

# County Connection

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

## MARKETING, PLANNING & LEGISLATIVE

### MEETING AGENDA

Thursday, May 2, 2019

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 April 9, 2019\*
4. Summary of Public Comments for the Proposed Bishop Ranch Service Restructure – Information Only\*  
(Staff will present a summary of public comments received regarding the proposed Bishop Ranch service restructure.)
5. Website and Social Media Report – Information Only\*  
(Staff will provide a summary of website and social media activity for January through March 2019.)
6. Transportation Expenditure Plan (TEP) Update – Information Only\*  
(Staff will provide an update on the development of the TEP.)
7. Community Events – Information Only\*
8. Committee Comments
9. Future Agenda Items
10. Next Meeting – June 6, 2019 (8:30am at 3338 Mt. Diablo Blvd.)
11. Adjournment

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\*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](http://www.countyconnection.com).

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### Currently Scheduled Board and Committee Meetings

Board of Directors:	Thursday, May 16, 9:00 a.m., County Connection Board Room
Administration & Finance:	Wednesday, May 8, 9:00 a.m., 1676 N. California Blvd #620, Walnut Creek
Advisory Committee:	Tuesday, May 14, 1:00 p.m., County Connection Board Room
Marketing, Planning & Legislative:	Thursday, May 2, 8:30 a.m., 3338 Mt. Diablo Blvd, Lafayette
Operations & Scheduling:	Friday, June 7, 8:15 a.m., 3338 Mt. Diablo Blvd, Lafayette

**The above meeting schedules are subject to change. Please check the County Connection Website ([www.countyconnection.com](http://www.countyconnection.com)) or contact County Connection staff at (925) 676-1976 to verify date, time and location prior to attending a meeting.**

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## INTER OFFICE MEMO

**Summary Minutes**  
**Marketing, Planning, and Legislative Committee**  
**Supervisor Andersen's Office**  
**3338 Mt. Diablo Blvd.**  
**Lafayette, CA**  
**Tuesday, April 9, 3:00 p.m.**

**Directors:** Candace Andersen, Amy Worth, Rob Schroder

**Staff:** Bill Churchill, Ruby Horta, Melody Reeb

**Public:** None

**Call to Order:** Meeting called to order at 3:04 p.m. by Director Worth.

**1. Approval of Agenda**

The Committee approved the agenda.

**2. Public Communication**

None

**3. Approval of Minutes from March 7, 2019**

The Committee approved the minutes.

**4. Summer Youth Pass Program**

Ms. Horta provided an overview of the proposed changes to the Summer Youth Pass Program for this year. The changes will include switching from a punch pass to an unlimited ride pass for the three-month period from June through August. 511 Contra Costa will be subsidizing the pass to bring the cost down from \$60 to \$35. Director Andersen noted that there could be potential fraud issues with multiple people using the same pass. Director Worth asked if staff was working with schools to help promote the program. Ms. Horta confirmed that staff will be reaching out to schools to distribute information before the end of the school year.

**5. Walnut Creek Transit Center "Free Rides"**

Ms. Reeb presented an overview of the upcoming free rides promotion and outreach planned for the new Transit Center at Walnut Creek BART. Staff will be conducting outreach at the station and has established a co-marketing partnership with BART. Director Andersen requested that posts on social media be shared with Board members so that they can help push out the message through their own accounts.

**6. Monument Corridor Free Rides Outreach Plan**

Ms. Reebbs presented a summary of marketing and outreach efforts planned for the free fare pilot on routes serving the Monument corridor. Staff plans to partner with community-based organizations and schools to help reach residents within the community, as well as with employers and health facilities. Director Andersen suggested reaching out to First 5 as another good resource.

**7. Community Events**

Ms. Horta noted that staff had modified the format of this report to better accommodate the growing number of events.

**8. Committee Comments**

None

**9. Future Agenda Items**

None

**10. Next Scheduled Meeting**

The next meeting was scheduled for May 2<sup>nd</sup> at 8:30 a.m. at 3338 Mt. Diablo Blvd.

**11. Adjournment** – The meeting was adjourned at 3:17 p.m.

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

**To:** Marketing, Planning & Legislative Committee

**Date:** 4/24/2019

**From:** Melody Reeb, Manager of Planning

**Reviewed by:** *Ref*

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**SUBJECT:** Summary of Public Comments for the Proposed Bishop Ranch Service Restructure

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### **Background:**

County Connection staff has completed the public comment process associated with the Bishop Ranch Service Restructure proposal. Staff conducted two (2) public hearings, including one in Walnut Creek on April 9<sup>th</sup> and one in San Ramon on April 10<sup>th</sup>. A total of four (4) members of the public attended the meeting in Walnut Creek and no one from the public attended the meeting in San Ramon. No formal public comments were submitted at the public hearings. 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 comments received. All comments are also included in Attachment 1.

### **Summary of Public Hearing Process:**

A total of 72 comments were received. The comments generally covered four main themes: support for weekend service in San Ramon (Route 335), concern about the elimination of service to the Danville Park & Ride (Route 95X), opposition to the increased travel time by shifting commutes from 97X to 35, and concern about potential travel time impacts due to the proposed re-routing of Route 96X.

Five (5) comments were received in support of adding a new weekend Route 335. One additional comment was received requesting that the new route serve the Crow Canyon and Windemere loops.

Eight (8) comments were received opposing the proposed elimination of Route 95X. However, six (6) of these comments were addressed by clarifying that the proposed Route 97X would provide service between the Danville Park N Ride and Walnut Creek BART.

Sixteen (16) comments were received opposing changes to Route 97X and the resulting increased travel time on Route 35.

Three (3) comments were received opposing routing changes to Route 96X due to increased commute times for Chevron and Bishop Ranch 1 employees. Eleven (11) additional comments were received seeking clarification on the proposed routing within Bishop Ranch.

Three (3) comments were received generally supporting the service proposal. An additional five (5) comments were received in support of increasing frequency between Bishop Ranch and Walnut Creek BART. Finally, five (5) comment were received requesting better connections to other routes, including Routes 1, 21, and 98X, which could be achieved with the proposed increase in service frequency.

**Comments Not Related to Proposal:**

Seventeen (17) comments were received that were unrelated to the service proposal. These included requests to bring back the midday free program for seniors and persons with disabilities, requests for other service in the San Ramon Valley, and to reinstate or replace Routes 2, 25, and 36, which were recently eliminated.

**Recommendation:**

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

**Financial Implications:**

None at this time.

**Attachments:**

Attachment 1: Public Comments Received

## Attachment 1: Public Comments Received

All comments are presented as submitted, no revisions were made.

1	Please bring back 10am-2pm free ride thank's
2	<p>Please bring back</p> <ul style="list-style-type: none"><li>- free rides 10 am to 2pm</li><li>- route 36</li><li>- I always ride 95X from San Ramon Transit Center to transfer to 98X at 9:03 at Walnut Creek BART. 96X makes me miss the transfer. if route 95X eliminated, can you plan a better 96X schedule to transfer to route 98X at Walnut Creek BART To Armtrak , current arrival time of 96X , 9:02 am does not work out in time for transfer.</li><li>- I will be very happy to ride new route 335 on weekend, I have been waiting for this to happen for years Thank you for listening.</li></ul>
3	I agree with the person above about coordinating your schedules to allow reasonable transfer times to the 98X going to/from the Amtrak Station in Martinez.
4	Can you please bring back Route 2. I am independent. And rely on route 2. And it is very difficult for me to get places without it. My parents told me that they can't pick up me everyday. And lyft is getting expensive for my family. And I don't want to take the link. I am so fortunate that I live across the street from the bus stop.
5	Having the 96X terminate at the transit center will greatly inconvenience those of us that work 2600 Camino Ramon. Also inconvenienced are the many visitors to the conference center at 2600. Imagine having to attend an all day conference and having to walk from the transit center to 2600 in the rain and then sit through it soaking wet?
6	I take the 97X every evening to Walnut Creek BART and barely make it to the stop across from the new City View shopping mall as I work in 3001 Bishop Drive. If I have to go all the way to the Transit Center, I'll most likely miss the bus and living in San Francisco, my commute is already 4 hour a day!!! Also what's going to happen with the Chevron people?????
7	Per the proposed changes listed on the County Connection site for the Bishop Ranch Service Restructure, I had some concerns about these changes. Will there be any express line to the Dublin/Pleasanton BART stations on the weekdays? Also for the new proposed 96X route, if there could be more buses leaving Walnut Creek BART station in the morning, that would be preferable. I require these bus routes in order to commute to and from work as I do not have my own vehicle for transportation.
8	I would be happy to have weekend routes. Like proposed 335. Weekend routes will help us to ditch our cars and travel by bus.
9	I have idea why we have free ride with discount card only Friday's/Saturday's/Sunday's only!
10	So, terminating 96x at the transit center would eliminate stopping at Annabel Lane?
11	But no longer direct access to Dublin bart from Annabel Lane?

12	Would there always be a 97x headed to Annabel Lane after the 96x drop off at the Transit Center? In other words would there still be service all day long to Annabel? Is there a proposed schedule somewhere? When would these changes be implemented?
13	Wow! My husband takes the 95X to Walnut Creek BART to get to work. Please don't eliminate it! It already takes long enough to commute from Danville to SF by taking public transportation. The 21 is too slow and infrequent.
14	Does this mean those of us that work in BR15 would now have to walk to and from the Transit Center? As it is now, if you work in BR15 and take the bus from Walnut Creek BART, you have to ride the bus for almost 20 minutes from when you get off 680 until it stops at BR15, since it goes to all other BR locations first. Same thing goes for the way home. Having to add the walk from the Transit Center makes the trip even longer. Thanks for any clarification you can offer.
15	Please do not eliminate route 95X. I take the 7:15 am one in the morning and it is VERY crowded. It makes such a difference in getting to Walnut Creek Bart in time to get to work!!!! Thank you.
16	The 21 schedule in the morning has been changed so it no longer can coordinate with the 95x at park n ride Danville. I know a few riders of the 21 north in the morning who are no longer able to connect with the 95x going to Bart Walnut Creek. Why the change and inconvenience?
17	Please don't re-route Route 97X. It is the only express from Dublin/Pleasanton BART. Due to traffic and transit times, it will make the commute from SF much longer.
18	Please give us service who live along Camino Ramon between the Greenbrook and Fosteria stops. It is too far for me to walk to either one and I do not drive.
19	Pl do not eliminate 95x
20	Would Route 335 have the same route and time schedule as the 35?
21	Please keep an express bus between Danville Park and Ride and Walnut Creek Bart for early commute hours and return hours (without adding too much extra travel time). Thank you!!
22	It seems that Chevron office stop has been eliminated from the proposal. Walnut Creek BART is not the only BART station that ppl commute to work in the Bishop Ranch.
23	Free Ride's with Discount card all day Saturday's/Sunday's!
24	Hello, the 35 is not a replacement for the existing 97X route as it increases commute time each way by roughly 20mins each way or 40mins total. The 35 has too many stops in between. The 97X should remain as an express bus between Dublin Bart and Bishop Ranch



25	<p>I am an eight year rider of the 97X as it is currently routed. I commute in from Modesto, CA each morning and take the 6:30a bus from Dublin/Pleasanton BART to Bishop Ranch 6. In the evenings, I take the 4:27p bus from Bishop Ranch 6 back to Dublin/Pleasanton Bart where I pick up my connection back to Modesto.</p> <p>If you eliminate the 97X route as it stands now, this will significantly impact the way I get to and from work. The stops are more convenient for those who work at Chevron or AT&amp;T, for example.</p> <p>I'm sure that I'm not alone in my assessment.</p> <p>The buses that I'm on in the morning and in the early evening are both usually pretty crowded. So, it's not like this isn't a useful route to have, nor is it a duplicate of the 35, since the 97X serves the Bishop Ranch locations directly, whereas the 35 does not; since it stops behind or across from most, if not all of the buildings.</p> <p>The 35 is a good alternative, for the times when I get in late from Modesto, but it is not my ideal route choice, as it stops in a slightly different location from where I need to be. Don't get me wrong, I'm not suggesting that the 35 be eliminated, not at all. It is also an important route, as it serves the neighborhood locations in a way that the 97X does not.</p> <p>I respectfully request that you keep the 97X as it is.</p>
26	<p>Please do not eliminate the express route to Dublin/Pleasanton BART. The ride on the 35 from Bishop Ranch 1 is 30 mins, whereas it currently only takes 18 mins on the 97X. There are many of us who take this bus and do not want our already-long commute to be lengthened further!</p>
27	<p>Agreed; there are many of us who take the 97X to Dublin/Pleasanton BART and the 35 takes a lot longer to get there from Bishop Ranch. Please do not eliminate this stop!! It lengthens an already very long commute for a lot of us who take public transit to Bishop Ranch.</p>
28	<p>I and several of my colleagues at Bishop Ranch 1 take the 97X express bus to and from Dublin/Pleasanton BART and would be very inconvenienced if this service were to be discontinued. Taking the 35 to BART takes significantly longer as there are 18 stops to be made en route using the 35, as opposed to zero stops on the 97X. Because we all take BART from there, this change of route increases the length of our entire commute, which is already long because of the relatively sparse public transit options here in San Ramon.</p> <p>We sincerely request that the express bus to Dublin/Pleasanton BART from Bishop Ranch NOT be discontinued. Please consider the many people with long commutes who work here five days a week in this impactful decision.</p>
29	<p>Is there anyway to get an express bus from Dublin Bart to Walnut Creek Bart? Maybe with couple stops in between? I take the 92x and transfer to 96x which is always running late.</p>

30	<p>Please do not cancel 95x ,it is hard enough to take public transit from Danville to the Walnut Creek Bart as it is. I take the 95x, 21 and 321 regularly. It was really hard for me when the 21 was cut in service times because I prefer to take bus as it is convenient and much more affordable compared to uber/taxi/lyft. I use it to go to work, go shopping, meet friends in the city and on occasions ,if I am lucky enough to travel , It is the preferred method for me to go to the airport when I do go because I do not have to worry about getting stuck in traffic. Many times, I have also known friends and colleagues who have been stuck at the Walnut Creek Bart and were forced to call a friend up at 7am on the weekends because they were coming back from SFO and could not even find a taxi to take home for the final ride home( they live in Danville too.) Therefore, I would really love it if you could add one earlier time for the 321 on weekends ( to arrive on sundays at 7:45am at the Walnut Creek Bart and on Saturdays to arrive at the lot around 7:30am. It would really help me because I would take this regularly if it was put in instead of taking taxi/lyft/asking a friend for a ride.</p> <p>Thank you so much for taking all these comments in. I apologize for the lengthy message but I just wanted to clarify why it would help me so much.</p>
31	<p>Yes, I agree with the 7 day a week commuter. That is why I would love to see the 321 start earlier because I also work on the weekends. Instead of asking a friend to give me a ride or pay for a taxi, bus is so much easier and more affordable. On my way back from work on the weekends, I am either waiting for an hour at the bus stop or else I am worried that I might miss the last bus.</p> <p>Thus, a 6am to 10am run for the 321 would be great . It would make my life and my family's life a lot easier. Thank you!!!</p>
32	<p>Please do not cut the 95x and the 21 because I really depend on those bus routes to get where I need to go and it is already hard enough as it traveling from Danville to work as it is. Thank you.</p>
33	<p>As a practical matter please have the committee reconsider the routing of the proposed 335 bus that will not service either the Crow Canyon or Windemere loops. I know this routing takes longer but on the weekends it seems to me your ridership is coming more from residences than from Bishop Ranch employees. These loops touch these residences. You should serve them and not be so concerned about providing a nearly express service to BART for people who most likely can't reach a stop anyway and will just continue to use their cars instead. Let's make the service usable for the residents of San Ramon and prove that County Connection really is a public utility operating in the best interest of the people whose taxes pay for it.</p>

34	<p>The changes to Walnut Creek parking are reducing drastically the number of daily parking spaces (\$3/ first come first serve). The 96X is the best remaining option to get from San Ramon to Walnut Creek BART in the morning (for commuting to SF). It would be great to expand service on this line and offer more busses.</p> <p>Secondly, the current route could be greatly improved by positioning the LAST San Ramon stop (at Sunset Dr. and Bishop) closer to the FIRST San Ramon stop (currently at Bishop Ranch 3). This disparity makes for a logistical challenge in parking at Bishop Ranch to be a reasonable walk for departing and returning to San Ramon.</p>
35	<p>San Ramon area along route 35 is getting very busy due to lot of new development. Lot of folks take this route to reach Dublin bart during office hours. It is good the frequency of Route 35 is being increased. This is great. One request is to add few more options or bus routes or extend existing route in this area ( crow canyon &amp; dougherty intersection to dublin bart, Also areas surrounding gale ranch middle school) . Lot of kids from surrounding area here go to gale ranch middle school and DV high school who will benefit . Thanks.</p>
36	<p>As a Livermore resident who does not drive and wants to get to the 321 route without biking 6 miles from Dublin on weekends, I strongly support this weekend connection to Dublin/Pleasanton BART.</p> <p>My only question is whether extending 321 was considered rather than a separate new route.</p> <p>In reference to some of the above comments, I also suggest seeing what can be done to keep the buses moving with signal priority, to ensure transfers work during rush. LAVTA has been doing a decent job with it.</p>
37	<p>Oh, and I also support the express changes given the shuttles that are coming. Makes a lot of sense to aggregate into buses that can run faster to BART rather than have the buses stop all over Bishop Ranch. I believe this will continue to be the way forward for environmentally and fiscally sustainable transit.</p>
38	<p>Bus service is needed to go from San Ramon Transit center up crow canyon hill to Blackhawk. My parents were dying and i was unable to visit them.</p>

39	<p>For the 96X route, could you please confirm the proposed re-ordering of the stops for the evening commute? It looks like Chevron/BR 1 would now be the first two stops, followed by a loop up to the Transit Center, before stopping at Sunset and then finally getting on the 680 N. Secondly, how long would the bus have to wait at the San Ramon Transit Center (i.e. under this proposal, would it wait at the Transit Center to sync with other bus routes and allow transfers)?</p> <p>This proposal seems like it would significantly increase commute time for bus riders from Chevron and BR 1 going home in the evening. Given this delay, bus riders from those stops would be more likely to either drive, or cross four intersections by foot to catch the bus on its last stop at Sunset, which increases safety risk and traffic congestion at those intersections.</p>
40	<p>I would like to submit a comment for the proposed Bishop Ranch Bus Service Restructure, which was presented to the Board of Directors at the February 2019 meeting. The CC website advised that I may submit comments to this email address. Could you please confirm that the my comment below will be submitted to the board?</p> <p>I am a daily user of the 96X route from Walnut Creek Bart to Chevron, and I am concerned about the proposed re-ordering of the bus stops for the evening commute from Bishop Ranch back to Walnut Creek Bart Station. Currently, Chevron and Bishop Ranch 1 are the final two stops on the 96X route back to Walnut Creek, but if I'm reading the proposal right, Chevron and Bishop Ranch 1 will now be the first two stops, followed by a loop up to the transit center and over to Sunset Shopping Center before the bus gets on the 680 N. Depending on how long the bus has to wait at the San Ramon Transit Center terminus (perhaps waiting to sync with other bus routes?), this would add 15-20 minutes to the commute home for bus riders coming from Chevron or BR 1. This delay would likely lead to two outcomes for me and fellow riders from Chevron/Bishop Ranch 1:</p> <p>We would likely choose to drive because it would no longer be a time-saver to take the bus.</p> <p>Or, we would walk and cross four intersections from Chevron to catch the bus on its last stop at Sunset Blvd (proposed stop 4). This would increase pedestrian traffic at those four intersections, which would increase the risk of accidents and add to congestion.</p> <p>I'd appreciate the Board's consideration of proposed restructuring's impacts on safety and commute times for those of us coming from Chevron and Bishop Ranch 1 on the 96X. Thank you.</p>
41	<p>Hi Valerie, a point of clarification – I did take the 35 to/from Dublin Bart last week and the time increase for the commute was 68mins LONGER total (+40mins in the morning and +28mins in the evening). Also the number of commuters on the 35 bus was 10-15). It's unclear why the 97X is being eliminated to inconvenience a larger group of people pretty substantially – 68mins increase each day is a bit absurd.</p>

42	Where can we find the proposed 97X time schedule changes? I see the new re-routing plan but not the times.
43	Kindly do not stop the 97x from Dublin/Pleasanton BART to San Ramon Transit Center. While I understand you are proposing the changes by increasing the frequency of 35, however, it significantly adds to the commute time on an overall basis. Being a dependent on the 97x, such proposed change would not only hurt me but also my fellow commuters. Instead of entirely cutting the route, you can decrease the frequency of 97x for cost efficiency purposes instead of cutting it entirely (increased frequency during office commute times and lower frequency in the noon). It does not uphold to the BR standards of service and would disappoint many.
44	Route 35 is not a good alternative to 97x. It does not stop at Chevron, Bishop ranch 1, 3... and it takes 40-60 mins at peak hours to get from Dublin to San Ramon and vice versa vs. 15-18 mins for 97x. In addition, 97x timings are convenient for business hours to get into office at a reasonable time. Furthermore, It does not make sense to have two express buses cater to the same destination to save ~10 mins of time spent in Bishop Ranch stops. Please consider keeping 97x and extending it's service to run at least one more time from San Ramon to Dublin after 5:49pm (e.g. at 6:15pm). Eliminating the 97x route will most probably lose you more customers, especially from Dublin/Pleasanton rather than retain/increase your customer base.
45	I agree with my fellow commuters opinion and scrapping 97x is not a good idea. It is a service on which many people depend and would be impacted in its cancellation. Bay area commute is already difficult for many and stopping 97x would make the problems worse. Kindly try to understand and incorporate our inputs, since we are the ones who experience such commute day in and day out and your decision has a direct impact on us.
46	Regarding the proposed changes to 97X. So with the proposed service changes how would a rider get from Chevron to BART Dublin and then on to BART Bay Fair or points south without this link and spending an exorbitant amount of time either transferring on multiple routes or going back to Walnut Creek and around?
47	Route 25 was cancelled. How about running 93x in the morning to Walnut Creek BART in the morning and extend the 93x to Lafayette BART to Antioch BART in the afternoon, leaving at 3:04pm. Combine what route 25 use to do and with the 93x not going to Walnut Creek BART.
48	I'm confused. I currently take the 97X on to and from the chevron stop. Will the 35 replace this route, and will it operate more frequently? It looks like stops at Chevron will be eliminated.. so where is the closest proposed stop???
49	I will be taking 96x to go Walnut Creek Bart and then transfer to Route1. Please consider the transfer time of scheduled arrival of 96x to bart to scheduled departure of Route1. Most of the time, the bus arrival is missing the transfer bus timings. So we are in position to wait for another 45mins as we miss the bus within few mins.

50	As per Google Map the commute time from Dublin BART to San Ramon Transit Center per the Route 35 currently reflects at 45 mins not accounting for office hours traffic. However, the Route 35 schedule timings posted here reflects end to end commute time of 30 mins which is not correct. This is the reason why people avail 97x and which in itself an Express route to cut time since we cannot beat time. Kindly do NOT cancel the 97x since 35 is NOT its alternative. And also kindly advertise and publicize such statements to all commuters in the 97x route so that they are aware of such proposed cancellation and can come post their comments.
51	There are school kids that take the 96X 7:37am bus from WC BART to BR Annabel Lane to get to the Dorris-Eaton School Mon-Fri mornings and take the 3:31PM 96X bus from Annabel Lane to WC BART. How will the proposed changes affect them?
52	response to another comment regarding midday free: yes ! I need my walk/ride exercise routine !
53	Living in the area sucks . I have been to Europe and what a shame that this country with high techs suck in transportation . So much money and so much hardship for people to Go from 1 place to another
54	Pls have 335 on the weekends so that we can have some transportation to work . Everyone wants us to work atleast 1 day on the weekend (retail) . And either I loose the job or end up paying my days wage to Lyft.
55	Hi, I travel every day in 95X or 96X between San Ramon Transit Center to Walnut Creek Bart. Hope the new changes will have the similar timing morning and evening so that I can continue to use the county connection service without any issues. Also if the new changes will bring in more frequencies in morning and evening will be appreciated. Please confirm.
56	The diagram is not clear to me. Is the proposal planning to eliminate the Chevron bus stop in the afternoons?
57	Hi. Please do not get rid of the 95X. By only having one stop between the transit center and Walnut Creek Bart, it saves significant time commuting from work to Walnut Creek Bart. The current 96X takes twice as long as the 95X to reach WC Bart.
58	The diagrams and proposed changes are a bit confusing. I truly enjoy riding the bus to and from Chevron. 1 less car, less conjection, and less stress. Is the proposal to continue to stop at Chevron and BR1, but add more stops in the afternoon before getting onto 680 N?
59	You've already eliminated the 93X Limited to Antioch adding an additional 40 minutes to my commute having to wait for the 4:40 93x to leave from BART. The reroute of 96X from San Ramon will make that commute even longer. I guess I'll have to wait for the new 96X schedule. Thank you for at least listening to my concerns.
60	I took #7 - used bike rack _ - to PH BART . Biked along Iron Horse Trail to meeting. Very poor attendance. This was opportunity for me to plead with staff to consider bring back Seniors 65+ , 10 am - 2 pm FREE ride. Oh, I biked back to PH BART and used #7 to return home.

61	Thank you, Valerie. Looking forward to seeing the new schedule. Hopefully an earlier bus in the morning and more frequent.
62	Please add in a way to get back to Walmart in San Ramon as it used to be part of the 36 but that was recently terminated & integrated into the 35's route!!! Except it no longer goes to Walmart...? How can the ONLY bus to Walmart be eliminated??
63	95x is already full in the mornings to WC. They better add a couple more morning buses to the 97x!!!!
64	Yes please implement the new changes to the Dublin/San Ramon routes! I would love to see route 335 added on weekends. I could easily and more quickly travel from Concord to Pleasanton to see my family.
65	<p>This email is in reference to the proposed change for the 97X.</p> <p>I live in Patterson, I take a Commuter bus that leaves Patterson at 4:55 am and arrive at the Dublin BART station at around 6:05am and then I have to wait for the 97x which leaves at 6:30. If the plans are to eliminate the 97X, please consider a bus that will leave BART prior to 6:30am as I'm not the only one standing out in the cold with the wind blowing freezing, waiting for the 97X to arrive. There are other commuters from Tracy, Stockton, Modesto and BART that are also waiting... Have you considered that the commuters that work at Chevron and Bishop Ranch 1 will now have to walk in the dark during the winter months or does anyone even care.</p> <p>I truly hope that I do not have to wait until 6:45am for transportation to Bishop Ranch.</p>
66	This may concern. I'm a daily rider for the 97x commuter bus. I hear this bus might discontinue and want to share my experience. While the 35 bus is an alternative the crowds (high school kids) and the timing are terrible for commuters. I would hope you can consider keeping the 97x running as this is a great route for professional commuters and discontinued service would be a grave disappointment. I would no longer commute. Thanks you for your time
67	I'm wondering about a number of changes here. I agree with one comment saying we need to bring back bus service to Blackhawk and through Danville again. Also having the proposed route change to the 97X I'd like to see at peak commute times go through downtown Danville and the P&R like the 960 express route did back in the day. That would help me out a lot too since I work at Trader Joe's in Danville in the morning and like everyone else said the 21 takes too long. Lastly you should bring back service to Village parkway in Dublin by having some select route 35 buses be routed along Old Ranch Road and Alcosta and then terminate at Dublin Bart. This would still allow for me to get to my dad's work to meet up. Thank you for taking the time to read these long proposed ideas of mine even though I think there's only a 20% chance they'll happen but would really help me out if they could.

68	These changes would greatly change and affect the way I travel the tri-valley in a good way. I live in Concord and work in Danville, my parents live off of Camino Tassajara in Danville and my dad works in Dublin. Also I think bringing back route 221 would pave the way for a possible future bus rapid transit system up and down I-680, which I'd be impressed to see. It could serve residents where that route once served and connect to Walnut Creek Bart instead of just ending ending at Alamo Plaza.
69	Please consider reasonable transfer times to 98X from these routes. Also, the new bus terminal at WC Bart is dangerous. The crosswalks are so far from each other on opposite ends of the terminal, causing people to run across a bunch of sharp-edged rocks when they are late for their bus. Just because people SHOULD use the crosswalks doesn't mean that they will.
70	Looking at some of the comments posted here gives me a wild idea. Suppose you just combine 85X, 96X, 97X and 98X into one long route with appropriate segment scheduling as required by passenger demand. Sort of makes the connection problems go away.
71	97x is and continues to be one of the public transport lifelines for Bishop Ranch commuters. Cancellation of the original route from Dublin/Pleasanton BART to Bishop Ranch would inconvenience a lot of BR employees. What I fail to understand is why would anyone cancel the service when it was initiated in the first place keeping the BR commuters in mind. And 35 does not solve the problem when the commute time is expected to double. Kindly re look at the proposal and not cancel the 97x.
72	Removing routes with already-full buses is nonsensical. 95X needs to stay, the planned changes would not support the traffic it currently shuttles, and with the removal of WC non-permit parking spaces, I (and others) would just be using Uber daily to get to and from work in SF. Never thought I'd need to be fighting against the city trying to shove commuter traffic onto Uber, what a world we live in.



**To:** Marketing, Planning & Legislative Committee

**Date:** 4/23/2019

**From:** Melody Reeb, Manager of Planning

**Reviewed by:** *Ref*

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**SUBJECT: Website and Social Media Report for January – March 2019**

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

	Jan	Feb	Mar	FYTD Avg.
<b>Web Sessions</b>				
Main website	41,785	36,773	48,395	44,134
Bus Tracker website	9,686	8,488	9,905	10,931
<b>Transit App</b>				
Average Users per Day	774	581	694	640
<b>Social Media Engagements per Post</b>				
Facebook	30.3	21.6	38.1	24.2
Twitter	0.8	0.4	1.6	0.9
Instagram	13.0	20.7	20.3	19.1
NextDoor	19.5	4.5	6.8	10.9

### Analysis:

Overall web activity increased slightly during the period of January through March compared to the prior quarter (see Attachment 1). This is likely due to the major service and fare changes that was implemented in March. Social media activity also grew due to an overall 19% increase in the total number of posts across all four social media platforms.

In addition to posts about the service and fare changes, staff has continued to work on increasing the number of promotional posts to social media during this quarter, resulting in higher levels of engagement per post particularly on Facebook and Instagram. On both Twitter and Instagram, the top post with the most engagements this quarter was a post related to the agency's new printed materials. On Facebook, the top post was related to the service changes and new schedules being available on the agency's website.

The agency's new website was launched in January 2019. The redesign has likely had an effect on how users now interact with the website. After the new website was launched, there was a significant increase in the average time spent on the homepage compared to

the same period last year, from 53 seconds to 1 minute and 41 seconds, about a 90% increase. This is likely due to the addition of a real-time widget to the homepage, which makes important information more readily accessible to the user. Also as a result of adding real-time directly to the homepage, web traffic to the separate Bus Tracker website declined about 15%. Finally, the new website has significantly faster page load times. Compared to the same quarter last year, average page load times dropped about 40%.

**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
<b>Website</b>												
Total sessions	44,229	53,633	45,762	47,489	40,635	38,501	41,785	36,773	48,395			
Total users	20,206	24,529	20,806	21,612	18,427	17,537	20,128	17,650	22,672			
News posts	2	1	2	6	1	2	7	1	3			
<b>Bus Tracker</b>												
Outgoing SMS	5,530	5,965	5,270	5,945	4,935	4,663	4,175	3,901	3,421			
Web sessions	10,782	12,443	11,776	13,266	11,348	10,686	9,686	8,488	9,905			
Web users	3,711	3,804	3,448	3,617	3,430	3,154	2,355	2,055	2,290			
<b>Transit App</b>												
Downloads	552	929	683	659	566	570	774	581	694			
Users per day	569	679	634	739	592	569	627	656	697			
<b>Facebook</b>												
Page likes	1,292	1,295	1,294	1,294	1,299	1,303	1,305	1,305	1,319			
Posts	4	11	5	9	16	6	12	15	18			
Reach	1,258	2,269	1,062	1,821	2,921	1,605	3,138	3,087	5,488			
Post clicks	85	146	43	86	105	99	229	217	470			
Post actions	38	75	31	57	124	60	134	107	215			
<b>Twitter</b>												
Followers	645	658	666	666	671	674	682	686	708			
Posts	40	44	28	46	44	35	26	50	51			
Mentions	8	10	12	23	14	23	23	28	35			
Engagements	19	47	17	51	30	29	22	20	80			
<b>Instagram</b>												
Followers	-	-	-	140	142	157	162	167	181			
Posts	-	-	-	0	1	1	1	3	7			
Engagements	-	-	-	N/A	18	13	13	62	142			
<b>NextDoor</b>												
Posts	0	0	0	1	0	1	2	2	4			
Impressions	N/A	N/A	N/A	4,990	N/A	24,980	35,089	7,294	22,902			
Engagements	N/A	N/A	N/A	8	N/A	26	39	9	27			

Last updated 4/24/2019

**To:** Marketing, Planning & Legislative Committee

**Date:** 4/24/2019

**From:** Ruby Horta, Director of Planning, Marketing & Innovation

**Reviewed by:**



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**SUBJECT:** Transportation Expenditure Plan Update

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**Background:**

The County Connection Board of Directors conducted a Board Workshop on February 21, 2019 to review the current state of County Connection and discuss future direction. One of the outcomes of that workshop, was Board direction to pursue the development of transit projects for an upcoming Transportation Expenditure Plan (TEP) under a 2020 countywide tax measure. Some of the projects discussed at the Board Workshop included: fixed route productivity, fleet electrification, new mobility initiatives, Bus Rapid Transit (BRT), and the Concord Naval Weapons Station (CNWS).

**TEP Update:**

At the April 17, 2019 Contra Costa Transpiration Authority (CCTA) Board meeting, the commissioners directed staff to conduct a poll during the month of May to begin the development of a modified TEP, for Board adoption in the summer. Based on the comments from the Commissioners, it appears that the ad hoc committee being created to lead the TEP development will not include transit operators.

Since the February County Connection Board meeting, staff has not been contacted regarding the potential role of transit operators and transit projects as part of the modified TEP. Per CCTA staff, the bus operators are to be involved via the Bus Transit Coordinating Committee (BTCC). To date, this Committee has not been given the opportunity to provide input in the development of the TEP. Given the relatively short timeline between now and the summer, when the CCTA intends to approve the final TEP, County Connection staff is concerned transit improvements may be limited over the life of a new measure.

**Recommendation:**

None at this time. This memo is intended to provide an update on the TEP process.

**Financial Implications:**

None at this time.

## INTER OFFICE MEMO

**To:** Marketing, Planning & Legislative Committee

**Date:** 4/24/19

**From:** Ruby Horta, Director of Planning & Marketing

**Reviewed by:** RH

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**SUBJECT:** Community Events

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**Background:**

County Connection participates in select community and business events, and coordinates Class Pass field trips for schools with service along fixed-routes. See attachments for complete list of events.

**Recommendation:**

For information only.

**Financial Implications:**

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

**Attachments:**

April Calendar  
May Calendar

# April

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
	1	2 <u>Clipper Outreach</u> San Ramon Transit Center Walnut Creek BART	3 <u>Clipper Outreach</u> Concord BART Pleasant Hill BART	4 <u>Clipper Outreach</u> Martinez Amtrak	5	6
7	8	9 <u>Clipper Outreach</u> Concord BART <u>Public Hearing</u> Walnut Creek	10 <u>Clipper Outreach</u> San Ramon Transit Center <u>Public Hearing</u> San Ramon <u>Class Pass</u> Queen of All Saints Concord	11 <u>Clipper Outreach</u> Pleasant Hill BART Martinez Amtrak	12	13
14	15	16 <u>Clipper Outreach</u> Concord BART Pleasant Hill BART <u>Class Pass</u> Hidden Valley Martinez	17 <u>Clipper Outreach</u> DVC San Ramon Transit Center <u>Outreach</u> Walnut Creek FREE Rides	18 <u>Clipper Outreach</u> Walnut Creek <u>Class Pass</u> Hidden Valley Martinez <u>Outreach</u> Walnut Creek FREE Rides	19 <u>Class Pass</u> Oak Grove Middle Concord	20 <u>Earth Day Event</u> John Muir Martinez
21	22 <u>Earth Day Event</u> DVC <u>Walnut Creek</u> Free Rides	23 <u>Earth Day Event</u> Cal State East Bay <u>Class Pass</u> Hidden Valley Martinez <u>Walnut Creek</u> Free Rides	24 <u>Class Pass</u> Morello Park Martinez <u>Walnut Creek</u> Free Rides	25 <u>Clipper Outreach</u> Pleasant Hill BART Martinez Amtrak <u>Class Pass</u> School of Performing Arts Walnut Creek Hidden Valley Martinez <u>Walnut Creek</u> Free Rides	26 <u>Earth Day Event</u> Treat Towers Walnut Creek <u>Walnut Creek</u> Free Rides <u>Class Pass</u> Foothill Middle Walnut Creek Vicente Martinez High Martinez	27
28 <u>Earth Day Event</u> Lafayette	29	30 <u>Clipper Outreach</u> DVC				

# May

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
			1 <u>Clipper Outreach</u> San Ramon Transit Center	2 <u>Clipper Outreach</u> Walnut Creek BART Martinez Amtrak	3 <u>Senior Outreach</u> Senior Live Well Forum	4 <u>Community Outreach</u> San Ramon Truck Time
5	6	7 <u>Class Pass</u> Concord High, Concord	8 <u>Class Pass</u> Monte Gardens, Concord	9	10	11 <u>Community Outreach</u> Moraga Community Faire
12	13 <u>Class Pass</u> Monte Gardens, Concord	14	15 <u>Class Pass</u> Monte Gardens, Concord  <u>Youth Clipper Outreach</u> Play & Learn School	16 <u>Large Group</u> Berkeley High, Berkeley  <u>Class Pass</u> Monte Gardens, Concord	17	18
19	20	21	22 <u>Class Pass</u> St. Isidore, Danville  <u>Presentation</u> Contra Costa Behavioral Health	23 <u>Class Pass</u> St. Isidore, Danville	24 <u>Class Pass</u> Silverwood, Concord	25
26	27	28 <u>Community Event</u> Moraga Transportation Event	29	30 <u>Class Pass</u> Monte Gardens, Concord  Silverwood, Concord	31 <u>Class Pass</u> Silverwood, Concord	