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

MARKETING, PLANNING, & LEGISLATIVE MEETING AGENDA

Thursday, September 7, 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 August 3, 2017
4. Cap & Trade Guidelines Update – Verbal
5. Funding Sources – Information Only*
6. Community Events – Information Only*
7. Committee Comments
8. Future Agenda Items
9. Next Meeting – October 5, 2017
10. Adjournment

*Enclosure
FY2017/2018 MP&L Committee
Amy Worth – Orinda, Jim Diaz – Clayton, Kevin Wilk – Walnut Creek

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, September 21, 9:00 a.m., County Connection Board Room
Administration & Finance:	Wednesday, October 4, 9:00 a.m., 3338 Mt. Diablo Blvd. Lafayette, CA
Advisory Committee:	Tuesday, September 12, 2:00 p.m., County Connection Board Room
Marketing, Planning & Legislative:	Thursday, September 7, 10:00 a.m., 1676 N. California Blvd., S620, Walnut Creek
Operations & Scheduling:	Friday, September 1, 8:00 a.m., 3338 Mt. Diablo Blvd., Lafayette, CA

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

County Connection

INTER OFFICE MEMO

Summary Minutes
Marketing, Planning, and Legislative Committee
Hanson Bridgett
1676 North California Blvd., Suite 620
Walnut Creek, CA
August 3, 10:00 a.m.

Directors: Kevin Wilk, Jim Diaz
Staff: Rick Ramacier, Ruby Horta, Bill Churchill
Public: Andrew Smith, Ozzy Arce, Ralph Hoffman

Call to Order: Meeting called to order at 10:07 a.m. by Director Diaz.

1. **Approval of Agenda Items:** The Committee approved the agenda.

2. **Public Comment and/or Communication:** None.

3. **Approval of Summary Minutes for June 2, 2017:** The Committee approved the minutes.

4. **TLC Grant – Walnut Creek Bus Stop Access & Safety Improvements**

   Ms. Horta explained the partnership between the City of Walnut Creek and County Connection staff over the last several months to develop a project eligible for Measure J funding under Transportation for Livable Communities program. County Connection staff ranked stops by total boardings per day in order to maximize the impact of the project. The project was awarded $852,000 in TLC funds. County Connection has bus stop access improvement grants available that match the scope of this project.

   Mr. Arce highlighted the idea that bus stop safety and accessibility improvements could, potentially, increase ridership.

   The Committee agreed to forward the request for $100,000 in Transit Performance Incentive (TPI) Program to the Board for approval.

5. **Marketing Reports:**

   a. Website and Social Media: Committee members reviewed data provided.
   b. Community Events: Committee members reviewed the memo.

6. **Next Scheduled Meeting –** The next meeting was scheduled for September 7, 2017.

7. **Adjournment –** The meeting was adjourned at 10:26 a.m.

Minutes prepared and submitted by: Ruby Horta, Acting Director of Planning and Marketing

County Connection

INTER OFFICE MEMO

To: Marketing, Planning, & Legislative Committee **Date:** 8/28/2017

From: Ruby Horta, Director of Planning & Marketing **Reviewed by**:

SUBJECT: Local/State Operating Assistance Trends

Background:

State Transit Assistance (STA)

Staff has developed the following memo to provide a historical representation of critical operating fund sources, and their respective trends and legislative limitations. With the introduction of Senate Bill 1 (SB1), it is important to understand the significance of this new operating revenue source and its potential to provide financial relief. SB1, passed by the Legislature in April, is expected to raise over $5 billion statewide, per year in perpetuity. The funds will be directed at a number of transportation initiatives, among them, the bill will allocate portions of the revenue to the STA Program.

State Transit Assistance, or STA, funds are generated by the sales tax on diesel fuel, and the amount of money available for transit agencies varies from year to year based on the ups and downs of diesel prices. The State splits the STA program into two components:

- Population-based funds: MTC receives STA based on their share of the population. MTC determines how to use these.

- Revenue-based funds: The State allocates funds to transit operators based on their revenue as defined by PUC 99314 (b).

SB1 will provide an additional $400K in STA revenue-based funds. Although it provides additional STA, it does not compensate for the loss of STA funds over the last several years.

It is expected that MTC will determine how to distribute the population-based STA allocation, estimated at $24M, sometime in the Fall. If MTC were to allocate STA funds at current levels, County Connection could receive approximately $2M. These funds would provide the financial relief needed to avoid significant service reductions in the coming years. If MTC decides to distribute these funds in a different manner, the

operating gap would remain and service cuts would be inevitable. How MTC allocates this additional source of operating revenues will significantly impact service proposals.

Transit Development Act (TDA)

TDA funds are derived from a ¼ cent general sales tax, which have declined in the last several years. Over the last five (5) years, actual TDA revenue collected has been significantly lower than initial estimates. This shortfall in TDA has increased the need to access the reserve fund. The shortfall between initial estimates and actual revenues collected has ranged from approximately $230K to close to $1M. This has a direct negative impact on our reserves.

Cap and Trade

In 2015, Cap and Trade funds were made available to transit through the Low Carbon Transit Operations Program (LCTOP). Although the funds can be used for operating or capital projects, the guidelines require that at least half of the allocation be spent in a Disadvantage Community (DAC) as defined by the California Environmental Protection Agency (CalEPA). In addition, LCTOP funds are very volatile. These funds are dependent on Cap & Trade auction sales conducted on a quarterly basis. In the last three years, County Connection has received $186K, $616K, and $308K, respectively. Given the restrictive guidelines and fluctuating allocations, it is difficult to design service or identify projects dependent on LCTOP funds.

Recommendation:

None at this time. For information only.

Financial Implications:

No direct financial impact.

County Connection

INTER OFFICE MEMO

To: Marketing, Planning, & Legislative Committee **Date:** 8/31/2017

From: Ruby Horta, Director of Planning & Marketing **Reviewed by**:

SUBJECT: Community Events

Background:

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

September 28 – Morello Park Elementary, Martinez 24 students/10 adults

Recommendation:

For information only.

Financial Implications:

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