January 5, 2017, 10:00 a.m.**

**Directors:** Directors Amy Worth, Jim Diaz

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

**Public:** Ozzy Arce, Pete Bennett, Ralph Hoffman

**Call to Order:** Meeting called to order at 10:02 a.m. by Director Diaz.

1. **Approval of Agenda Items:** Agenda was approved.
2. **Public Comment and/or Communication:** Mr. Hoffman requested a Public Meeting to review the locations of the Walnut Creek Bus Stop Access & Safety Improvements.
3. **Approval of MP&L Summary Minutes for November 1, 2016:** Minutes were not available. Agenda item to be revisited at next scheduled meeting. Additionally, Committee members requested the agenda item to select the Committee Chair at the next meeting.
4. **State Legislation Update\*:** Mr. Ramacier provided an update on SB 1 and AB 1 and requested that the initial staff request to support both SB 1 and AB 1 be withdrawn.
5. **Marketing Reports:**
  - a. Report on Electric Trolley Operations  
Mr. Ramacier reported that, on average, two (2) electric buses are in operations, per day. He indicated that the Director of Maintenance, Scott Mitchell, conducted a meeting with the vendors involved in the project to expedite resolution of issues. Mr. Diaz asked if the electric buses would be deployed on other routes. Mr. Ramacier indicated that County Connection was awarded a grant to augment the capital budget for bus replacement so that another four (4) diesel buses could be replaced with electric ones. County Connection has entered into contract with the Center for Transportation and the Environment (CTE) to analyze all routes and determine the most suitable route(s) for the next electric bus deployment.
  - b. Community Events  
Committee members reviewed the attached memo.
  - c. Website and Social Media  
Committee members reviewed data provided.

**6. Next Scheduled Meeting** – The next meeting was scheduled for February 2, 2016.

**7. Adjournment** – The meeting was adjourned at 10:35 a.m.

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

To: MP&L Committee

Date: January 25, 2017

From: Kristina Martinez

Reviewed by:

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**SUBJECT:** Draft 2017 Federal Legislative Program

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**Background:**

Staff has prepared a draft of the 2017 Federal Legislative Program. This program is updated annually and highlights County Connection's legislative priorities at the federal level. The program also includes information about County Connection, ridership, innovation, and important transit benefits.

For the year 2017, County Connection supports the following:

1. FY 18 federal funding at authorized levels
2. Working relationships with Congress and new Administration
3. Reforming and updating federal regulations and rules

An attachment to position #2 has been provided for reference. The program addresses the President's interest in a comprehensive infrastructure proposal. A number of various proposals have emerged, including those from the Senate Democrats and the National Governors Association; however, none of these proposals are concrete at this point.

**Action Requested:**

Staff requests that the MP&L Committee review the draft 2017 Federal Legislative Program and provide any feedback on changes or additions. A draft of the brochure has been attached for reference.

## County Connection Provides These Important Transit Benefits

- Commuter shuttles that reduce travel time, relieve congestion, and connect to regional transportation services.
- Comprehensive local services that allow students to use public transit to go to and from school.
- Direct and convenient service between communities of concern which are transit dependent.
- Over 200 jobs directly and hundreds more indirectly through the purchase of vehicles and supplies.
- Alternative modes of transportation that support the local economy and environmental improvements, energy independence, senior mobility, student transportation, and connections to the Bay Area region for all activities.
- Direct connections to shopping via shuttles from neighborhoods and BART.

Stay Connected with County Connection



2477 Arnold Industrial Way • Concord, CA 94520 • (925) 676-1976

The information in this brochure is available on the County Connection website - [www.countyconnection.com](http://www.countyconnection.com)

# 2017 Federal Legislative Program



COUNTY CONNECTION

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## County Connection

County Connection is a joint powers agency that provides fixed-route and ADA paratransit services through the communities of Clayton, Concord, Danville, Lafayette, Martinez, Moraga, Orinda, Pleasant Hill, San Ramon, Walnut Creek, and unincorporated communities in Central Contra Costa County. County Connection operates a fleet of 121 fully accessible transit buses and 63 paratransit vehicles.

### County Connection Mission

*County Connection is committed to providing transportation services within the constraints of our suburban and financial environment. County Connection will also aggressively promote the expanded use of transit through creative implementation of programs and services to the communities we serve, in order to improve air quality, reduce traffic congestion, and energy consumption.*



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## County Connection Innovation

- County Connection is now using battery electric wireless powered trolley buses for its highly successful Walnut Creek downtown shuttle. A number of partners include Gillig Corporation, BAE Systems, and WAVE, Inc. This project was made possible by a federal grant.
- County Connection maintains a nationally recognized public-private partnership with the Bishop Ranch Business Park to provide frequent shuttles between Bishop Ranch and two regional rail systems, BART and the ACE Train. This features significant operating cost reimbursement as well as a fare subsidy from Bishop Ranch.
- County Connection is a fully technologically supported bus service. This is highlighted by Clipper (a Bay Area electronic fare payment system) and all buses enjoy Wi-Fi capability. County Connection customers can also use Bus Tracker, a real-time bus stop information system that allows people to access real-time bus arrival predictions from their laptops or smart phones.
- County Connection has participated in the planning of innovative transit oriented development projects at both the Pleasant Hill and Walnut Creek BART stations. Both stations will serve as major transit hubs for regional connectivity.

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## Federal Legislative Program

### **Position #2: Working Relationships with Congress and New Administration**

The new Administration has expressed an interest in pursuing a large infrastructure proposal. Nationwide, there is a projected minimum \$88 billion shortfall to keep the current transit system in a state of good repair. This amount does not include what it would take to add new capacity.

While such a comprehensive package has yet to take any final form, County Connection urges that any such proposal include public transit as a major component of it.

### **Position #3: Reforming and Updating Federal Regulations and Rules**

Technology in transportation is growing at a rapid rate and providing more opportunities for effective public transportation services. Currently, many long standing regulations and rules are outdated or restricted when it comes to public transit taking advantage of these opportunities.

County Connection seeks to work with federal regulators and legislators to reform and update the federal regulations and rules which may inadvertently hinder transit service though technological advances.

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## Ridership

County Connection customers rely upon public transportation and come from diverse backgrounds both socially and economically. The service area (Central Contra Costa County) is approximately 200 square miles with a population of close to 500,000. Annual ridership is estimated at 3.5 million for both fixed-route and paratransit services. County Connection connects people:

- Commuting to work
- Using regional rail like BART, Capitol Corridor and ACE Train (Altamont Commuter Express)
- Traveling for education
- Seniors, persons with disabilities, and veterans who are dependent on public transit
- Actively using public transportation to reduce their carbon footprint

For our residents, County Connection is a life sustaining service!





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## Federal Legislative Program

Legislation is a major component in determining Federal policies and programs. In turn, it widely affects the funding allocations that County Connection will utilize in its operations and budgets.

County Connection relies on over \$7 million dollars annually in federal transit funding for necessities crucial to the Authority such as federally mandated bus replacement and preventive maintenance. Moreover, sufficient federal investments in public transit will be imperative in order to attract new ridership and acquire long-term solutions to issues such as air quality and traffic congestion.

County Connection supports the following:

1. FY 18 Federal Funding at Authorized Levels
2. Working Relationships with Congress and New Administration
3. Reforming and Updating Federal Regulations and Rules



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## Position #1: FY 18 Federal Funding at Authorized Levels

County Connection relies on federal funds to maintain service levels and capital equipment to a state of good repair. The recently enacted FAST Act must be honored by appropriating to the full authorized levels of funding in FY 18.

The Authority expects to receive \$1.5 million in 5307 funds in FY 18 for the use of paratransit operating contracting. This portion of funding is 25% of the paratransit operating budget. Without this revenue, County Connection would need to transfer \$1.5 million from fixed-route operations to cover paratransit needs. Consequently, this would amount to a 10% cut of fixed-route service.





Rick Ramacier &lt;ramacier@cccta.org&gt;

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## Washington Update Jan 26th 2017

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Ed Redfern <ed@buscoalition.com>  
Reply-To: Ed Redfern <ed@buscoalition.com>  
To: ramacier@countyconnection.com

Thu, Jan 26, 2017 at 12:32 PM

Washington Update 1 26 2017

[View this email in your browser](#)

## Washington Update

*By Joel Rubin, TBC Washington Representative*

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Good afternoon TBC Members –

As President Trump takes the reins of the White House, it's been a busy first week here in D.C. and the transportation world. Most notably, we saw an infrastructure proposal released by Senate Democrats and learned of a list of infrastructure projects developed by the National Governors Association for the Trump team. Meanwhile the Senate continued their work on Monday and Tuesday with confirmation hearings for the President's cabinet. Lawmakers from both the Senate and House departed D.C. on Wednesday and are huddling together at their party retreats in Philadelphia (Republicans) and West Virginia (Democrats).

### ***Democrats Unveil Infrastructure Proposal***

On Monday, Democrats in the Senate released an infrastructure plan that spends \$1 trillion over the next 10 years to repair old bridges and roads, expand bus and rail systems and modernize ports, highways, airports, schools, grids and much more. Democrats estimate their plan would create 15 million jobs. Of particular interest to the Bus Coalition, the plan would include \$180 billion to replace & expand Rail and Bus

## Systems.

Led by Senator Chuck Schumer, Senate Democrats are essentially calling the bluff of President Trump. Trump campaigned on a \$1 trillion infrastructure plan, which was mostly \$137 billion in tax breaks to private investors with minimal federal spending. The Democratic plan released is entirely direct federal spending, although they declined to specify where the money will come from. This specific plan is obviously DOA on the Hill, but it's a clear benchmark for Democrats to rally around. We could see the Trump administration including some of these priorities as they work with Democrats over the coming weeks on a bipartisan plan.

Sen. John Thune (R-SD) and Chairman of the Commerce, Science and Transportation Committee commented to reporters on the proposal, "They're trying to stake out their own ground on this, but in the end, any infrastructure plan, to get through Congress and signed into law, is going to have to be one that the president agrees with and that enjoys the support of a lot of Republicans. Whatever they come up with, we'd be happy to look at ... but we don't want to go down the path of another \$1 trillion stimulus."

### ***Here are the specifics from the Democrats' proposal related to transit:***

"Problem: Public transit ridership has increased by 37 percent over the past twenty years, nearly double the rate of population growth, but repair, construction and expansion projects have not kept pace with the dramatic increase in demand. The U.S. Department of Transportation estimates there is a \$90 billion backlog of repair projects facing the nation's public transportation systems. Decades of heavy use and under investment have resulted in decayed infrastructure and aging vehicles that need replacement. These circumstances contribute to significant delays and service outages for transit riders, and the risk of riders and workers being exposed to unsafe conditions is increased. Meanwhile, many subway and bus routes are overcrowded, yet 45% of American households – many in suburban and rural areas – lack any meaningful access to transit. Existing federal grant programs have huge funding backlogs causing significant delays in project delivery and increased construction costs.

**Solution:** We will invest \$90 billion to reverse the national repair

backlog: \$15 billion to support large, urgent repair projects that address critical safety risks, \$30 billion to replace many of the 46,000 buses and 8,000 rail vehicles that will exceed their useful service life by 2025, and \$45 billion to increase core formula programs, which support repair projects across the country. Formula investments also support rural transit, tribal transit and specialized transit services for seniors and persons with disabilities. To address overcrowding and ridership growth, we will invest \$25 billion to advance subway, light rail, streetcar and bus rapid transit projects that are under development but lack funding and \$15 billion to expand existing public transportation facilities, like stations. An infrastructure package should also include a bipartisan plan that ensures the long-term solvency of the Federal Highway Trust Fund, including the Mass Transit Account.”

### ***Trump and Governors Association Team on Infrastructure Projects***

On Tuesday evening it was initially reported by McClatchy ([Link to McClatchy story](#)) that National Governors Association and President Trump’s team had worked to compile a list of infrastructure projects in need of funding. While there has indeed been a process of collecting potential projects from the Governors, the list reported by McClatchy was debunked the next day by a former member of the Trump transition’s landing team who said the list was not circulated by their team. He noted that while some of the projects listed are good candidates, some have been completed already, are in development, or would not be the types of projects recommended.

However, it is interesting to know that there is a process of collecting projects from the Governors. At this point, 43 states and territories have submitted projects to the National Governors Association. You can click on this ([link to the list](#)) to see the type of large scale projects that are being submitted.

We’ll continue to keep you posted as we hear more.

*Note: The next all TBC Membership call will be on February 17th at 2:30 PM EST!*

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CFM Strategic Communications

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**To:** Marketing Planning and Legislative Committee  
**From:** Anne Muzzini, Director of Planning & Marketing

**Date:** 2/25/2017

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**SUBJECT: Awareness Survey**

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### **General Public Awareness**

Every 3 years County Connection conducts an on-board survey to gain insight into our riders, their method of payment, travel patterns, and demographic profiles. It's been decades since County Connection conducted research among non-users to determine the level of our brand awareness or gain insight into their thoughts and attitudes towards public transportation. The communities that make up our service area have changed dramatically in the past 30+ years, and County Connection's marketing, planning, and outreach efforts could benefit from a greater insight into non-users attitudes and perceptions.

### **Transit Agency Practice**

Other transit agencies are investing in non-user research as a tool to grow ridership. The data is used to inform the messaging, and determine the best media for reaching non users. A variety of approaches can be used to obtain information from non-riders such as telephone surveys, focus groups, in person exit surveys, and on-line surveys.

Recently VTA, in Santa Clara, conducted extensive research among non-users, investing \$120,000 in various input methods. They'll use this information to test brand identity and to ensure that they are communicating effectively with the general population. LAVTA, the Wheels system in Livermore, is undergoing a service and brand identity overhaul, and will rely on data collected from non-user research to strengthen their messaging and inform their planning efforts.

### **Recommendation**

Staff recommends releasing an RFP for consultant services to conduct a general awareness study. The study is estimated to cost between \$40,000 and \$60,000 and would be paid for out of the FY2017 marketing budget. The Committee will be informed about the proposals, price, and recommendation for Board action.

To: Marketing, Planning, & Legislative Committee

Date: 1/24/2017

From: Anne Muzzini, Director of Planning and Marketing

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### **SUBJECT: Digital Advertising Campaign**

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#### **Background:**

In keeping with the current focus on digital marketing and social media, staff plans to conduct a digital marketing campaign with Alpha Media (the digital division of Diablo Valley's KKDV radio). Several targeting strategies will be used including:

- Site Targeting – display our ad to anyone looking online at our website.
- Search Targeting – display our ad to anyone searching for local transportation such as bus schedules/routes, BART schedules, commute options.
- Keyword Targeting – display our ad to anyone reading content online about improving commutes, environmentally safe transportation, etc.
- Geo-Fencing – Targeting through mobile devices based on locations. Displays our ad to users on or along our major corridors, BART stations, large employers, etc.

Alpha Media will work with County Connection to design the banner ads, and provide monthly reports with performance indicators such as impressions, clicks, best performing keywords, and more.

Using the above strategies to define our targets, suggested ad messages include frequent service, electric buses, free bus routes, real time options, Clipper benefits, and summer youth.

#### **Financial Implications:**

A February-June campaign will cost \$15,000. This amount is available in the promotions budget.