

County Connection

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

MARKETING, PLANNING & LEGISLATIVE MEETING AGENDA

Thursday, June 14, 2018

11:00 a.m.

Supervisor Andersen Office

3338 Mt. Diablo Blvd, Lafayette, CA

*****PLEASE NOTE TIME CHANGE*****

1. Approval of Agenda
2. Public Communication
3. Approval of Minutes from May 10, 2018*
4. Public Hearing Schedule* - Information Only
5. On Board Survey Results*
Staff recommendation: For MP&L Committee to forward the On Board Survey to the Board to accept and file at the June Board meeting.
6. Mobility as a Service (MaaS)* - Information Only
7. 2018 State Legislative Update*
(Staff will update the committee on legislative bills or ideas of interest to County Connection)
8. County Connection Strategic Plan Development Timeline Update*
(Staff will provide a brief update to the committee on this effort)
9. Community Events* – Information Only
10. Committee Comments
11. Future Agenda Items
12. Next Meeting – July 12, 2018
13. 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.

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 Katrina Lewis – (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 19, 9:00 a.m., County Connection Board Room
Administration & Finance:	Wednesday, August 1, 9:00 a.m., 1676 North California Blvd., Suite 620 Walnut Creek, CA
Advisory Committee:	Tuesday, September 11, 2:00 p.m., County Connection Board Room
Marketing, Planning & Legislative:	Thursday, July 12, 9:30 a.m., 3338 Mt. Diablo Blvd, Lafayette
Operations & Scheduling:	Friday, July 6, 8:00 a.m., 100 Gregory Lane, Pleasant Hill, 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

**Summary Minutes
Marketing, Planning, and Legislative Committee
Supervisor Andersen's Office
3338 Mt. Diablo Blvd.
Lafayette, CA
Thursday, May 10, 10:30 a.m.**

Directors: Kevin Wilk, Amy Worth, Candace Andersen

Staff: Rick Ramacier, Bill Churchill, Ruby Horta, Sean Hedgpeth

Public: None

Call to Order: Meeting called to order at 10:30 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 March 1, 2018

The Committee approved the minutes.

4. FY 19 Marketing Plan

Ms. Horta outlined a marketing plan for this coming fiscal year. She mentioned that the plan focuses on informing the public in advance of the service restructure planned in year 2019. Director Wilk asked if there will be Clipper promotion. Ms. Horta explained that County Connection will purchase Clipper Cards with County Connection logos on them, to be passed out as part of a promotion. She also said some of the additional budget will cover printing costs for new schedules as well as a new website for countyconnection.com.

5. Call Center Days of Operation

Ms. Horta outlined the plan to reduce call center operating hours to only cover Monday thru Friday, and closing it on Saturdays as well as Sundays, which saves about 2 FTEs. Director Wilk asked what people are calling about and Ms. Horta said that it is mostly people who are asking where a bus is in case bus tracker is down. Director Wilk then motioned for a trial to be reassessed in January 2019.

6. Draft Route 3 & 99X Title VI Analysis

Mr. Hedgpeth outlined the FTA required Title VI equity analysis required for the elimination of Route 3 and the implementation of Route 99X. He explained that eliminating a route constitutes a major service change. Mr. Hedgpeth went on to explain the analysis,

which was done by comparing route mileage of Route 3 vs. Route 99X crossing through minority census blocks. The conclusion of the analysis was that there were 2,353% more miles in minority census blocks on the new Route 99X vs. Route 3 which is proposed to be replaced and no disparate impact was found.

7. Community Events

Staff provided a brief overview of the next few community events on the calendar.

8. Committee Comments

None.

9. Future Agenda Items

None.

10. Next Scheduled Meeting

The next meeting was scheduled for June 14, 2018 at 11:00am.

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

Minutes prepared and submitted by: Sean Hedgpeth, Manager of Planning

To: Marketing, Planning & Legislative Committee

Date: 5/29/2018

From: Ruby Horta, Director of Planning & Marketing

Reviewed by: W.C.

SUBJECT: Public Hearings Schedule

Background:

In 2015 the Board adopted the Public Hearing Policy which requires the Authority to hold a public hearing for any major reduction in service. In April 2018 the Board approved service restructure and fare modification proposals and authorized staff to solicit public comment. The proposed service restructure qualifies as a “major reduction in service” and requires a public hearing.

Staff has been working with city staff in our service area and has proposed six public hearings. Most meetings are scheduled from 4-6pm; the San Ramon meeting will be from 4:30-6:30pm.

Martinez: Council Chambers, 525 Henrietta St. on 6/25

Lafayette: Supervisor Andersen’s Office, 3338 Mt. Diablo Blvd. on 6/26

Concord: Council Chambers, 1950 Parkside St. on 6/27

Pleasant Hill: Large Community Room, 100 Gregory Ln. on 7/9

Walnut Creek: Council Chambers, 1666 N. Main St. on 7/24

San Ramon: Community Center – Fountain Room, 12501 Alcosta Blvd. on 7/25

Rather than hold separate public hearings in some of the communities that will not be significantly affected by the proposed changes, staff plans to host public workshops and attend local community events to make the information accessible. Furthermore, residents in Orinda, Moraga, Clayton and Danville communities will have public hearings available nearby.

Staff will publish a legal notice in the local newspaper, per Board policy, and work with each city to promote the meetings.

Financial Implications:

Expenses associated with the public outreach process are included in the Promotions budget.

Recommendation:

None. Information only.

Action Requested:

None.

To: Marketing, Planning & Legislative Committee

Date: 06/06/2018

From: Sean Hedgpeth, Manager of Planning

Reviewed by:

Subject: 2018 On-Board Survey Results

Background:

The FTA requires transit agencies to conduct an onboard survey every 3 years in an effort to track rider demographics and satisfaction with our system. County Connection's last onboard survey was conducted by Moore & Associates in 2015, with a final report presented to the Board in May 2015. The on-call planning consultant, Nelson/Nygaard, was contracted for this task. Within the scope of work, Nelson/Nygaard hired surveyors from a temp agency, coordinated shifts for them, and compiled the results into a report attached to this memo. County Connection staff also assisted in the data collection efforts by supervising the surveyors on weekends, conducting a limited number of surveys, and overall support for project.

The survey was conducted on February 27th and 28th and March 1st, 6th, and 7th for weekday service and Saturday, March 24th, 2018 was surveyed for weekend service. The survey printed on card stock was passed out onboard buses with pencils and click boards. In this case, the survey results are predicated by those who elected to fill out a survey. A total of 907 surveys were collected with 704 on weekdays and 203 on weekends. These surveys were then entered into SurveyMonkey, which compiled them digitally. In addition, a study of paper transfers use was also conducted by the drivers by collecting transfers and putting them into labeled envelopes to be compiled into a transfer matrix. Nelson/Nygaard prepared the report attached to this memo, "Final 2018 Onboard Survey".

Analysis:

Overall satisfaction is high, with few changes over our last onboard survey. Interesting highlights are listed below:

- *New transportation options:* 22% of survey respondents indicated that they would take a TNC (Uber or Lyft) as an alternative to taking County Connection. That is more than double the 9% of survey respondents who would have taken a taxi in the 2015 survey.
- *New fare payment options:* Clipper was a relatively new option in 2015 in the area and only 30% of survey respondents had a Clipper card. In 2018, 60% of the respondents had a Clipper Card, a doubling of access.
- *Demographic profile by fare payment:* In the 2018 survey, persons of color were 6% more likely to use a Clipper Card and twice as likely to use a monthly pass or punch card over white respondents.

- *Access to information:* From 2015 to 2018, there was very little change in how riders get information, with printed schedules and the County Connection website making up the majority of access (67% in 2015 vs. 70% in 2018). Mobile App use is slightly up with 17% in 2015 vs. 22% in 2018.
- *Frequency of service is the main source of passenger dissatisfaction, driver courtesy ranked very high:* Frequency had 37% of survey respondents marking down a rating of less than 'good' or 'excellent'. In contrast, 89% of survey respondents gave a driver courtesy rating of good/excellent.

The paper transfer analysis showed that over half the transfers occurred on just six routes. Routes 10, 20, 16, 15, 21, and 9 respectively had the highest number of transfers collected. Routes 15, 21, and 9 all go to Walnut Creek BART. The proposed extension of Route 14 connected to Route 21 could serve this market better, with opportunities to riders to just stay on the bus instead of enduring the uncertainty of connecting to another bus and possibly have to wait a long headway.

About three-quarters of the total transfers were internal from other County Connection buses. The remaining 25% were external transfers to other agencies. County Connection accepts WestCat, Wheels, Tri-Delta, and SolTrans transfers but paper transfers for those systems only totaled 71 transfers. BART is the main external transfer source with 194. These paper transfers are obtained at a dispenser inside the fare gates at BART stations within the County Connection service area. Since BART has instituted a 50 cent surcharge on paper tickets, more riders are using Clipper to transfer from BART. For reference, in May 2018, a total of 535 BART to County Connection transfers occurred via Clipper on an average weekday.

Financial Implications:

The survey will cost approximately \$65,000.

Recommendation:

Staff offers the MP&L Committee the opportunity to provide feedback on the survey results.

Action Requested:

Staff requests that the MP&L committee forward this report to the Board as an informational item, at the June Board meeting.

Attachments:

Final 2018 Onboard Survey Report



County Connection

2018 ON-BOARD SURVEY FINAL REPORT

June 2018



PASSENGER SURVEY ANALYSIS
County Connection

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1 INTRODUCTION

Nelson\Nygaard Consulting Associates, Inc., led a data collection effort with the help of County Connection staff for the County Connection fixed-route public transit system to understand travel patterns, fare media usage, demographic characteristics of riders, and recommendations for service improvement. This report summarizes the findings from three data collection efforts: an on-board passenger survey, a paper fare transfer analysis, and a visual inspection of school routes. The on-board surveys asked riders of fixed-, non-school routes about their usage of, and opinions about the County Connection transit system. The paper transfers were collected by bus line and direction for an entire day of weekday service to analyze transfer patterns. Last, County Connection conducted a visual inspection of the 600-series routes for Title VI considerations using on-board video footage; data from this effort was analyzed by Nelson\Nygaard. The following sections detail each data collection effort and provide a summary of the findings.

2 ON-BOARD SURVEY ANALYSIS

OVERVIEW

The survey data collection took place on February 27th and 28th, March 1st, 6th and 7th, for weekday service¹, and on Saturday, March 24th, 2018.

The survey, available in both Spanish and English, included 25-questions and was printed on paper to distribute to passengers on all fixed routes except the 600-series routes. Survey questions were designed to capture information regarding travel patterns, personal demographic characteristics, and recommendations for service improvements.

A total of 907 surveys were collected over the survey period, including 704 by weekday passengers and 203 by weekend passengers, and including 35 in Spanish. The response rate by route was sufficient to provide a confidence level of 95% with a margin of error of 5% at the system level. As shown in Figure 2-1, survey responses collected were proportionate to ridership by route.

On weekdays, the highest percentages of surveys were completed by passengers on Routes 4 and 20, accounting for 20% and 10% of collected surveys, respectively. These are two of County Connection's highest ridership routes. Route 10 was the only other route to contribute more than 5% of total collected surveys (6%). Routes 2 and 3 carry fewer than 100 daily boardings, among the lowest in the system. They received no more than 1% of total collected surveys. On the weekend Routes 4 and 6 had the highest percentages of completed surveys, making up 15% each of the total collected weekend surveys. Route 4 carries 25% of average weekend ridership, the most of any weekend route, while Routes 301 and 315 serve just 2% of weekend ridership, respectively.

¹ Weekday data was collected on Tuesdays, Wednesdays, and Thursdays to capture typical weekday travel behaviors.

PASSENGER SURVEY ANALYSIS
County Connection

Figure 2-1 Weekday Survey Responses by Route

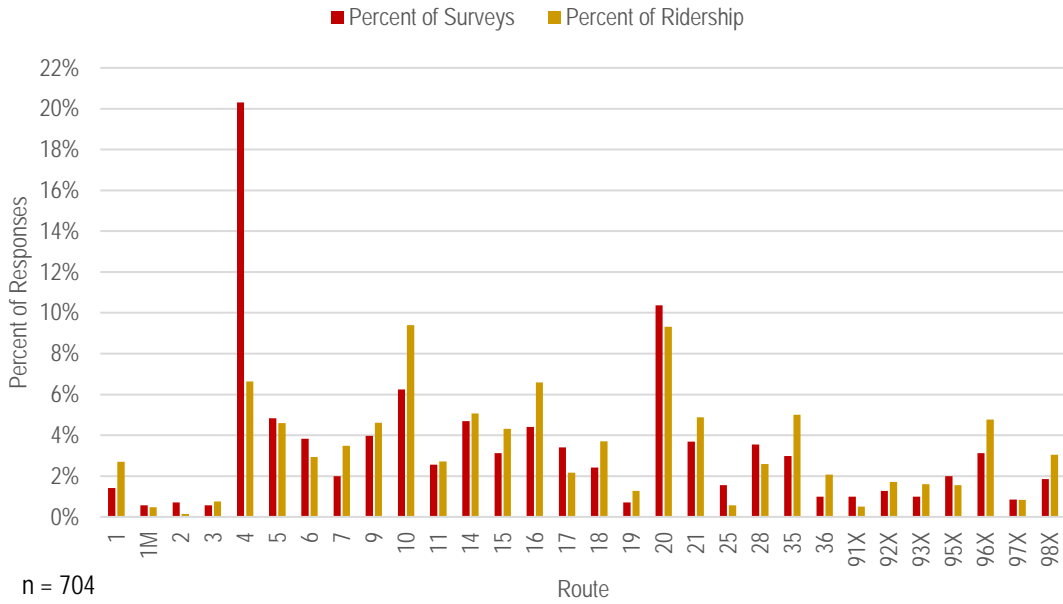
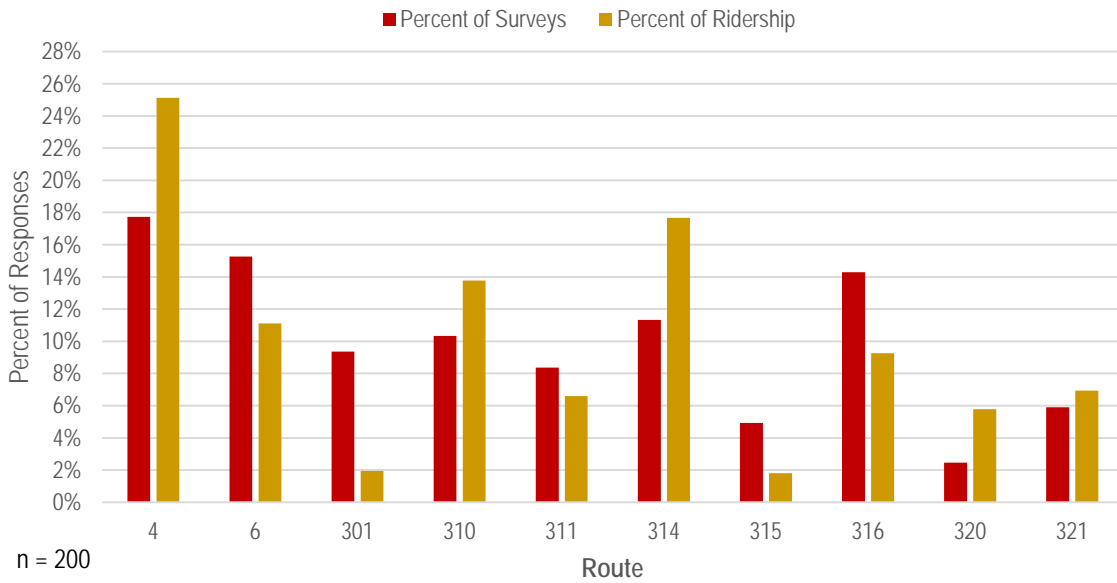


Figure 2-2 Weekend Survey Responses by Route

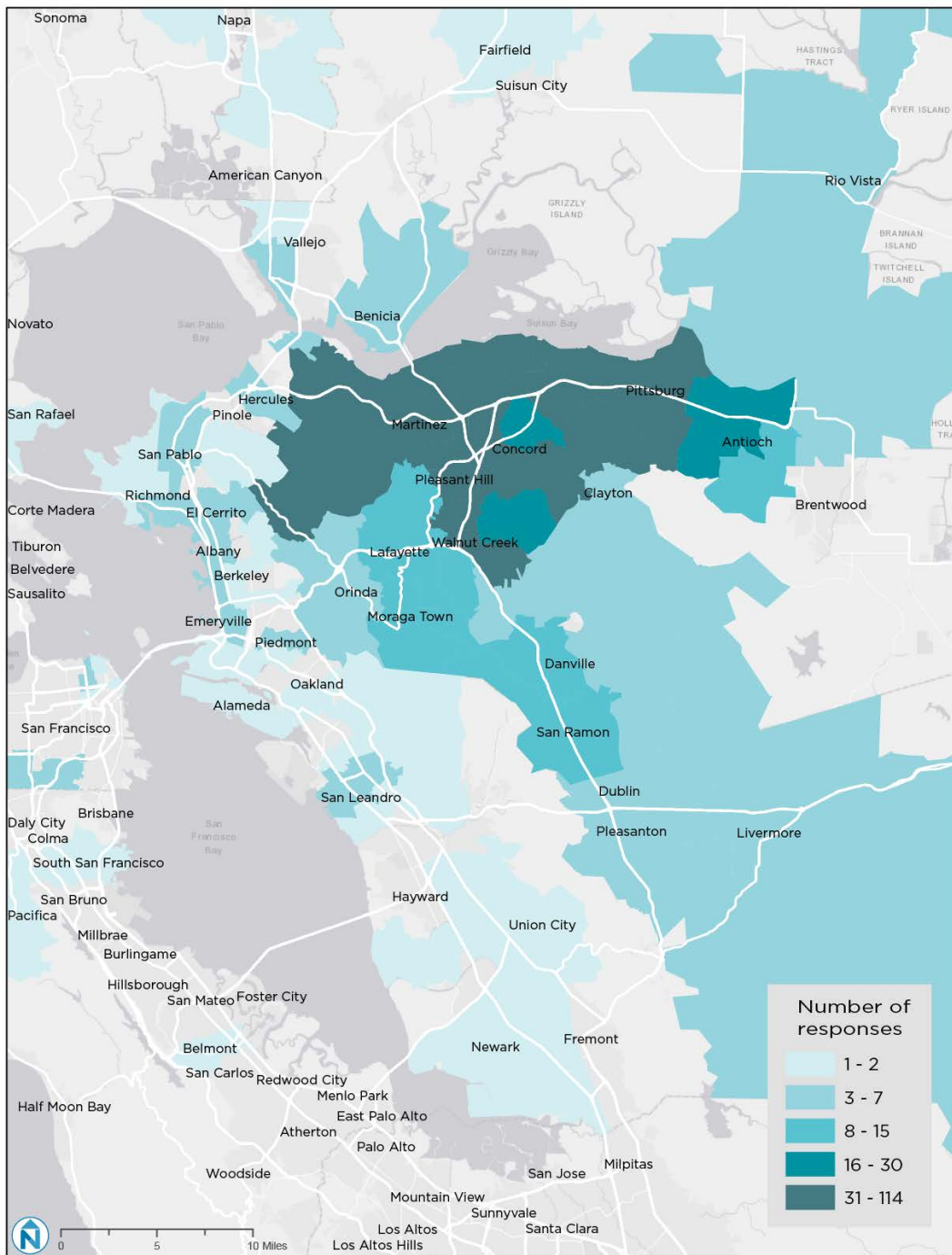


DEMOGRAPHICS

Where Riders Live

The distribution of completed surveys by riders' home zip code is shown in Figure 2-3. Zip codes located in Martinez, Concord, Walnut Creek, and Pittsburg had the highest number of surveyed County Connection passengers, with 30 or more survey responses per zip code in these cities. Other east Contra Costa County cities, such as Lafayette, Pleasant Hill, and San Ramon, had the between 8 and 30 responses per zip code.

Figure 2-3 Home Zip Codes of Combined Weekday and Weekend Surveyed Riders



Race/Ethnicity

Among weekday respondents, 20% identify as Hispanic or Latino (Figure 2-4). A somewhat larger portion of weekend respondents, 28%, identify as Hispanic or Latino. Results of racial self-identification questions collected and displayed in Figure 2-5 show further information about the demographic characteristics of County Connection passengers who took the survey. The largest percentage of passengers self-identified as White (46%) followed by Hispanic or Latino, Asian/Pacific Islander, and Black/African American, which comprise 20%, 19%, and 16%, respectively. The “Other” category was selected by 12% of respondents and about 46% of those wrote in Latino/Hispanic as their identification in the survey. On weekdays, the routes most likely to be ridden by communities of color were Routes 7, 16, 35, and 96X.

On weekends, 41% of respondents self-identified as White, followed by 28% Hispanic or Latino, 20% Asian/Pacific Islander, 19% Black/African-American, 12% Multiracial (12%), and 8% selected “Other.” About half of the 8% who self-identified as “Other” wrote in Hispanic/Latino as their race/ethnicity. County Connection routes are likely to attract varying levels of racial/ethnic diversity in their rider cohorts, as shown in Figure 2-6. On weekends, people of color were most likely to ride Routes 6, 310, 314, and 321.

Figure 2-4 Respondents Identifying as Hispanic or Latino

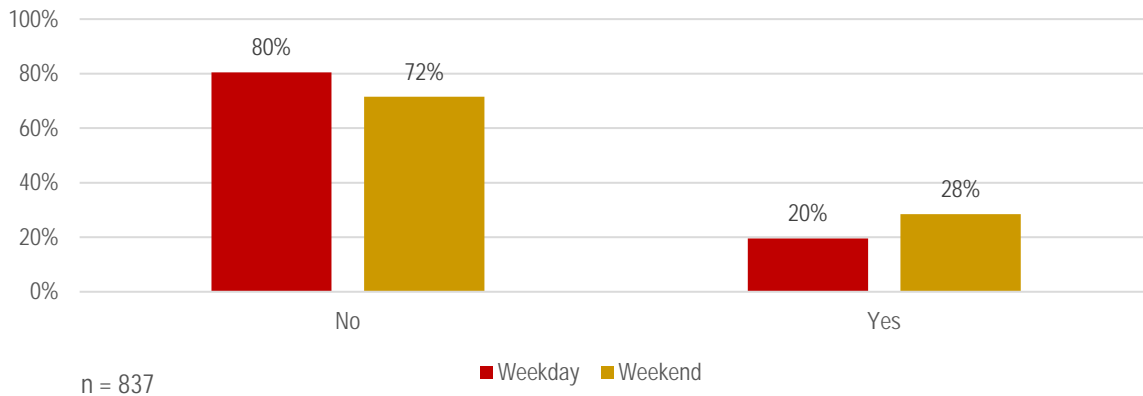
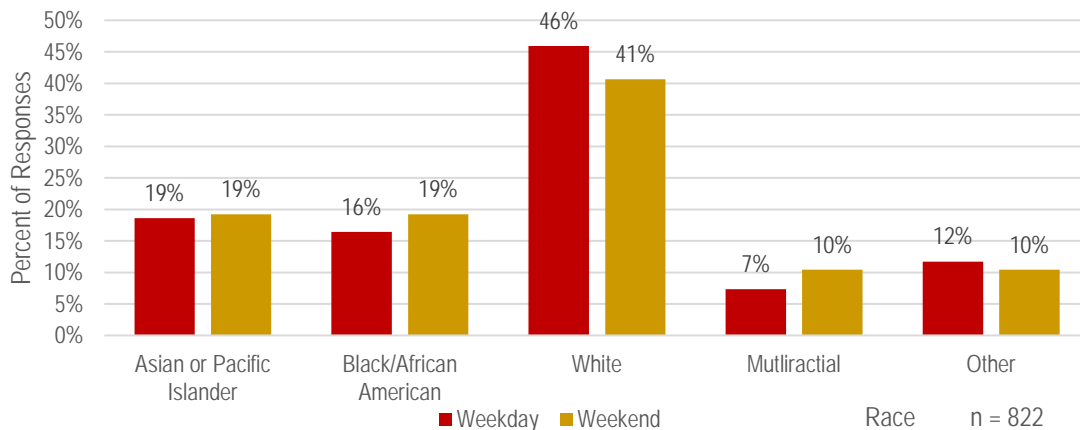


Figure 2-5 Passenger Racial Self-Identification



PASSENGER SURVEY ANALYSIS
County Connection

Figure 2-6 County Connection Route by Racial Self-Identification, Weekday

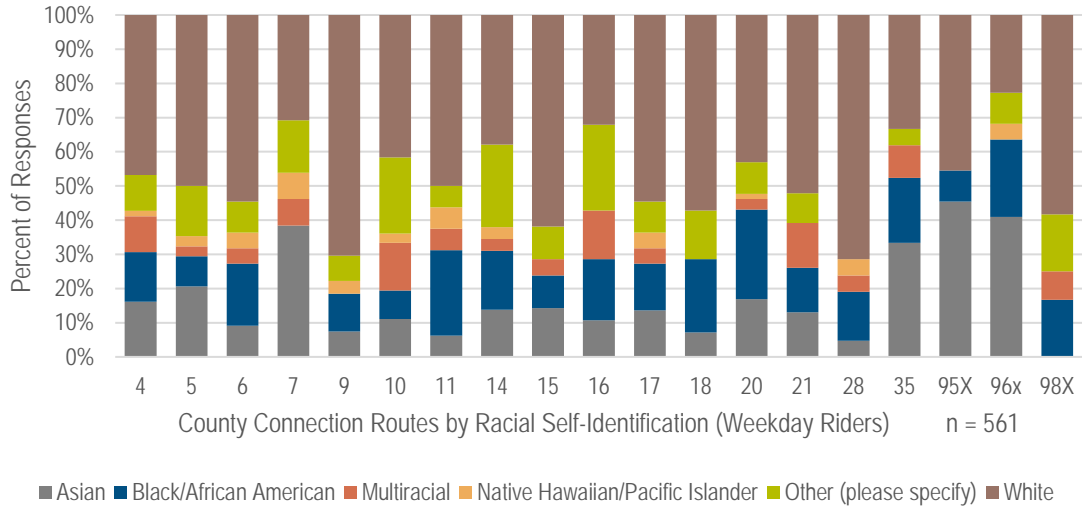
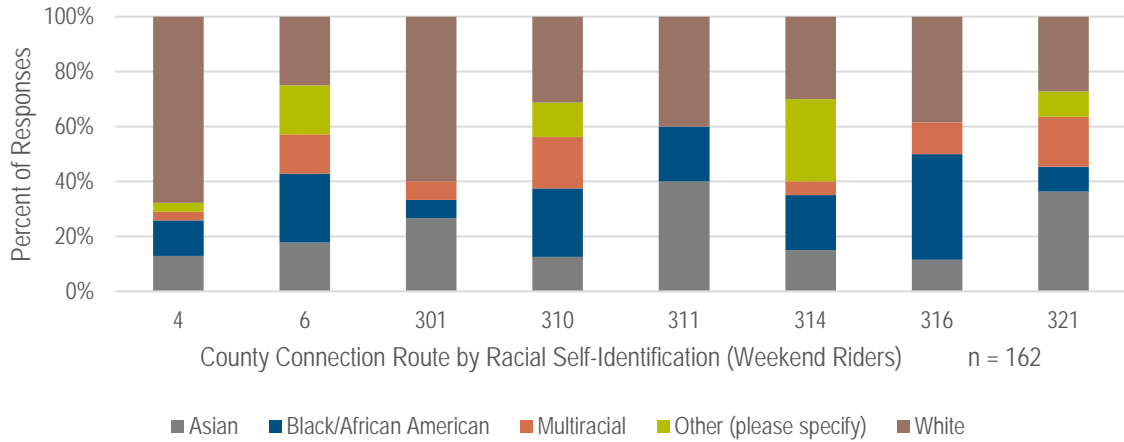


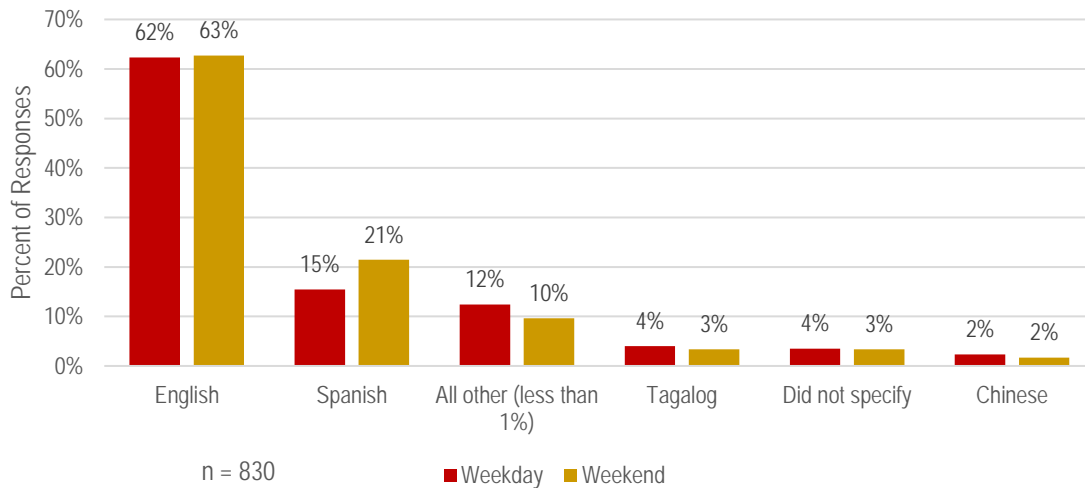
Figure 2-7 County Connection Route by Racial Self-Identification, Weekend



Language

Among respondents, over one-third of weekday riders (38%) speak a language other than English at home (Figure 2-8). On weekends, this portion is 37%. Spanish is the most common language other than English spoken at home, with 15% of weekday riders and 21% of weekend riders reporting it is spoken at home. Filipino/Tagalog (4%) and Chinese (2%) are the only other languages that were selected by 2% or more of respondents. Riders who speak less commonly reported languages were asked to list them under the general category, “Other.” Some of the languages included French (1.2%), Hindi (1.1), Russian (0.8), Vietnamese (0.8%), Farsi (0.6%), and Japanese (0.6%).

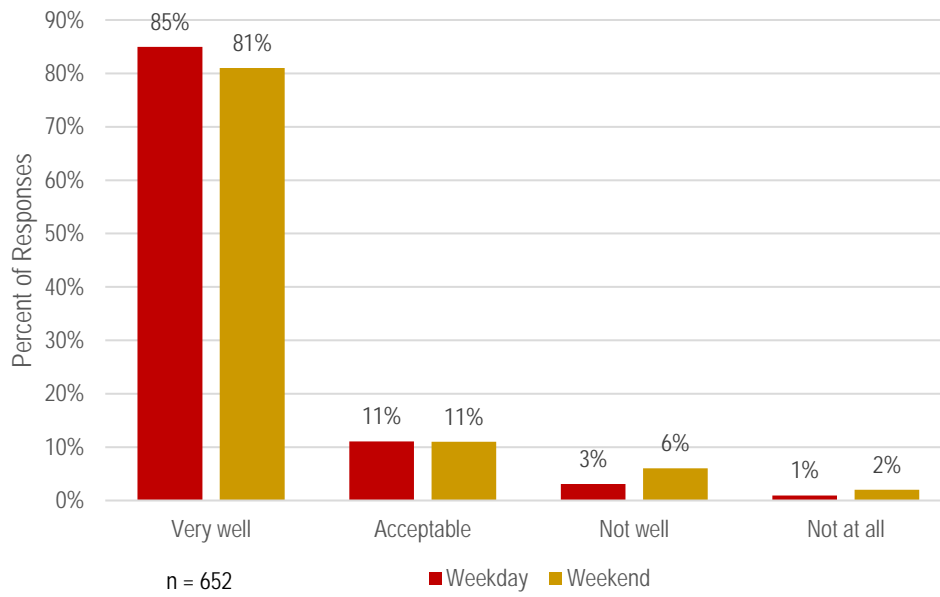
Figure 2-8 Languages Spoken in Household



The multi-lingual passengers identified in the survey effort tend to be proficient in English, as shown in Figure 2-9. This result is likely influenced by selection bias and underestimates the percentage of riders with limited English proficiency, as the group of passengers who responded to the printed survey was biased towards those passengers who felt confident taking the survey. The survey was offered in Spanish, but most surveyors were not Spanish speaking and the survey was not available in other languages. Of weekday riders, 85% responded that they speak English “very well,” while 11% marked that they speak English at an “acceptable” level. Only 4% stated they did not speak English well or at all. This pattern is similar among weekend riders, 81% of whom reported that they speak English “very well.” About 8% of weekend riders do not speak English well or at all.

PASSENGER SURVEY ANALYSIS
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Figure 2-9 English Proficiency of Passengers

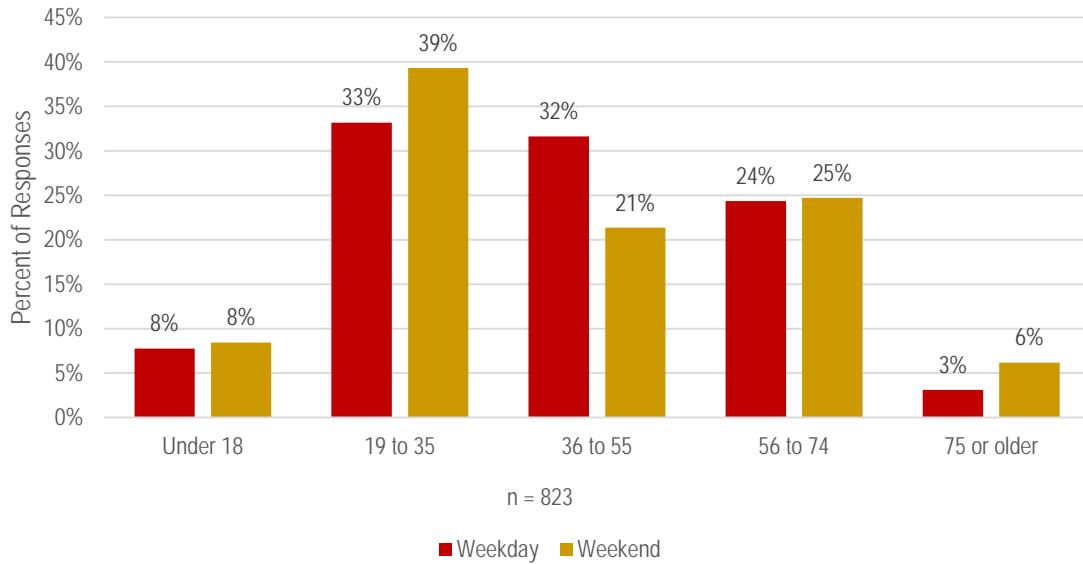


PASSENGER SURVEY ANALYSIS
County Connection

Age

The age distribution of surveyed riders is shown in Figure 2-10. Surveyors noted that younger passengers were typically more reluctant to fill out a survey. On both weekday and weekend surveys, just 8% of respondents were under the age of 18.

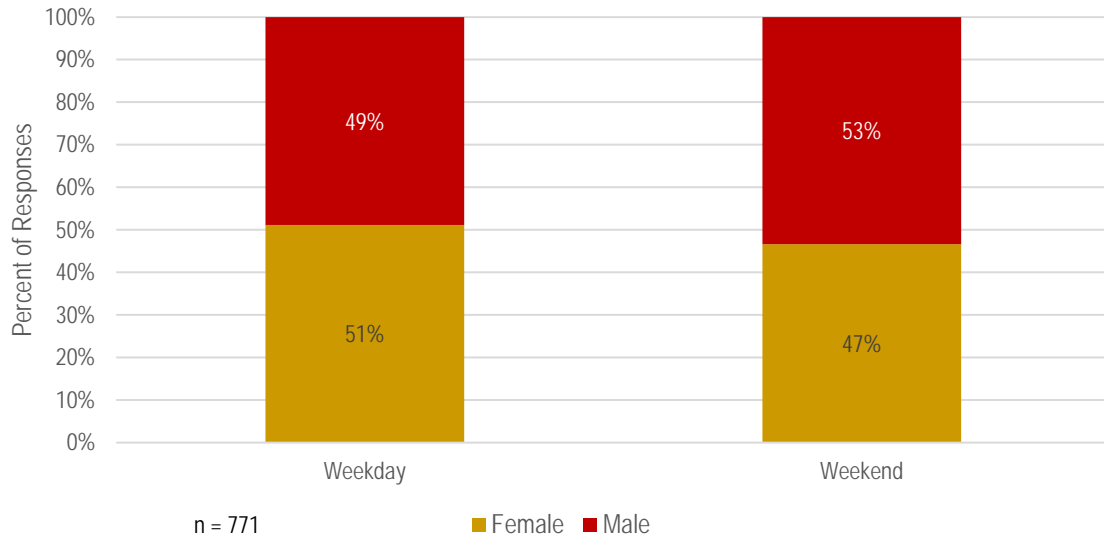
Figure 2-10 Passenger Age Distribution



Gender

The gender balance of surveyed riders mirrors the gender balance nationally. Out of 606 weekday respondents, 51% self-identified as female, and 49% identified as male (Figure 2-11). During the weekend, male survey respondents made up 53% of the riders.

Figure 2-11 Passenger Gender

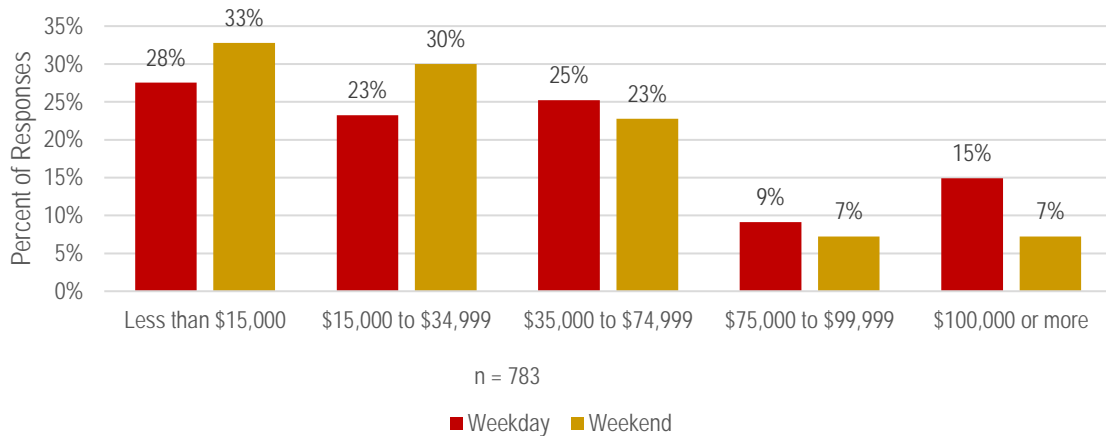


Income

Weekend respondents were more likely to have lower household income levels than weekday riders, as shown in Figure 2-12. Out of 603 weekday respondents, 51% live in households that make under \$35,000 per year, compared to 63% of weekend respondents. The \$35,000 household income threshold is commonly used to designate “low-income” communities because it is just below 150% of the federal poverty line for a family of four.

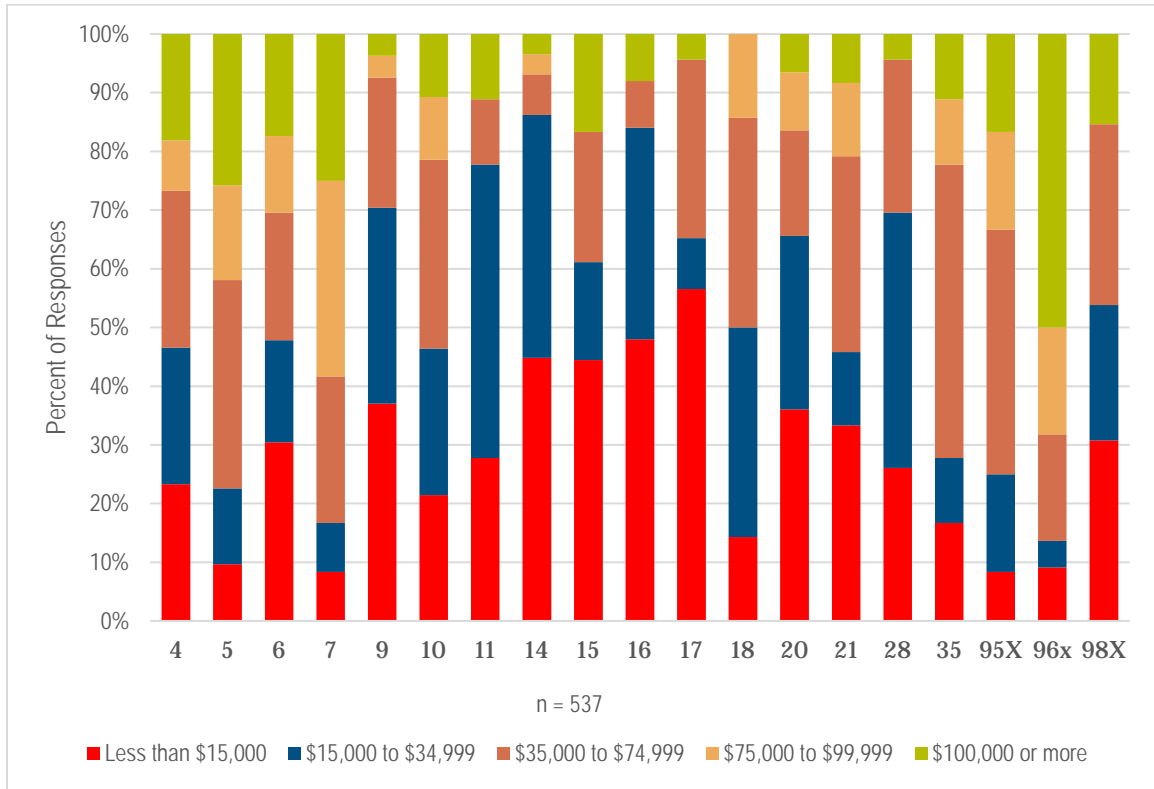
Some County Connection routes are more likely to have low-income riders, as shown in Figure 2-13. On weekdays, Routes 14 and 16 are most likely to serve low-income communities, as more than 80% of surveyed riders reported household incomes below \$35,000. On weekends, these include Routes 6, 311, 314, and 316, of which 70% of riders live in low-income households.

Figure 2-12 Approximate Annual Passenger Household Income



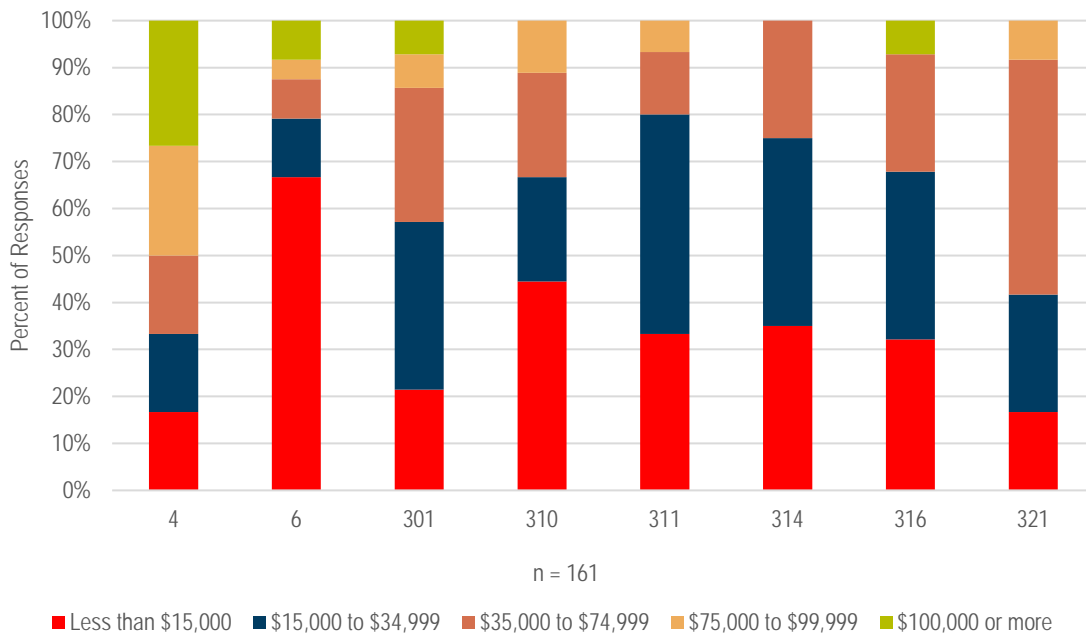
PASSENGER SURVEY ANALYSIS
County Connection

Figure 2-13 County Connection Route by Household Income, Weekday



Note: Routes with fewer than 10 reported household incomes are excluded from the graphic above.

Figure 2-14 County Connection Route by Household Income, Weekend

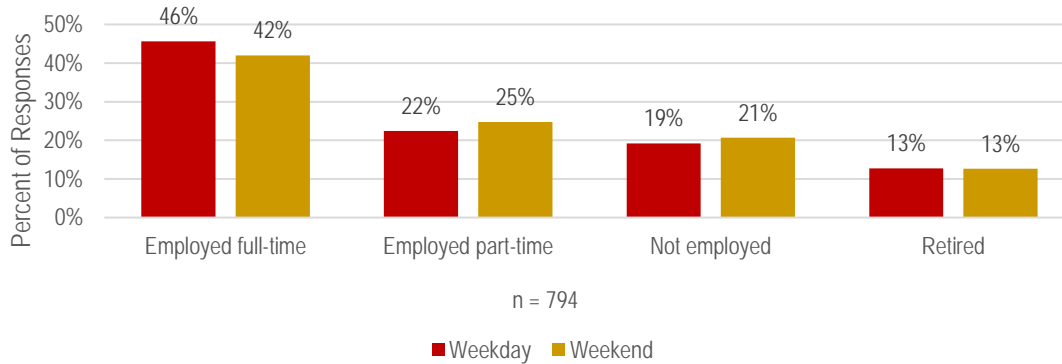


Note: Routes with fewer than 10 reported household incomes are excluded from the graphic above.

Employment Status

The employment status of County Connection passengers surveyed is shown in Figure 2-15. Out of 595 weekday rider responses, 68% were employed at least part-time. Likewise, 67% of 174 weekend riders indicated they were employed at least part-time.

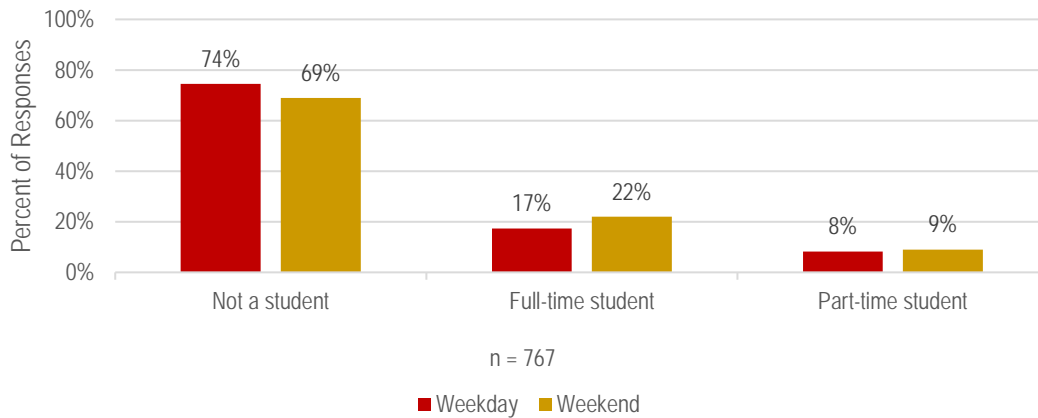
Figure 2-15 Passenger Employment Status



Student Status

Students made up a higher proportion of respondents on weekdays than on weekends, as shown in Figure 2-16. Full or part-time students made up just over a quarter of the weekday survey responses, with 17% enrolled full-time and 8% enrolled part-time out of 595 responses compared to 22% full-time and 9% part-time on weekends.

Figure 2-16 Passenger Student Status



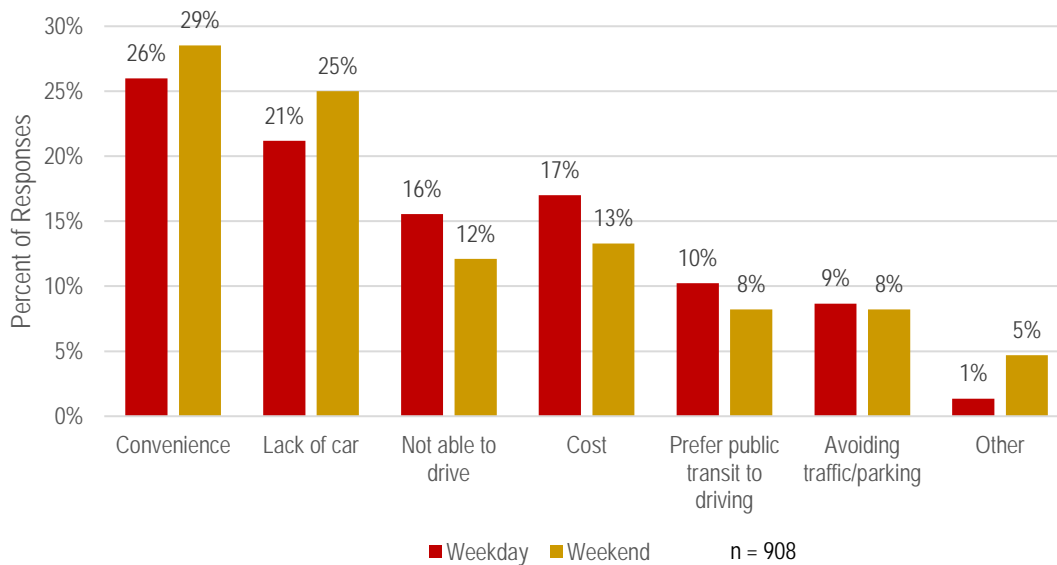
TRAVEL PATTERNS

Choosing County Connection

Surveyed riders were asked their primary reason for choosing County Connection for their current trip (Figure 2-17). While the survey asked for a single response, some people chose multiple reasons. The patterns were similar between weekday and weekend answers, with convenience and lack of a car accounting for almost half of all reasons for riding County Connection on weekdays, and over half on weekends. Based on write-in comments, it could be useful in future surveys to clarify the lack of car being due to hardship or due to choice, and unable to drive being due to choice or not. There were cases when people indicated that they were unable to drive because they did not have a car. Those responses were reclassified as lack of having access to a car. These results suggest that a significant portion of County Connection passengers do not have access to a vehicle, and that, as a result, County Connection is likely their primary means of transportation.

People who answered “Other” also commonly cited “work” or “going to work” as why they chose to ride. This could indicate that people ride because it is paid for or subsidized by their employer or because they don’t have access to a vehicle, or that they prefer to commute this way. Those responses were kept as “other.” On weekends, there were a small number of people who were riding for fun with their kids.

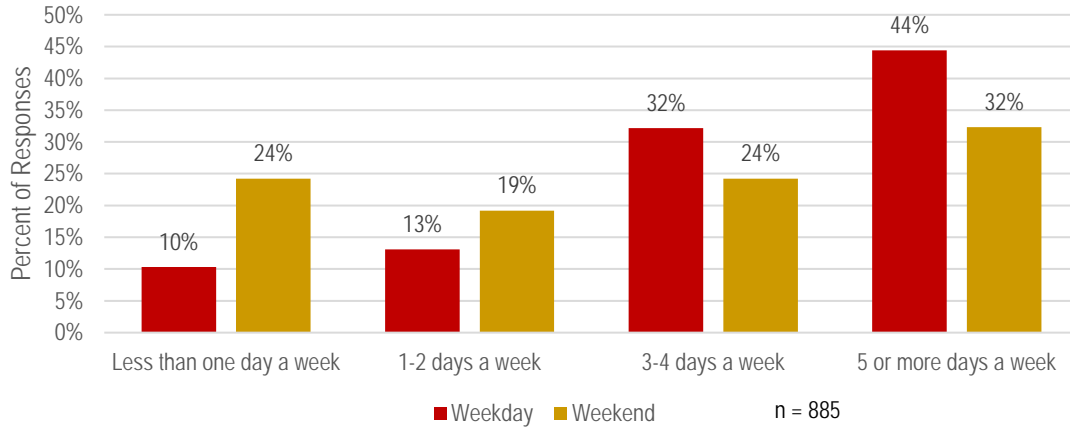
Figure 2-17 Primary Reason for Riding County Connection



Frequency of Use

Riders were asked how often they rode County Connection. Out of 687 weekday respondents, 305 (or 44%) rode five or more days per week, as shown in Figure 2-18, compared to only 32% of the 198 weekend respondents. Surveyed weekend riders were more likely to take County Connection infrequently, with 24% of respondents using the service less than one day a week, compared to 10% of weekday respondents.

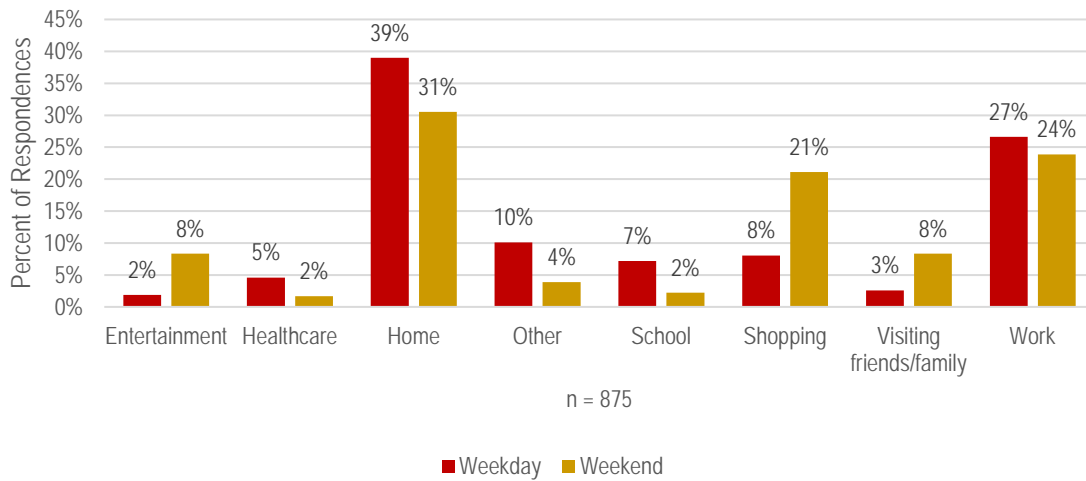
Figure 2-18 Frequency of Use on County Connection



Trip Purpose

Respondents were asked about the origins and destinations of their current trip (Figure 2-19). Out of 695 weekday respondents, 39% were traveling home, and 27% were going to work. Shopping made up 8% of reported weekday trip purposes. Among those who answered “Other”, 14 respondents wrote in they were connecting to BART (20%) and nine wrote in the library (13%). The vast spread of trip purposes speaks both to the time of day of survey data collection, as well as the many varied destinations people can reach on County Connection. On weekends, a much higher portion of riders were making shopping-related trips (19%, compared to 8% on weekdays). Out of 26 responses from weekend riders who selected a trip purpose of “Other,” nine were attending the “March for Our Lives” demonstration in Walnut Creek.

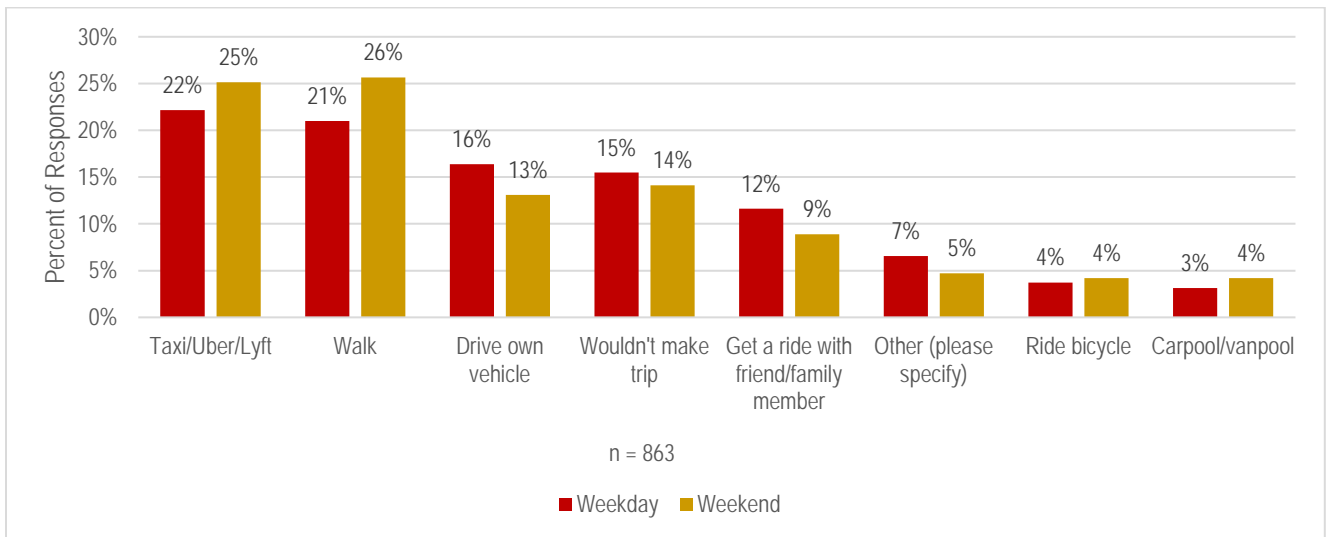
Figure 2-19 Passenger Trip Purpose



Access to Backup Transportation

Respondents were also asked about how they would make their trip if County Connection were not available (Figure 2-20). Taxi/Uber/Lyft was the most common choice, selected by 22% of surveyed weekday riders and a quarter of weekend respondents, followed by walking (21%) and driving a personal vehicle (16%). These results were similar for weekend riders, of whom 27% of respondents selected Taxi/Uber/Lyft, 26% selected walking, and 13% selected driving a personal vehicle. A significant portion of riders, 15%, would not make their trip at all without County Connection, highlighting the service's importance for riders who do not have alternative mobility options available.

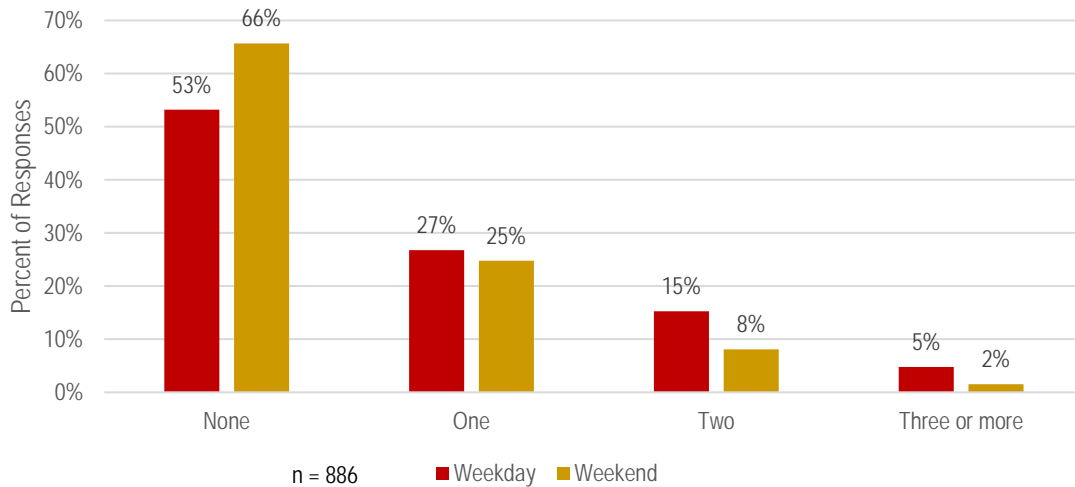
Figure 2-20 How Would Respondents Make Trip without County Connection



Transfers

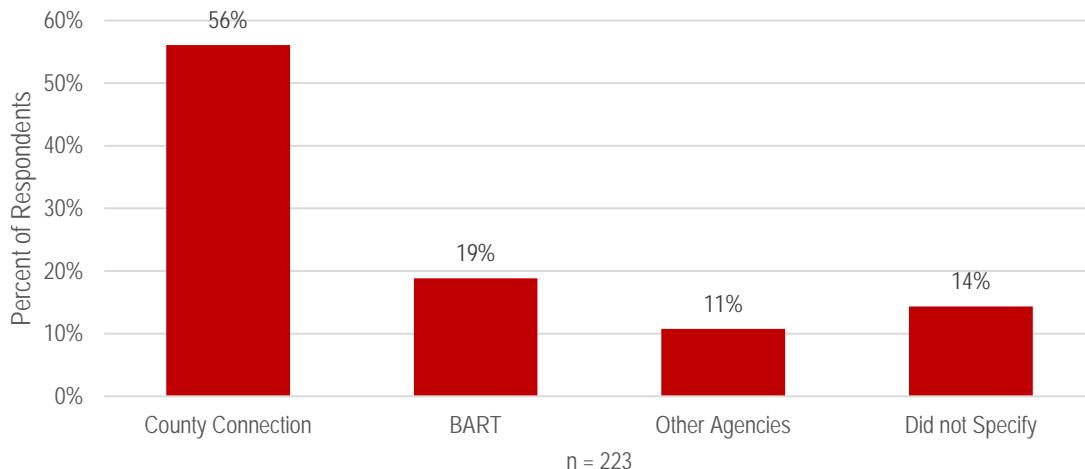
Surveyed riders were asked if they had to transfer to another bus at any point to complete their trip. Out of 688 weekday respondents, 322 (47%) needed to transfer at least once to complete their trip, as shown in Figure 2-21. This proportion fell to 34% for the 198 weekend riders.

Figure 2-21 Number of Transfers per Trip, Weekdays and Weekends



Of the 322 riders who required a transfer to complete their trip, 56% did so within the County Connection system, as shown in Figure 2-22.² Figure 2-23 shows the distribution of routes of these internal transfers. Routes 20, 98X, and 15 had the highest number of respondents that had transferred from them at 12%, 11%, and 10%, respectively. On weekends, the most common transfer destination was to Route 4.

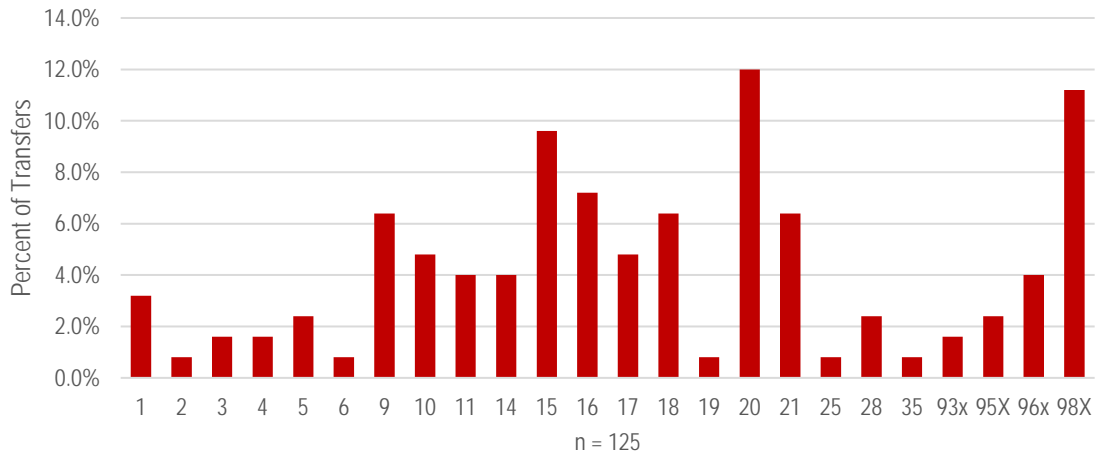
Figure 2-22 Agencies Use to Complete Trip



² The number of weekend responses to this question was too low to establish a level of significance. Therefore weekend information of transfers by transit agency, and route details for County Connection transfers, is omitted from this report. For reference, weekend responses that were collected reflect the pattern of weekday transit agency transfers.

PASSENGER SURVEY ANALYSIS
County Connection

Figure 2-23 Distribution of Transfers by Route within County Connection



Access to Transit Stop

The survey asked riders how they traveled from home to their first bus stop that day. This question confused people for whom the trip purpose was not tied to their home address. Out of 688 weekday respondents, about two-thirds (66%) accessed a County Connection bus via walking, while 13% accomplish the first leg of their trip in a car, either by driving their own vehicle or by carpooling (Figure 2-24). Nearly all of the “Other” category responses came from riders who transferred from another bus or transit service such as BART, which indicates they answered the question in terms of their current ride or trip. In future surveys, the question should ask how people arrived at the bus stop for their current trip. Next, “transfer from public transit” should be added as a selection option to this question. On the weekend, a similar portion of riders access County Connection buses by walking (62%), while 18% access stops by car, either by driving a personal vehicle or carpooling. As with the weekday survey, most weekend riders who reported an access mode of “Other” took BART to reach their County Connection bus stop.

Figure 2-24 Passenger Mode of Transportation to Bus Stop, Weekday

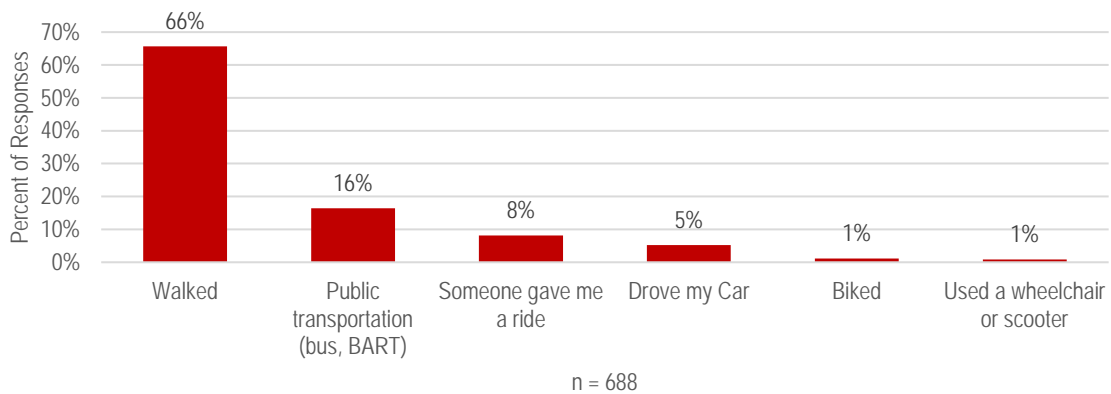
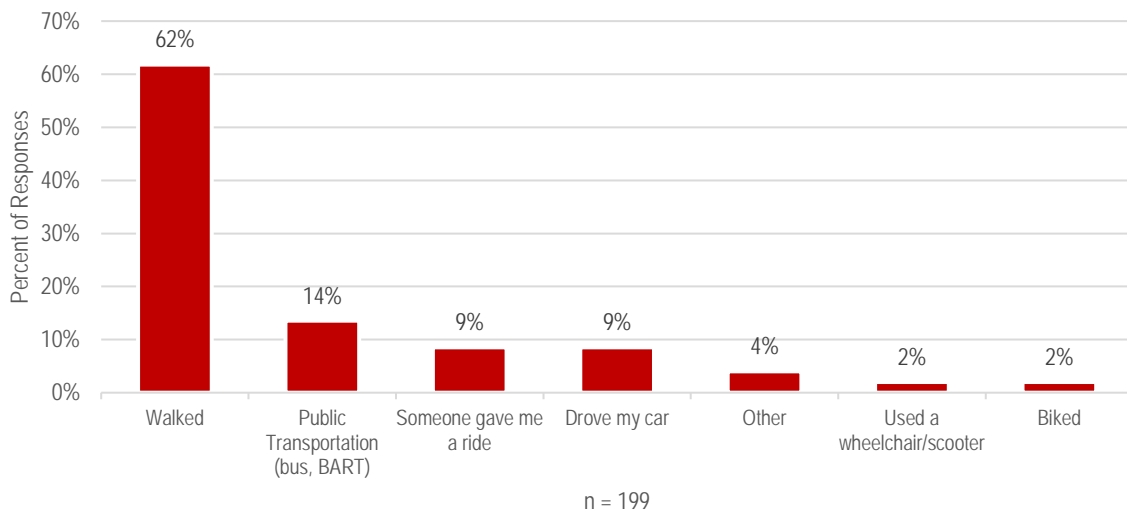


Figure 2-25 Passenger Mode of Transportation to Bus Stop, Weekend



PASSENGER SURVEY ANALYSIS
County Connection

Figure 2-26 cross tabulates how respondents accessed bus service for their current trip based on their reported annual household incomes. Responses for “Other” that were for BART or another bus were included. While the primary mode of accessing transit for all income groups was walking, a higher household income corresponded with a decrease in the proportion of people who walked. The lowest income group, households earning under \$15,000 annual income, was the least likely to drive themselves. The spike in transit connection to the bus stop on weekends among higher income survey respondents is likely due to a small sample size.

Figure 2-26 Transit Access Mode by Income, Weekday

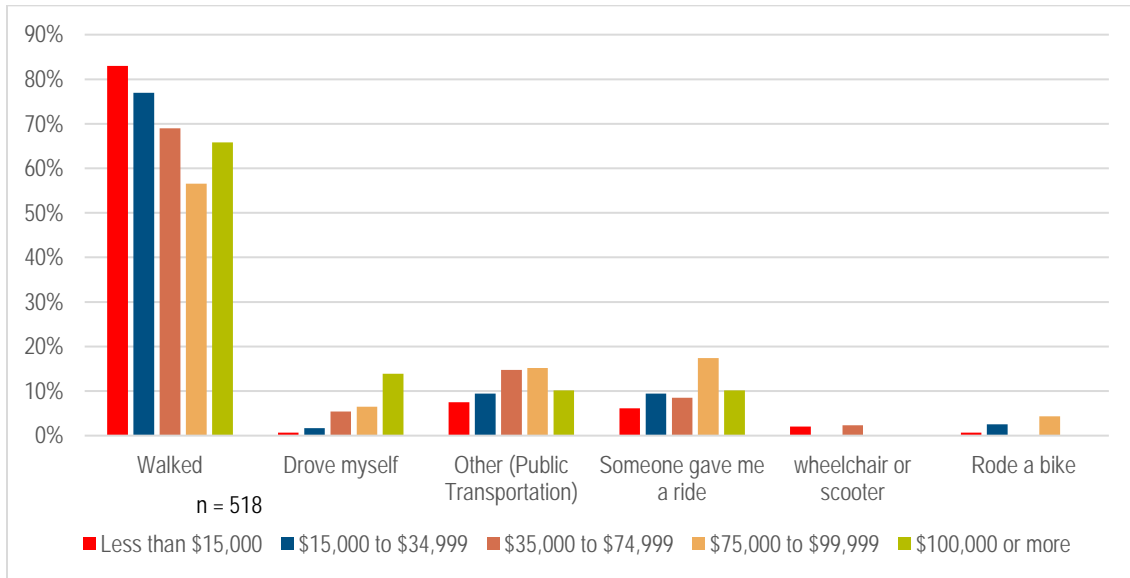
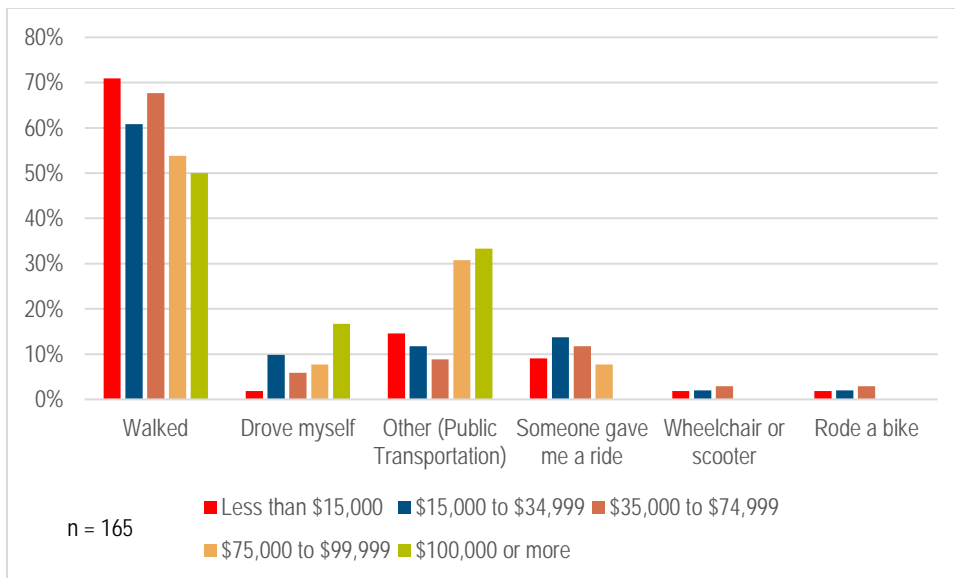


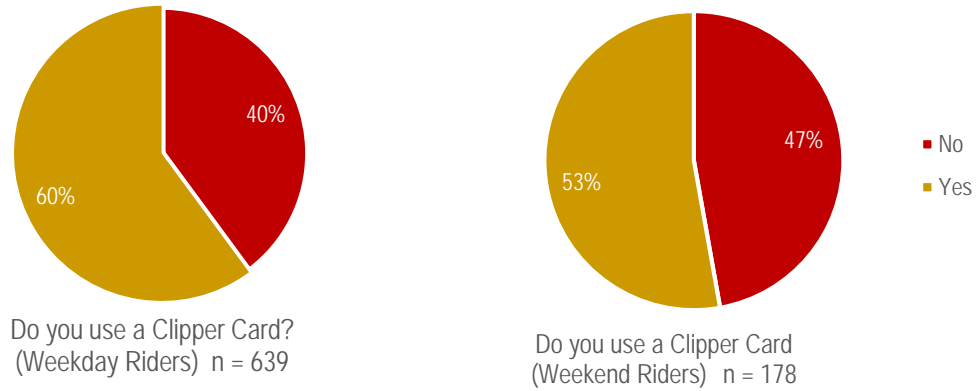
Figure 2-27 Transit Access Mode by Income, Weekend



FARES

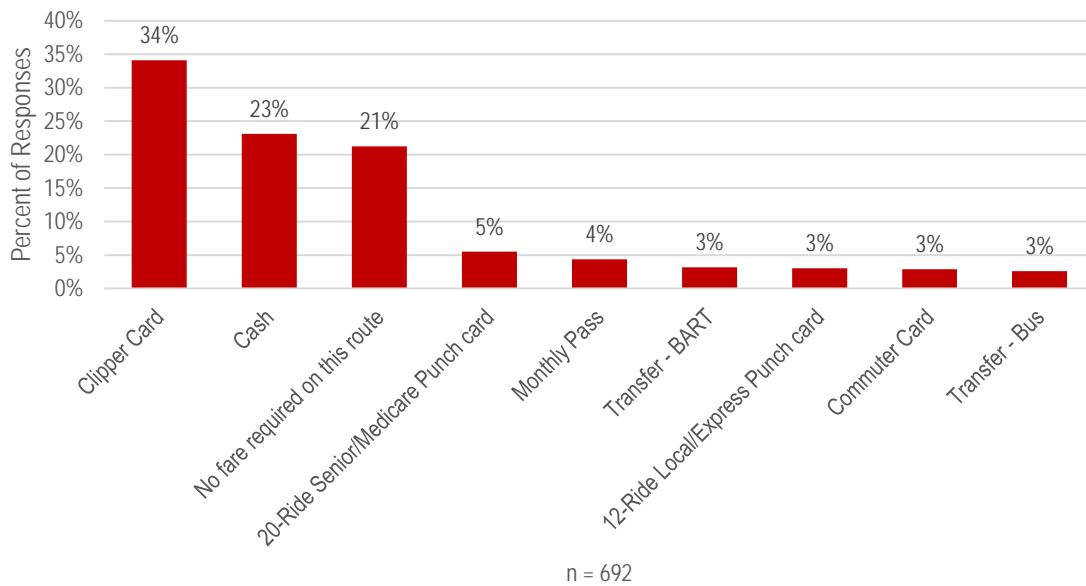
Out of 639 weekday responses, 60% of riders use a Clipper Card compared to 53% of the 198 weekend riders, as shown in Figure 2-28.

Figure 2-28 Passengers with a Clipper Card



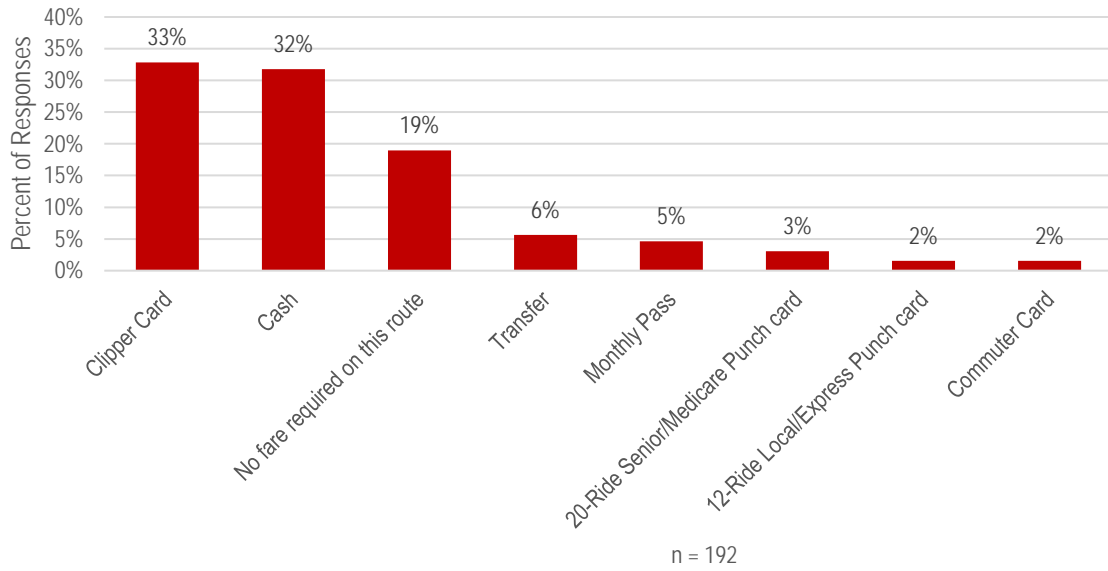
Drilling down to how respondents paid for the trip they were on while completing the survey, out of 692 weekday riders, only 34% paid for their current trip with Clipper. While that proportion was similar for weekend riders, there was a notable difference in the proportion of riders paying a cash fare between weekdays and weekends. On weekdays, 23% of riders paid cash fares, compared to 32% on the weekend, as shown in Figure 2-29. The gap between people who had a Clipper Card and those who used it for their trip is likely due to the high percentage of people riding routes that did not require a fare.

Figure 2-29 Fare Payment Method, Weekday



PASSENGER SURVEY ANALYSIS
County Connection

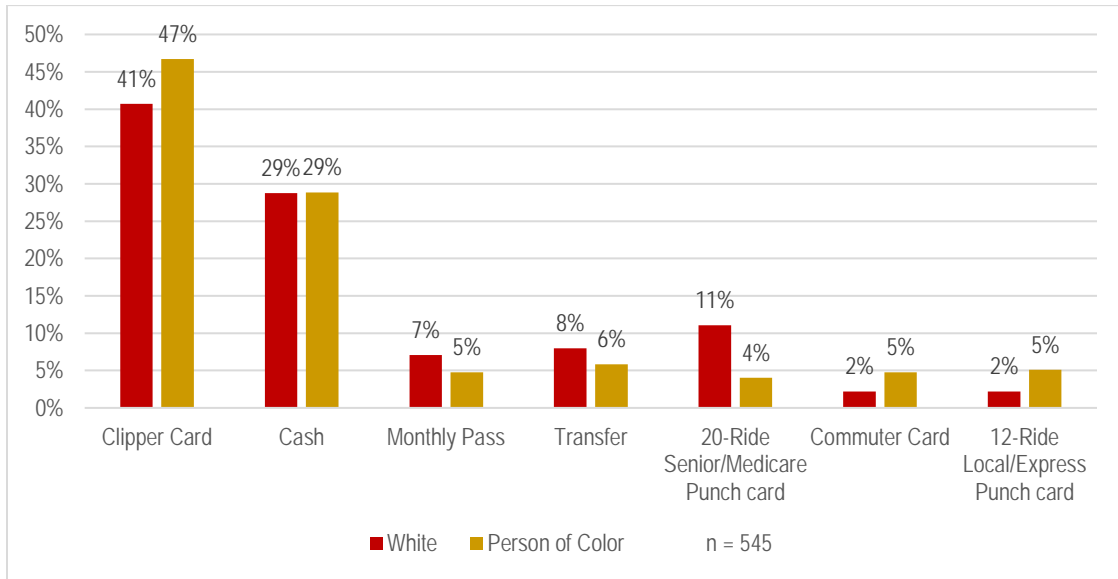
Fare Payment Method, Weekend



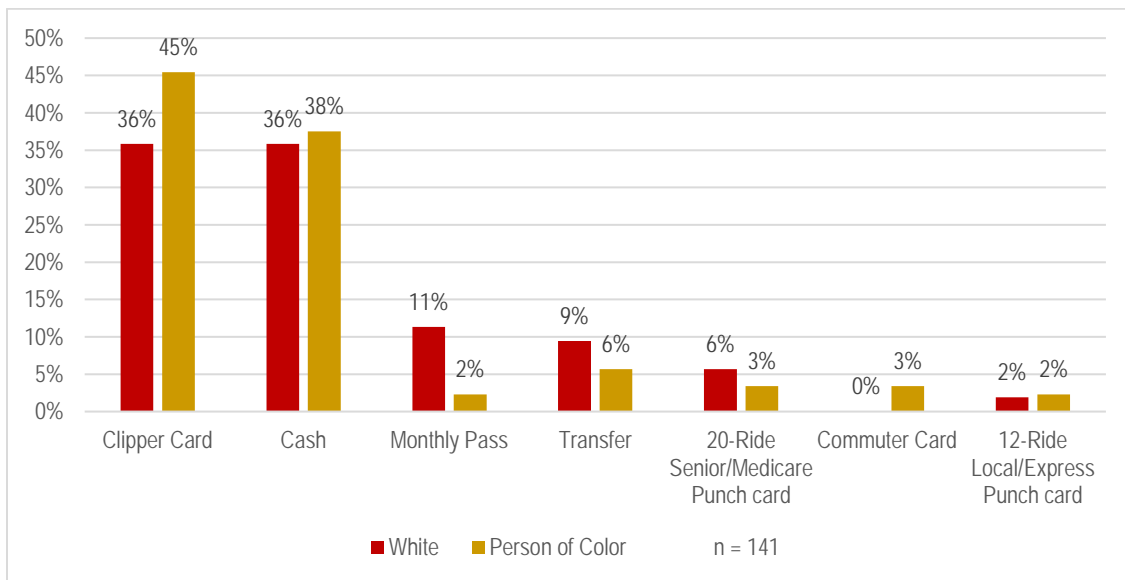
Fare Payment Method by Race

Clipper Card and cash were the most-used fare payment methods for all races. Persons of color were 6% more likely to use Clipper Card than White riders. Racial disparities in type fare media used were greatest for the 20-Ride Senior/Medicare Punch Card on weekdays, and the Card and Clipper Card and Monthly Passes on weekends, as shown in Figure 2-30. Cash was used more by all people on weekends, but was consistent among racial groups. People of color were twice as likely as white respondents to pay with a monthly pass or 20-Ride Senior/Medicare Punch Card.

Figure 2-30 Fare Payment Method by Race, Weekday



Fare Payment Method by Race, Weekend

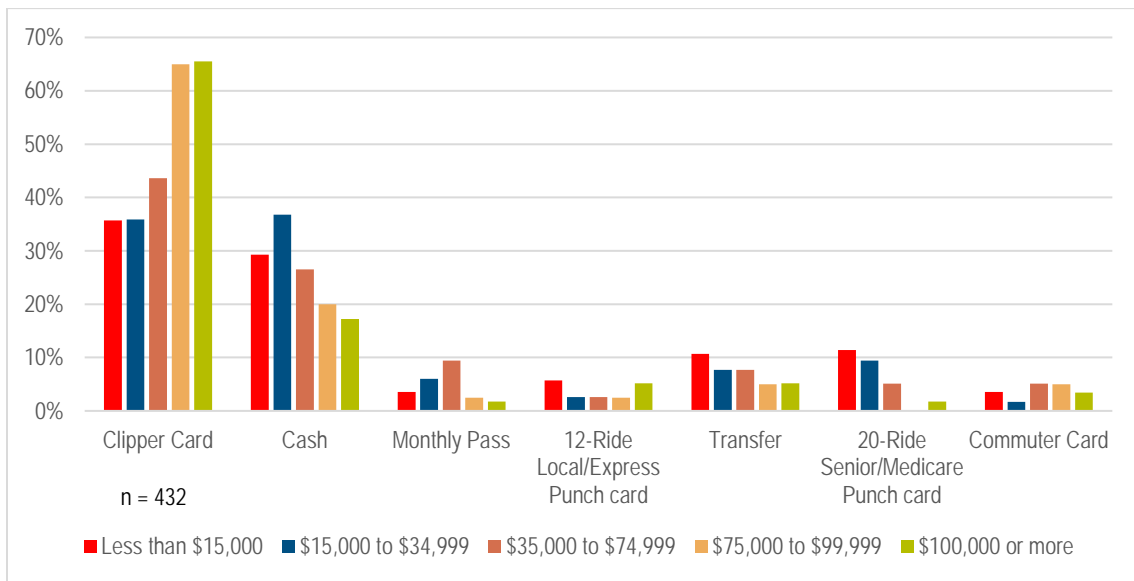


Note: Riders surveyed on Route 4, where no fare payment is required, were excluded from the totals above.

Fare Payment Method by Annual Household Income

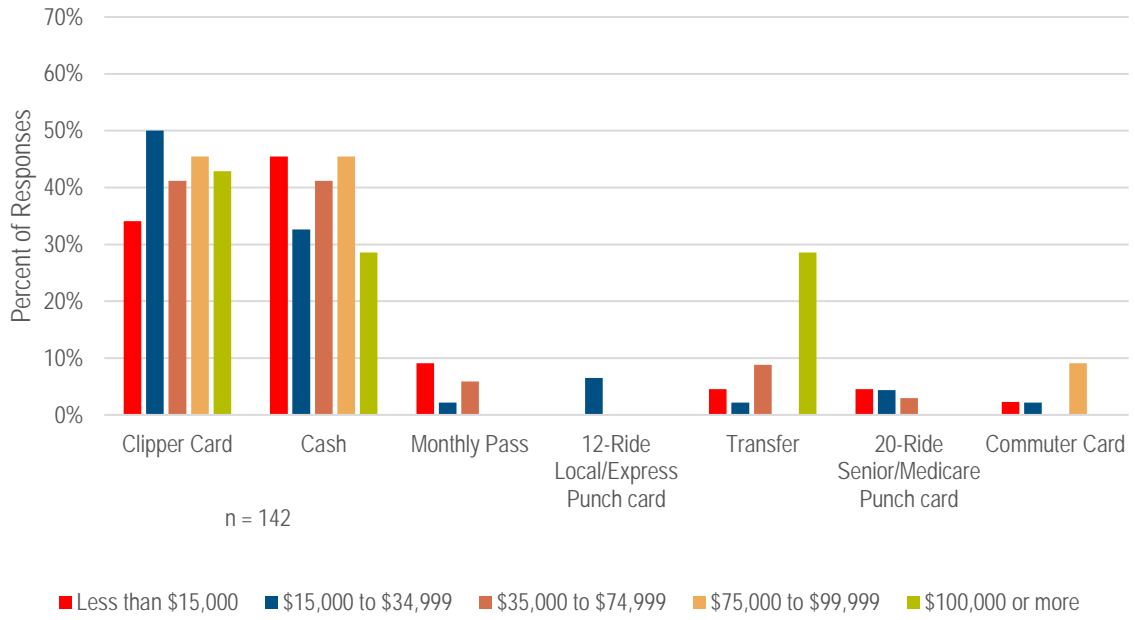
Figure 2-31 shows riders' fare payment methods cross-tabulated against annual household income. Clipper Card is the most frequent form of payment over all income groups, although use is highest among passengers with higher household incomes. Over 60% of weekday responses from households making \$75,000 or more a year paid with a Clipper Card. There is a clear trend on weekdays that as income goes up, use of Clipper Card usage increases, and as income falls, use of cash increases. However, at all income levels, the use of Clipper Card was still accounted for more usage than cash fares, except for those whose households made between \$15,000 and \$34,999 per year, which was about the same for cash and Clipper Card usage.

Figure 2-31 Fare Payment Method by Annual Household Income, Weekday



PASSENGER SURVEY ANALYSIS
County Connection

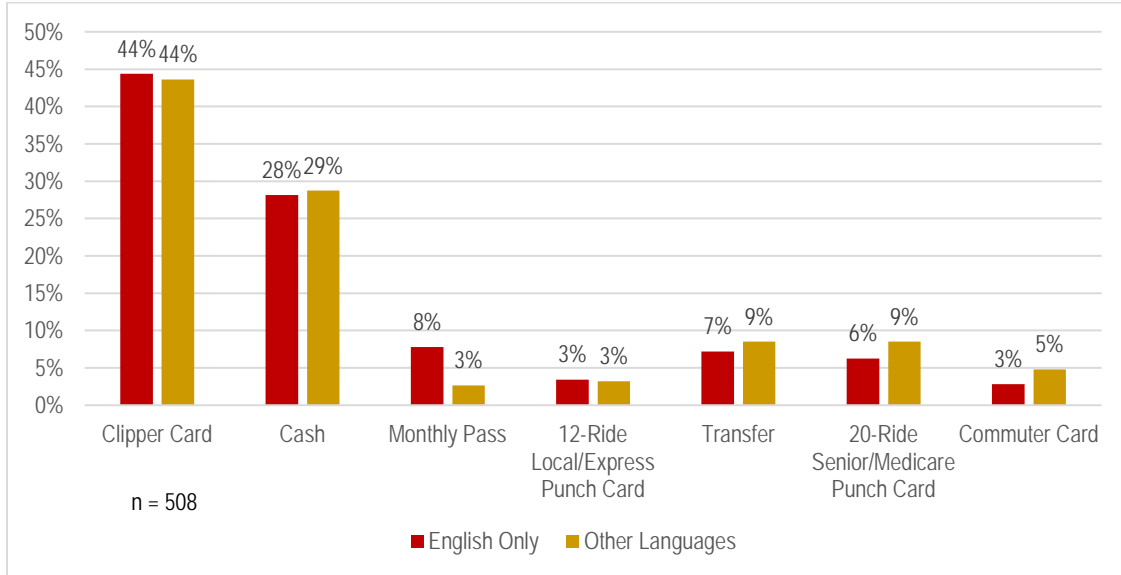
Fare Payment Method by Annual Household Income, Weekend



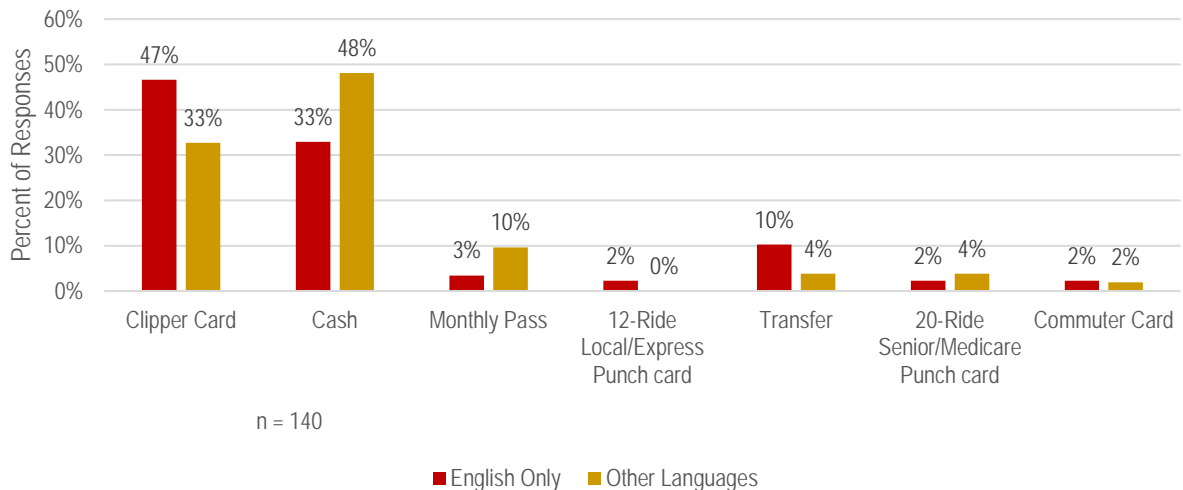
Fare Payment by Language Spoken at Home

Clipper Card remains the most used fare media for people who speak English at home, but for survey respondents who speak languages other than English at home, that pattern only holds true for weekdays, as shown in Figure 2-32. On weekends, 48% of non-English speakers paid with cash compared to only 33% who used a Clipper Card. This analysis only factored in respondents who were on routes that required a fare.

Figure 2-32 Fare Payment Method by Language Spoken at Home, Weekday



Fare Payment Method by Language Spoken at Home, Weekend



Fare Payment by Number of Transfers Needed to Complete Trip

Clipper was the most used method of payment for riders who did not need to transfer to complete their trip. Once any transfer was needed, the proportion of Clipper Card usage and cash fares were similar, as seen in Figure 2-33. As with all other analyses, Clipper Card and cash payments are by far the most used fare payment methods.

The sample size for people needing more than two transfers is small; only 33 weekday respondents, or 5% indicated that they needed more than two transfers. On the weekend, only three riders needed more than two transfers, so they were excluded from the graph below.

Figure 2-33 Payment Method by Number of Transfers Needed, Weekday

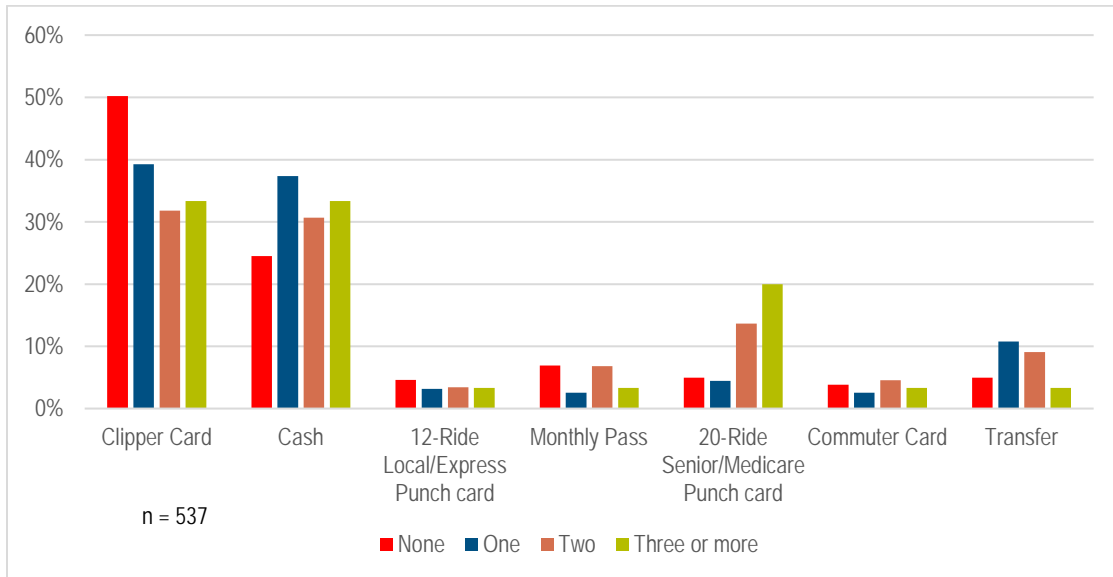
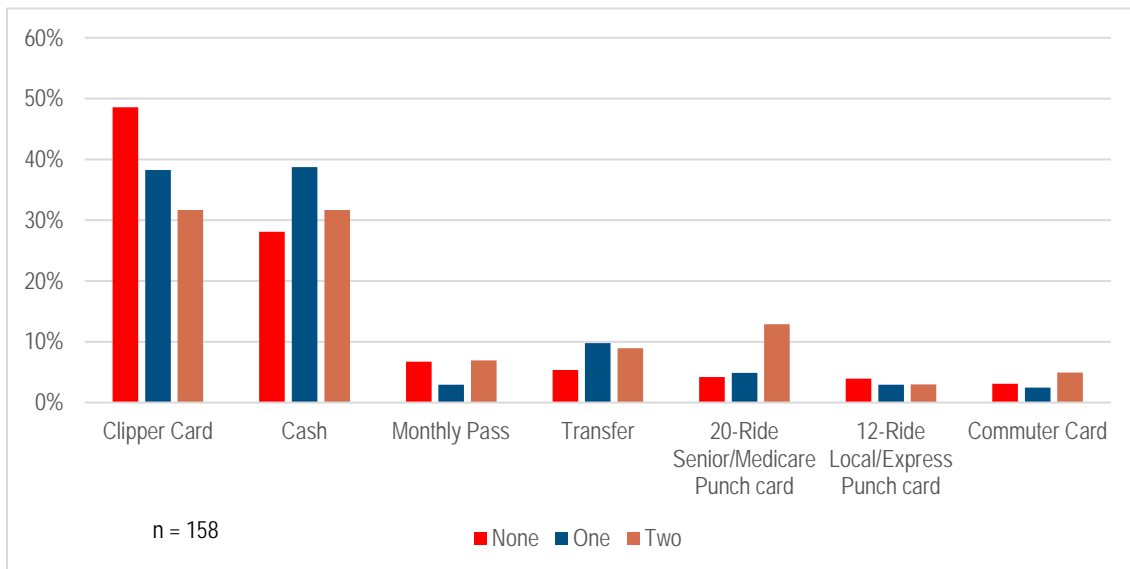


Figure 2-34 Payment Method by Number of Transfers Needed, Weekend

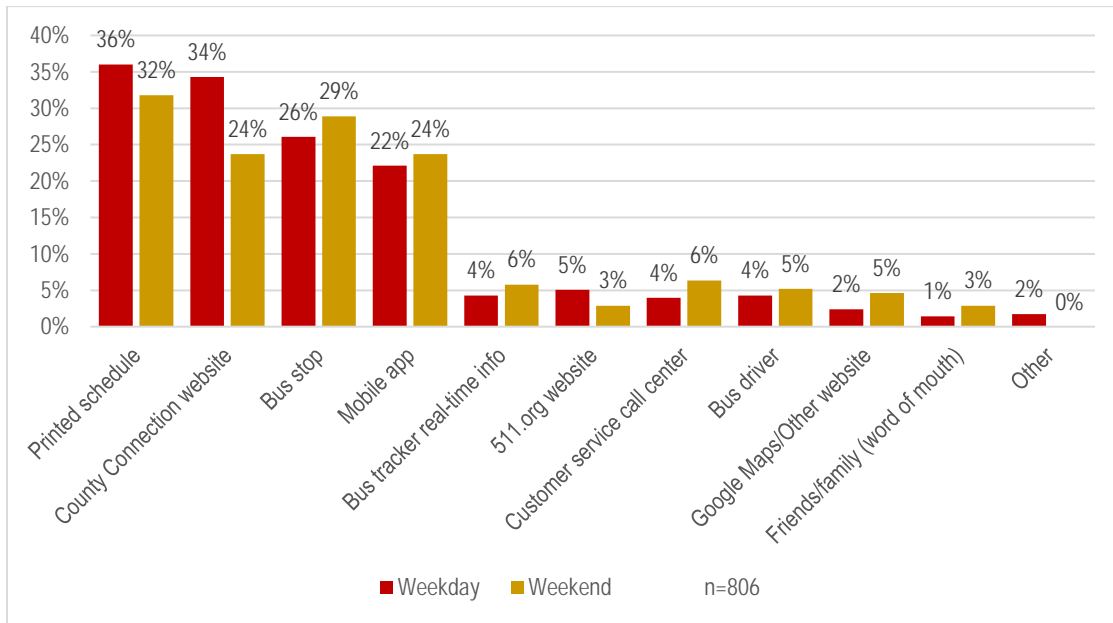


HOW PASSENGERS GET TRANSIT INFORMATION

Understanding how passengers access information can inform a longer term marketing and communication strategy for County Connection to increase ridership and overall satisfaction. County Connection passengers access transit schedule information through a variety of methods. Figure 2-35 shows the distribution of information sources used by riders to get transit information. Printed schedules are still the primary way people get information. Weekend riders were 10% less likely to use the Internet than weekday riders, but it was still used by nearly a quarter of riders. Because respondents selected multiple modes of gathering information percentages do not add up to 100%.

Future categories for the survey should include other websites, such as Google Maps or a general “Internet” catchall that is distinct from the County Connection Website, and physical locations, such as senior centers or libraries. This analysis was able to break out “other website” due to surveyor write-ins, but this number might have been higher if it had been on the list.

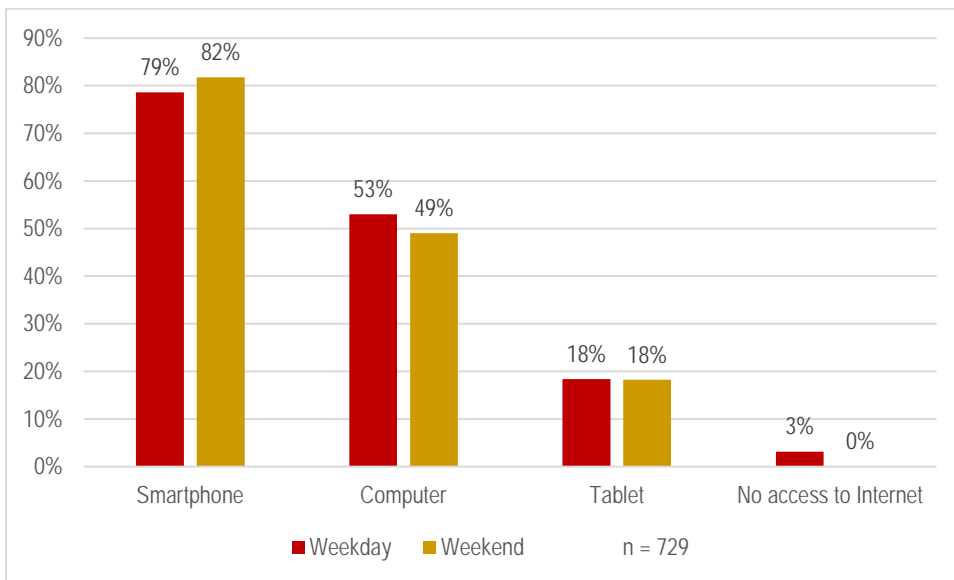
Figure 2-35 How Passengers Typically Obtain County Connection Schedule Information



Internet Access

Riders continue to increase their ability to access information. Surveyed riders were asked, “How do you access the Internet?” Out of 570 weekday respondents, 79% indicated they had access to a smartphone. On weekends, with 159 respondents, that number was slightly higher, at 82%. Respondents could select more than one device if they accessed the Internet from multiple sources. The results are shown in Figure 2-36. Responses reflected similar results from weekend riders. There were no respondents on weekends who said they did not have any access to the Internet.

Figure 2-36 Passenger Internet Access

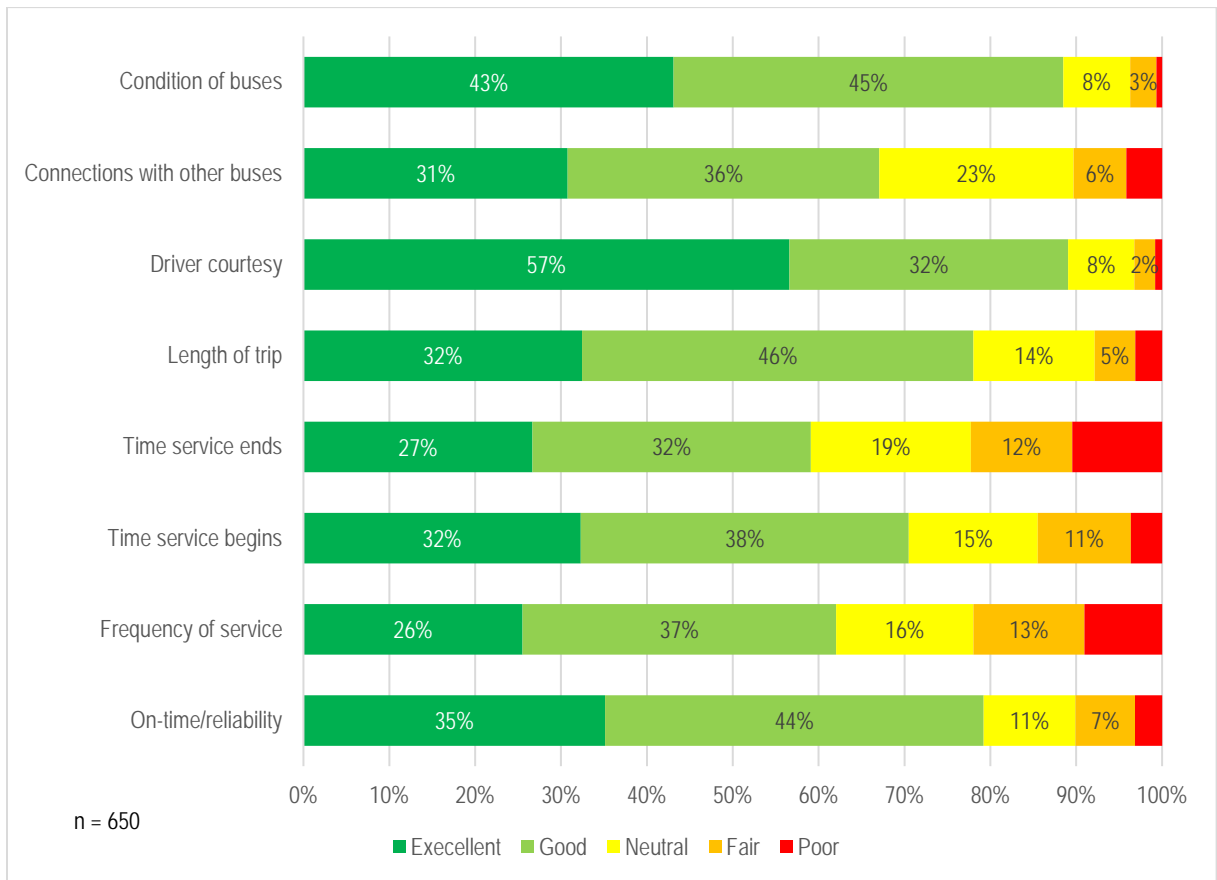


PASSENGER SATISFACTION

The passenger survey effort asked passengers to comment on their level satisfaction with County Connection fixed-route services. Overall, respondents had a positive opinion of County Connection, with every question receiving a majority of positive (Good or Excellent) responses. Both weekday and weekend riders are most satisfied with driver courtesy (89%) and the condition of the buses (88%). It is also notable that 79% of weekday respondents are satisfied with the on-time performance of the system, and 78% are satisfied with the length of their trip.

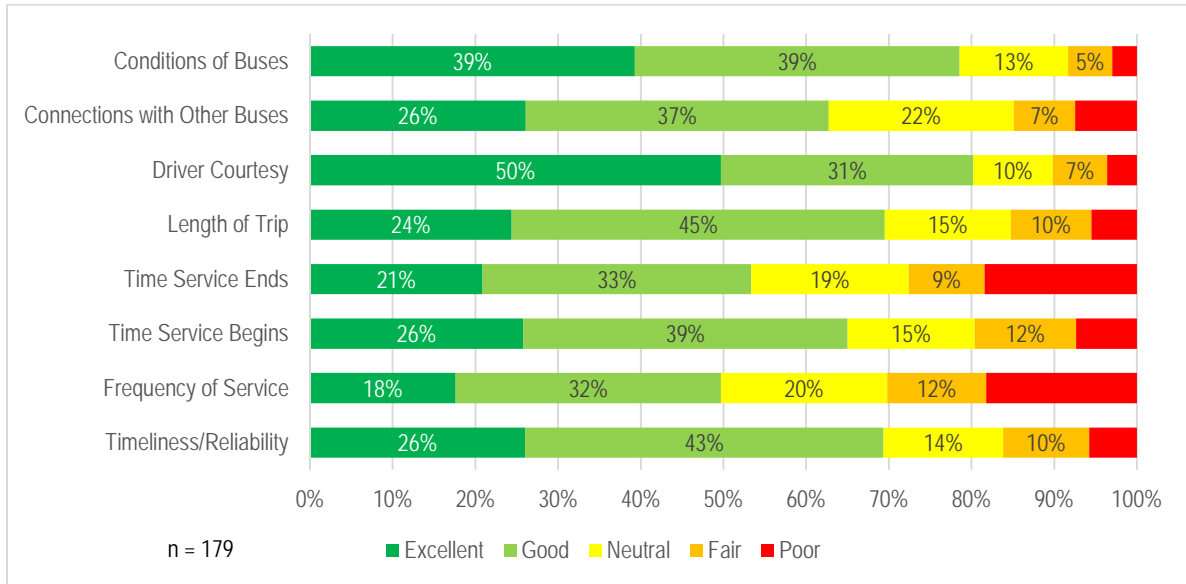
The most commonly suggested areas for improvement included the frequency of service and the time service ends, each of which were earned 22% of their ratings from weekday riders as Poor or Fair. Weekend riders expressed similar dissatisfaction with County Connection’s service frequency and span of service; 30% and 27% of riders, respectively, ranked these areas as Fair or Poor.

Figure 2-37 Overall Passenger Satisfaction, Weekday



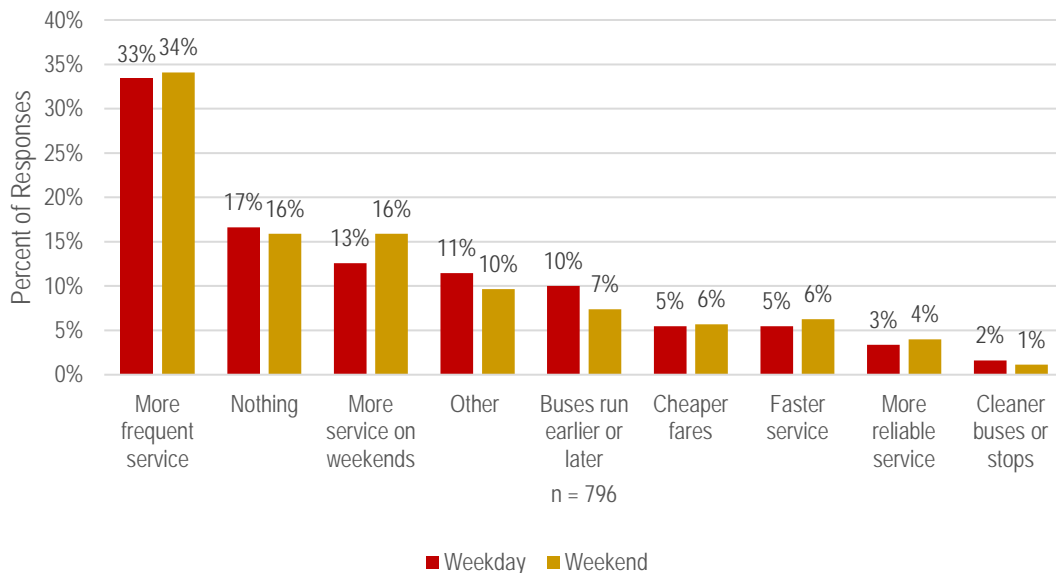
PASSENGER SURVEY ANALYSIS
County Connection

Overall Passenger Satisfaction, Weekend



The survey asked passengers to choose one thing to improve County Connection service. The response rates are shown in Figure 2-38. More frequent service received the highest number of responses (33%). Nearly a sixth of weekday riders indicated that they did not have improvements to recommend to make the service better. More weekend service, and expanded weekday schedules received the third- and fourth-highest responses, with 13% and 10% respectively. Weekend riders reported similar preferences, with more frequent service and more weekend service scoring highest among the available choices.

Figure 2-38 Preferred Improvements to County Connection Services



3 600-SERIES ROUTE ANALYSIS

County connection runs 20 600-series bus routes. Because this population has been challenging to reliably survey with onboard paper surveys, a different methodology was used for this targeted population. County Connection staff pulled video for trips occurring between February 6th and February 8th were pulled on March 12th, 2018.

METHODOLOGY

A sample of one trip per route was randomly selected for each route, with seven morning trips and 13 afternoon trips selected. Dispatch downloaded video footage from cameras facing the passengers for each chosen trip. County Connection staff then looked at screen captures when the passenger load was at its highest, which was just before drop off in the morning, and just after pick up at the school in the afternoon.

County Connection staff recorded the following information based on visual inspection:

- Route
- Trip
- Time of day
- Direction of travel
- Number of people on bus at maximum load
- Observed proportion of White and non-White passengers
- Number of riders who did not appear to be students

Without a formal survey, the racial and age component is an estimate.

RESULTS

The following routes were observed to carry a passenger load that was over 50% non-White:

- | | |
|-------|-------|
| ▪ 605 | ▪ 615 |
| ▪ 611 | ▪ 616 |
| ▪ 612 | ▪ 619 |
| ▪ 613 | ▪ 622 |
| ▪ 614 | ▪ 635 |

The 600-series routes' racial breakdown by route is shown in Figure 3-1.

PASSENGER SURVEY ANALYSIS
County Connection

Figure 3-1 Load and Racial Breakdown of Riders

Route	Passengers on Board	Percent Minority	Route	Passengers on Board	Percent Minority
601	22	14%	615	17	82%
602	30	0%	616	17	100%
603	18	17%	619	47	89%
605	33	52%	622	20	85%
606	40	13%	623	30	43%
608	5	40%	625	9	33%
611	43	100%	626	21	9%
612	20	95%	627	30	10%
613	52	96%	635	29	76%
614	10	100%	636	29	45%

4 TRANSFER FARE ANALYSIS

The goal of a transfer fare analysis is to use paper transfers to analyze travel patterns, such as which routes people transfer between, and from which other regional transit systems they travel. County Connection can access Clipper Card transfer data, but it is harder to analyze trends for cash-paying customers. This analysis looks at transfer information for cash-paying customers.

METHODOLOGY

Between March 8th and 9th, 2018, operators on each trip of each route (for fare-collecting routes) placed envelopes on the front of the fare boxes to gather fare transfers. Riders were asked to drop their paper ticket transfers into the folder, which the drivers then sealed and returned to dispatch at the end of their assignment. Drivers switched envelopes based on the direction of their trip. Nelson\Nygaard then collected and analyzed the information of the transfers.

Inevitably, there will be some level of underreporting of the total transfers that took place during the collection period. For example, Route 10 becomes Route 20 at the end of each trip, but riders still on the bus at the end of the Route 10 trip may not surrender a paper transfer at the beginning of the new Route 20 trip. This makes sense for the passenger because they have not completed their trip and have not transferred to a new bus, but runs the risk of being miscategorized by drivers for ridership at the Route level.

One limitation of paper transfers is that there is no information about the route from which the rider came on paper transfers. Furthermore, passengers coming from a free shuttle, or going to a free shuttle would not have or be required to surrender a paper transfer. Free shuttles were not included in this analysis because transfers are not needed. Free routes include:

- 4 Broadway Plaza/BART Walnut Creek
- 5 Creekside/BART Walnut Creek
- 7 Shadelands/BART Pleasant Hill

PASSENGER SURVEY ANALYSIS
County Connection

RESULTS

There were 1,172 paper transfers collected. Over 50% of all paper transfers occurred on six routes, as shown in Figure 4-1.

Figure 4-1 Most Paper Transfers Received

Route	% Transfers	Rank
10-BART Concord/Clayton	12%	1
20-DVC/BART Concord	10%	2
16-AMTRAK/BART Concord	9%	3
15-Treat Blvd	8%	4
21-BART Walnut Creek/San Ramon	7%	5
9- DVC/BART Walnut Creek	6%	6
TOTAL	52%	-

Among the 15 north-south routes, there were 648 total transfers, with about the same number in each direction. At the route level, the most notable exception was on Route 21, which had 70 paper transfers on buses heading southbound and only 16 traveling northbound (Figure 4-2). “Transfers” refers to transfers within the County Connection System, from one route to another as compared to a transfer from outside the system such as BART.

Figure 4-2 Paper Transfers to North/South Routes

To	Total Southbound	Total Northbound	Transfers	Total	Percent Internal
1	16	16	24	32	75%
2	1	0	0	1	0%
9	37	31	59	68	87%
14	29	34	52	63	83%
16	44	64	91	108	84%
17	17	39	47	56	84%
18	18	27	30	45	67%
19	9	14	15	23	65%
21	70	16	55	86	64%
35	21	18	30	39	77%
36	14	18	17	32	53%
95X	7	3	6	10	60%
96X	16	5	15	21	71%
97X	0	1	0	1	0%
98X	28	35	57	63	91%
Total	327	321	498	648	77%

PASSENGER SURVEY ANALYSIS
County Connection

There were 498 paper transfers used on 10 east/westbound routes. There were 23% more transfers made in the eastbound direction (Figure 4-3). The 93X had a small number of transfers, but more than half were people coming from outside the County Connection system.

Figure 4-3 Paper Transfers to East/West Routes

To	Total Southbound	Total Northbound	Transfers	Total	Percent Internal
1M	2	0	2	2	100%
6	15	7	6	22	27%
10	88	52	102	140	73%
11	23	22	35	45	78%
15	46	46	74	92	80%
20	51	65	84	116	72%
25	9	0	7	9	78%
28	25	22	36	47	77%
91X	6	0	4	6	67%
93X	12	7	8	19	42%
Total	277	221	358	498	72%

Route 3 is a loop route, so transfers were not calculated by direction. There were 26 people that transferred to Route 3 on the day of data collection. All were from within the County Connection network.

Just over 25% of all people transferred from another system. BART was the primary connection, with 194 paper transfers submitted. The next most common system for people to have transferred from was Tri-Delta, with 30 people, followed by LAVTA with 21. Figure 4-4 through Figure 4-8 display more detail of the transfers recorded from other transit systems.

Figure 4-4 shows the County Connection routes people transferred to after riding BART with a paper transfer. The BART transfers were determined by counting the physical BART transfers that were collected, based on route and direction. Routes 10, 21, and 20 had the highest number of people coming from BART, with 33, 30 and 22 transfers, respectively. These three routes made up 44% of all transfers from BART.

PASSENGER SURVEY ANALYSIS
County Connection

Figure 4-4 Paper Transfers to County Connection from BART, by Direction

To Route	Total	Southbound	Northbound	Eastbound	Westbound
1	6	2	4		
6	16			12	4
9	6	1	5		
10	33			25	8
11	6			5	1
14	9	6	3		
15	12			5	7
16	9		9		
17	8	6	2		
18	9		9		
19	1		1		
20	22			5	17
21	30	30			
25	2			2	
28	3				3
35	5		5		
93X	3			3	
95X	4	4			
96X	6	6			
97X	1		1		
98X	3		3		
Total	194	55	42	57	40

PASSENGER SURVEY ANALYSIS
County Connection

Figure 4-5 Paper Transfers to County Connection from Tri-Delta, by Direction

To Route	Total	Southbound	Northbound	Eastbound	Westbound
10	4			3	1
14	1	1			
15	4				4
16	5	1	4		
19	2		2		
20	5			1	4
28	1			1	
91X	1			1	
93X	7				7
Total	30	2	6	6	16

Figure 4-6 Paper Transfers to County Connection from LAVTA, by Direction

To Route	Total	Southbound	Northbound	Eastbound	Westbound
14	1		1		
35	4		4		
36	15		15		
93X	1			1	
Total	21		20	1	

Figure 4-7 Paper Transfers to County Connection from Solano County Transit, by Direction

To Route	Total	Southbound	Northbound	Eastbound	Westbound
1	2		2		
9	2		2		
11	3			3	
20	1			1	
98X	1		1		
Total	9		5	4	

PASSENGER SURVEY ANALYSIS
County Connection

Only 11 people came from Capitol Corridor, AC Transit, Fairfield and Suisun Transit (FAST), or Western Contra Costa Transit Authority (WestCAT) on the day the data collection took place. Figure 4-8 shows the routes onto which people transferred from the other systems.

Figure 4-8 Paper Transfers from Other Regional Transit Agencies

System	Transferred To Route	Total Riders
AC Transit	10	1
Capitol Corridor	98X	2
FAST	9	1
	18	2
	21	1
WestCAT	16	1
	18	1
	19	1
	28	1
Total		11

APPENDIX A

On-Board Survey Instrument, English and Spanish

ON-BOARD SURVEY

DEAR RIDER:

Please take a minute to fill this survey out and help us plan for your transit needs. It will only take five minutes. Place the survey in the yellow envelope as you exit the bus, or hand it to the person who gave it to you.

Thank you!

1. What route are you on right now?

2. Where are you going now?

- | | |
|--|--|
| <input type="checkbox"/> Home | <input type="checkbox"/> Church |
| <input type="checkbox"/> Work | <input type="checkbox"/> Healthcare |
| <input type="checkbox"/> School | <input type="checkbox"/> Visiting friends/family |
| <input type="checkbox"/> Shopping | <input type="checkbox"/> Entertainment |
| <input type="checkbox"/> Other (specify) _____ | |

3. How did you get from home to your first bus stop today? (Check only ONE)

- Walked – how many minutes? _____
- Used a wheelchair or scooter – how many minutes? _____
- Rode my bicycle – how many miles? _____
- Drove my car – how many miles? _____
- Someone gave me a ride – how many miles? _____
- Other (please specify) _____

4. Did you transfer to connect to this bus?

- No
- Yes – Which Route? _____

5. How many total transfers will you make on this one-way trip?

- | | |
|-------------------------------|--|
| <input type="checkbox"/> None | <input type="checkbox"/> Two |
| <input type="checkbox"/> One | <input type="checkbox"/> Three or more |

6. How often do you ride County Connection?

- | | |
|---|--|
| <input type="checkbox"/> Less than one day a week | <input type="checkbox"/> 3-4 days a week |
| <input type="checkbox"/> 1-2 days a week | <input type="checkbox"/> 5 or more days a week |

7. What is your primary reason for choosing County Connection for this trip?

- | | |
|--|---|
| <input type="checkbox"/> Cost | <input type="checkbox"/> Avoiding traffic/parking |
| <input type="checkbox"/> Convenience | <input type="checkbox"/> Not able to drive |
| <input type="checkbox"/> Lack of car | <input type="checkbox"/> Prefer public transit to driving |
| <input type="checkbox"/> Other (specify) _____ | |

8. How did you pay your fare today?

- | | |
|--|---|
| <input type="checkbox"/> Cash | <input type="checkbox"/> Commuter Card |
| <input type="checkbox"/> Clipper Card | <input type="checkbox"/> Monthly Pass |
| <input type="checkbox"/> Transfer –
<input type="checkbox"/> BART or <input type="checkbox"/> Bus | <input type="checkbox"/> No fare required on this route |
| <input type="checkbox"/> 12-Ride Local/Express Punch card | |
| <input type="checkbox"/> 20-Ride Senior/Medicare Punch card | |

9. Do you use a Clipper card? Yes No

10. How would you have made this trip if County Connection had not been available?

- | | |
|---|---|
| <input type="checkbox"/> Drive own vehicle | <input type="checkbox"/> Ride bicycle |
| <input type="checkbox"/> Carpool/vanpool | <input type="checkbox"/> Walk |
| <input type="checkbox"/> Taxi/Uber/Lyft | <input type="checkbox"/> Wouldn't make trip |
| <input type="checkbox"/> Get a ride with friend/family member | |
| <input type="checkbox"/> Other (specify) _____ | |

11. What is your approximate annual household income?

- | | |
|---|---|
| <input type="checkbox"/> Less than \$15,000 | <input type="checkbox"/> \$75,000 to \$99,999 |
| <input type="checkbox"/> \$15,000 to \$34,999 | <input type="checkbox"/> \$100,000 or more |
| <input type="checkbox"/> \$35,000 to \$74,999 | |

12. How many people live in your household and in which Zip Code?

People in Household _____

Zip Code _____

13. Are you Hispanic or Latino?

- Yes No

14. Which of the following do you most identify with:

- | |
|---|
| <input type="checkbox"/> White |
| <input type="checkbox"/> Black/African American |
| <input type="checkbox"/> Asian |
| <input type="checkbox"/> Native Hawaiian/Pacific Islander |
| <input type="checkbox"/> American Indian/Alaskan Native |
| <input type="checkbox"/> Multiracial |
| <input type="checkbox"/> Other (specify) _____ |



PASSENGER SURVEY ANALYSIS
County Connection

15. Do you speak a language other than English at home?

- ₁ No
₂ Yes ► indicate language:
₃ Spanish ₄ Tagalog ₅ Farsi
₆ Vietnamese ₇ Chinese
₈ Other: _____

16. How well do you speak English?

- ₁ Very well ₃ Not well
₂ Acceptable ₄ Not at all

17. What is your gender? ₁ Male ₂ Female

18. What is your age?

- ₁ Under 18 ₃ 36 to 55 ₅ 75 or older
₂ 19 to 35 ₄ 56 to 74

19. How do you typically obtain schedule information about the County Connection? (check all that apply)

- ₁ Printed schedule ₅ Customer service call center
₂ County Connection website (countyconnection.com) ₆ 511.org website
₇ Friends/family (word of mouth)
₃ At the bus stop ₈ Bus driver
₄ Mobile app ₉ Bus Tracker real-time info
₁₀ Other (specify) _____

20. In a typical month do you visit or receive...?

- ₁ Countyconnection.com ₃ County Connection's Facebook
₂ County Connection's Twitter feed

21. What is your employment status?

- ₁ Employed full-time ₃ Retired
₂ Employed part-time ₄ Not employed

22. Are you a student?

- ₁ Full-time student ₂ Part-time student ₃ Not a student

23. How do you access the Internet?

- ₁ Smartphone ₃ Tablet
₂ Computer ₄ I don't access the internet

24. If you could only choose one thing to improve County Connection service, what would you pick?

- ₁ Nothing ₅ More reliable service
₂ More frequent service. ₆ Cheaper Fares
₃ Faster service ₇ Cleaner buses or stops
₄ Buses run earlier or later ₈ More service on weekends
₉ Other (specify) _____

25. How do you rate County Connection in the following areas?

	Poor 1	Fair 2	Neutral 3	Good 4	Excellent 5
a. On-time/reliability	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅
b. Frequency of service	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅
c. Time service begins	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅
d. Time service ends	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅
e. Length of trip	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅
f. Driver courtesy	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅
g. Connections with other buses	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅
h. Condition of buses	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅

Thank you
for your participation in this survey.
Your responses will be kept strictly confidential.



ENCUESTA A BORDO

ESTIMADO PASAJERO:

Sírvase tomarse unos minutos para completar esta encuesta y ayudarnos a planificar para satisfacer sus necesidades de transporte. Solo demorará cinco minutos. Cuando baje del autobús, coloque la encuesta en el sobre amarillo o devuélvasela a la persona que se la entregó.

¡Gracias!

1. ¿En qué ruta se encuentra ahora?

2. ¿Adónde va en este momento?

- | | |
|--|---|
| <input type="checkbox"/> Casa | <input type="checkbox"/> Iglesia |
| <input type="checkbox"/> Trabajo | <input type="checkbox"/> Centro de atención médica |
| <input type="checkbox"/> Escuela | <input type="checkbox"/> Visita a amigos/familiares |
| <input type="checkbox"/> De compras | <input type="checkbox"/> Entretenimiento |
| <input type="checkbox"/> Otro (favor de especificar) | _____ |

3. ¿Cómo llegó de su hogar a la primera estación de autobús hoy? (Marque solo UNA respuesta)

- | |
|---|
| <input type="checkbox"/> Caminando (¿cuántos minutos?) _____ |
| <input type="checkbox"/> En silla de ruedas o scooter eléctrico (¿cuántos minutos?) _____ |
| <input type="checkbox"/> En mi bicicleta (¿cuántas millas?) _____ |
| <input type="checkbox"/> En mi automóvil (¿cuántas millas?) _____ |
| <input type="checkbox"/> Alguien me trajo (¿cuántas millas?) _____ |
| <input type="checkbox"/> Otro (favor de especificar) _____ |

4. ¿Hizo trasbordo para tomar este autobús?

- | |
|---|
| <input type="checkbox"/> No |
| <input type="checkbox"/> Sí (¿qué ruta tomó?) _____ |

5. ¿Cuántos trasbordos hará en total para este viaje en un solo sentido?

- | | |
|----------------------------------|-------------------------------------|
| <input type="checkbox"/> Ninguno | <input type="checkbox"/> Dos |
| <input type="checkbox"/> Uno | <input type="checkbox"/> Tres o más |

6. ¿Con qué frecuencia utiliza el transporte de County Connection?

- | | |
|--|---|
| <input type="checkbox"/> Menos de un día a la semana | <input type="checkbox"/> 3 a 4 días por semana |
| <input type="checkbox"/> 1 a 2 días por semana | <input type="checkbox"/> 5 o más días a la semana |

7. ¿Cuál es el motivo principal por el que usa County Connection para este recorrido?

- | | |
|--|--|
| <input type="checkbox"/> Costo | <input type="checkbox"/> No puedo conducir |
| <input type="checkbox"/> Conveniencia | <input type="checkbox"/> Prefiero el transporte público en lugar de conducir |
| <input type="checkbox"/> No tengo automóvil | <input type="checkbox"/> Otro (favor de especificar) |
| <input type="checkbox"/> Evitar el tráfico/estacionamiento | _____ |

8. ¿Cómo pagó la tarifa hoy?

- | | |
|--|---|
| <input type="checkbox"/> Dinero en efectivo | <input type="checkbox"/> Tarjeta para perforar de 20 viajes Senior/Medicare |
| <input type="checkbox"/> Tarjeta Clipper | <input type="checkbox"/> Tarjeta de pasajero habitual |
| <input type="checkbox"/> Traslado:
<input type="checkbox"/> BART o <input type="checkbox"/> Autobús | <input type="checkbox"/> Pase mensual |
| <input type="checkbox"/> Tarjeta para perforar de 12 viajes locales/en expreso | <input type="checkbox"/> No se requiere tarifa para esta ruta |

9. ¿Utiliza una tarjeta Clipper? Sí No

10. Si no tuviera a disposición County Connection, ¿cómo hubiera realizado este recorrido?

- | | |
|--|--|
| <input type="checkbox"/> En mi propio vehículo | <input type="checkbox"/> No hubiera hecho este recorrido |
| <input type="checkbox"/> Viaje compartido en automóvil/van | <input type="checkbox"/> Me llevaría un amigo/familiar |
| <input type="checkbox"/> Taxi/Uber/Lyft | <input type="checkbox"/> Otro (favor de especificar) |
| <input type="checkbox"/> En bicicleta | _____ |
| <input type="checkbox"/> Caminando | _____ |

11. ¿Cuáles son los ingresos anuales aproximados de su hogar?

- | | |
|---|---|
| <input type="checkbox"/> Menos de \$15,000 | <input type="checkbox"/> De \$75,000 a \$99,999 |
| <input type="checkbox"/> De \$15,000 a \$34,999 | <input type="checkbox"/> \$100,000 o más |
| <input type="checkbox"/> De \$35,000 a \$74,999 | |

12. ¿Cuántas personas viven en su hogar y cuál es su código postal?

Nº de personas que viven en su hogar _____
Código postal _____

13. ¿Es hispano o latino?

- | | |
|-----------------------------|-----------------------------|
| <input type="checkbox"/> Sí | <input type="checkbox"/> No |
|-----------------------------|-----------------------------|

14. ¿Con cuál de las siguientes opciones se identifica mejor?

- | | |
|--|---|
| <input type="checkbox"/> Blanco | <input type="checkbox"/> Indígena norteamericano/indígena de Alaska |
| <input type="checkbox"/> Negro/afroamericano | <input type="checkbox"/> Multirracial |
| <input type="checkbox"/> Asiático | <input type="checkbox"/> Otro (favor de especificar) |
| <input type="checkbox"/> Nativo de Hawái/isleño del Pacífico | _____ |

CONTINÚA ►

PASSENGER SURVEY ANALYSIS
County Connection

15. ¿Habla en el hogar un idioma que no sea el inglés?

- ₁ No
- ₂ Sí ► indique el idioma:
- ₃ Español ₄ Tagalo ₅ Farsi
- ₆ Vietnamita ₇ Chino
- ₈ Otro: _____

16. ¿Qué tan bien habla usted inglés?

- ₁ Muy bien ₃ No muy bien
- ₂ Aceptable ₄ No lo habla

17. ¿Cuál es su sexo? ₁ Masculino ₂ Femenino

18. ¿Qué edad tiene?

- ₁ Menos de 18 años ₃ De 36 a 55 años ₅ Más de 75 años
- ₂ De 19 a 35 años ₄ De 56 a 74 años

19. ¿De qué manera obtiene habitualmente información sobre los horarios de County Connection? (marque todas las opciones que correspondan)

- ₁ Horario impreso ₆ Sitio web 511.org
- ₂ Sitio web de County Connection (countyconnection.com) ₇ Amigos/familiares (boca a boca)
- ₃ En la parada de autobuses ₈ Conductor del autobús
- ₄ Aplicación móvil ₉ Información en tiempo real de Bus Tracker
- ₅ Centro telefónico de Servicio al Pasajero ₁₀ Otro (favor de especificar)

20. En un mes típico, ¿visita o recibe información de...?

- ₁ Countyconnection.com
- ₂ Cuenta de Twitter de County Connection
- ₃ Facebook de County Connection

21. ¿Cuál es su situación laboral?

- ₁ Empleado de tiempo completo ₃ Jubilado
- ₂ Empleado de medio tiempo ₄ Desempleado

22. ¿Es estudiante?

- ₁ Estudiante de tiempo completo
- ₂ Estudiante de medio tiempo
- ₃ No es estudiante

23. ¿Cómo accede a Internet?

- ₁ Teléfono inteligente ₃ Tableta
- ₂ Computadora ₄ No tiene acceso a Internet

24. Si pudiera elegir solo una cosa para mejorar el servicio de County Connection, ¿cuál sería su elección?

- ₁ Nada ₆ Tarifas más baratas
- ₂ Un servicio más frecuente ₇ Más limpieza en los autobuses o paradas
- ₃ Un servicio más veloz
- ₄ Ampliación del horario de los autobuses ₈ Más servicio los fines de semana
- ₅ Un servicio más confiable ₉ Otro (favor de especificar)

25. ¿Cómo califica al servicio de County Connection en las siguientes áreas?

	Malo 1	Regular 2	Neutral 3	Bueno 4	Excelente 5
a. Puntualidad/confiabilidad	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅
b. Frecuencia del servicio	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅
c. Hora en la que comienza el servicio	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅
d. Hora en la que termina el servicio	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅
e. Duración del recorrido	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅
f. Amabilidad del conductor	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅
g. Conexiones con otros autobuses	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅
h. Estado de los autobuses	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅

Gracias
por participar en esta encuesta.
Sus respuestas serán estrictamente confidenciales.



APPENDIX B

Open-Ended Survey Responses

Appendix B Open-Ended Survey Responses

Commendations

Route	Comment
4	All Good
4	Excellent service
4	Drivers are all very nice
15	Our Driver Sheila is outstanding. Great Service! Sheila and Oscar are outstanding drivers.
35	Good service most of the time!! & Good Surveyor

General

Route	Comment
4	Driver courtesy depends
11	I hate public transportation!!

Additional Improvements People Would Like to See

Route	Comment
4	expand weekend service
4	More frequent service and more service on weekends
9	Need better weekend
10	All routes to run on weekend. Routes 11, 15, 18 and 19 need to run more often
14	More service on weekends
15	Too short of the weekends
16	Buses run earlier and later, more weekend service, and more reliable service
20	I really want to use a clipper card with a smartphone
20	Small Bus
21	very poor we have to wait 45 minutes if we miss the bus
301	More service on weekends - Always - to me Hospital!
95X	Better weekend service

PASSENGER SURVEY ANALYSIS
County Connection

Route-Specific Requests

Route	Comment
4	VA 17 connection, wish you still had #17, Dial A Ride only for those in wheelchair, no help
4	on time reliability poor especially #9 from DVC
4	Please don't remove route 3 Thank you!
6	The 250 bus sometimes never shows up at all and is very unreliable, I have been left stranded multiple times!
10	Add bus on Ygnacio Blvd to Concord Pavillion
15	I have la ated the center part of the 9 and 15 routes to keep in my purse. Put the stop back in front of Dana shopping center opposite the one going to the library it was removed + I see 2 ladies with walkers having to walk from the one far up to landana to walk to 711 and shops in mulberry. Extra gold stars for this driver today Sheila 1151
25	Ti g of connections especially with the construction going on. Improve the route upon entrance to [Walnut Creek] BART station. Run bus later than 6 PM especially if connecting bus gets into a traffic jam entering the bus hub. Sometimes CCTA will not inform connecting driver that there is a delay. Probably if there were more delays, coordination to ___ a bus schedule temporarily should be in place.
315	Please run at least the #28 or something on weekends. Would get shelter, industrial and DVC
93x	With the new E-Bart station opening, no longer will be parking for those who catch the 93X at hillcrest P&R, many people rely on that at P&R, are there any plans for new P&R location?
93x	More frequent stop new contra loma antioch
96x	PM pickups are sometimes tardy from route stops (probably due to traffic)

To: Marketing, Planning & Legislative Committee

Date: 6/4/2018

From: Ruby Horta, Director of Planning & Marketing

Reviewed by: R.R.

SUBJECT: Mobility as a Service (MaaS)

Background:

At the May 29, 2018 Clipper Executive Board Meeting, MTC provided an update on Mobility as a Service (MaaS). Mobility as a Service, most commonly referred to as MaaS, is broadly considered to be the integration of various forms of transport services into a single mobility service accessible on demand. The ultimate goal of this fairly new concept is to provide an alternative to the use of a private car that may be as convenient, more sustainable, and help to reduce constraints in transport capacity¹.

MaaS in the Bay Area

As the regional planning organization for the nine-county San Francisco Bay Area, MTC is interested in tracking mobility services and initiatives throughout the Bay Area. The memo recently presented to the Clipper Executive Board focused on Clipper Partnerships with Mobility Services. The existing Clipper MOU, identifies the following program goal with respect to customer experience:

“Electric fare payment is the primary payment method for all transportation fares and fees.

- Mobile fare payment is integrated into and branded as Clipper,
- Parking at transit station is paid with Clipper,
- Bikeshare at transit stations can be paid with Clipper,
- Paratransit trips can be paid with Clipper.”

As various private sector companies develop MaaS solutions it is critical that partnerships with the regional Clipper system be taken into account, per the Clipper MOU. Within County Connection’s service area, a number of app-based options have been evaluated and CCTA recently applied for an Advanced Transportation and Congestion Management Technologies Deployment (ATCMD) grant to converge transit alternatives into a single app. County Connection has submitted a letter of support on behalf of CCTA and concurs with the overarching goal of making multimodality more accessible and convenient.

County Connection agrees with MTC’s notion that a collaborative partnership with MaaS solutions has many opportunities to promote a more sustainable transportation system in the Bay Area. The merging of existing transit options with new developments should be thoroughly

¹MaaS Alliance at www.maas-alliance.eu

vetted to ensure maximum compatibility and protect long-term investments in technology. Furthermore, the region should prioritize solutions that do not contradict or impede MTC's goal of partnering Clipper with various mobility services. County Connection recognizes the importance of participating in these regional discussions with interested parties in the transportation industry including the County, Cities, the Transportation Authority (CTA), and others, to ensure consistent and compatible solutions.

Financial Implications:

To be determined.

Action Requested:

Staff requests to have the opportunity to discuss mobility developments with the O&S Committee, as they pertain to County Connection and the regional transportation systems. When needed, staff will request items be forwarded to the Board for further direction.

To: Marketing, Planning & Legislative Committee

Date: June 7, 2018

From: Rick Ramacier
General Manager

SUBJECT: State Legislative Update

Background

With the state legislature well into the 2018 session, staff is providing you with an update on transit related activities. This includes a very brief update on the status of SB1, the recently enacted state budget, legislation to create additional funding opportunities to cover the costs of implementing zero emission based bus technology, legislation to seek a “transit rate” from the various power utilities for public transit agencies purchasing electricity to fuel electric and/or fuel cell buses, the status of pursuing legislation to make it easier to use our state Cap and Trade Low Carbon Transit Operations (LCTOP) funding, and the status of pursuing the right to implement Bus on Shoulder (BOS) transit operations.

SB1 Repeal Effort

As you likely know, there almost certainly will be a proposition on the November 2018 state ballot to repeal the underlying tax increases of SB1. The proposition will be set up such that the voter will be asked to vote “yes” to the question of repealing SB1. As it stands now, County Connection can expect to receive a minimum of \$2.6 million dollars per year from the proceeds of SB1.

The transportation industry and transportation advocacy groups are already engaged in their various efforts to defend SB1.

FY19 State Budget

The Governor’s May revised budget included increases in State Transit Assistance (STA) and in Cap and Trade LCTOP funding. This is good for County Connection. However, the STA increase assume that SB1 is not repealed. The legislature is expected to complete the FY19 budget on time later this month.

AB3201 – Daly

This bill would have given access public transit to a pot of funding controlled by the California Air Resources Board (CARB) to help address the related costs to meet any new CARB purchased mandates relative to zero emission buses (ZEB). After making it through two committees of the Assembly, the bill was “guttled” and put on the suspense calendar of the Assembly Appropriations committee.

SB1434 – Leyva

This bill would require the California Public Utilities Commission (PUC) to actively work with the state utilities to set a so-called transit rate for public transit operators who purchase electricity from utilities for the purpose of fueling electric or fuel cell buses. This bill has passed out of the Senate and awaits assignment in the Assembly.

Future Cap and Trade LCTOP Legislation

As has been discussed with the County Connection Board, we are receiving as much as \$800,000 annually to be used in transit operations from the LCTOP program. However, under current state law, we must spend at least half of this in a small area of Martinez right next to the refinery. Efforts to change state law to allow us greater latitude in spending our \$800,000 have been blocked by certain legislators who are terming out at the end of 2018. Assembly Member Grayson and Senator Glazer have expressed a willingness to consider carrying legislation in 2019 that would address our concerns with spending LCTOP funding.

Bus on Shoulder (BOS) Legislation

There are growing number of transit operators interested in having the ability to operate bus service on select shoulders of highways in California. Previous legislative efforts to gain the authority to do so have had limited success. However, Assembly Member Grayson and Assembly Member Baker have indicated their interest in possibly carrying legislation to authorize BOS service in the I-680 and SR4 corridors in 2019.

Meanwhile, the Contra Costa Transportation Authority (CCTA) has a vision for a set of programs they call “Innovate 680” and BOS service is an integral part of that initiative. To that end, CCTA is examining whether or not authority already exists to operate BOS service with the agreement of the local Caltrans and CHP offices.

Action Requested

None. This is for information only. Staff would like to forward this to the full board as information.

To: Marketing, Planning & Legislative Committee

Date: June 7, 2018

From: Rick Ramacier
General Manager

SUBJECT: Pre Work for Developing a County Connection Strategic Plan

One of the current goals for the General Manager is to work with the Board of Directors is to develop a process for producing a County Connection Strategic Plan and then subsequently developing such a plan.

Staff wishes to briefly update you on our discussions with our on-call planning consultants to begin this effort.

To: Marketing, Planning & Legislative Committee

Date: 6/7/2018

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

May 11 – Mt. Diablo High – Concord 16 students/3 adults
May 24 – Monte Gardens – Concord 25 students/6 adults
May 25 – Monte Gardens – Concord 50 students/12 adults
May 25 – Silverwood Elementary – Concord 38 students/10 adults
May 25 – Las Juntas – Martinez 17 students/10 adults
June 1 – John Muir Elementary – Martinez 22 student/6 adults
June 1 – John Swett Elementary – Martinez 23 students/10 adults
June 1 – Las Juntas – Martinez 17 students/10 adults
June 8 – Kid Time Preschool – Walnut Creek 27 students/3 adults
June 13 – Dana Estates Event
June 26 – Pleasant Hill Recreation/Park District 45 students/6 adults

Recommendation:

For information only.

Financial Implications:

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