

County Connection

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

MARKETING, PLANNING & LEGISLATIVE MEETING AGENDA

Thursday, September 6, 2018

9:30 a.m.

Supervisor Andersen Office
3338 Mt. Diablo Blvd, Lafayette, CA

PLEASE NOTE CHANGE – ADDITIONAL ITEM ADDED (#7)

1. Approval of Agenda
2. Public Communication
3. Approval of Minutes from July 12, 2018*
4. Summary of Public Comments – Service and Fare Proposals * - Information Only

(Staff will present a summary of public comments received regarding the service and fare proposals. Staff requests that the Committee submit the summary to the Board for review.)
5. IDEA Grants in Concord & Walnut Creek*

(Staff will present the IDEA grant awards. Staff requests that the Committee forward the memo to the Board to review.)
6. County Connection's Role in Transformative Projects*

(Staff will summarize the Horizon Initiative and potential projects. Staff requests that the Committee forward the memo to the Board to review.)
7. Strategic Plan – Verbal Update

(Paul Jewel, our on-call planning consultant, and staff will provide a verbal update on the status of the Strategic Plan)

*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

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8. Community Events* – Information Only
9. Committee Comments
10. Future Agenda Items
11. Next Meeting – October 4, 2018
12. Adjournment

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, September 20, 9:00 a.m., County Connection Board Room
Administration & Finance:	Wednesday, September 12, 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, September 6, 9:30 a.m., 3338 Mt. Diablo Blvd, Lafayette
Operations & Scheduling:	Friday, September 7, 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, July 12, 9:30 a.m.**

Directors: Kevin Wilk, Candace Andersen, Amy Worth

Staff: Rick Ramacier, Sean Hedgpeth

Public: None

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

1. Approval of Agenda Items

The Committee approved the agenda.

2. Public Comment and/or Communication

None.

3. Approval of Summary Minutes for June 14, 2018

The Committee approved the minutes.

4. Public Hearing Update

Mr. Hedgpeth outlined the progress thus far in four of the six public hearings for the fare and route restructure proposed for 2019. Director Andersen asked what the attendance has been and what has been the overall theme so far. Mr. Hedgpeth explained there was about a dozen participants in each meeting, except for Pleasant Hill which was four participants. Most of the attendees were seniors opposing the elimination of the Senior/Disabled Midday Free Fare Program, as well as opposing the proposed elimination of low ridership routes such as Route 25 and Route 315.

5. Potential SB1 Repeal

Mr. Ramacier discussed the history of SB1 and efforts to repeal it, through a new measure numbered as Proposition 6, which qualified to be on the November 2018 state ballot. He explained that should the repeal effort succeed, County Connection would be forced to enact drastic service cuts to make up for the nearly \$3 million in operating funding currently provided by SB1. Directors Wilk and Andersen agreed that we should not forward specific routes at this time to the full board, but instead we should forward a more basic concept that there will be painful cuts in general. The committee then discussed the guidelines concerning how County Connection could educate the public of the benefits of SB1. Mr. Ramacier then shared a list of permissible activities from legal counsel, which

stated that County Connection can only share balanced informational materials on the effects of a possible SB1 repeal. All of the directors in the committee expressed support for a resolution opposing Proposition 6. Director Wilk requested that a resolution be prepared for the July Board meeting, seconded by Director Worth.

6. Innovation at County Connection

Mr. Ramacier shared a list of innovations that County Connection has accomplished over the last few years. He explained that some agencies are unaware of some of the ground breaking work we have done, such as the first inductive charging of the first electric battery bus built by Gillig. Director Andersen requested that County Connection prepare some fact sheets of some of our innovative projects to share with stakeholders and with the general public via our website.

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 August 2, 2018 at 9:30 a.m.

11. Adjournment – The meeting was adjourned at 10:15 a.m.

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

To: Marketing, Planning & Legislative Committee

Date: 08/15/2018

From: Ruby Horta, Director of Planning & Marketing

Reviewed by: *WC.*

SUBJECT: Summary of Comments – Service and Fare Proposals

Background:

County Connection staff has completed the public comment process associated with the Service Restructure and Fare Modification proposals. Staff conducted six (6) public hearings from June 25th through July 25th in Martinez, Lafayette, Concord, Pleasant Hill, Walnut Creek and San Ramon. Attendance at the meetings ranged from four (4) residents in Pleasant Hill to thirteen (13) residents in San Ramon. In most cases, residents submitted formal comments about the proposal with the exception of Pleasant Hill. In addition to the public hearings, staff also conducted a separate meeting at the San Ramon Senior Center, at the request of city staff. Staff monitored correspondence in the customer service email account and on the website. All questions were answered and misinformation clarified. Below is the summary of the meetings and all comments (from emails, letters, website and public hearings) are included in Attachment I: Public Comments Received.

Summary of Public Hearings:

The recurring theme throughout most of the public comment process was opposition to the elimination of the free midday fare program, with the exception of San Ramon. Several attendees at the San Ramon meetings had a different position and expressed a willingness to pay more than the proposed rate for more service.

Martinez residents were mainly concerned about the elimination of Route 3. However, the Route 28 realignment addressed those concerns. During this meeting we learned about Mt. Diablo's Bridge Program and their opposition to the elimination of the free midday fare program. Since then, we have been in contact with a number of teachers to ensure that if the midday free fare is eliminated, their program would not be impacted. Comments submitted: 3

Residents attending the Lafayette meeting opposed the elimination of Route 25. They expressed reservations about using BART, but recognized that their transit use was limited. One commenter lives on Olympic Blvd and wanted to retain Route 25 service. Comments submitted: 3

A couple of Concord residents also had ties to the Bridge Program and spoke about the field trips taken during 10am-2pm. Additionally, one resident opposed terminating Route 15 at Pleasant Hill BART and also the elimination of Route 315. Comments submitted: 6

The Pleasant Hill meeting served as an informational workshop. Those in attendance did not express any concerns about the service restructure. Comments submitted: 0

The elimination of Route 2 was the main concern for those in attendance at the Walnut Creek Public Hearing. Comments submitted: 6

Those attending the San Ramon Public Hearing did not express any concerns about the service restructure. One resident addressed the vehicle weight of our buses and the damage it is causing to the roads in his neighborhood. Several other comments were in favor of expanding service in the Windemere Loop and adding frequency to Route 35. Comments submitted: 5

Financial Implications:

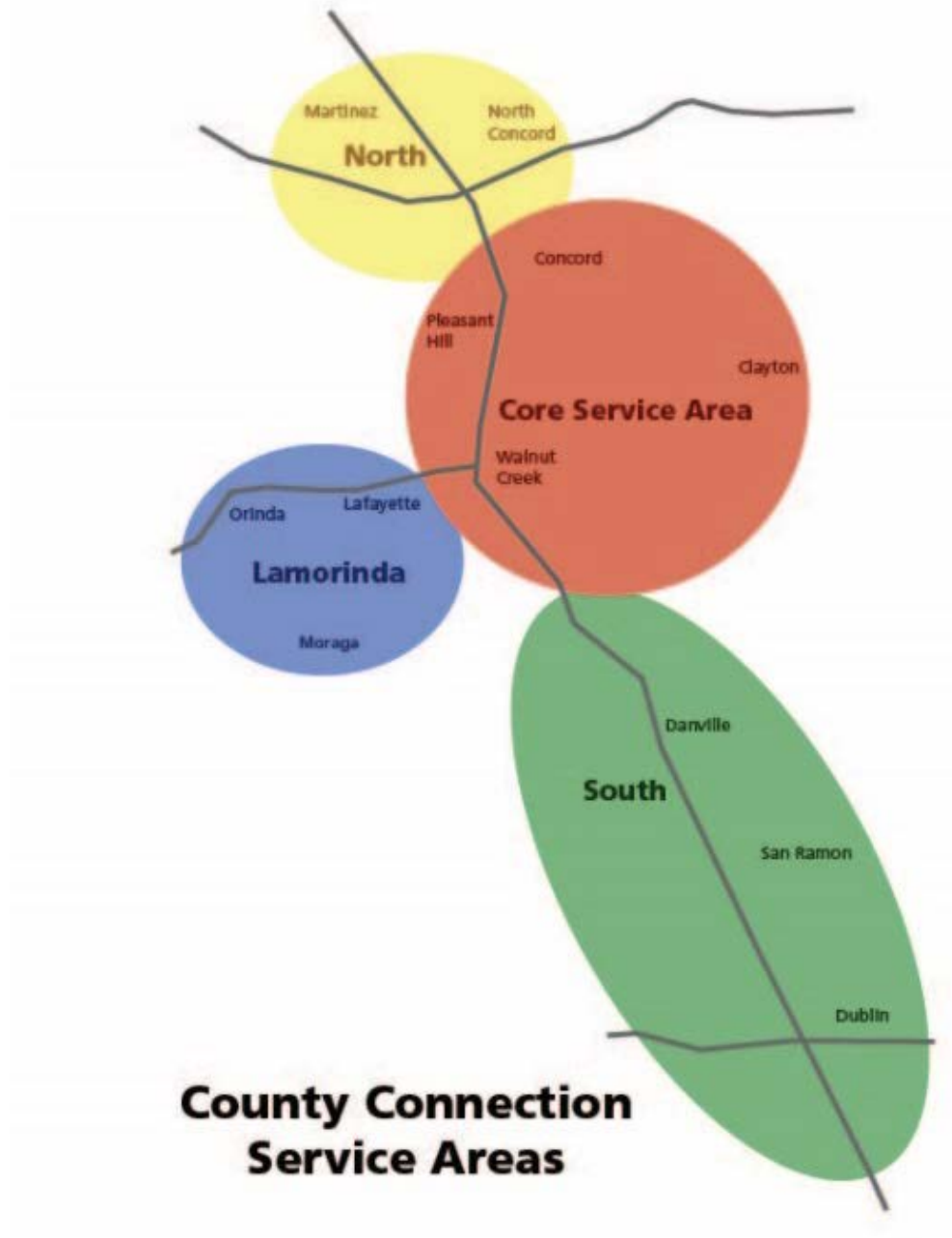
None at this time.

Recommendation:

Staff recommends that the MP&L Committee forward the summary of comments to the Board for review.

Attachment I: Public Comments Received

In an effort to organize the comments received, planning staff used the same regional divisions that were used when summarizing the service restructure: Core, North, South, and Lamorinda.



Core Service Area Restructure Concepts

- Streamline Route 19 to use Concord Ave. instead of going to Concord BART via Sun Valley Mall.
 - No comments.
- Streamline Route 9 by eliminating routing to JFK, Patterson Blvd., and Oak Park Blvd.
 - Support (1 comment): Hoped the change would increase frequency of buses at Pleasant Hill BART.
 - Oppose (2 comments): Two residents in Poet's Corner (Oak Park Blvd. & Patterson Blvd.) lament the loss of more direct service, including to Walnut Creek Bart.
- Realign Route 18 to service Patterson Blvd., and Oak Park Blvd. and adjust trip times to meet school bell times; consider routing along Taylor Blvd. instead of Viking Dr.
 - Support (1 comment): Align the schedule to school bell times.
- Create a new alignment for Route 10 to turn around at Washington/Michigan instead of the Ayers Rd. Kirker Pass loop. End 50% of peak trips at this loop that currently continues on to Marsh Creek Rd. in Clayton. Only one quarter of the ridership rides past Kirker Pass.
 - 1 comment asking if service will continue to Clayton Library.
- Extend Route 14 to Walnut Creek BART to expand access to jobs from the Monument Corridor. Increase frequencies to every 30 minutes.
 - Support (5 comments): The general consensus was that extending the Route 14 would benefit all passengers, "go ahead and do that ASAP to start reaping the anticipated benefits".
- Terminate Route 15 at Pleasant Hill BART (it will no longer service Walnut Creek BART, this will be covered by Route 14).
 - Oppose (1 comment): Do not want to transfer at Pleasant Hill and liked the direct through service of the existing Route 15.

- Eliminate Route 1M due to low ridership and poor efficiency.
 - Support (1 comment): One comment was in support of the necessary cuts, “I would be happy to pay more or wait longer if cuts need to be made”.
- Realign Route 95X to exit Hwy. 680 at S. Main St., to provide direct access to Downtown Walnut Creek from the south and avoid congestion.
 - Oppose (1 comment): Passenger who likes the direct ride down the freeway and thought the route would be slower through downtown.
- Eliminate Route 2 due to low ridership and poor efficiency.
 - Oppose (27 comments): Several comments opposing the elimination of the route, while acknowledging low ridership. Many commented that there are no sidewalks in the area or other bus service.
- Eliminate Route 301 to Rossmoor due to low ridership.
 - Support (2 comments): After we mentioned the 311 will go to John Muir Medical Center, we received two comments in support of eliminating Route 301.
- Extend 311 to John Muir Hospital to cover the Ygnacio Valley Rd. portion of 301.
 - See Route 301 comments.
- Increase frequency on Route 4 from 15 minutes to 12 minutes.
 - Support (1 comment): Indicated its better to have more service instead of attempting to meet BART trains that can have varying schedules midday.
- Eliminate Route 315 due to low ridership.
 - Oppose (3 comments): Desire to retain Route 315 as a lifeline service in the Landana area, which has several rest homes.

North Restructure Concepts

- Split Route 28 in half and retain its Martinez-DVC segments.
 - Oppose (7 comments): Homeless shelter users would have to make transfers if Route 27 were implemented to access the VA and Contra Costa Blvd. Commenters were misinformed about the location of the new Wal-Mart stop and thought the

travel time from Amtrak to DVC would increase by going via Alhambra. Two comments opposing the elimination of Marsh Rd. and one opposing the elimination of Commercial Circle in North Concord.

- Create a new Route 27 to serve North Concord.
 - Oppose (1 comment): Passengers wants to avoid transfers to get to Contra Costa Blvd.
- Add Route 98X peak trips to connect with Amtrak in Martinez.
 - No comments.

Lamorinda Restructure Concepts

- Eliminate Route 25 due to low ridership.
 - Support (1 comment): No need for Route 25 as BART provides a superior end to end trip, and they support redistributing its resources to Route 6.
 - Oppose (11 comments): Retain Route 25 to get to Walnut Creek BART. Residents and caretakers from Chateau Lafayette came to the public hearing to comment that they like Route 25 and they use it to get to Walnut Creek. (Note: Route 6 stop is closer to Chateau Lafayette than the Route 25, but they would have to transfer to BART to travel to Walnut Creek). Many who opposed the elimination of Route 25 said it doesn't have enough frequency to attract ridership.
- Potentially increase peak service on Route 6.
 - Support (9 comments): Look forward to better connections to BART, reduction in traffic congestion and access to schools.

South Restructure Concepts

- Eliminate Route 36, but retain coverage on its productive northern alignment with an extended Route 35. Review alternate transit options for San Ramon.
 - Support (2 comments): One supporter liked that the new service to the Crow Canyon area will be faster to BART. Another supporter wanted large buses off of Fircrest due to pavement meant for low density areas.
 - Oppose (8 comments & signed petition with 34 signatures): Most of the opposition came from seniors at Valley Vista Housing on San Ramon Valley Blvd. and one came from a rider on Tareyton going to BART. The Valley Vista seniors wanted to retain service to Dublin for groceries and doctor appointments. There

was also one commenter who wanted to retain service to California High School in the mornings. Staff hosted a meeting at the Senior Center in San Ramon which was attended by more than 60 individuals, all against the elimination of Route 36.

- Extend Route 35 to Crow Canyon Rd., roughly double frequency of service.
 - Support (19 comments): Increasing the frequency was very popular with commenters, with peak service requested at 15 or 20 minute frequencies. In addition, supporters wanted service later at night, on weekends, and more service to the Windemere loop.
- Eliminate Route 97X and increase peak Route 35 frequency. Route 35 has similar travel times to the current Route 97X from East Dublin BART and Bishop Ranch. Route 97X has also has low ridership. This proposal requires additional discussion with Bishop Ranch.
 - Oppose (1 comments): Retain Route 97X.
- Remove Alcosta Blvd. from Route 92X to speed up run times.
 - No comments.

To: Marketing, Planning & Legislative Committee

Date: 8/13/2018

From: Ruby Horta, Director of Planning & Marketing

Reviewed by: 

SUBJECT: IDEA Grants in Concord and Walnut Creek

Background:

At the June Marketing Planning & Legislative (MP&L) Committee, staff discussed a wide range of advanced public transit initiatives dating back to the 1980s. It is evident that jurisdictions and agencies throughout our service area are interested in implementing technology-driven programs that may significantly reduce congestion. We believe public transit must play an important role in these developments to maximize investments and ensure a cohesive approach. Given developments surrounding public transit, it is important for County Connection's voice to be part of the conversation both locally and at a regional level.

Innovative Deployments to Enhance Arterials (IDEA):

The Metropolitan Transportation Commission (MTC) developed a regional initiative called the Innovative Deployments to Enhance Arterial (IDEA) Grant Program. IDEA is designed to provide a funding opportunity to support cities, counties and transit agencies to deploy advanced technologies along their arterials to enhance mobility, sustainability and safety across all modes. The core goals of the IDEA program are to improve travel time and travel time reliability along arterials for autos and transit vehicles, improve safety for all users, decrease emissions and fuel consumption, and improve knowledge of and proficiency in the use of advanced technologies for arterial operations.

The cities of Concord and Walnut Creek were each awarded close to \$800,000 to install transit signal priority (TSP) systems along specific corridors. The grant also includes funds to install the equipment on a limited number of County Connection vehicles, which would allow buses to trigger the signal priority, under certain circumstances to improve on-time performance.

County Connection staff is fully supportive of these types of projects, and has been an advocate for TSP on public transit since the early 90s. Staff has been involved in the development of these two projects and has been a strong advocate for system compatibility between the two projects. Although these are two separate grants, in two different cities, the equipment on our vehicles should be the same. Concord and Walnut Creek staff recognize the importance of deploying compatible systems and County Connection is well positioned to play a leading role.

Staff believes that other cities in our service area will pursue these types of opportunities and cities should be encouraged to work with County Connection in the development and deployment of these technologies to ensure system compatibility. County, city and transit partnerships are critical when pursuing grants that promote technology solutions to reduce congestion, a common goal throughout the Bay Area.

Innovate 680:

Successful TSP projects at various cities throughout our service area, will provide the foundation for Contra Costa Transportation Authority's (CCTA) Innovate 680 Program. The program promotes an integrated approach to redefining mobility through seven strategies: completing HOV/express lanes, cooling corridor "hot spots", increasing efficiency of bus service, enhancing travel demand management strategies, providing first mile/last mile connections, implementing innovative operational strategies and preparing the corridor for the future. County Connection recognizes transit will have a role in each of the strategies and will pursue partnerships and funding opportunities to ensure thorough and thoughtful deployments with long-term benefits.

Financial Implications:

Staff has agreed to contribute to the project with in-kind services.

Recommendation:

Staff recommends that the MP&L Committee forward the projects presented to the Board for discussion and further direction.

To: Marketing, Planning & Legislative Committee

Date: 8/13/2018

From: Ruby Horta, Director of Planning & Marketing

Reviewed by: 

SUBJECT: County Connection's role in transformative projects

Background:

At the regional level, the MTC and Association of Bay Area Government (ABAG) have developed a new initiative, called Horizon, to explore the pressing issues and possible challenges Bay Area residents may face through 2050. MTC has reached out to public agencies as well as members of the public to submit transformative projects that have the potential to reshape transportation in the Bay Area. These projects are defined as transit or roadway projects that improve capacity, have a lifecycle cost exceeding \$1 billion and were not evaluated in the Plan Bay Area 2040. Transit projects may also include improved frequency or coverage.

This initiative provides an ideal opportunity for transit agencies to partner with cities and congestion management agencies. There are a number of projects in Central Contra Costa County that satisfy the requirements of transformative transit and roadway projects. For example, bus on shoulder, now known as part-time transit lanes, bus rapid transit, mobility hubs with shared autonomous vehicle connections, transit signal priority on high capacity corridors, real-time passenger information at bus stops, enhanced service near schools, zero emission vehicle replacement (121 fixed route), 10-15 minute headways to BART, and improved frequency system wide.

Given developments surrounding public transit, it is important for County Connection's voice to be part of the conversation both locally and at a regional level. MTC's Horizon Initiative offers an opportunity for County Connection's Board of Directors to provide staff guidance on what the agency's role should be with regards to defining transformative projects in Contra Costa County.

Horizon Initiative – Potential Projects:

Bus on shoulder (BOS) – In 1991, Metro Transit pioneered a simple way to get buses out of congestion by traveling on the shoulder instead of sitting in rush-hour traffic. The Twin Cities region now has more than 300 miles of freeway shoulder available to buses. That's more than three times the number of all metro areas in the country – combined. In California, efforts to implement BOS have been delayed due to safety concerns from the California Highway Patrol. However, like Metro Transit, projects here can also ensure that speed is secondary to safety.

While bus drivers are authorized to use designated shoulders, they follow strict guidelines. Bus drivers:

- Must not use the shoulder when traffic is moving faster than 35 mph.
- Cannot exceed the speed of traffic by more than 15 mph; max. speed is 35 mph.
- Must yield to any vehicle entering the shoulder, including at freeway ramps or intersections.
- Must join regular lanes when the shoulder is blocked by stalled cars or debris.

Bus rapid transit (BRT) – Although our region is largely suburban, there are a number of corridors that may benefit from some BRT concepts, specifically during the peak commute. BRT uses segregated lanes, inaccessible to other vehicles, to improve reliability and are often connected to the local traffic lights for traffic signal priority (TSP). BRT routes also stop less frequently, and tend to characterize their stopping points as stations or mobility hubs.

Mobility hubs – These are expanded bus stop that provide access to different modes of travel – walking, biking, transit, and shared mobility. They provide an integrated suite of mobility services, amenities, and technologies to bridge the distance between high-frequency transit and an individual’s origin or destination. Sample mobility hub services, amenities, and technologies include: bikeshare, carshare, neighborhood electric vehicles, bike parking, dynamic parking management strategies, real-time traveler information, real-time ridesharing, microtransit services, bike and pedestrian improvements, and wayfinding. These features help travelers connect to regional transit services and make short trips within the neighborhood and beyond. Integration of information technology helps travelers find, access, and pay for transit and on-demand shared mobility services. In the future, automated and connected transportation services may enhance mobility for travelers of all ages and abilities while fostering a safer environment for all mobility hub users.

However, these potential transformative projects will require significant political support and long-term partnerships with the Contra Costa Transportation Authority (CCTA) and all member jurisdictions.

Financial Implications:

To be determined.

Recommendation:

Staff recommends that the MP&L Committee forward the information presented in this memo to the Board, for review.

To: Marketing, Planning & Legislative Committee

Date: 8/28/2018

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

7/26/18 – Play and Learn School, Pleasant Hill 25 students/4 adults
7/30/18 – Valle Verde Children’s Center, Walnut Creek 30 students/5 adults
7/31/18 – Play and Learn School, Pleasant Hill 25 students/4 adults
8/7/18 – Riverhouse National Night Out, Martinez
8/7/18 – Play and Learn School, Pleasant Hill 25 students/4 adults
8/8/18 – Mt. Diablo High School Registration, Concord
8/9/18 – Mt. Diablo High School Registration, Concord
8/24/18 – Senior Center Meeting, San Ramon
8/13/18 – Walnut Creek Intermediate Registration, Walnut Creek
9/6/18 – Alhambra High School, Martinez 38 students/3 adults
9/11/18 - Alhambra High School, Martinez 20 students/2 adults
9/20/18 – San Ramon Chamber of Commerce Business Expo & Mixer
9/24/18 – Walnut Creek Business Trade Faire 2018

Recommendation:

For information only.

Financial Implications:

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