

County Connection

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

MARKETING, PLANNING, & LEGISLATIVE MEETING AGENDA

Thursday, August 3, 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 June 2, 2017
4. TLC Grant – Walnut Creek Bus Stop Access & Safety Improvements*

Staff recommendation: MP&L to forward the request for \$100,000 in TPI funds to the Board, for approval. These funds are programmed to support bus stop improvements in the City of Walnut Creek as outlined in the TLC application approved by CCTA.

5. Marketing Reports
 - a. Website and Social
 - b. Community Events*
6. Committee Comments
7. Future Agenda Items
8. Next Meeting – September 7, 2017
9. 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.

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, August 17, 9:00 a.m., County Connection Board Room
Administration & Finance:	Wednesday, August 16, 9:00 a.m., 3338 Mt. Diablo Blvd., Lafayette
Advisory Committee:	Tuesday, September 12, 2:00 p.m., County Connection Board Room
Marketing, Planning & Legislative:	Thursday, August 3, 10:00 a.m., 1676 N. California Blvd., S620, Walnut Creek
Operations & Scheduling:	Friday, August 4, 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.

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
Hanson Bridgett
1676 North California Blvd., Suite 620
Walnut Creek, CA
June 2, 2017, 10:00 a.m.**

Directors: Directors Kevin Wilk, Jim Diaz

Staff: Anne Muzzini, Kristina Vassallo, Rick Ramacier

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 showed the Committee material about “dump the pump” day and suggested that County Connection could do more to promote the event.
3. **Approval of Summary Minutes for May 4, 2017:** The Committee approved the minutes.
4. **Bus Advertising Contract:** Ms. Muzzini explained that the advertising contract with Lamar has (2) one year options left and that it would be prudent to exercise them. The current level of sales isn’t generating as much as the guarantee amount of \$585,000 and staff expects that a new bid would only lower the revenue to the Authority. There was discussion about how web advertising has taken away from print advertising in general. The Committee agreed to recommend extension of the contract for another two years.
5. **Update on Infrastructure Initiative:** Ms. Vassallo described the Federal 2018 Infrastructure Initiative highlighting the goals to encourage self-help and leverage the private sector. There are no firm plans that would impact funding for County Connection at this time.
6. **Marketing Reports:**
 - a. Website and Social Media: Committee members reviewed data provided.
 - b. Community Events – Ms. Muzzini explained how the class pass program works as many of the events listed were of this type.
7. **Next Scheduled Meeting** – The next meeting was scheduled for July 6, 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: 7/18/2017

From: Ruby Horta, Acting Director of Planning & Marketing

Reviewed by:

SUBJECT: TLC Grant—Walnut Creek Bus Stop Access and Safety Improvements

Background:

In September 2016, the Authority released the Coordinated Call for Projects (CCP) for the second cycles of the One Bay Area Grant (OBAG 2) and Measure J Transportation for Livable Communities (TLC) and Pedestrian, Bicycle and Trail Facilities (PBTF) programs. In response, the Authority received 77 applications by the December 2016 deadline. The City of Walnut Creek, partnering with County Connection, submitted an application for TLC funding to improve accessibility and safety at bus stop locations throughout the Walnut Creek. At its June 21st Board meeting, the Contra Costa Transportation Authority approved funding allocations for the CCP and the City was awarded the requested amount of \$852,000. City staff has programmed the project for FY 2018 and is currently working to develop a work plan.

The bus stop locations identified for improvements are listed below, followed by a map:

- A) Mitchell Dr. & Park and Ride (WB)
- B) Newell Ave. & Kaiser Medical Center (EB)
- C) Mitchell Dr. & Park and Ride (EB)
- D) Montego & Tampico (WB)
- E) S. California Blvd., between Mt. Diablo Blvd. and Olympic Dr. (SB)
- F) S. Main St. & Kaiser Medical Center (SB)
- G) S. California Blvd. & Botelho Dr. (NB)
- H) N. California Blvd. & Trinity Ave. (SB)
- I) N. California Blvd. & Mt. Diablo Blvd. (NB)
- J) John Muir Medical Center (NB)
- K) N. Civic Dr. & Parkside Dr. (NB)
- L) Montego & Tampico (EB)
- M) N. California Blvd. & Lacassie Ave. (SB)
- N) Main St. & Civic Dr. (NB)
- O) Oak Grove Rd. & Peach Willow Ln. (WB)
- P) Oak Grove Rd. & Shadelands Dr. (SB)
- Q) Lennon Ln. & N. Wiget Ln. (SB)

- R) S. California Blvd. & Newell Ave. (NB)
- S) Creekside Dr. & Creekside Oaks (NB)
- T) Treat Blvd. & Candelerero Dr. (WB)
- U) S. Main St. & Creekside Dr. (NB)
- V) Ygnacio Valley Rd. & Bancroft Rd. (WB)

County Connection has worked with other cities in its service area, including Martinez, Concord, and Pleasant Hill to make similar improvements to bus stop locations. County Connection agreed to support improvements in Walnut Creek using \$100,000 out of a grant already awarded by the Metropolitan Transportation Commission (MTC) for their Transportation Performance Program (TPI). This effort is part of an ongoing plan to upgrade all major bus stops in our service area leveraging Federal, State, and local funding.

Recommendation:

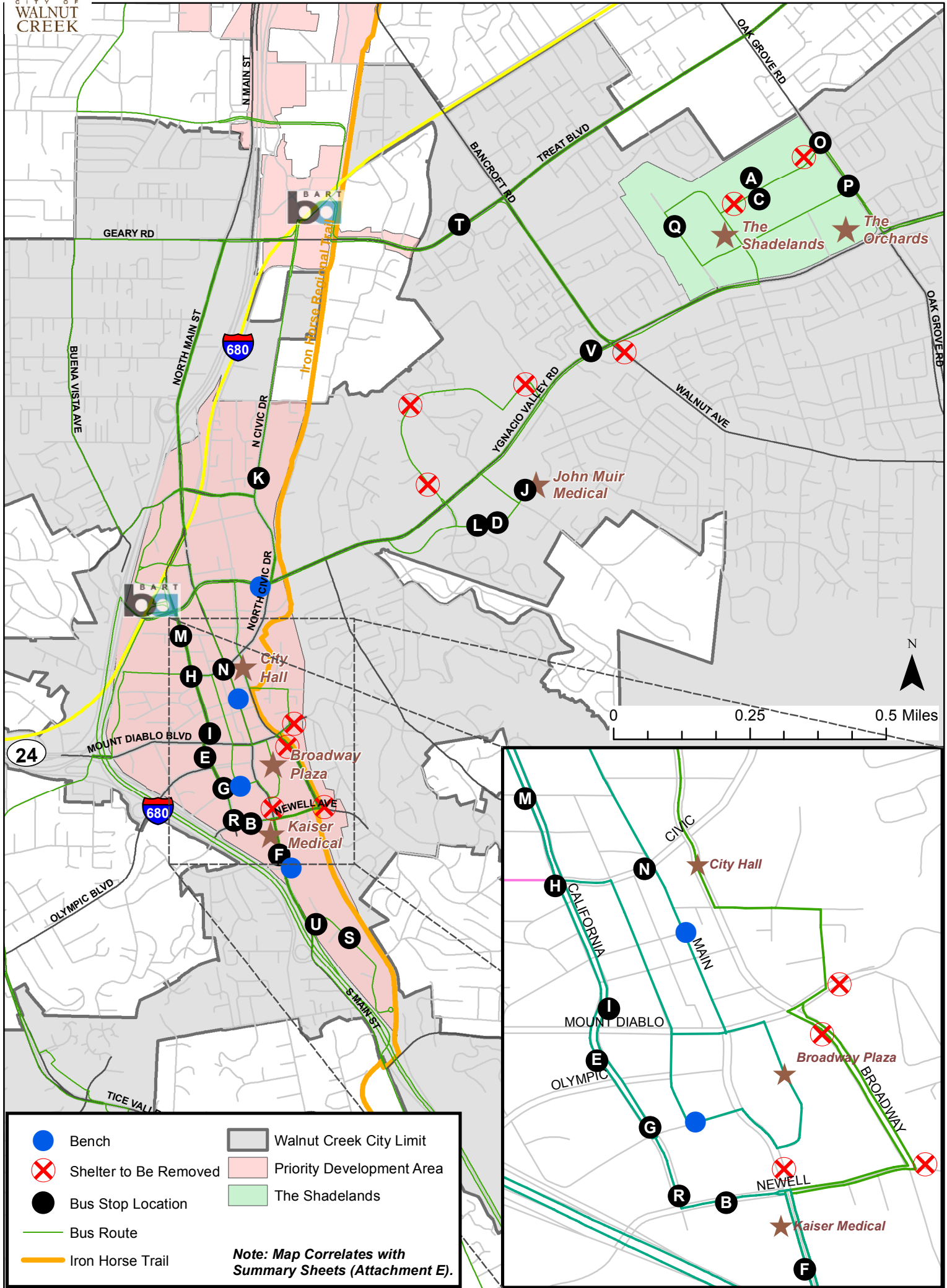
Staff recommends that the Marketing, Planning, & Legislative Committee forward the request for \$100,000 in TPI funds to the Board, for approval. These funds are programmed to support bus stop improvements in the City of Walnut Creek as outlined in the TLC application approved by CCTA.

Financial Implications:

County Connection has set aside \$100,000 in TPI funds as part of the local match for TLC funds.



Bus Stop Access & Safety Improvements Locations



To: Marketing, Planning, & Legislative Committee

Date: July 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:

Tues, August 1 – Play and Learn School, Pleasant Hill 25 students/4 adults – large group
Thurs, August 3 – Play and Learn School, Pleasant Hill 25 students/4 adults – large group
Tues, August 8 – Play and Learn School, Pleasant Hill 25 students/4 adults – large group
Thurs, August 11 – Play and Learn School, Pleasant Hill 25 students/4 adults – large group
Tues, August 15 – Play and Learn School, Pleasant Hill 25 students/4 adults – large group
Wed, August 16 – Concord Child Care Center, Concord 40 students/9 adults – class pass
Thurs, August 17 – Play and Learn School, Pleasant Hill 25 students/4 adults – class pass

Recommendation:

For information only

Financial Implications:

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