

County Connection

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

MARKETING, PLANNING & LEGISLATIVE

MEETING AGENDA

Thursday, March 7, 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 February 12, 2019*
4. Final 2019 Federal Legislative Program*
(Staff will present the final draft of the 2019 Federal Legislative Program pamphlet for review and approval.)
5. FY 2020 Marketing Plan*
(Staff will present the FY 2020 Marketing Plan for review and approval.)
6. Public Hearings for Bishop Ranch Service Restructure – Information Only*
(Staff will provide an update on the public hearing process for the proposed changes to routes serving San Ramon and Bishop Ranch.)
7. New Schedule Brochures and System Map – Verbal Update
(Staff will present the new printed schedule brochures and system map.)
8. Community Events – Information Only*
9. Committee Comments
10. Future Agenda Items
11. Next Meeting – April 9, 2019 (3:00pm at 3338 Mt. Diablo Blvd.)

*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

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, March 21, 9:00 a.m., County Connection Board Room
Administration & Finance:	Wednesday, March 6, 10:00 a.m., 1676 N. California Blvd #620, Walnut Creek
Advisory Committee:	Tuesday, March 12, 1:00 p.m., County Connection Board Room
Marketing, Planning & Legislative:	Thursday, March 7, 8:30 a.m., 3338 Mt. Diablo Blvd, Lafayette
Operations & Scheduling:	Friday, April 5, 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) 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
County Connection Administrative Offices
2477 Arnold Industrial Way
Concord, CA
Tuesday, February 12, 3:00 p.m.

Directors: Candace Andersen, Amy Worth

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

Public: None

Call to Order: Meeting called to order at 3:03 p.m. by Director Worth.

1. Approval of Agenda

The Committee approved the agenda.

2. Public Communication

None

3. Approval of Minutes from January 10, 2019

The Committee approved the minutes.

4. 2019 Federal Legislative Program

Mr. Ramacier presented the revised 2019 Federal Legislative Program and distributed copies of the accompanying brochure. He noted that changes from the draft included switching out Positions #4 and #5 with the two new ones identified at the previous Committee meeting.

5. Status of Potential Bus on Shoulder Related Legislation

Mr. Ramacier provided an update on recent discussions with Contra Costa legislators on the issue of Bus on Shoulder. He noted that CCTA has been working with CHP on the issue and that there have been discussions about holding a workshop and inviting Minnesota DOT to present at the workshop. Director Andersen expressed support for County Connection working to move the issue forward and suggested getting CCTA to help sponsor the workshop.

6. BART Early Morning Bus Bridge Update

Ms. Horta gave an update on the early morning bus bridge service for BART that began on February 11. Directors Worth and Anderson both noted that they had not received any complaints so far from residents but asked to be kept informed of any issues that come up.

7. Website and Social Media Report

Ms. Reeb presented a summary of web and social media activity for October through December 2018. Director Worth asked if the “page likes” metric for Facebook represents new followers each month or if it is a cumulative total. Ms. Reeb responded that it is a cumulative total. Ms. Reeb added that staff has been working to increase the agency’s presence on Instagram. Director Andersen expressed support for this, noting that Instagram is used by a demographic that is more likely to use transit.

8. Service and Fare Change Outreach Update

Ms. Reeb gave an update on staff’s outreach efforts within the last month for the upcoming service and fare changes and distributed copies of some outreach materials. Director Andersen suggested sending information about the changes to all the cities to include in their newsletters. Ms. Horta confirmed that she had sent information to planning department contacts at all the cities.

9. Community Events

Ms. Reeb noted that most of the events planned for February are outreach events related to the upcoming service and fare changes.

10. Committee Comments

None

11. Future Agenda Items

Ms. Horta noted that staff will be bringing the draft FY 2020 Marketing Plan to the Committee next month.

12. Next Scheduled Meeting

The next meeting was scheduled for March 7 at 8:30 a.m. at 3338 Mt. Diablo Blvd.

13. Adjournment – The meeting was adjourned at 4:09 p.m.

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

County Connection

INTER OFFICE MEMO

To: MP&L Committee

Date: February 27, 2019

From: Rick Ramacier
General Manager



SUBJECT: Final 2019 Federal Legislative Program

Background:

Staff has incorporated comments from the board meeting of February 21, 2019 into a final draft federal legislative program pamphlet. We would like to take one more review with your committee to ensure that it reflects the board's comments. Assuming your concurrence at your meeting on March 7, 2019. This final draft pamphlet will be representative piece of the County Connection 2019 Federal Legislative Program

Action Requested:

Staff requests that the MP&L Committee review the final draft 2019 Federal Legislative Program pamphlet and provide feedback at your meeting on March 7, 2019.

2019 Federal Advocacy Program



Connecting our community by providing innovative transportation choices when and where you need it.

COUNTY CONNECTION

2477 Arnold Industrial Way • Concord, CA 94520 • (925) 676-1976

www.countyconnection.com

County Connection Provides These Important Transit Benefits

- Commuter shuttles that reduce travel time, relieve congestion, and connect to regional transportation services.
- Comprehensive local services that allow students to use public transit to go to and from school.
- Direct and convenient service between communities of concern which are transit dependent.
- Over 200 jobs directly and hundreds more indirectly through the purchase of American made vehicles and supplies.
- Alternative modes of transportation that support the local economy and environmental improvements, energy independence, senior mobility, student transportation, and connections to the Bay Area region for all activities.
- Direct connections to shopping via shuttles from neighborhoods and BART.

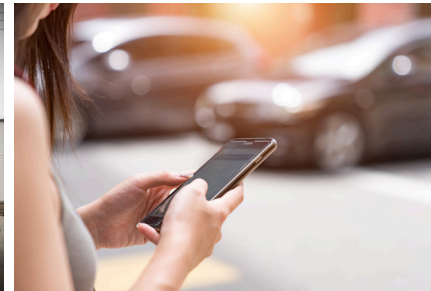


Photo Credit: Contra Costa Transportation Authority

County Connection Innovation

- The highly successful Walnut Creek downtown shuttle is now using **battery electric inductively charged buses**. Partners include Gillig Corporation, BAE Systems, and WAVE, Inc. This project was made possible by a federal grant.
- County Connection maintains nationally recognized public-private **partnerships** with major job centers. The Bishop Ranch Business Park provides frequent shuttles between Bishop Ranch and two **regional rail systems**, BART and the ACE Train. This features significant operating cost reimbursement as well as a fare subsidy from Bishop Ranch.
- The Shadelands Business Park provides **frequent service** back and forth to the Pleasant Hill BART station. Fares are underwritten by the Shadelands property owners.
- County Connection is a **fully technologically supported** bus service. This is highlighted by Clipper (a Bay Area electronic fare payment system).
- All buses enjoy **Wi-Fi** capability. Customers can also use Bus Tracker, a real-time bus stop information system that allows people to access real-time bus arrival predictions from their laptops or smart phones.
- County Connection has participated in the planning of **innovative transit oriented development (TOD)** projects at both the Pleasant Hill and Walnut Creek BART stations. The Walnut Creek Transit Village is tentatively set to open in February 2019. Additionally, the North Concord BART station has begun its Developer selection process, which County Connection is part of in an effort to align the TOD with future development at the Concord Naval Weapons Station.
- County Connection has completed a year-long service restructure planning process with the primary goal of **increasing productivity** by aligning service with demand. These service changes will be implemented in Spring 2019.



County Connection



County Connection

County Connection is a joint powers agency that provides fixed-route and ADA paratransit services through the communities of Clayton, Concord, Danville, Lafayette, Martinez, Moraga, Orinda, Pleasant Hill, San Ramon, Walnut Creek, and unincorporated communities in Central Contra Costa County. County Connection operates a fleet of 121 fully accessible transit buses and 63 paratransit vehicles.

Ridership

County Connection is an integral Bay Area agency linking customers that rely upon public transportation. Our riders are:

- From diverse backgrounds both socially and economically
- Using regional rail like BART, Capitol Corridor and the ACE Train (Altamont Commuter Express)
- Seniors, persons with disabilities, and veterans who are dependent on public transit
- Actively using public transportation to reduce their carbon footprint

- Commuting to work
 - Students going to school
- Central Contra Costa County**
- Approximately 200 square miles
 - Population around 540,000
 - Annual ridership estimated at 3.5 million (fixed-route and paratransit)



Federal Advocacy Program

County Connection relies on over \$7 million dollars annually in federal transit funding for necessities crucial to the Authority such as federally mandated bus replacement and preventive maintenance. Moreover, sufficient federal investments in public transit will be imperative in order to attract new ridership and acquire long-term solutions to issues such as air quality and traffic congestion. County Connection supports the following:

1. Funding the FY20 federal transit program at authorized levels
2. Adequately funding public transit in any infrastructure initiative
3. Finding a permanent source of funding for the Highway Trust Fund and Mass Transit Account
4. Creating a new funding program in the next re-authorization
5. Modernizing the definition of public transportation

Priority #1: Fund the FY20 Federal Transit Program at Authorized Levels

County Connection relies on federal funds to maintain service levels and capital equipment to a state of good repair. The Fixing America’s Surface Transportation (FAST) Act must be honored by appropriating to the full authorized levels of funding in FY20. The Authority expects to receive approximately \$1.4 million in 5307 funds to assist in supplying Americans with Disabilities Act (ADA) paratransit services. This portion of funding is 25% of the paratransit operating budget. Without it, County Connection would need to transfer \$1.4 million from fixed-route operations to cover paratransit needs, which would result in a cut of fixed-route service.

Priority #2: Adequately Fund Public Transit in Any Infrastructure Initiative

The Administration and incoming House majority are interested in pursuing a comprehensive infrastructure proposal. Nationwide, there is a projected minimum \$90 billion shortfall to keep the current transit system in a state of good repair. This amount does not include what it would take to add new capacity. While such a comprehensive package has yet to take any final form, County Connection urges that any such proposal contain meaningful funding for public transit.

Federal Advocacy Program

Priority #3: Find a Permanent Source of Funding for the Highway Trust Fund and Mass Transit Account

According to most experts, the Highway Trust Fund (HTF) and the related Mass Transit Account (MTA) are on target to be essentially bankrupt by the end of FY21. County Connection urges that Congress and the Administration increase their efforts to find a permanent fix to these growing shortfalls. Without financial stabilization for these accounts, many County Connection projects that are planned could be at risk.

Priority #4: Create a New Funding Program in Next Re-Authorization

As mobility options in transit continue to emerge, County Connection must stay at the forefront of initiatives in order to increase ridership and remain as efficient as possible. Creating a new funding program in the next re-authorization would allow demonstration project funding for first and last mile public transportation solutions that are both innovative and provide mobility integration. While funds would be granted to public transportation providers as defined, these grantees would be allowed to fully partner with other public entities as well as private or non-profit sectors for demonstrations under this new funding category. Up to 10% of the federal transit program should be applied to this.

Priority #5: Modernize the Definition of Public Transportation

Modernizing the federal definition of public transportation supports and encourages public transit evolving into mobility integrators. This will allow public transportation providers to take advantage of new technologies that create opportunities to offer innovative, cost effective, and higher quality services without the constraints of the current decades old federal definition of public transportation. Any update should maintain longstanding definitions that a public transportation service is “publically-funded” and that private organizations cannot be independently eligible for federal funding.

San Francisco Bay Area



To: Marketing, Planning & Legislative Committee

Date: 2/21/2019

From: Melody Reeb, Manager of Planning

Reviewed by: *Ref*

SUBJECT: FY 2020 Marketing Plan

Background:

County Connection's upcoming Marketing Plan will focus on disseminating information about the proposed changes to services in San Ramon, including Bishop Ranch, as well as a number of special promotional efforts aimed at increasing ridership promoting the benefits of the recent service restructure. The plan also includes ongoing efforts to increase engagement through social media. Other tasks that have become routine include the Class Pass Program, Summer Youth Program, partnering with 511 Contra Costa on promotions, and participating in outreach opportunities at schools, colleges/universities, senior centers, employment sites, and community events.

Special Promotions:

The following special promotional campaigns are currently planned for FY 2020:

San Ramon Service Changes:

Staff is currently proposing changes to routes serving Bishop Ranch and other areas of San Ramon and have initiated the public hearing process. The proposed changes include improvements to route alignments within Bishop Ranch and the addition of weekend service in San Ramon. If approved, the implementation of the changes will require outreach and marketing resources to communicate information to riders and promote the service to potential new riders. Promotion expenses related to the new service will include production of printed materials, such as flyers, brochures, signage, and interior bus cards, and community events.

Free Monument Corridor Service:

Staff anticipates that the implementation of a one-year pilot offering free rides on routes serving the Monument Corridor will help boost ridership. In order to make the most impact, we will need to conduct extensive outreach, particularly to those in the surrounding communities who do not currently use transit. Promotion expenses related to this program will include production of printed materials, direct mail, advertising, community events, and development of a social media campaign.

FACES Campaign:

In 2014, County Connection launched the “FACES of County Connection” campaign, which aimed to recognize and celebrate employees. Staff plans to implement a similar campaign in FY 2020 that focuses on riders as a way to highlight the importance of County Connection within the community. The campaign will be promoted using interior and exterior ad space on vehicles, on the County Connection website, and through social media channels. Promotion expenses related to this campaign will include professional photography and interior and exterior ad printing and installation.

Total Expense: \$100,000

Website and Social Media:

Riders are increasingly using the internet and social media to access transit information, stay informed, and interact with County Connection. A portion of the promotions budget will go towards general website maintenance and enhancements, as well as increasing the agency’s involvement with social media.

Total Expense: \$50,000

Routine Promotion:

Ongoing promotion expenses include the cost for chamber dues and event fees, materials for outreach events, printing brochures for accessible services and bikes on buses, and promoting the summer youth pass.

Total expense: \$20,000

Miscellaneous Promotion:

The miscellaneous promotions budget is intended to cover campaigns or new services that haven’t yet been identified.

Total expense: \$10,000

Promotions Budget Summary:

Special Promotions	\$100,000
Website and Social Media	\$50,000
Routine Promotion	\$20,000
Miscellaneous Promotion	\$10,000
TOTAL	\$180,000

Recommendation:

Staff recommends that the MP&L Committee approve the proposed Marketing Plan for FY 2020.

Financial Implications:

Staff has budgeted \$180,000 to cover the expenses associated with the Marketing Plan.

To: Marketing, Planning & Legislative Committee

Date: 2/26/2019

From: Melody Reeb, Manager of Planning

Reviewed by: *Ref*

SUBJECT: Public Hearings for Bishop Ranch Service Restructure

Background:

In 2015 the Board adopted the Public Hearing Policy which requires the Authority to hold a public hearing for any major reduction in service. At the February 2019 Board meeting, the Board authorized staff to begin the public hearing process for the Bishop Ranch service restructure proposal. The proposed service restructure qualifies as a “major reduction in service” and requires a public hearing.

Staff has been working with Bishop Ranch and city staff in the area and has scheduled the following two public hearings:

- Tuesday, April 9th, 6:00pm – 7:00pm
Walnut Creek Council Chambers, 1666 N. Main St, Walnut Creek
- Wednesday, April 10th, 6:00pm – 7:00pm
San Ramon Community Center, 12501 Alcosta Blvd, San Ramon

Staff will publish a legal notice in the local newspaper, per Board policy, and post notices on vehicles. Staff will also work with each city and Bishop Ranch staff to promote the meetings.

Recommendation:

For information only.

Financial Implications:

All costs associated with the public hearing process are included in the FY 2019 promotions budget.

To: Marketing, Planning & Legislative Committee

Date: 2/25/19

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

2/12/19 – Mt. Diablo High, Concord 50 students/6 adults
2/21/19 – Vicente High, Martinez 10 students/2 adults
3/1/19 – Tabling Event, Concord Senior Center
3/4/19 – On-Board Outreach, Route 14
3/5/19 – On-Board Outreach, Route 28
3/6/19 – On-Board Outreach, Route 35
3/5/19 – Silverwood Elementary 30 students/10 adults
3/6/19 – El Dorado Middle, Concord, 11 students/2 adults
3/11/19 – Tabling Event, Pleasant Hill BART
3/12/19 – Tabling Event, San Ramon Transit Center
3/12/19 – Silverwood Elementary, Concord 30 students/10 adults
3/14/19 – Tabling Event, North Concord BART
3/15/19 – Tabling Event, Walnut Creek BART
3/19/19 – Silverwood Elementary, Concord 30 students/10 adults
3/19/19 – Danville Senior Center, Danville

Recommendation:

For information only.

Financial Implications:

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