

County Connection

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

MARKETING, PLANNING & LEGISLATIVE

MEETING AGENDA

Thursday, July 12, 2018

9:30 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 June 14, 2018*
4. Public Hearing Update* - Information Only
5. Potential SB1 Repeal*
(Staff will present potential service cuts if SB1 is repealed. Staff requests that the Committee consider the process forward for the Board to review.)
6. Innovation at County Connection**
(Staff will provide a summary of innovative initiatives.)
7. Community Events* – Information Only
8. Committee Comments
9. Future Agenda Items
10. Next Meeting – August 2, 2018
11. Adjournment

*Enclosure

**To be mailed separately

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, July 19, 9:00 a.m., County Connection Board Room
Administration & Finance:	Wednesday, August 1, 9:00 a.m., 3338 Mt. Diablo Blvd, Lafayette
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, August 3, 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, June 14, 11:00 a.m.**

Directors: Kevin Wilk, Candace Andersen
Staff: Bill Churchill, Ruby Horta, Sean Hedgpeth
Public: None

Call to Order: Meeting called to order at 11:00 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 May 10, 2018

The Committee approved the minutes.

4. Public Hearing Schedule

Ms. Horta Ms. Horta shared a flyer with the committee with the dates and locations of six upcoming Public Hearings through the County Connection service area.

5. Onboard Survey Results

Mr. Hedgpeth shared the results of the 2018 onboard survey, conducted by Nelson Nygaard with County Connection staff assistance. Director Andersen commented on the increasing use of Clipper, saying that she made the switch to Clipper from paper tickets on BART due to the new surcharge.

6. Mobility as a Service (MaaS)

Ms. Horta outlined the basic concept of Mobility as a Service, such as subscription trips, and a multimodal app that would allow for payment of many modes of transportation like bike share, transit, and TNCs. Director Andersen stated that she supports staff's efforts to incorporate MaaS.

7. 2018 State Legislative Update

Mr. Churchill gave a short update on upcoming bills in the legislature, including a bill to change LCTOP requirements and a bill to legislate a transit electricity rate. He also stated

that a SB 1 repeal effort has gathered enough signatures for a repeal effort this fall. Director Andersen asked if Marin Clean Energy planned on such a rate. Mr. Churchill said they currently do not, but the charging station at Walnut Creek BART is part of an exclusive agreement with PG&E.

8. Community Events

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

9. Committee Comments

Director Andersen asked for a staff update on efforts to start a bus on shoulder pilot. Mr. Churchill indicated County Connection is working closely with CCTA and transit agencies interested in similar projects. For example, San Diego is close to starting its pilot with regulatory approval. Director Andersen commented that this pilot may require metering lights on I-680 to be turned on.

10. Future Agenda Items

SB1 Outreach

11. Next Scheduled Meeting

The next meeting was scheduled for July 12, 2018 at 9:30 a.m.

12. Adjournment – The meeting was adjourned at 11:40 a.m.

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

To: Marketing, Planning & Legislative Committee

Date: 6/19/2018

From: Ruby Horta, Director of Planning & Marketing

Reviewed by: R.R.

SUBJECT: County Connection Response to the Potential Repeal of SB1

Background:

Senate Bill 1 (SB1), the Road Repair and Accountability Act of 2017, was signed into law on April 28, 2017. This legislative package invests \$54 billion over the next decade to fix roads, freeways and bridges in communities across California and puts more dollars toward transit and safety. Most jurisdictions in County Connection's service area have been granted funding for local streets and roads and/or active transportation projects. Additionally, County Connection has received State of Good Repair (SGR) funding and is expected to receive additional STA funds. A complete list of projects is available at: www.rebuildingca.ca.gov

Defending SB1:

At the June MP&L meeting, Committee members suggested County Connection should promote the benefits of SB1, as it relates to transit. Although educational information is legally defensible, staff recommends that the full Board be informed of the type of initiatives County Connection plans to undertake to ensure a consistent message amongst our Board of Directors. Given the upcoming proposition to repeal SB1, staff has reached out to legal counsel to ensure any promotional activity will meet all legal requirements. Upon receipt of our legal counsel's opinion, staff will evaluate options and the level of involvement appropriate for the agency in the defense of SB1. In the meantime, staff must ensure that the Board is aware of the potential impacts should SB1 be repealed.

Service reductions, if SB1 is repealed:

Over the last several months staff developed the current service restructure and fare modification proposals in an effort to increase overall productivity and reduce costs. These two proposals were developed under the assumption that SB1 would continue to fund transportation. Given recent developments, and the potential of a repeal, staff has developed another scenario, solely focused on cutting costs. The proposal described in this item would be pursued, and further refined, if the SB1 is repealed in November. Unlike the current service restructure proposal, a scenario without SB1 does not offer the opportunity to shift revenue hours from our least productive to more productive service.

Continuing with the theme of protecting our most productive service, staff would have to consider eliminating the following routes and not adding any additional service:

Weekdays

Route #	Description
1/1M	Rossmoor/Shadelands via Walnut Creek BART & John Muir Medical Center
91X	Concord Commuter via Concord BART, Airport Plaza & UFCW
19	Amtrak/Concord BART via Pacheco Blvd & Sun Valley Mall
28	Amtrak/North Concord BART via Veteran's Clinic & DVC
36	San Ramon Transit Center/Dublin BART via San Ramon Valley
25	Lafayette BART/Walnut Creek BART via Mt. Diablo Blvd.
2	Trotter/Walnut Creek BART via Trotter Way

(Routes listed in order of least to most productive)

Weekends

Route #	Description
301	Rossmoor/Ygnacio Valley via Walnut Creek BART
315	Concord BART/Landana via Treat Blvd.
321	Walnut Creek BART/San Ramon Transit Center via Danville Blvd.

Routes 2, 25 and 36 are already proposed to be eliminated, but in their place staff is considering mobility options with a lower cost per passenger. As for the elimination of Route 36, staff is currently proposing to shift those revenue hours to a more productive route in San Ramon, Route 35. If SB1 is repealed these proposed enhancements would not be financially viable. County Connection would have to cut approximately \$3 million, and likely plan for another service reduction in 2-3 years, depending on revenue projections.

This proposal is an initial draft and would need to be further refined, but it demonstrates the impact SB1 can have for transit in Central Contra Costa County.

Financial Implications:

Should the Board of Directors authorize a promotional effort to educate the public about the benefits of SB1, the marketing plan would have to be adjusted to absorb these additional costs. Furthermore, if SB1 is repealed in November by proposition, County Connection will need to cut approximately \$3 million of service in order to remain consistent with the financial forecast included in the FY 19 budget.

Action Requested:

Staff requests the MP&L Committee to forward this item to the full Board for discussion at the July Board meeting.

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

June 13 – Dana Estates

June 18 – Concord Child Care – Concord 30 students/5 adults

June 19 – Play & Learn – Pleasant Hill 30 students/4 adults

June 25 – Martinez Public Hearing

June 26 – Lafayette Public Hearing

June 26 – Clayton Valley Charter High – Concord 5 students/4 adults

June 26 – Play & Learn – Pleasant Hill 30 students/4 adults

June 27 – Concord Public Hearing

June 27 – Youth Conference – Walnut Creek

July 9 – Pleasant Hill Public Hearing

July 24 – Walnut Creek Public Hearing

July 25 – San Ramon Public Hearing

July 28 – Independence from Hunger Food Drive

Recommendation:

For information only.

Financial Implications:

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