

# County Connection

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

## MARKETING, PLANNING & LEGISLATIVE MEETING AGENDA

Thursday, January 10, 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 December 7, 2018\*
4. Draft 2019 Federal Legislative Program\*  
(Staff will present the draft 2019 Federal Legislative Program for review.)
5. February Board Workshop Reminder – Verbal Update
6. Community Events – Information Only\*
7. Committee Comments
8. Future Agenda Items
9. Next Meeting – February 7, 2019
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](http://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](mailto: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, January 17, 9:00 a.m., County Connection Board Room
Administration & Finance:	Wednesday, February 13, 9:30 a.m., 3338 Mt. Diablo Blvd, Lafayette
Advisory Committee:	Tuesday, January 8, 1:00 p.m., County Connection Board Room
Marketing, Planning & Legislative:	Thursday, January 10, 8:30 a.m., 3338 Mt. Diablo Blvd, Lafayette
Operations & Scheduling:	Friday, February 1, 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.**

**This agenda is posted on County Connection's Website ([www.countyconnection.com](http://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  
Friday, December 7, 9:30 a.m.**

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

**Staff:** Rick Ramacier, Bill Churchill, Ruby Horta, Sean Hedgepeth, Lisa Rettig, Melody Reeb

**Public:** None

**Call to Order:** Meeting called to order at 9:31 a.m. by Director Worth.

**1. Approval of Agenda**

Mr. Ramacier requested that Item #7 be moved to the top of the agenda. The Committee approved the agenda with the requested change.

**2. Public Communication**

None

**3. Approval of Minutes from November 1, 2018**

The Committee approved the minutes.

**4. Service Change and Clipper Card Outreach Plan**

Ms. Reeb provided an overview of the outreach efforts planned for the upcoming service and fare changes. Ms. Reeb added that staff worked with MTC to develop some promotional County Connection branded Clipper cards, which will be distributed to the public during outreach events. Director Worth asked when outreach efforts would begin. Ms. Horta replied that given the upcoming holidays, outreach would likely start ramping up in January.

**5. Call Center Days of Operation Update**

Ms. Horta gave an update since the closure of the call center on Saturdays and reported that call volumes have dropped significantly, with only about 10 missed calls per Saturday. Ms. Horta added that the continued decline in call volumes is likely due to more customers having access to real-time information. Director Andersen asked if there is an opportunity to install additional real-time information signs at bus stops, particularly for riders who may not have access to a smartphone such as seniors. Ms. Horta responded that the upcoming service changes would provide an opportunity to identify locations to install more signs.

**6. Updated Basic Uniform Color for Transit Operators**

Ms. Rettig explained that the brown color that has traditionally been worn by Transit Operators is being discontinued. Staff has worked with ATU leadership to select grey as the new base color for uniforms moving forward.

**7. Federal and State Legislative Update**

Mr. Ramacier provided an update on recent and upcoming state and federal legislation related to transit. Mr. Ramacier noted that County Connection is expected to receive about \$1 million annually of LCTOP funding and that SB1119 provides a broader range of opportunities to utilize the funds.

**8. Community Events**

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

**9. Committee Comments**

None

**10. Future Agenda Items**

None

**11. Next Scheduled Meeting**

The next meeting was scheduled for January 10, 2019 at 8:30 a.m.

**12. Adjournment** – The meeting was adjourned at 10:00 a.m.

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

To: MP&L Committee

Date: December 28, 2018

From: Rick Ramacier  
General Manager



Reviewed by:

---

**SUBJECT:** Draft 2019 Federal Legislative Program

---

### Background:

Staff has begun draft of the 2019 Federal Legislative Program and the associated pamphlet. This program is updated annually and highlights County Connection's legislative priorities at the federal level. The program also includes information about County Connection, ridership, innovation, and important transit benefits.

The issues that we identified as important to County Connection in 2018 remain for 2019. Therefore, staff proposes a program that is nearly identical to the one in 2018. However, the draft adds language to address the feedback we are hearing out of Washington DC about possible increases in competitive grant funding and the return of something akin to earmarks.

### Issues

1. Fund the federal transit program in FY2020 at the authorized levels of the Fixing America's Surface Transportation (FAST) Act. County Connection is projected to receive just over \$1.5 million in federal funding to assist in supplying Americans with Disabilities Act (ADA) paratransit services in FY20. If the federal transit program is not fully funded in FY19, those two projects could be at risk.
2. Urge that public transit be adequately included in any major infrastructure package that may move through Congress. In addition to the occasional comments coming from the Administration on interest in a comprehensive infrastructure package, the new incoming Chair of the House Transportation & Infrastructure Committee, Peter DeFazio of Oregon has indicated strong interest in moving a transportation infrastructure package. County Connection should urge that any such package contain meaningful funding for public transit. There is a projected \$90 billion shortfall to keep the current transit systems in a state of good repair. This does not include building in any new capacity.
3. Find a permanent fix to the growing shortfalls in the Highway Trust Fund (HTF) and the related Mass Transit Account (MTA). Both of these are on target to be essentially bankrupt by the end FY21 according to most experts. Thus, left to no attention many projects that are programmed for funding from these accounts will go without leaving said projects unable to be completed. County Connection should urge that Congress and the Administration greatly increase their efforts to fund the massive shortfalls in the HTF and bring financial stabilization to it.
4. Reforming and updating federal regulations and rules. US Department of Transportation (DOT), Secretary Chow has maintained a consistent interest in reforming and updating federal transit rules. Particular attention is being paid to rules that may impede the use of technology in the delivery of public transportation and/or prevent public transportation from taking full advantage of new service schemes under the umbrella of shared mobility or micro transit. However, to date, the Federal Transit Administration (FTA) has done nothing more than twice ask the greater transit community for detailed input on which federal regulations should be relaxed or reformed. Because

many of these federal rules and regulations so impede some of things County Connection might pursue, County Connection should urge DOT on as they pursue these reforms. And, we should urge Congress to be supportive of their efforts.

### **Program Format**

Last year, with input and direction from the MP&L Committee, the program pamphlet received an updated look and presentation. Staff is prepared to use a similar format this year to summarize and highlight our federal legislative interests. Or, if the MP&L Committee would like to go over the format for additional updating or changing, there is plenty of time to consider that. A mock up draft of a proposed 2019 Federal Legislative Program pamphlet will be distributed at your meeting on Thursday, January 10, 2019. This pamphlet will look very similar to the 2018 one.

We will also bring copies of the recently completed “County Connection Innovations” pamphlet that has received a good deal of positive feedback for you to mull over in terms of format.

### **Action Requested:**

Staff requests that the MP&L Committee review the draft 2019 Federal Legislative Program and provide feedback and direction at your meeting on January 10, 2019. Staff asks for your discussion and feedback on both content as well as presentation. Staff will then return to the MP&L Committee in February with the next draft having incorporated your comments.

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

**Date:** 12/28/18

**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

11/30/18 – Oak Grove Middle, Concord 31 students/3 adults  
12/6/18 – Hidden Hills Elementary, San Ramon 25 students/5 adults  
12/14/18 – Concord High, Concord 50 students/5 adults  
1/8/19 – Tice Creek Elementary, Walnut Creek 52 students/8 adults  
1/15/19 – Tabling Event, Concord BART  
1/17/19 – Tabling Event, North Concord BART  
1/22/19 – Tabling Event, Pleasant Hill BART  
1/24/19 – Tabling Event, Walnut Creek BART  
1/29/19 – Tabling Event, Lafayette BART  
1/31/19 – Tabling Event, Orinda BART

**Recommendation:**

For information only.

**Financial Implications:**

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