

# County Connection

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

## MARKETING, PLANNING, & LEGISLATIVE MEETING AGENDA

Thursday, February 8, 2018

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 January 11, 2018\*
4. On-Board Survey Update\* – Information Only
5. Draft 2018 Federal Legislative Program\*  
(Staff will present 2018 Federal Legislative Program for review and possible approval.)
6. State Legislative Status\*  
(Staff will suggest interested Board Members and General Manager make visits with the state delegation.)
7. Community Events\* – Information only
8. Committee Comments
9. Future Agenda Items
10. Next Meeting – March 1, 2018
11. Adjournment

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\*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](http://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](mailto: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, February 15, 9:00 a.m., County Connection Board Room
Administration & Finance:	Wednesday, March 7, 10:30 a.m., 3338 Mt. Diablo Blvd., Lafayette, CA
Advisory Committee:	Tuesday, March 13, 2:00 p.m., County Connection Board Room
Marketing, Planning & Legislative:	Thursday, March 1, 9:30 a.m., 3338 Mt. Diablo Blvd, Lafayette
Operations & Scheduling:	Friday, March 2, 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](http://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](http://www.countyconnection.com)) and at the County Connection Administrative Offices, 2477 Arnold Industrial Way, Concord, California**

**Summary Minutes  
Marketing, Planning, and Legislative Committee  
Supervisor Andersen's Office  
3338 Mt. Diablo Blvd.  
Lafayette, CA  
Thursday, January 11, 9:30 a.m.**

**Directors:** Kevin Wilk, Amy Worth, Candace Andersen

**Staff:** Rick Ramacier, Bill Churchill, Ruby Horta

**Public:** None

**Call to Order:** Meeting called to order at 9:30 a.m. by Director Wilk.

**1. Approval of Agenda Items**

The Committee approved the agenda.

**2. Public Comment and/or Communication**

None.

**3. Approval of Summary Minutes for December 7, 2017**

The Committee approved the minutes.

**4. 2017 Fixed Route Community Survey – Final Report**

Ms. Horta explained that the executive summary was presented late last year. Now that the report is complete, it can be forwarded to the Board. Ms. Andersen was interested in passengers not being aware of the technology on board the buses. Ms. Horta explained that this is likely due to the limited speed available on local vs. express routes.

The MP&L Committee agreed with the recommendation to forward the 2017 Fixed Route Community Survey Final Report to the Board to accept and file.

**5. Federal and State Legislative Update**

Mr. Ramacier provided a detailed update on Federal and State legislative efforts, which included Cap and Trade and Bus on Shoulder. Mr. Ramacier also explained the importance of SB1.

**6. Strategic Plan**

Mr. Ramacier provided a verbal update on staff's efforts to put together a Board session to define County Connection's Strategic Plan. Ms. Worth supported the idea and Ms. Andersen indicated the plan would provide a vision that can be shared with legislators when requesting funding.

**7. Community Events**

Ms. Horta reviewed the memo, highlighting the work to facilitate RTC approvals at Del Amigo High School. Mrs. Andersen suggested that staff continue to pursue this initiative with other programs in our service area.

**8. Committee Comments**

**9. Future Agenda Items**

- On-Board Survey

**10. Next Scheduled Meeting**

The next meeting was scheduled for February 8, 2018 at 9:30am.

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

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

To: Marketing, Planning, and Legislation

Date: 2/01/2018

From: Sean Hedgpeth, Manager of Planning

Reviewed by:

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### **SUBJECT: Onboard Passenger Survey 2018**

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#### **Background:**

Staff has retained our on-call planning consultant to conduct an onboard survey, to be conducted in late February. This survey is required to be conducted every three years for federal Title VI compliance. The data provides a demographic snapshot of our riders that can inform marketing and planning decisions, including fare payment, trip purpose, and trip origin-destination information. Our last onboard survey was completed in May 2015.

#### **Project Schedule:**

The final report will be presented at the MP&L committee as well as the full board in April. The tentative schedule is listed below.

<b>Task</b>	<b>Timeline</b>
Kick-off Meeting	1/10/2018
Data Collection Start Date	2/27/2018
Data Analysis/Draft Report	March
Final Draft	April
Presentation to Board	April/May

#### **Financial Implications:**

The survey cost is \$55,692, which is part of our existing on-call contract with Nelson/Nygaard. County Connection staff will support the survey supervision efforts as part of a cost saving effort.

To: MP&L Committee

Date: February 1, 2018

From: Rick Ramacier  
General Manager

Reviewed by:

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**SUBJECT:** Draft 2018 Federal Legislative Program

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### **Background:**

Staff has prepared a draft of the 2018 Federal Legislative Program. This program is updated annually and highlights County Connection's legislative priorities at the federal level. The program also includes information about County Connection, ridership, innovation, and important transit benefits.

Virtually no federal transportation legislation was enacted in 2017. The issues that we identified as important to County Connection remain for attention in 2018. Therefore, staff proposes a program that is nearly identical to the one in 2017.

### **Issues**

1. Fund the federal transit program in FY2019 at the authorized levels of the Fixing America's Surface Transportation (FAST) Act. County Connection is projected to received \$4.3 million in federal capital funding to support the purchase of 42 paratransit vehicles in FY19 and just over \$1.5 million in federal funding to assist in supplying Americans with Disabilities Act (ADA) paratransit services in FY19. If the federal transit program is not fully funded in FY19, those two projects could be at risk.
2. Urge that public transit be adequately included in any major infrastructure package that may move through Congress. The Administration continues to periodically suggest that they want to put forward a \$1.0 trillion comprehensive infrastructure package. County Connection should urge that any such package contain meaningful funding for public transit. There is a projected \$90 billion shortfall to keep the current transit systems in a state of good repair. This does not include building in any new capacity.
3. Find a permanent fix to the growing shortfalls in the Highway Trust Fund (HTF) and the related Mass Transit Account (MTA). Both of these are on target to be essentially bankrupt by the end FY21 according to most experts. Thus, left to no attention many projects that are programmed for funding from these accounts will go without leaving said projects unable to be completed. County Connection should urge that Congress and the Administration greatly increase their efforts to fund the massive shortfalls in the HTF and bring financial stabilization to it.
4. Reforming and updating federal regulations and rules. US Department of Transportation (DOT), Secretary Chow has expressed a consistent and strong interest in reforming and updating federal transit rules. Particular attention is being paid to rules that may impede the use of technology in the delivery of public transportation and/or prevent public transportation from taking full advantage of new service schemes under the umbrella of shared mobility or micro transit. County Connection should urge DOT on as they pursue these reforms. And, we should urge Congress to be supportive of their efforts.

**Program Format**

Staff proposes to use a similar format to previous year to summarize and highlight our federal legislative interests. A draft of a proposed 2018 Federal Legislative Program brochure will be distributed at your meeting on Thursday, February 8, 2018. This brochure will look very similar to the 2017 one.

**Action Requested:**

Staff requests that the MP&L Committee review the draft 2018 Federal Legislative Program and provide feedback and direction at your meeting on February 8, 2018. Also, we will request that you forward the draft program and brochure to the full board for approval and distribution.

To: MP&L Committee

Date: February 1, 2018

From: Rick Ramacier  
General Manager

Reviewed by:

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**SUBJECT:** State Legislative Status & Plan for Delegation Visits

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### Background

Last month, staff reported to the Board that this is likely to be an active year in the California State Legislature with respect to public transit. Bills have begun to be introduced for consideration and we are going to see a challenge to last year's Senate Bill 1 (SB1).

Between now and late April, there will be a fair amount of activity on proposed legislation. Thus, the time would be appropriate for County Connection to communicate related interests and concerns. Also, between now and July, the California Air Resources Board (CARB) is likely going to act on a CARB staff proposal that could include a Zero Emission Based (ZEB) bus procurement mandate.

Staff – in part based on previous board comments – believes the time is right over the next few months to make a series a visits with our state legislative delegation on items of interest and concern.

### Issues to Address

Staff proposes that visits would focus on the following issues/areas:

- Defending SB1 from voter repeal. County Connection could have up to \$3 million annually at stake should SB1 be repealed.
- Expressing our growing interest in implementing Bus on Shoulder (BOS) service. This would include providing information on how these services have been effectively and safely operated in other parts of the country for years.
- Continuing to educate our delegation on the need to change the state disadvantaged communities definitions that hinder our ability to use as much as \$800,000 in annual cap and trade Low Carbon Transit Operations Program (LCTOP) funds.
- Inform our delegation of the potential of CARB to adopt a concerning ZEB procurement mandate. Further inform them of alternatives that the transit industry as whole have offered to essentially reach the same air quality goals in a more rational manner.
- To brief them on how technology is offering the potential for improved public transportation services.
- Other items as determined.

### Visit Schedule

Staff wishes to work with interested board members on setting dates to meet with various delegation offices. To that end, staff respectfully requests that this be forward to the full board for that discussion.

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

**Date:** 1/22/18

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

**Reviewed by:**

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**SUBJECT: Community Events**

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**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

January 26 – Ygnacio Valley High, Concord 12 students/6 adults group trip plan using RTC cards

February 5 – February 10 – On board survey

February 11 – Saint Mary’s College Spring Orientation student outreach

February 28 – Creative Play Center, Pleasant Hill 26 students/10 adults

**Recommendation:**

For information only.

**Financial Implications:**

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