

County Connection

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

MARKETING, PLANNING & LEGISLATIVE MEETING AGENDA

Thursday, November 1, 2018

8:30 a.m.

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

1. Approval of Agenda
2. Public Communication
3. Approval of Minutes from October 11, 2018*
4. Website Redesign Status and Preview – Information Only*
(Staff will provide a status update on the website redesign effort and present a preview of the new website.)
5. Website and Social Media Report – Information Only*
(Staff will provide a summary of website and social media activity for July through September 2018.)
6. Community Events – Information Only*
7. Committee Comments
8. Future Agenda Items
9. Next Meeting – December 6, 2018
10. Adjournment

*Enclosure

**To be mailed separately

FY2018/2019 MP&L Committee

Amy Worth – Orinda, Candace Andersen – Contra Costa County, Laura Hoffmeister – Concord,
Rob Schroder - Martinez

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, November 15, 9:00 a.m., County Connection Board Room
Administration & Finance:	Tuesday, December 4, 9:00 a.m., 3338 Mt. Diablo Blvd, Lafayette
Advisory Committee:	Tuesday, November 13, 2:00 p.m., County Connection Board Room
Marketing, Planning & Legislative:	Thursday, November 1, 8:30 a.m., 3338 Mt. Diablo Blvd, Lafayette
Operations & Scheduling:	Friday, November 2, 8:15 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, October 11, 8:30 a.m.**

Directors: Candace Andersen, Amy Worth

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

Public: None

Call to Order: Meeting called to order at 8:30 a.m. by Director Worth.

1. Approval of Agenda

The Committee approved the agenda with one revision. Election of the Committee chair was added and Amy Worth was selected as the Chair.

2. Public Communication

None.

3. Approval of Minutes from September 6, 2018

The Committee approved the minutes.

4. Leadership in Sustainability Awards

Mr. Hedgpeth informed the group that County Connection had received a Leadership in Sustainability Award from Sustainable Contra Costa for the Downtown Walnut Creek Trolley. The award was presented at the 10th Annual Sustainability Awards Gala, which was attended by about 200 people. Director Worth asked whether this had been posted to County Connection's social media channels. Ms. Horta replied that it had been posted to social media and the website.

5. SB 1119: LCTOP Revision

Ms. Horta provided an overview of the recently approved changes to the spending requirements for LCTOP funds as part of Senate Bill 1119, and presented a proposal to use the funds to subsidize fares along the Monument Corridor. Ms. Horta added that any proposed project would depend on how much funding ends up being available and that some of the funds may be needed to complete the electric bus project. Director Worth asked when the final funding amount would be known. Ms. Horta responded that it should be known by the end of the year. Director Worth expressed support for the changes to the spending requirements since it provides County Connection with more flexibility. Mr. Ramacier acknowledged MTC staff's involvement with developing the bill.

6. Update of California Air Resources Board (CARB) Draft Innovative Clean Transit (ICT) Regulation

Mr. Ramacier gave an update on the public hearing held by CARB on their proposed Innovative Clean Transit (ICT) regulation, which would impose a mandate for public transit systems to purchase zero emission buses (ZEBs). Mr. Ramacier mentioned that CARB adopted a definition of Small Transit Agency that would include County Connection and is based on active fleet size, as opposed to total fleet size. Mr. Ramacier acknowledged Mr. Hedgpeth's role in working with CARB staff in deciding to use that definition. Mr. Ramacier also mentioned that the California Transit Association (CTA) is working on a bill that would require utility companies to offer a different rate for transit agencies to help lower the operating costs of ZEBs.

7. County Connection Strategic Plan Process Update

Mr. Ramacier said that he did not have any updates to share at this time, but that a draft of the report would be forthcoming. Mr. Ramacier added that a date needed to be set for a Board workshop on strategic planning, likely in January or February of next year after the November election. Director Worth recommended that options be brought to the next Board meeting for consideration. Mr. Ramacier confirmed he would bring up the topic in his report to the Board.

8. Transloc Pilot Project

Ms. Horta announced that the Microtransit App for the Alamo Creek Shuttle will be discontinued, as the pilot project has reached the end of its 6-month pilot period. Ms. Horta added that there was no increase in ridership as a result of the app, which had been one of the project goals, and that staff has been conducting a survey of riders to assess how the service could be improved. Director Andersen asked whether staff has considered additional marketing efforts to help increase ridership, such as advertising the service on NextDoor. Ms. Horta replied that she would reach out to the County, who has been partnering with County Connection to promote the service. Director Andersen also suggested exploring demand in other areas, such as along Camino Tassajara. Ms. Horta responded that while the shuttle does stop at Blackhawk Plaza and the Danville Park and Ride lot, the current contract with the County has some limitations on where the shuttle can serve.

9. Community Events

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

10. Committee Comments

None

11. Future Agenda Items

None

12. Next Scheduled Meeting

The next meeting was scheduled for November 1, 2018 at 8:30 a.m.

13. Adjournment – The meeting was adjourned at 9:20 a.m.

Minutes prepared and submitted by: Melody Reeb, Manager of Planning

To: Marketing, Planning & Legislative Committee

Date: 10/23/18

From: Jim Brown, Director of Information Technology

Reviewed by: *WC.*

SUBJECT: Website Redesign Status and Preview

Background:

County Connection's website was last redesigned in 2010. Since then, only minor updates and small feature additions have been implemented. It was recognized last year that the website requires a more thorough update with a possible complete redesign with a focus on improving the mobile experience. The redesign has been in progress since late FY18 and is nearing completion with the following new features:

Public-facing Features:

- Streamlined and modernized theme and layout applied to the entire website to create consistency and more intuitive navigation.
- Enhanced mobile layout with increased functions to accommodate our ~70% mobile users.
- Custom-built widgets on the front page to enable quick access to the three most commonly used passenger functions: Trip Planner, Bus Tracker and Service Alerts.
- Upgraded route pages to provide map and schedule information in a cleaner, more consistent format.
- Updated page formats to include easier navigation and user friendliness for Public Meeting Agendas, Job Listings and Procurements / Bidding.

Back-end / Internal Improvements

- More than half of the development has been put into the underlying structure and mechanism of the website to ensure that future updates and upgrades can be accomplished with relative ease and less development time, resulting in a lower cost. All schedules have been switched to dynamically generated tables, which work in conjunction with our scheduling software. When the bid changes, the website will update schedules automatically.
- Reengineered back-end to provide individual departments the ability to manage their own public meeting postings, news posts, and other information in a way that is secure and compartmentalized while being easier to use. This will give departments more control and quicker posting ability rather than having all posts done by IT or outside consultant.

- Re-imagined framework to support an upcoming employee portal which will provide employees with company forms, benefits information, newsletters, operator work schedules, etc. This section will be password protected and compartmentalized.
- The overall theme of the website will be centrally controlled, this will allow for tweaks to colors, fonts, logos, etc. in one place, and then it will propagate to the entire site. This not only makes design changes easier, it provides much better consistency.
- This redesign will also benefit from full documentation from the developer so employees will have full reference on how to update and post information to their sections.

Action Requested:

For discussion and review. Staff will provide a demonstration of the website that is still under development at the meeting.

To: Marketing, Planning & Legislative Committee

Date: 10/25/2018

From: Melody Reeb, Manager of Planning

Reviewed by: *RR*

SUBJECT: Website and Social Media Report for July – September 2018

Below are key metrics used in evaluating website and social media activity:

	Jul	Aug	Sep	YTD Avg
Web Sessions				
Main website	44,229	53,633	45,762	47,875
Bus Tracker website	10,782	12,443	11,776	11,667
Transit App				
Average Users per Day	569	679	634	627
Social Media Engagements per Post				
Facebook	30.8	20.1	14.8	20.9
Twitter	0.5	1.1	0.6	0.7
NextDoor	-	-	-	-

Analysis:

Overall web and social media activity increased slightly during the period of July through September compared to the prior quarter. This is likely due to higher than normal activity in August, which is typically related to the start of school, particularly for website traffic (see Attachment 1).

Most of the posts to social media during this quarter were service alerts. On Twitter, the top two posts with the most engagement were related to two service detours. On Facebook, the top two posts included a post related to one of the same service detours and a post promoting a food drive event. Staff has been working on increasing social media engagements by posting more promotional content in addition to regular service alerts.

The website redesign that is currently in progress will likely have an effect on how users interact with the agency's website. For example, the addition of a real-time information widget on the homepage will likely shift traffic away from the separate Bus Tracker website.

Recommendation:

For information only.

Attachment:

Attachment 1: FY 2019 Website and Social Media Report

Attachment 1:

FY 2019 Website and Social Media Report

	July	August	September	October	November	December	January	February	March	April	May	June
Website												
Total sessions	44,229	53,633	45,762									
Total users	20,206	24,529	20,806									
News posts	2	1	2									
Bus Tracker												
Outgoing SMS	5,530	5,965	5,270									
Web sessions	10,782	12,443	11,776									
Web users	3,711	3,804	3,448									
Transit App												
Downloads	552	929	683									
Users per day	569	679	634									
Facebook												
Page likes	1,292	1,295	1,294									
Posts	4	11	5									
Reach	1,258	2,269	1,062									
Post clicks	85	146	43									
Post actions	38	75	31									
Twitter												
Followers	645	658	666									
Posts	40	44	28									
Mentions	8	10	12									
Engagements	19	47	17									
NextDoor												
Posts	0	0	0									
Impressions	N/A	N/A	N/A									
Thanks	N/A	N/A	N/A									

To: Marketing, Planning & Legislative Committee

Date: 10/18/18

From: Ruby Horta, Director of Planning & Marketing

Reviewed by: *RH*

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

10/10/18 – Alamo Creek Shuttle Outreach

10/11/18 – Alamo Creek Shuttle Outreach

10/18/18 – Contra Costa School of Performing Arts, Walnut Creek 100 students/9 adults

11/1/18 – Concord Business Expo

11/2/18 – Oak Grove Middle, Concord 31 students/9 adults

11/29/18 – Parade of Lights, Walnut Creek

Recommendation:

For information only.

Financial Implications:

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