

County Connection

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

MARKETING, PLANNING & LEGISLATIVE

MEETING AGENDA

Thursday, June 13, 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 May 2, 2019*
4. Appointments to Advisory Committee Representing City of Pleasant Hill*
(Staff will present appointments – including alternate – from the City of Pleasant Hill on County Connection’s Advisory Committee.)
5. Appointment to the Advisory Committee Representing Contra Costa County*
(Staff will present appointment from Contra Costa County on County Connection’s Advisory Committee.)
6. Walnut Creek BART Free Ride Promotion – Information Only*
(Staff will present ridership data for the week of April 22nd through 26th at Walnut Creek BART for a 511 Contra Costa funded promotion.)
7. Advertising RFP Update – Information Only*
(Staff will provide an update on the upcoming release of a RFP for a new bus advertising services contract.)
8. MTC Transit Passenger Survey – Information Only*
(Staff will inform the committee of the board passenger survey that will be conducted by MTC in September 2019.)

*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

9. Draft Transportation Expenditure Plan Project List – Information Only*
(Staff will provide a summary of priority projects for consideration in the Transportation Expenditure Plan.)
10. Community Events – Information Only*
11. Committee Comments
12. Future Agenda Items
13. Next Meeting – July 11, 2019 (8:30am at 3338 Mt. Diablo Blvd.)
14. 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 advance 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 (925) 938-7433 between 8:00 am and 5:00 pm at least one day before the meeting.

Currently Scheduled Board and Committee Meetings

Board of Directors:	Thursday, June 20, 9:00 a.m., County Connection Board Room
Administration & Finance:	Tuesday, July 2, 9:00 a.m., 1676 North California Blvd., Suite 260, Walnut Creek
Advisory Committee:	Tuesday, July 9, 1:00 p.m., County Connection Board Room
Marketing, Planning & Legislative:	Thursday, June 13, 8:30 a.m., 3338 Mt. Diablo Blvd, Lafayette
Operations & Scheduling:	Friday, July 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
Supervisor Andersen's Office
3338 Mt. Diablo Blvd.
Lafayette, CA
Thursday, May 2, 8:30 a.m.**

Directors: Candace Andersen, Amy Worth, Rob Schroder
Staff: Rick Ramacier, Bill Churchill, Ruby Horta, Melody Reebbs
Public: None

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

1. Approval of Agenda

The Committee approved the agenda.

2. Public Communication

None

3. Approval of Minutes from April 9, 2019

The Committee approved the minutes.

4. Summary of Public Comments for the Proposed Bishop Ranch Service Restructure

Ms. Reebbs presented a summary of the public hearing process for the proposed Bishop Ranch service changes. She noted that while no formal comments were received at the hearings, staff received a total of 75 comments through the website and email. One of the most significant concerns raised was regarding the proposed change to Route 97X and removal of express service between Dublin/Pleasanton BART and Bishop Ranch. Director Andersen asked if staff would be looking at alternative options to address those concerns. Ms. Horta confirmed that staff has been working on developing alternatives and will be bringing an item to the O&S Committee to propose delaying the changes to Route 97X in the meantime. Ms. Horta also mentioned that Chevron is looking to minimize public access to their facility, which would require routes to serve stops that are further away. Director Andersen added that it would be helpful to know where employees are coming from and that that information would also be helpful for marketing the services to potential new riders.

5. Website and Social Media Report

Ms. Reebbs provided an overview of website and social media activity for the period of January through March. She noted that social media activity continued to grow, mostly

due to staff's efforts to promote the recent service changes, and that engagement levels were higher, particularly on Facebook and Instagram.

6. Transportation Expenditure Plan (TEP) Update

Ms. Horta gave an update on the development of the Transportation Expenditure Plan being led by CCTA. She noted that staff is concerned that input from transit operators is not being actively solicited and that transit improvements may ultimately be limited in the plan.

7. Community Events

Ms. Reeb provided a summary of community events for the months of April and May. Director Worth asked about the outcome of the free rides promotion at Walnut Creek BART. Ms. Horta responded that staff did see a significant increase in ridership that week, particularly on Route 14.

8. Committee Comments

None

9. Future Agenda Items

None

10. Next Scheduled Meeting

The next meeting was scheduled for June 13th at 8:30 a.m. at 3338 Mt. Diablo Blvd.

11. Adjournment – The meeting was adjourned at 9:21 a.m.

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

To: Marketing, Planning & Legislative Committee

Date: 05/28/2019

From: Melody Reeb, Manager of Planning

Reviewed by:



SUBJECT: Appointments to Advisory Committee Representing City of Pleasant Hill

Background:

On April 15, 2019, the Pleasant Hill City Council appointed Matthew Horne to serve on the County Connection's Advisory Committee as the primary member representing the City of Pleasant Hill. The alternate member representing the City of Pleasant Hill is Jason Sommers. These appointments will expire in April 2021.

Financial Implications:

None

Recommendation:

Approve the primary appointment of Matthew Horne as the representative for the City of Pleasant Hill and Jason Sommers as the alternate member for the City of Pleasant Hill on County Connection's Advisory Committee.

Attachment:

Primary Appointment notice – Matthew Horne
Alternate Appointment notice – Jason Sommers



City of Pleasant Hill

April 17, 2019

Mr. Sean Hedgpeth
Manager of Customer Service/Community Outreach
County Connection
2477 Arnold Industrial Way
Concord, CA 94520

Re: Pleasant Hill Appointment of Matthew Horne to CCCTA Advisory Committee

Dear Mr. Hedgpeth:

The Pleasant Hill City Council, at its meeting of April 15, 2019, approved the forwarding of a recommendation to the Central Contra Costa Transit Authority Board of Directors to nominate Matthew Horne for appointment as a primary member to the Central Contra Costa Transit Authority (CCCTA) Advisory Committee. The appointment term, if approved by the Board, will expire at the end of April, 2021.

Please provide confirmation of the Board's final appointment to:

City of Pleasant Hill
Attn: Juanita Davalos, Administrative Analyst
100 Gregory Lane
Pleasant Hill, CA 94523

If you have any questions, feel free to contact Juanita Davalos at 925-671-5283 or jdavalos@pleasanthillca.org.

Thank you for your attention to this matter.

Sincerely,



Kenneth Carlson
Mayor

KC: jmd

cc: Councilmember Sue Noack, Pleasant Hill Representative, CCCTA Board of Directors
Matthew Horne



City of Pleasant Hill

April 17, 2019

Mr. Sean Hedgpeth
Manager of Customer Service/Community Outreach
County Connection
2477 Arnold Industrial Way
Concord, CA 94520

Re: Pleasant Hill Appointment of Jason Sommers to CCCTA Advisory Committee

Dear Mr. Hedgpeth:

The Pleasant Hill City Council, at its meeting of April 15, 2019, approved the forwarding of a recommendation to the Central Contra Costa Transit Authority Board of Directors to nominate Jason Sommers for appointment as an alternate member to the Central Contra Costa Transit Authority (CCCTA) Advisory Committee. The reappointment term, if approved by the Board, will expire at the end of April, 2021.

Please provide confirmation of the Board's final appointment to:

City of Pleasant Hill
Attn: Juanita Davalos, Administrative Analyst
100 Gregory Lane
Pleasant Hill, CA 94523

If you have any questions, feel free to contact Juanita Davalos at 925-671-5283 or jdavalos@pleasanthillca.org.

Thank you for your attention to this matter.

Sincerely,



Kenneth Carlson
Mayor

KC: jmd

cc: Councilmember Sue Noack, Pleasant Hill Representative, CCCTA Board of Directors
Jason Sommers

To: Marketing, Planning & Legislative Committee

Date: 05/28/2019

From: Melody Reeb, Manager of Planning

Reviewed by:



SUBJECT: Appointment to Advisory Committee Representing Contra Costa County

Background:

On May 21, 2019, the Contra Costa County Board of Supervisors appointed Marjorie McWee to serve on the County Connection's Advisory Committee as the primary member representing the Contra Costa County Board of Supervisors. This appointment will expire in June 2021.

Financial Implications:

None

Recommendation:

Approve the appointment of Marjorie McWee as the representative for the Contra Costa County Board of Supervisors on County Connection's Advisory Committee.

Attachment:

Boards, Committees, and Commissions Application – Marjorie McWee



Contra
Costa
County

Please return completed applications to:

Clerk of the Board of Supervisors

651 Pine St., Room 106

Martinez, CA 94553

or email to: ClerkofTheBoard@cob.cccounty.us

BOARDS, COMMITTEES, AND COMMISSIONS APPLICATION

First Name

Marjorie

Last Name

Mc Wee

Home Address - Street

1908 Countrywood Ct

City

Walnut Creek

Zip Code

94598

Phone (best number to reach you)

415/350-3659

Email

m.mcwee@att.net

Resident of Supervisorial District:

IV

EDUCATION

Check appropriate box if you possess one of the following:

High School Diploma

CA High School Proficiency Certificate

G.E.D. Certificate

Colleges or Universities Attended	Course of Study/Major	Degree Awarded	
Scripps College, Claremont CA	Managerial Psychology; Humanities	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
University of Southern California	Masters of Business Administration	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
University of California, Berkeley Extension	Project Management	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No

Other Training Completed:

Operations and Project Management (Six Sigma; Project Management Inst)

Board, Committee or Commission Name

County Connection Advisory Committee

Seat Name

Committee Member

Have you ever attended a meeting of the advisory board for which you are applying?

No

Yes

If yes, how many?

Please explain why you would like to serve on this particular board, committee, or commission.

Please see attached response "A"

Describe your qualifications for this appointment. (NOTE: you may also include a copy of your resume with this application)

Please see attached response "B"

I am including my resume with this application:

Please check one:

Yes

No

I would like to be considered for appointment to other advisory bodies for which I may be qualified.

Please check one:

Yes

No

Are you currently or have you ever been appointed to a Contra Costa County advisory board?

Please check one: Yes No

List any volunteer and community experience, including any boards on which you have served.

Please see attached response "C"

Do you have a familial relationship with a member of the Board of Supervisors? (Please refer to the relationships listed below or Resolution no. 2011/55)

Please check one: Yes No

If Yes, please identify the nature of the relationship:

Do you have any financial relationships with the county, such as grants, contracts, or other economic relationships?

Please check one: Yes No

If Yes, please identify the nature of the relationship:

I CERTIFY that the statements made by me in this application are true, complete, and correct to the best of my knowledge and belief, and are made in good faith. I acknowledge and understand that all information in this application is publicly accessible. I understand and agree that misstatements and/or omissions of material fact may cause forfeiture of my rights to serve on a board, committee, or commission in Contra Costa County.

Signed: Marjorie S McWae Date: 4/26/2019

Submit this application to: Clerk of the Board of Supervisors
651 Pine St., Room 106
Martinez, CA 94553

Questions about this application? Contact the Clerk of the Board at (925) 335-1900 or by email at ClerkofTheBoard@cob.cccounty.us

Important Information

1. This application and any attachments you provide to it is a public document and is subject to the California Public Records Act (CA Government Code §6250-6270).
2. All members of appointed bodies are required to take the advisory body training provided by Contra Costa County.
3. Members of certain boards, commissions, and committees may be required to: 1) file a Statement of Economic Interest Form also known as a Form 700, and 2) complete the State Ethics Training Course as required by AB 1234.
4. Meetings may be held in various locations and some locations may not be accessible by public transportation.
5. Meeting dates and times are subject to change and may occur up to two (2) days per month.
6. Some boards, committees, or commissions may assign members to subcommittees or work groups which may require an additional commitment of time.
7. As indicated in Board Resolution 2011/55, a person will not be eligible for appointment if he/she is related to a Board of Supervisors member in any of the following relationships: mother, father, son, daughter, brother, sister, grandmother, grandfather, grandson, granddaughter, great-grandfather, great-grandmother, aunt, uncle, nephew, niece, great-grandson, great-granddaughter, first-cousin, husband, wife, father-in-law, mother-in-law, daughter-in-law, stepson, stepdaughter, sister-in-law, brother-in-law, spouse's grandmother, spouse's grandfather, spouse's granddaughter, and spouses' grandson, registered domestic partner, relatives of a registered domestic partner as listed above.
8. A person will not be eligible to serve if the person shares a financial interest as defined in Government Code §87103 with a Board of Supervisors Member.

CONTRA COSTA COUNTY BOARDS, COMMITTEES, AND COMMISSIONS APPLICATION--Continued

Committee Name: County Connection Advisory Committee

Applicant: Marjorie Mc Wee

- Response “A” to *Please explain why you would like to serve on this particular board, committee, or commission:*

In March of this year, I found myself suddenly and fully reliant on the CCCTD system. As a high-functioning, active wheelchair user, I am now becoming well-versed in the County Connection’s fixed route system while I travel around Contra Costa.

In these first 60 days, I have spent over 275 hours riding around our county with another 50+ hours spent determining best routes and/or waiting for buses. While riding on the system’s fixed routes to reach commercial centers and healthcare facilities, I have completed 80 trips across the county plus scores of BART trips, and 11 trips on other Bay Area transit systems.

Fortunately, I live near Contra Costa Centre. Typically, my termini have been to PH or WC BART; other times I’m headed to regional magnet areas—only to find some are better served by County Connections than others. I have ridden most of the system’s routes, with the most frequent being 1, 5, 7, 9, 11, 14, 15, 21, and 28. I’ve had the opportunity to see how other systems work while traveling on buses operated by AC Transit, Golden Gate Transit, SF Muni, and Tri-Delta.

My bus trips have been a blessing: can you imagine the Uber/Lyft fares I would have racked up otherwise?

Yet, I have also had to live into the tension of forgone productivity and participation in the community while awaiting infrequent bus transfers, or even worse when service stops for non-peak periods, evenings, and weekends.

During those long waits, I have had the opportunity to observe the general rhythm of the transit system’s operations. In effect, this idle time has become an operations planning, service management, and customer service case-study for me.

When I heard about the committee’s opening my first thought was, “By serving on this committee, I can really make a difference and help be a voice on behalf of the many types of riders/stakeholders with whom I experience the system each day! That would make my new travel mode so much more worthwhile and allow me to serve the community.”

With my professional business/operations background, it’s easy for me to understand the many aspects that go into deploy buses to serve the county each day for a myriad of stakeholders across an expansive geographic region.

As a stakeholder with a disability—I also see the system from the perspective of a frequent passenger who sits in a manual wheelchair. While riding in my wheelchair, I have always felt safe and respected by

the drivers despite the extra effort it takes for me to load and have my chair safely secured. The drivers set a caring tone, and that ripples across to the other passengers. This makes a difference, when I know full well everyone's trip has been momentarily delayed with the process!

Through my many rides, I have built a deep appreciation of the drivers' hard work and safe driving. I also know that there are just as many operations teams and supervisors who work behind the scenes to assure that the drivers are well-trained, the routes stay on time, and the buses are kept clean and running. The county's bus drivers are conscientious, and the buses are safe places: they are the best part of riding in the system. Frequently after enduring a hair-raising BART trip to Pleasant Hill, I have a sense of relief that the last leg of my trip will be on a high-quality County Connection bus. For this sense to be so palpable, I know this can only be achieved through effective labor and operations management.

My professional background also helps me realize and appreciate that there are many stakeholders, constituents, and factors involved at the planning and governance level where important decisions are made around strategy, policies, routes, the system's microeconomics, funding, budgets, and fare structures.

With years of budgeting experience, I recognize there are complex microeconomics and funding components that go with operating the system. Clearly current program design and route structure reflect this, along with a host of other factors that directly impact ridership.

Rider demand, alternative transportation options, the current route structure, fares rates, demographics, fleet capacity/utilization, location of commercial venues/healthcare facilities, and many external forces all impact the cost structure and investment in the fleet infrastructure, and logically would drive the financial sustainability of the system.

In the many hours I'm spending at bus stops, I also have had many opportunities to organically observe the lives of my fellow passengers who for whatever reason are equally as reliant on County Connections as I have become. By witnessing their dependency on the bus system, I'm gaining a broad sociological perspective into the stories being lived out each day on the buses.

Like me, my fellow riders depend on CCCTD to help function in our community, participate in our economy, access healthcare, feed themselves, as well as access the services they need to live out their daily lives with the hope that these destinations can be readily reached via the various fixed routes.

For underserved areas or folks with disabilities, there can be a real struggle to get the same level of access as non-transportation challenged peers-- especially when the buses aren't running or don't cover a major thoroughfare. This can be even more complicated when the paratransit system is not readily accessible.

Along with this sociological viewpoint, I have a better than average understanding of our region's growth and local expansion plans after participating in citizen-based planning efforts for the Contra Costa Centre area and Downtown Walnut Creek. Over the years, both endeavors imagined aggressive expansion of high-density, car-free living. This vision also assumed an effective and efficient transit

system to support the thousands of people who will reside therein without their own vehicles: i.e., increased use of fixed route buses to go along with rideshares and self-driving vehicles.

By bringing my strategic planning and budgeting background to the committee, I will be able to appreciate the efforts management must pursue as it sets policy aimed at how best to reconcile these plans with CCCTD's economic and financial capacity. There is currently a disconnect, the implications of which will pose increasing challenges to the people living here in the central county.

The policies and strategic vision of our county's urbanization means the enhance of our transit service cannot lag. It's common knowledge that populations living in successful and dynamic urban areas depend on transit—not only via inter-urban rail systems like BART, but also with effective connecting systems like CCCTD.

The necessity to plan for the practical side of all the region's future growth can only mount; without a systematic effort to assure that the county's transportation priorities and policies, the system will not remain viable. That would be very sad for the many stakeholders who are counting on it.

I would like to be a part of the advisory committee as it helps define how best to support County Connections' future.

- Response "B" to *Describe your qualifications for this appointment:*

I have outlined my qualifications from a disabled rider's perspective, but I also bring a wide-range of professional experience which I've applied as described in my statement above.

I am currently retired but will bring to the committee my well-rounded business background where I was a consultant and manager of operations, facilities management, strategic planning, business analysis, finance planning, budgeting, analysis; human resources/benefits, risk management, IT, program/project management, and business process improvement.

- Response "C" to *List any volunteer and community experience, including any boards on which you have served.*

Citizen Advisory Committee for city of Walnut Creek a downtown district's planning process; Walnut Creek Presbyterian Church (WCPC) Session (i.e. governing board) de facto member while on staff; de facto member on a foundation board of trustees for WCPC; co-chair of multiple operational committees for finance, buildings and grounds, human resources while on staff as Exec. Dir. of Administration for WCPC; Countrywood HOA Board Member; Vice President of Board for the Contra Costa County Guide Dogs Raisers; grass roots advocate with commuter group during the Pleasant Hill Bart transit village ideation process.

To: Marketing, Planning & Legislative Committee

Date: 5/31/2019

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

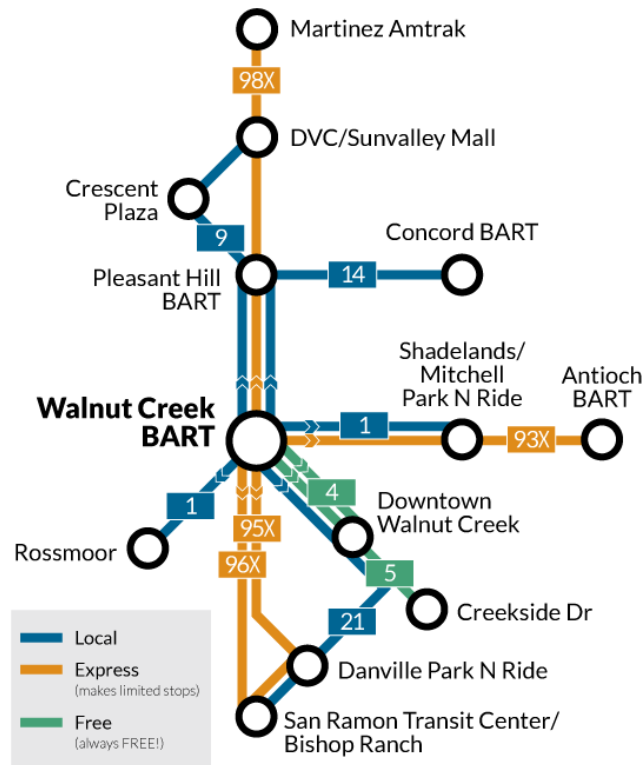
Reviewed by: *W.C.*

SUBJECT: Walnut Creek Transit Center Free Rides Promotional Week

Background:

The new Walnut Creek Transit Center opened to the public March 23rd, with the new, privately owned garage above, opening on March 29th. As part of a promotion for the new Transit Center, staff worked with 511 Contra Costa to provide free rides to passengers boarding at the new transit center for a five day work week, from April 22nd-26th. 511 Contra Costa offered to offset the cost of the free fares at no cost to County Connection. The diagram below shows the routes serving the new Walnut Creek Transit Center. Rides on Routes 4 and 5 were already free and were not included as part of the promotion.

Weekday Routes from Walnut Creek BART



Promotion:

As part of the promotion for the free week, staff worked with BART and the City of Walnut Creek on social media, banners, and in-person outreach at the station. County Connection staff dedicated about a dozen hours on location at the station, engaging around 120 people in person. In addition, customer service took about a dozen calls about the promotion as well.



Ridership Results:

Comparing to April 2018, when Routes 1M/2/25 were running, there were 2,932 boardings on an average week at Walnut Creek BART in April 2018. In April 2019, during the week of the promotion, there were 3,893 boardings at Walnut Creek BART. This represents a 12% increase in ridership year over year with the promotion. In the future we will monitor ridership at Walnut Creek to determine if we got any new riders after the free fare promotion ended.

Ridership by route is provided in the table below, which has totals for the promotional week. Route 96X carried nearly half of the ridership for the week at 40%. Route 21 to San Ramon via Danville came in second with 18%, while Route 1 to Rossmoor and Shadelands came in third with 13%.

Walnut Creek BART Free Fare Promo		
Route	Ridership	% of Total
1	491	13%
9	142	4%
14	342	9%
21	701	18%
93X	204	5%
95X	192	5%
96X	1,554	40%
98X	268	7%
Total	3,893	100%

Financial Implications:

All free fares were reimbursed by 511 Contra Costa. Marketing costs were absorbed within the existing marketing budget.

Recommendation:

None at this time. This item is informational only.

To: Marketing, Planning & Legislative Committee

Date: 6/4/2019

From: Melody Reeb, Manager of Planning

Reviewed by:



SUBJECT: Advertising RFP Update

Background:

County Connection currently contracts with Lamar Transit Advertising for bus advertising services. The contract began on January 1, 2015 and included three years plus two option years. Both option years were executed, and the current contract will expire on December 31, 2019.

The contract includes exterior advertising, including full coverage ads on up to 20% of the fleet, and interior advertising. Compensation is based on a percentage of gross revenues with a minimum annual guarantee, whichever is greater. In this final year, County Connection will receive 62% of revenue or the minimum annual guarantee of \$595,000.

RFP Process and Timeline:

Staff will be releasing a Request for Proposals for a new bus advertising contract this summer. The term of the contract will be for three years with two option years, similar to the current contract.

Proposals will be evaluated based on the following criteria:

Background, experience and financial stability of firm; proposed key personnel and staffing	20%
Proposed quality control program	20%
Detailed work plan	20%
Proposed revenues	40%
Total	100%

Below is a draft timeline for the RFP process:

Release RFP	Tuesday, July 23, 2019
Pre-proposal conference	Thursday, August 08, 2019
Deadline for submitting questions and/or comments to County Connection	Thursday, August 15, 2019
Response to questions	Thursday, August 22, 2019
Proposals due, evaluations begin	Thursday, September 05, 2019
Initial evaluation of proposals completed	Monday, September 09, 2019
Interviews with finalists completed (if held)	Wednesday, September 18, 2019
Selection recommendation made to Marketing, Planning, & Legislative Committee	Thursday, October 03, 2019
Selection by County Connection Board of Directors	Thursday, October 17, 2019
Contractor starts service	Wednesday, January 01, 2020

Financial Implications:

None at this time.

Recommendation:

For information only.

To: Marketing, Planning & Legislative Committee

Date: 6/4/2019

From: Melody Reeb, Manager of Planning

Reviewed by:



SUBJECT: MTC Transit Passenger Survey

Background:

Since 2010, the Metropolitan Transportation Commission (MTC) has managed a regional transit passenger survey program for fixed-route services operating within the nine-county Bay Area. The purpose of the survey is to collect data that is used by MTC to support regional planning efforts and to fulfill Title VI requirements. Surveys are conducted by MTC for each operator roughly every five to seven years. MTC last completed a survey of County Connection's passengers in spring of 2012 and plans to complete the next one this fall, likely in September.

Survey Format and Schedule:

MTC plans to administer the survey by in-person interviews utilizing a tablet computer, as they have found that this method produces higher response rates with more complete and accurate data compared to traditional paper survey instruments. The survey will include standard questions that are required by MTC, including origin and destination information, trip purpose, fare payment method, and demographics. MTC also allows the operator to include a limited number of custom questions. Staff is proposing to include a question related to the recent service and fare changes, as well as a question about internet access.

A sampling plan will be developed in order to capture a representative sample of riders, with a goal of surveying about 5% of passenger boardings. A final report of the survey results will be presented to the MP&L Committee and Board of Directors once it becomes available.

Financial Implications:

None. All costs associated with the survey will be paid by MTC.

Recommendation:

For information only.

To: Marketing, Planning & Legislative Committee

Date: 5/29/2019

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

Reviewed by: *W.C.*

SUBJECT: Draft Transportation Expenditure Plan Project List

Background:

At its February 2019 the Contra Costa Transportation Authority (CCTA) Board meeting, the Authority authorized staff to begin exploring the development of a new Transportation Expenditure Plan (TEP), conduct public opinion research, propose guiding principles, and prepare a work plan, schedule and cost estimate for development of a new TEP. Subsequently, Authority staff presented the initial public opinion research, proposed guiding principles and work plan at the April 2019 Authority Board meeting. Finally, at the Authority Board meeting in May 2019, staff was authorized to proceed with the development of a new TEP for placement on the March 2020 ballot.

Draft Project List:

Given the relatively condensed timeline to finalize the TEP, transit agencies, cities and interested stakeholders have been preparing potential revisions to line items within the existing TEP. County Connection staff has prepared a list of priority projects, which based on the poll results, would generate voter support. Staff understands that no single project can be fully funded with revenues from the tax measure. However, these funds will give Contra Costa projects an advantage when it comes to applying for competitive grants at regional, state and federal levels.

This list of projects and cost estimates is an initial draft and will be adjusted based on feedback from the Board and other stakeholders. It is our understanding that the length of the tax has not yet been determine. Our estimates assume funding over a 25 year period.

Draft TEP Project List

	Central	Southwest
Bus Transit	\$226.6	\$133.9
BART Corridors	\$175.5	\$108.4
Weekend Service	\$51.1	\$25.5
High Capacity Transit Along I-680	\$5.0	\$136.3
I-680 Express Service	-	\$131.3
I-680 Capital Improvements	\$5.0	\$5.0
Safe Transportation for Children	\$44.1	\$42.5
School Service	\$14.7	\$27.8
Youth Transit Pass	\$29.5	\$14.7
Innovative Transportation Technology	\$17.7	\$8.9
Fleet Electrification	\$7.7	\$3.9
On-Demand	\$10.0	\$5.0
Complete Streets	\$2.7	\$1.3
Bus Stop Improvements	\$2.7	\$1.3
TOTAL	\$296.1	\$322.9

Financial Implications:

Pending, based on tax measure success.

Recommendation:

None at this time. This item is informational only.

INTER OFFICE MEMO

To: Marketing, Planning & Legislative Committee

Date: 6/6/19

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. See attachments for complete list of events.

Financial Implications:

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

Recommendation:

For information only.

Attachments:

May Calendar
June Calendar

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 John Muir, Martinez	17	18
19	20 <u>Class Pass</u> Monte Gardens, Concord	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 John Muir, Martinez	31 <u>Class Pass</u> Silverwood, Concord John Muir, Martinez	

June

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
						1
2	3 <u>Class Pass</u> Las Juntas, Martinez Monte Gardens, Concord	4 <u>Class Pass</u> El Dorado Middle, Concord	5	6	7	8
9	10	11	12	13	14	15
16	17 <u>Class Pass</u> Concord Child Care Center, Concord <u>Out Reach</u> DVC Pleasant Hill	18 <u>Class Pass</u> Pleasant Hill Recreation, Pleasant Hill <u>Out Reach</u> DVC Pleasant Hill	19 <u>Community Outreach</u> Dana Estates - Concord <u>Class Pass</u> Play and Learn School, Pleasant Hill	20 <u>Out Reach</u> DVC Pleasant Hill	21	22
23	24	25	26 <u>Class Pass</u> Play and Learn School, Pleasant Hill	27	28	29
30						