

# County Connection

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

## MARKETING, PLANNING, & LEGISLATIVE MEETING AGENDA

Thursday, May 4, 2017  
10:00 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 February 2, 2017
4. Administration Building Public Hours\*
5. New Service Process\*
6. Marketing Reports:
  - a. Website and Social Media – available at the meeting
  - b. Community Events\*
  - c. Examples of Digital Ads\*
7. Next Meeting – June 2, 2017
8. 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  
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## 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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### **Currently Scheduled Board and Committee Meetings**

Board of Directors:	Thursday, May 18, 9:00 a.m., County Connection Board Room
Administration & Finance:	Monday, May 1, 9:00 a.m., County Connection Board Room
Advisory Committee:	Tuesday, May 9, 2:00 p.m., County Connection Board Room
Marketing, Planning & Legislative:	Thursday, May 4, 10:00 a.m., 1676 N. California Blvd., S620, Walnut Creek
Operations & Scheduling:	Friday, May 5, 9:00 a.m., 3339 Mt. Diablo Blvd., Lafayette

**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.**

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**Summary Minutes  
Marketing, Planning, and Legislative Committee  
Hanson Bridgett  
1676 North California Blvd., Suite 620  
Walnut Creek, CA  
February 2, 2017, 10:00 a.m.**

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

**Staff:** Rick Ramacier, Anne Muzzini, Kristina Martinez, Bill Churchill

**Public:** 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 suggested that there be more marketing of the free routes in particular Route #5. He wanted to lobby for more free routes and against a fare increase or elimination of the midday free for seniors.
- 3. Nomination of Chair:** Mr. Jim Diaz was nominated and approved as Chair of the MP&L Committee.
- 4. Approval of Summary Minutes for January 5, 2017:** The Committee approved the minutes.
- 5. Draft 2017 Federal Legislative Program\*:** Ms. Martinez gave the Committee background on the legislative program and format for use at the APTA Legislative conference. The Committee chose the large format and had some edits; include a picture of the trolley with people, take out "new" in administration, include in private/public partnerships Shadelands and City of Walnut Creek. Director Diaz asked that staff send him information about the trolley project for use in an article he was writing.
- 6. General Awareness Survey:** Ms. Muzzini explained that it had been 20 years since the last general survey of riders and non-riders. Staff asked for Committee endorsement for going out to bid to solicit proposals for a survey that will solicit information about brand awareness, perceived quality of service, desired attributes and barriers to use. Director Worth suggested that the title be changed to reflect the fact that the survey is also about how to make transit more attractive and increase ridership. The Committee supported going out to bid.
- 7. Digital Advertising Campaign:** Ms. Muzzini told the Committee that there were still funds in the promotions budget and that she recommended spending \$15,000 doing a digital marketing campaign with Alpha Media, the digital division of Diablo Valley's KKDV radio. Banner ads would be targeted based on sites, searches,

keywords, and geo fencing. There was discussion about how the digital ads were placed and staff promised to bring back examples for the committee to see. They did approve going ahead with the project

**8. Marketing Reports:**

a. Website and Social Media: Committee members reviewed data provided.

**9. Next Scheduled Meeting** – The next meeting was scheduled for March 2, 2017.

**10. Adjournment** – The meeting was adjourned at 11:00 a.m.

Minutes prepared and submitted by: Anne Muzzini, Manager of Planning

**To:** Marketing Planning and Legislative Committee

**Date:** 4/18/2017

**From:** Anne Muzzini, Director of Planning & Marketing

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**SUBJECT: Administration Building Hours for the Public**

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### **Background**

During the last budget cuts the Board of Directors approved closing the front desk during the lunch period from 12:00-1:00 PM. Since then the responsibility for staffing the front desk shifted from one employee in the Human Resources department to Customer Service. Now the front desk is staffed by rotating customer service representatives who answer the customer service lines as well as handle walk in traffic. The work load increased when the Regional Transit Connection (RTC) discount card functions and Clipper functions were added to front desk activities. We now get more foot traffic than prior to Clipper.

Because the Customer Service department is staffed by many individuals from 6:30 AM to 6:30 PM, there is enough flexibility to keep the front desk and front door open during the lunch hour. This will increase customer service without impacting the budget.

### **Recommendation**

Staff recommends returning the public access hours for the administration building to 8:00 AM – 5:00 PM.

**To:** Marketing, Planning, & Legislative Committee

**Date:** 4/21/2016

**From:** Ruby Horta, Manager of Planning

**Reviewed by:**

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**SUBJECT: New Service Request Process**

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### **Background:**

Agencies across the State were affected by the recession a few years back. In 2009, County Connection was faced with the difficult decision of significantly reducing service. This was due to state revenue losses, declining sales tax revenue, fuel cost volatility and depletion of the agency's reserves. At the time, County Connection's Board of Directors set a goal to cut about 20% of the service in order to balance the budget.

Since then, County Connection has periodically altered service, based on customer demand. However, any service changes made since 2009 have either been a zero sum change (i.e. when a trip is added another trip is cut), due to budget constraints, or there has been a partner willing to pay for the requested service. For example, a complaint may come in stating that a route is experiencing overcrowding on the morning trips, thus additional morning service is requested. One method to accommodate this request would be to shift existing service hours to the morning commute. If evening service on that route is not very productive, staff may decide to cut service hours in the evening and add those hours to morning trips to reduce overcrowding.

Another way to increase service is through partnerships. On numerous occasions the City of Walnut Creek and Bishop Ranch have reached out to County Connection to increase service in their respective jurisdictions. For example, Route 4 offers extended service during the holiday season, paid for by the City of Walnut Creek. Bishop Ranch has made requests for additional trips on already established routes and is responsible for the additional cost incurred.

Occasionally, funds are made available for specific service. Route 3 is funded by a State program, the Low Carbon Transit Operations Program (LCTOP). This type of funding is typically limited in how it can be used. In the LCTOP at least 50% of available funding must provide a benefit to a disadvantaged community (DAC). There is only one DAC in County Connection's service area and all funding available is used to fund that route, Route 3.

New service requests from the public are typically submitted to customer service or directly to planning staff. Additionally, staff meets with drivers on a regular

basis to obtain their feedback on scheduling issues they experience or any comments received from passengers. All of the comments received are reviewed by planning and scheduling staff on a quarterly basis. Requests that can be accommodated within the budgetary constraints are included for the following driver bid.

Over the last few years, due to budgetary constraints, requests for new service that do not have a funding source identified have not been fulfilled. Other requests for schedule adjustments that can be easily accommodated and do not require additional service hours, such as meeting an Amtrak train, or a school bell, have been fulfilled.

**Recommendation:**

None

**Financial Implications:**

None.

To: Marketing, Planning, & Legislative Committee

Date: April 27, 2017

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.

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

Tuesday, May 2 – Hidden Valley Elementary 34, Martinez students/5 adults

Thursday, May 4 – Hidden Valley Elementary 34, Martinez students/5 adults

Tuesday, May 9 – Hidden Valley Elementary 34, Martinez students/5 adults

Thursday, May 11 – Monte Gardens Elementary, Concord 26 students/6 adults

Thursday, May 11 – Hidden Valley Elementary 34, Martinez students/5 adults

Friday, May 12 – Monte Gardens Elementary, Concord 26 students/6 adults

Saturday, May 13 – Moraga Community Faire

Monday, May 15 – Mt. Diablo High, Concord 17 students 3 adults

Tuesday, May 16 – John Swett Elementary, Martinez 23 students/10 adults

Wednesday, May 17 – Foothill Middle 30 students/5 adults

Thursday, May 18 – Walnut Ave Community Preschool, Walnut Creek 20 students/8 adults

Friday, May 19 – Walnut Ave Community Preschool, Walnut Creek 20 students/8 adults

Friday, May 19 – Monte Gardens Elementary, Concord 27 students/6 adults

Tuesday, May 23 – El Dorado Middle, Concord 30 students/5 adults

Friday, May 26 – Silverwood Elementary, Concord 80 students/10 adults

#### **Recommendation:**

For information only

#### **Financial Implications:**

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



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Canada's ten provinces and three territories are all completely different, with each having something to offer. Lakes, mountains, valleys, waterfalls and countryside are just a few of the different things offered throughout the country. It also happens to have the longest coastline in the world.

There are so many places to visit in Canada, from large vibrant cities to small mountain villages, as well as everything in between. Here are the 15 best towns to visit in Canada.

## 1. Niagara-on-the-Lake, Ontario



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