

County Connection

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

MARKETING, PLANNING, & LEGISLATIVE MEETING AGENDA

Friday June 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. Approval of Minutes of May 4, 2017
4. Bus Advertising – Contract*
5. Update on Infrastructure Initiative*
6. Marketing Reports
 - a. Website and Social
 - b. Community Events*
7. Committee Comments
8. Future Agenda Items
9. Next Meeting – July 6, 2017
10. Adjournment

*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.

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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, June 15, 9:00 a.m., County Connection Board Room
Administration & Finance:	Wednesday, May 31, 9:00 a.m., 3338 Mt. Diablo Blvd., Lafayette
Advisory Committee:	Tuesday, July 11, 2:00 p.m., County Connection Board Room
Marketing, Planning & Legislative:	Friday, June 2, 10:00 a.m., 1676 N. California Blvd., S620, Walnut Creek
Operations & Scheduling:	Friday, June 2, 8:00 a.m., 3339 Mt. Diablo Blvd., Lafayette

The above meeting schedules are subject to change. Please check the County Connection Website (www.countyconnection.com) 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
May 4, 2017, 10:00 a.m.**

Directors: Directors Amy Worth, Kevin Wilk, Jim Diaz

Staff: Anne Muzzini

Public: None

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:** None.
3. **Approval of Summary Minutes for February 2, 2017:** The Committee approved the minutes.
4. **Administration Building Public Hours:** Ms. Muzzini explained that in the past several years the front desk has been staffed by customer service representatives that answer calls and attend to walk in customers. In the past there was only one staff assigned to this duty. Because there is a bench of customer service reps it is easier to cover the lunch hour. Board action is required to make the change to stay open because the Board took action to close between 12 and 1. The Committee supported a Board recommendation to stay open to better serve customers.
5. **New Service Process:** Ms. Muzzini explained how service requests are handled and reviewed. They come in typically from customer service calls, but sometimes drivers make suggestions, or requests are made to Board members and staff. Because of the budget situation service changes in the past several years have been ones that don't increase cost. Trip times have been modified – for instance to meet the Amtrak train or school bus time. Service was added when Bishop Ranch requested another trip and agreed to pay the full price. For the most part requests for significant increases have been denied due to lack of affordability. Mr. Wilk asked about how schedule changes are evaluated from the rider perspective as there must be winners and losers when times change. There was discussion on this topic.
6. **Marketing Reports:**
 - a. Website and Social Media: Committee members reviewed data provided.
 - b. Community Events
 - c. Examples of Digital Ads

7. **Next Scheduled Meeting** – The next meeting was scheduled for June 1, 2017.

8. **Adjournment** – The meeting was adjourned at 10:45 a.m.

Minutes prepared and submitted by: Anne Muzzini, Director of Planning and Marketing

To: Marketing, Planning & Legislative Committee

Date: 05/16/2017

From: Anne Muzzini, Director of Planning & Marketing

Reviewed by:

SUBJECT: Bus Advertising Services – Contract Extension

Summary of Issues:

The contract with Lamar Transit Advertising to provide bus advertising services allows for two (2) one-year extensions. If exercised this will be the first of the two option years. The current contract expires on December 31, 2017 if the first option year is not authorized. Currently County Connection is receiving more revenue under the minimum annual guarantee than the 62% revenue share, and it is likely that we would receive reduced revenue guarantees if we sought competitive bids at this time.

Lamar representatives have been good partners in the revenue generating contract, carefully reviewing advertising content. They are diligent in removing expired ads, and are responsive to maintenance concerns relating to advertising related paint damage.

Financial Implication:

County Connection will receive a minimum annual guarantee of \$590,000 in calendar year 2018. The current minimum annual guarantee is \$585,000.

Options:

1. Approve exercising the first of two option years.
2. Do not approve exercising the first option year and seek competitive bids.
3. Other action as directed.

Recommendation:

Staff recommends that the MP&L Committee forward the contract extension, with Option 1 selected, to the Board for approval at the June 15th Board of Directors meeting.

To: MP&L Committee

Date: May 24, 2017

From: Kristina Martinez, Manager of Outreach Services

Reviewed by:

SUBJECT: Update on Infrastructure Initiative

BACKGROUND

Just recently, the Administration released the fiscal year 2018 budget proposal. Alongside this proposal included the President's infrastructure initiative, which aims to provide \$200 billion across the board. The initiative includes the following significant elements:

- Target Federal Investments
- Encourage Self-Help
- Align Infrastructure Investment with Entities Best Suited to Provide Sustained and Efficient Investment
- Leverage the Private Sector

Included in the budget were proposals that the Administration seeks to pursue as part of the infrastructure initiative. An analysis from this information shows that while the initiative supports transportation investments as a whole, there are no specific proposals that highlight the benefit to transit projects. Examples of the funding proposals include:

- Expand the Transportation Infrastructure Finance and Innovation Act (TIFIA) Program
- Lift the Cap on Private Activity Bonds and Expand Eligibility to Other Non-Federal Public Infrastructure
- Incentivize Innovative Approaches to Congestion Mitigation
- Liberalize Tolling Policy and Allow Private Investment in Rest Areas
- Fund the Water Infrastructure Finance and Innovation Act (WIFIA) Program
- Encourage the Use of Army Corps of Engineers (Corps) Contributions/Advanced Funding Authorities

A detailed fact sheet on the infrastructure initiative, which was released by the White House Office of Management and Budget (OMB), has been attached for reference.

ACTION REQUESTED

Staff requests that the MP&L Committee forward the following information to the Board of Directors in the June packet.

FACT SHEET

2018 BUDGET: INFRASTRUCTURE INITIATIVE

Importance of Infrastructure

The President has consistently emphasized that the Nation's infrastructure needs to be rebuilt and modernized to create jobs, maintain America's economic competitiveness, and connect communities and people to more opportunities. The United States no longer has the best infrastructure in the world. For example, according to the World Economic Forum, the United States' overall infrastructure places 12th, with countries like Japan, Germany, the Netherlands, and France ranking above us. This underperformance is evident in many areas, from our congested highways, which costs the country \$160 billion annually in lost productivity, to our deteriorating water systems, which experience 240,000 water main breaks annually.

The Current System is Not Working

The Federal Government inefficiently invests in non-Federal infrastructure. In part, our lack of sustained progress has been due to confusion about the Federal Government's role in infrastructure. During the construction of the Interstate System, the Federal Government played a key role – collecting and distributing Federal tax revenue to fund a project with a Federal purpose. As we neared the completion of the Interstate System, those tax receipts were redirected to projects with substantially weaker nexus to Federal interests.

The flexibility to use Federal dollars to pay for essentially local infrastructure projects has created an unhealthy dynamic in which State and local governments delay projects in the hope of receiving Federal funds. Overreliance on Federal grants and other Federal funding can create a strong disincentive for non-Federal revenue generation.

At the same time, we continue to apply Federal rules, regulations, and mandates on virtually all infrastructure investments. This is despite the Federal Government contributing a very small percentage of total infrastructure spending. Approximately one-fifth of infrastructure spending is Federal, while the other four-fifths are roughly equally divided between State and local governments on one hand and the private sector on the other.

We will reevaluate the role for the Federal Government in infrastructure investment. For example, in the Interstate System, the Federal Government now acts as a complicated, costly middleman between the collection of revenue and the expenditure of those funds by States and localities. Put simply, the Administration will be exploring whether this arrangement still makes sense, or whether transferring additional responsibilities to the States is appropriate.

The Administration's Goal: Seek and Secure Long-Term Changes

Given these challenges, the Administration's goal is to seek long-term reforms on how infrastructure projects are regulated, funded, delivered, and maintained. Providing more Federal funding, on its own, is not the solution to our infrastructure challenges. Rather, we will work to

fix underlying incentives, procedures, and policies to spur better infrastructure decisions and outcomes, across a range of sectors.

Key Principles

As the Administration develops policy and regulatory changes, and seeks statutory proposals working with Congress, we will focus on proposals that fall under the following key principles:

1. *Make Targeted Federal Investments.* Focusing Federal dollars on the most transformative projects and processes stretches the use and benefit of taxpayer funds. When Federal funds are provided, they should be awarded to projects that address problems that are a high priority from the perspective of a region or the Nation, or projects that lead to long-term changes in how infrastructure is designed, built, and maintained.
2. *Encourage Self-Help.* Many States, tribes, and localities have stopped waiting for Washington to come to the rescue and have raised their own dedicated revenues for infrastructure. Localities are better equipped to understand the right level – and type – of infrastructure investments needed for their communities, and the Federal Government should support more communities moving toward a model of independence.
3. *Align Infrastructure Investment with Entities Best Suited to Provide Sustained and Efficient Investment.* The Federal Government provides services that non-Federal entities, including the private sector, could deliver more efficiently. The Administration will look for opportunities to appropriately divest from certain functions, which will provide better services for citizens, and potentially generate budgetary savings. The Federal Government can also be more efficient about disposing underused capital assets, ensuring those assets are put to their highest and best use.
4. *Leverage the Private Sector.* The private sector can provide valuable benefits for the delivery of infrastructure, through better procurement methods, market discipline, and a long-term focus on maintaining assets. While public-private partnerships will not be the solution to all infrastructure needs, they can help advance the Nation's most important, regionally significant projects.

2018 Budget

The President's target of \$1 trillion in infrastructure investment will be funded through a combination of new Federal funding, incentivized non-Federal funding, and newly prioritized and expedited projects. While this Administration proposes additional funding for infrastructure, we will structure that funding to incentivize additional non-Federal funding, reduce the cost associated with accepting Federal dollars, and ensure Federal funds are leveraged such that the end result is at least \$1 trillion in total infrastructure spending.

While we will continue to work with the Congress, States, tribes, localities, and other infrastructure stakeholders to finalize the suite of Federal programs that will support this effort, the 2018 Budget includes \$200 billion in outlays related to the infrastructure initiative.

In addition to the \$200 billion, these proposals are also in the 2018 Budget:

- **Air Traffic Control Corporatization.** The *Budget* proposes to create a non-governmental entity to manage the nation's air traffic control system. Many countries have corporatized their air traffic control function, separating it from the governmental aviation safety regulation function. This will be a multi-year effort resulting in a more efficient airspace while maintaining our premier aviation safety record. The proposal would reduce aviation passenger taxes and the new entity would be responsible for setting and collecting fees directly from users based on their use of the Nation's airspace.
- **Increase Infrastructure Flexibility at VA.** The Department of Veterans Affairs (VA) has a nationwide physical footprint that includes aging facilities, which are not always located where veterans most need care. The Administration will pursue numerous reforms to help VA acquire and maintain the facilities necessary to provide veterans high quality medical care where they live. The *Budget* includes proposals to expand VA's authority to lease out its vacant assets for commercial or mixed-use purposes and to speed its ability to pursue facility renovations and improvements. Future reforms will encourage public-private partnerships and reduce barriers to acquisition, contracting, and disposals.
- **Divestiture of the Power Marketing Administration's (PMA's) Transmission Assets.** The *Budget* proposes to sell the PMA's transmission assets. Investor-owned utilities provide for the vast majority of the Nation's electricity needs. The PMA's transmission infrastructure assets (lines, towers, substations, and rights of way) could be leased out so the private sector could fulfill transmission functions. Leasing these assets will more efficiently allocate economic resources and help relieve long-term pressures on the Federal deficit related to future Federal capital investment.
- **Reform the laws governing the Inland Waterways Trust Fund.** The *Budget* proposes to reform the laws governing the Inland Waterways Trust Fund, including by establishing a fee to increase the amount paid by commercial navigation users of inland waterways. In 1986, the Congress mandated that commercial traffic on the inland waterways be responsible for 50 percent of the capital costs of the locks, dams, and other features that make barge transportation possible on the inland waterways. The additional revenue proposed in the *Budget* will finance future capital investments in these waterways to support economic growth.

Illustrative Examples of Funding Proposals

The following proposals will be pursued by the Administration as part of the Infrastructure Initiative.

- **Expand the Transportation Infrastructure Finance and Innovation Act (TIFIA) Program.** TIFIA helps finance surface transportation projects through direct loans, loan guarantees, and lines of credit. One dollar of TIFIA subsidy leverages roughly \$40 in project value. If the amount of TIFIA subsidy was increased to \$1 billion annually for 10 years, that could leverage up to \$140 billion in credit assistance, and approximately \$424 billion in total investment. In addition, the Administration supports the expansion of TIFIA eligibility.
- **Lift the Cap on Private Activity Bonds and Expand Eligibility to Other Non-Federal Public Infrastructure.** The Private Activity Bonds (PABs) program allows the Department of Transportation to allocate authority to issue tax-exempt bonds on behalf of private entities constructing highway and freight transfer facilities. PABs have been used to finance many Public Private Partnerships (P3s) projects, along with TIFIA. As of August 15, 2016, nearly \$11.2 billion in PABs have been issued for 23 projects. The Administration recommends removing the \$15 billion cap under current law to ensure that future P3 projects can take advantage of this cost-saving tool, and encourage more project sponsors to take advantage of this tool. The Administration also supports the expansion of PAB eligibility.
- **Incentivize Innovative Approaches to Congestion Mitigation.** The Urban Partnership Agreement Program – and its successor, the Congestion Reduction Demonstration Program – provided competitive grants to urbanized areas that were willing to institute a suite of solutions to congestion, including congestion pricing, enhanced transit services, increased telecommuting and flex scheduling, and deployment of advanced technology. Similar programs could provide valuable incentives for localities to think outside of the box in solving long-standing congestion challenges.
- **Liberalize Tolling Policy and Allow Private Investment in Rest Areas.** Tolling is generally restricted on interstate highways. This restriction prevents public and private investment in such facilities. We should reduce this restriction and allow the States to assess their transportation needs and weigh the relative merits of tolling assets. The Administration also supports allowing the private sector to construct, operate, and maintain interstate rest areas, which are often overburden and inadequately maintained.
- **Fund the Water Infrastructure Finance and Innovation Act program (WIFIA) Program.** The Environmental Protection Agency’s new WIFIA loan program is designed to leverage private investments in large drinking water and wastewater infrastructure projects, particularly those large, high-cost projects that have private ownership or co-investment. Because WIFIA loans can only support up to 49 percent of a project’s eligible cost, the Federal investment must be leveraged with non-Federal sources.
- **Encourage the Use of Army Corps of Engineers (Corps) Contributed/Advanced Funding Authorities.** Most construction work by the Corps is funded on a cost-shared basis between the Corps and a non-Federal sponsor. However, many projects authorized for construction, though a priority for non-Federal sponsors, do not present a high return

for the Nation and therefore do not receive Federal funding. Some non-Federal sponsors have therefore chosen to fund construction activities on their own. The Administration will leverage the Corps' authorities to enter into such agreements to take advantage of this innovative approach to delivering projects.

New Federal Tools:

The Federal Budget is recorded on a cash basis, which provides a transparent mechanism to record and control spending. Given the size of the Federal Government, cash budgets make sense because they are less complicated to produce and less subject to changes in economic assumptions. However, cash budgeting may not give appropriate weight to the long-term benefits of investing in infrastructure and cause the Government to make project choices that have lower short-term but higher-long term costs. We should discuss different tools to support better decision-making while maintaining transparency and fiscal restraint, such as:

- **Federal Capital Revolving Fund.** The Administration is developing a proposal to establish a mandatory revolving fund for the financing of Federally-owned civilian capital assets. The Fund would be repaid with annual appropriations, and would help address the underinvestment in capital assets driven in part due to the large upfront costs of such procurements. Creation of such a fund parallel to the appropriations process to fund investment in Federally-owned civilian capital assets would avoid capital investments having to compete with operating expenses in the annual appropriations process. Instead, agencies would pay for capital assets as they are utilized. The repayments would be made from future appropriations, which would provide an incentive to select projects with the highest return on investment, including future cost avoidance.
- **Partnership Grants for Federal Assets.** In a number of sectors, the Federal Government has utilized loans to non-Federal partners to improve infrastructure. However, credit assistance cannot be utilized to improve Federal assets. In essence, the Government neither can loan itself funding, nor can it make loans to private entities to improve assets that will remain Federal. In some circumstances, however, a private partner might want to build or improve a Federal facility and donate it to the Government in exchange for the right to retain revenue from the associated activities. The Administration is developing a proposal to offer those partners grants in lieu of loans to buy down the cost of a Federal asset improvements, which would benefit both the Government, through new facilities for Government use, and the non-Federal partner, through continued access to revenue sources.

Environmental Review and Permitting Process Enhancements.

The environmental review and permitting process in the United States is fragmented, inefficient, and unpredictable. Existing statutes have important and laudable objectives, but the lack of cohesiveness in their execution make the delivery of infrastructure projects more costly, unpredictable, and time-consuming, all while adding little environmental protection. The Administration will seek several proposals that will enhance the environmental review and permitting process, such as:

- **Improving Environmental Performance.** The inefficiencies of the current process result in too much time and too many resources dedicated to time-intensive analyses that do not necessarily improve the environment. The Administration will propose pilot programs to experiment with different ways projects will perform to better protect and enhance the environment.
- **Accountability.** The review and permitting of projects should be included in each agency's mission, and their performance should be tracked and measured. For agencies that significantly underperform, the public should know how much that costs both the taxpayers and the project. The Administration will seek proposals for tools to start holding agencies accountable for their performance.
- **One Federal Decision.** Project proponents have to navigate the Federal environmental review and permitting process on their own. Under the current system, project sponsors work with one agency, only to be told to stand in line with several other agencies for numerous other approvals. We can do better. The Federal Government is capable of navigating its own bureaucracy and designating a single entity with responsibility for shepherding each project through the review and permitting process.
- **Unnecessary Approvals.** The funding of infrastructure is predominately State, local and private, yet the Federal Government exerts an inordinate amount of control over all infrastructure with unnecessary bureaucratic processes. The Administration supports putting infrastructure permitting into the hands of responsible State and local officials where appropriate.
- **Judicial Reform.** The current standards of judicial review force Federal agencies to spend unnecessary time and resources attempting to make a permit or other environmental document litigation-proof. The Administration believes our resources would be better spent on enhancing the environment rather than feeding needless litigation. As such, the Administration will submit proposals that curtail needless litigation.

To: Marketing, Planning, & Legislative Committee

Date: May 25, 2017

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:

Thursday, May 25 – John Muir Elementary Martinez, 30 students/8 adults

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

Tuesday, May 30 – St. Isidore Danville, 29 students/10 adults

Wednesday, May 31 – St. Isidore Danville, 29 students/10 adults

Thursday, June 1 – Silverwood Elementary Concord, 70 students/16 adults

Tuesday, June 20 – Play and Learn School Pleasant Hill, 25 students/4 adults

Wednesday, June 21 – Walnut Acres Children Center Walnut Creek, 40 students/5 adults

Wednesday, June 21 – Dana Estates Community Night Out – PM event with a bus

Tuesday, June 27 – Play and Learn School Pleasant Hill, 25 students/4 adults

Thursday, June 29 – Play and Learn School Pleasant Hill, 25 students/4 adults

Recommendation:

For information only

Financial Implications:

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