

County Connection

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

MARKETING, PLANNING & LEGISLATIVE

MEETING AGENDA

Friday, December 7, 2018

9:30 a.m. or after the completion of the O&S meeting, whichever is later

Supervisor Andersen Office

3338 Mt. Diablo Blvd, Lafayette, CA

PLEASE NOTE DATE AND TIME CHANGE

1. Approval of Agenda
2. Public Communication
3. Approval of Minutes from November 1, 2018*
4. Service Change and Clipper Card Outreach Plan – Information Only*
(Staff will provide an overview of planned outreach efforts for the upcoming service changes and promotion of Clipper.)
5. Call Center Days of Operation Update*
(Staff will provide an update on the closure of the call center on Saturdays.)
6. Updated Basic Uniform Color for Transit Operators – Information Only*
(Staff will provide an update on Transit Operator uniforms.)
7. Federal and State Legislative Update – Information Only*
(The General Manager will provide an update and brief outline of what we might expect legislatively in 2019)
8. Community Events – Information Only*
9. Committee Comments
10. Future Agenda Items

*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

11. Next Meeting – January 3, 2019

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, December 20, 9:00 a.m., County Connection Board Room
Administration & Finance:	Wednesday, January 2, 9:00 a.m., 3338 Mt. Diablo Blvd, Lafayette
Advisory Committee:	Tuesday, January 8, 1:00 p.m., County Connection Board Room
Marketing, Planning & Legislative:	Friday, December 7, 9:30 a.m., 3338 Mt. Diablo Blvd, Lafayette
Operations & Scheduling:	Friday, December 7, 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, November 1, 8:30 a.m.**

Directors: Candace Andersen, Amy Worth

Staff: Rick Ramacier, Bill Churchill, Ruby Horta, Jim Brown, Melody Reeb

Public: None

Call to Order: Meeting called to order at 8:32 a.m. by Director Worth.

1. Approval of Agenda

The Committee approved the agenda.

2. Public Communication

None

3. Approval of Minutes from October 11, 2018

The Committee approved the minutes.

4. Website Redesign Status and Preview

Mr. Brown showed the committee a preview of the new County Connection website. The new design includes custom widgets on the homepage that allow users to quickly access a trip planner, real-time information, and service alerts. Director Andersen expressed support for the new trip planner, adding that it appears easier to use than the one on the existing website. Director Worth noted that the term "Day Pass Accumulator" may be confusing. Director Andersen suggested adding an information button to help explain what it is. Director Andersen also suggested adding something to the homepage about employment opportunities. Director Andersen recommended that staff present the new website to the Board as an information item.

5. Website and Social Media Report

Ms. Reeb provided an overview of website and social media activity from July through September. Ms. Reeb noted this report provides a baseline in anticipation of the new website and upcoming service change outreach efforts. Director Andersen recommended increasing County Connection's presence on Instagram as a way to reach younger audiences who tend not to use platforms such as Facebook. Ms. Reeb responded that staff has been working on developing a social media strategy to increase the agency's

presence across the various platforms. Director Worth suggested partnering with cities and counties to help promote County Connection through things like newsletters.

6. Community Events

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

7. Committee Comments

None

8. Future Agenda Items

Ms. Horta noted that staff will be bringing an item on the proposed service changes to the next O&S committee meeting.

9. Next Scheduled Meeting

The next meeting was scheduled for December 6, 2018 at 8:30 a.m.

10. Adjournment – The meeting was adjourned at 9:23 a.m.

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

To: Marketing, Planning & Legislative Committee

Date: 11/27/2018

From: Melody Reeb, Manager of Planning

Reviewed by: WC.

SUBJECT: Service Change and Clipper Card Outreach Plan

Background:

Staff will be presenting finalized service and fare change proposals to the Board for consideration this winter. If approved, the changes would take effect in March 2019. During the months leading up to the change, staff plans to conduct extensive outreach to notify riders of the upcoming changes.

The service change proposal would affect most County Connection routes. This means that all printed passenger information, including schedule brochures and maps, will need to be updated. Given the breadth of the changes, staff will be taking this opportunity to update the design of the materials as well. The new design will also help serve as a visual indicator to passengers that changes are being made.

The current fare change proposal aims to increase Clipper usage by providing a number of incentives. This includes discounts of \$0.50 for local routes and \$0.25 for express routes off of the proposed cash fare of \$2.50. Paper transfers and BART transfer tickets will be eliminated, and transfer discounts will only be available through Clipper. All paper passes, including monthly passes and punch passes, will be eliminated as well. Riders using monthly paper passes will need to transition to using the 31-day pass that is currently available on Clipper.

Outreach Plan:

Staff plans to conduct outreach at numerous different locations this winter, including at BART stations, DVC, community events, senior centers, and onboard vehicles. At these events, staff will inform passengers about the upcoming service and fare changes by distributing the updated printed materials, as well as promotional Clipper cards. Staff will be available to answer questions, provide trip planning assistance, and accept applications for Senior and Youth Clipper cards. The agency's website and social media channels will also be used to publicize the changes and maximize engagement at outreach events. In addition,

interior bus cards announcing the changes will be posted on vehicles and will direct passengers on how to get more information.

The Day Pass that is currently available on Clipper, in addition to the potential new discounts under a new fare structure, provides a good opportunity to promote adoption of the fare payment card and ensure that passengers are educated on how to use the system prior to the fare changes taking effect. Staff has been working with MTC on a promotional Clipper card featuring County Connection branding. Staff has ordered 1,000 of these cards and will be preloading each card with \$3.75, which is the cost of a Day Pass.

Recommendation:

This item is for information only and will be shared with the Board at the upcoming Board meeting. MP&L Committee members may have additional recommendations for staff to incorporate in the outreach efforts.

Financial Implications:

All costs associated with this outreach are included in the FY 2019 promotions budget.

To: Marketing, Planning & Legislative Committee

Date: 11/21/2018

From: Ruby Horta, Director of Planning & Marketing

Reviewed by: WC.

SUBJECT: Call Center Days of Operation Update

Background:

In May 2018, the Board approved the elimination of Saturday hours for the call center. The request to close the call center on Saturdays was based on several factors, including low call volume and the loss of staff.

Prior to the closure, the call center received significantly fewer calls on Saturdays compared to weekdays. In order to accommodate required breaks, County Connection had to schedule two customer service representatives each Saturday. Total calls received on Saturdays averaged 35-70 calls, which translated to a maximum of 35 calls per representative. Weekday call volume ranges between 130-200+ calls. The need to provide coverage on Saturdays also limited customer service staff availability during the week.

With the deployment of the TransitApp and Bus Tracker, as well as the availability of transit information on Google and County Connection's website, customer service calls have significantly decreased over the last several years. Calls totaled close to 78,000 in FY 2013. The call volume trend continues to decrease, as FY 2018 had an estimated 47,000 calls.

Updates Since June:

Since closing on Saturdays in June 2018, the call volume has dropped. For the months of June through October, the call center has averaged ten (10) missed calls per Saturday. Since the change of the call center hours, there have been three customers who have sent emails after attempting to call on a Saturday.

Recommendation:

Staff recommends to the MP&L Committee that the call center hours continue to be Monday through Friday, from 6:30 AM to 6:30 PM.

Action Requested:

Staff recommends that the MP&L Committee forward the request to the Board that the call center remain closed on weekends.

Financial Implications:

None, as long as call center hours continue as recommended.

To: Marketing, Planning & Legislative Committee

Date: 11/28/18

From: Lisa Rettig, Director of Human Resources

Reviewed by: *WR*

SUBJECT: Updated Basic Uniform Color for Transit Operators

Summary of Issues:

Since our inception, CCCTA Transit Operators have worn brown colored uniforms. Upon completion of training, an Operator is issued 3 shirts, 2 pants and 1 tie. After six months they receive another 2 shirts and 1 pair of pants. On their one year anniversary, and annually thereafter, they receive 2 shirts and 1 pair of pants. Additionally, they are eligible for a \$200 credit to purchase additional optional uniform items or standard uniform items. The uniform allotment is per the Memorandum of Understanding (MOU) with the Amalgamated Transit Union (ATU).

Recently, staff has been informed by our Uniform vendor that the variety of items available in brown has decreased and will ultimately be discontinued. The cost of the remaining brown uniform items has increased. Staff has learned that Muni has discontinued their basic uniform color of brown. Finally, in 2014 the Board approved color changes for the buses and logo that eliminated the brown from the color scheme.

Staff, along with ATU leadership, has met with our Uniform vendor and together selected grey as a base color for our uniforms going forward. This is an updated color that will make our Transit Operators look professional and will coordinate well with all existing colors of uniforms operators currently possess.

Information Only:

This memo is for your information only. No action is needed at this time.

To: Marketing, Planning & Legislative Committee

Date: 11/30/2018

From: Rick Ramacier, General Manager

Reviewed by:

SUBJECT: State and Federal Legislative Update

State:

2018 brief recap

The major highlight in 2018 was the defeat of Proposition 6 in the 2018 election. In addition to that, three pieces of legislation were enacted that will likely impact County Connection. They are:

- SB1119 – Beall (Newman)

This bill will allow us to use our Low Carbon Transit Operations Program (LCTOP) funding in a much more flexible manner including the opportunity to improve services or provide discounted passes in the Monument Corridor. It is something we have sought for four years and it's a solid legislative victory.

- SB1376 – Hill

This bill will charge each Transportation Network Company (TNC) five cents per customer trip and have those funds deposited into an account controlled by the California Public Utilities Commission (CPUC). There is potential for us to access these funds for paratransit service, but it's perhaps not a strong possibility. County Connection staff have asked to advise the CPUC on their implementation of SB1376.

- AB2034 – Kalra

This bill mandates that public transit operators implement a training program to teach front line employees how to recognize and report incidents of human trafficking. It is widely believed that human traffickers often use public transit to transport their victims. Since County Connection has an adopted human trafficking training program as of November 2018, the bill grandfathers us.

2019

As we are fresh off the defeat of Proposition 6, we are not likely to see a major funding bill for transportation in 2019. However, there may be an effort to increase transit funding through the Cap and Trade program. And, there is going to be work on increasing state funding opportunities for zero emission based buses and related charging equipment.

Legislation will be sought to require the CPUC to set “transit electricity rates”, that are transit agency “affordable”.

We should expect to see a fair amount of pro-labor legislation in 2019 as well as a fair amount of housing legislation.

Federal:

2018 Recap

The federal transit appropriations have been agreed upon and are higher than originally expected. However, the budget process is currently stalled in congress – tied to the Administration’s interest in funding a wall at the southern border and Democrats interest in protecting Robert Mueller from potential dismissal.

There has been no other federal legislation of consequence in 2018.

2019

With the Democrats taking the House, they will control the House Transportation & Infrastructure Committee. Congressman DeSaulnier will have a top position on the committee. There is talk of bringing earmarks back. However, the Senate has sent signals they are not interested in reviving earmarks.

The new House leadership has reached out to the Administration to let them know they would like to work on an infrastructure package with them. So, we may see that happen. Also, the House has indicated an interest both starting work on the transportation reauthorization as well as seeking solutions to the growing shortfalls in the Highway Trust Fund (HTF).

While the Administration has said they would like to work on these items, things could get derailed quickly should the House and the Administration break down into dueling investigations as has been publically threatened. And, it is very possible that the campaign cycle for the 2020 election could begin earlier in 2019 than would ordinarily happen thereby making cooperation difficult on any major piece of legislation.

Information Only:

This memo is for your information only. No action is need at this time.

To: Marketing, Planning & Legislative Committee

Date: 11/19/18

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

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

11/30/18 – Holiday Light Parade, Martinez

12/6/18 – Hidden Hills Elementary, San Ramon 25 students/5 adults

Recommendation:

For information only.

Financial Implications:

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