

County Connection

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

MARKETING, PLANNING, & LEGISLATIVE MEETING AGENDA

Thursday, December 7, 2017

9:30 a.m.

Supervisor Andersen Office

3338 Mt. Diablo Blvd

Lafayette, CA

1. Approval of Agenda
2. Public Communication
3. Approval of Minutes from November 6, 2017*
4. Marketing Plan Update*

Staff recommendation: Implement changes to the website to improve the current platform, accessibility, customer service interfaces and overall layout as well as recruit staff to support online and community outreach.

5. 2018 APTA Legislative Conference*

Staff recommendation: MP&L Committee to discuss options provided and seek additional feedback from the Board.

6. Bus Shelter Project* – Information only
7. Community Events* – Information only
8. Committee Comments
9. Future Agenda Items
10. Next Meeting – January 11, 2018
11. Adjournment

*Enclosure

FY2017/2018 MP&L Committee

Amy Worth – Orinda, Candace Andersen – Contra Costa County, 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, December 21, 9:00 a.m., County Connection Board Room
Administration & Finance:	Wednesday, December 6, 10:30 a.m., 1676 N. California Blvd., Walnut Creek, CA
Advisory Committee:	Tuesday, January 16, 2:00 p.m., County Connection Board Room
Marketing, Planning & Legislative:	Thursday, December 7, 9:30 a.m., 3338 Mt. Diablo Blvd, Lafayette
Operations & Scheduling:	Friday, January 5, 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.

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**Summary Minutes
Marketing, Planning, and Legislative Committee
Supervisor Andersen's Office
3338 Mt. Diablo Blvd.
Lafayette, CA
Thursday, November 6, 9:30 a.m.**

Directors: Kevin Wilk, Amy Worth, Candace Andersen

Staff: Rick Ramacier, Ruby Horta, Bill Churchill

Public: None

Call to Order: Meeting called to order at 9:33 a.m. by Director Worth.

1. Approval of Agenda Items

The Committee approved the agenda.

2. Public Comment and/or Communication

None.

3. Approval of Summary Minutes for October 5, 2017

The Committee approved the minutes.

4. On-Call Planning Services – Nelson/Nygaard Agreement

Ms. Horta provided a summary of the selection process for the On-Call Planning Services Consultant. The agreement will be for a term of three years with two one year-options for an amount not to exceed \$1.8 million. There is no guaranteed minimum level of compensation.

The MP&L Committee agreed to forward the agreement with Nelson/Nygaard for On-Call Planning Services to the full Board for approval.

5. Walnut Creek Transit Village (WCTV) Update

Ms. Horta provided an update on the WCTV. Director Wilk asked if County Connection has received any complaints. No complaints have been received to date.

6. Community Events

Ms. Horta reviewed the memo.

7. Committee Comments

Director Andersen suggested County Connection staff establish contact with Rossmoor Transportation. Director Wilk inquired about bus stop amenities at Ygnacio Valley Road and Civic Dr.

8. Future Agenda Items

- Shelter project update

9. Next Scheduled Meeting

The next meeting was scheduled for December 7, 2017 at 9:30am.

10. Adjournment – The meeting was adjourned at 10:30 a.m.

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

To: Marketing, Planning & Legislative Committee

Date: 11/20/2017

From: Ruby Horta, Director of Planning & Marketing

Reviewed by:



SUBJECT: Marketing Update

Background:

In an effort to enhance the level of accessibility to County Connection's service, via our website, staff is proposing to implement a variety of improvements. As more technology becomes available and communication shifts from phone calls into customer service to mobile device-driven inquiries, County Connection strives to ensure various modes of communication are available to our passengers. One of the goals of an improved website is to offer text and live chat options on our website, available on a mobile device or a desktop. Another aspect that is lacking is the current platform's inability to guide visually impaired visitors through route and schedule information. Staff understands technology's limitations when it comes to making all website information completely accessible; however, there are certain critical pieces, such as route and schedule information, that could be improved.

Finally, based on passenger input, we understand the public interface and layout could be improved significantly to make navigating our website more user-friendly on both a desktop and mobile device. Based on our 2015 On-board Survey, almost half of the respondents obtain schedule information about our service either on our website (32%) or on a mobile application (17%). By enhancing our website we will be able to improve the overall customer service experience.

In addition to improvements to the website staff recognizes the need to enhance the Authority's presence across a wide spectrum of social media outlets as well as increase involvement at community events. To accomplish this task staff will begin the recruitment process to employ an individual with strong social media experience and the ability to interface with a wide variety of community groups.

Recommendation:

Staff proposes making changes to the website to improve the current platform, accessibility, customer service interfaces and overall layout as well as recruit staff to support online and community outreach.

Financial Implications:

Any costs associated with website improvements are included in the Promotions and IT budgets. The recruitment of a social media expert will replace an existing position that was recently vacated in the marketing department.

To: Marketing, Planning & Legislative Committee

Date: 11/29/2017

From: Rick Ramacier, General Manager

SUBJECT: 2018 American Public Transportation Association (APTA) Legislative Conference

Background

Since the early 1990s, County Connection has actively participated in the annual APTA legislative conference in Washington DC. Typically, County Connection takes advantage of these conferences to visit with its own congressional delegation in conjunction with the conference. Usually, the County Connection group consists of two or three board members and one or two staff. The relative importance of these meetings varies by year. But, they always provide value to County Connection as well as the congressional offices.

In almost every year, the Metropolitan Transportation Commission (MTC) sends a few board members and staff to Washington DC in the same week as the annual APTA legislative conference. Thus, County Connection and other Bay Area transit operator folk have attended useful congressional meetings with MTC. This strategy was key in getting the BART extension to SFO funded. As part of that, MTC has hosted a catered reception every year where attendees are addressed by various member of congress and spend time in relaxed atmosphere talking with them and/or their staff. So, this event often turns into a very productive few days in Washington DC for County Connection.

2018 – APTA and MTC Not in Sink

Most years, the APTA legislative conference is held between Sunday and Wednesday of the second week of March. However, in 2018 APTA will move the conference to the third week of March (Sunday through Wednesday). Meanwhile, MTC has committed to sending their folks to Washington DC a week earlier – the usual second week of March which coincides with a National League of Cities conference.

The last time this happened was in 2015. Before that time, this kind of thing had not happened for at least 20 years.

In 2015, I went to the APTA conference as well as to meetings set up by MTC by traveling back and forth to Washington DC two separate times. One board member did the same. In hindsight, I am not sure that was worth the effort and expense.

So if in 2018, The County Connection board and staff attendees go to only one event – the APTA conference or the MTC based meetings – the question is which one? It's important to note that County Connection would meet with its congressional delegation offices regardless of which week our representatives were to go. There are advantages and disadvantages to either approach. A third approach is to participate in both events.

Options

Staff identifies the following options to think about.

- 1) Attend the APTA conference between Sunday, March 18, 2018 and Wednesday, March 21, 2018. Visit with our congressional delegation at the same time.
- 2) Attend the MTC based meetings, attend the annual California reception as described above, and visit with our congressional delegation between Sunday, March 11, 2018 and Wednesday, March 14 2018 or Thursday, March 15, 2018.
- 3) Do both.
 - A. By staying in Washington DC through the weekend of March 16th and 17th. Or
 - B. By flying back and forth twice.

I would further note that current FY17-18 operating budget does not anticipate a 2nd Washington DC trip for multiple County Connection staff or board members, or for an extra-long trip.

Recommendation:

Staff wishes to discuss this with the MP&L Committee to gain a sense of where you might want to be on this. Staff further requests that you consider sending this to the full board for discussion and feedback.

To: Marketing, Planning & Legislative Committee

Date: 11/20/2017

From: Ruby Horta, Director of Planning & Marketing

Reviewed by:

SUBJECT: Bus Stop Improvement Project

Background:

County Connection serves over 1,700 bus stops with a wide range of bus stop amenities, from just a pole with a bus stop sign on it, to benches, shelters and real-time passenger information. County Connection has the ability to add or remove amenities, per the jurisdiction's directive. However, County Connection staff does not maintain bus stop amenities such as: shelters, trash receptacles and/or City of County property. County Connection staff will replace damaged bus stop poles, signs or benches installed by County Connection. The majority of the cities, and the County, have agreements with Outfront Media, the ad agency, to maintain ad and non-ad shelter locations.

Funding Bus Stop Improvements

In 2013 County Connection worked with a group of consultants to identify bicycle and pedestrian access improvements at priority bus stops within County Connection's service area. The recommendations in the report finalized in 2014 have been used to develop various capital grant applications for designing and constructing the recommended improvements.

County Connection has been utilizing Prop 1B funds as well as MTC's Transit Performance Initiative (TPI) to fund bus stop improvements. County Connection has funded various bus stop improvement projects for the cities of Concord and Pleasant Hill. Additionally, real-time passenger information was installed at 20 stop locations throughout County Connection's service area. County Connection has also granted the City of Walnut Creek funds to augment their "Bus Stop Access and Safety Improvement" project.

County Connection staff is currently working with the City of San Ramon and Moraga to assess the needs in their jurisdictions for bus stop shelter improvements. Below is the list of new shelter installations:

New Shelter Installation
City of Pleasant Hill
Contra Costa Blvd/Beth Dr
Gregory Ln/Contra Costa Blvd
Gregory Ln/Moiso Ln
Oak Park Blvd/Patterson Rd
Viking Dr/Diablo Valley College
80 West Hookston
City of Concord
Clayton Rd/Fry Way
Clayton Rd/Washington Blvd
Clayton Rd/West St
Contra Costa Blvd/Viking Dr
Detroit Ave/Sunshine Dr
Detroit Ave/Lynn Ave
Monument Blvd/Reganti Dr
Mason Circle

Recommendation:

None – for information only.

Financial Implications:

None.

To: Marketing, Planning, & Legislative Committee

Date: 11/17/17

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

November 30 – Walnut Creek Holiday of Lights Parade

December 1 – Downtown Martinez Light Parade

December 6 – Ygnacio Valley High, Concord 20 students/10 adults

December 15 – John Swett Elementary, Martinez 21 students/10 adults

Recommendation:

For information only.

Financial Implications:

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