

# County Connection

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

## **BOARD OF DIRECTORS MEETING AGENDA**

**Thursday, October 24, 2019  
9:00 a.m.**

**CCCTA Paratransit Facility  
Gayle B. Uilkema Memorial Board Room  
2477 Arnold Industrial Way  
Concord, California**

The County Connection Board of Directors may take action on each item on the agenda. The action may consist of the recommended action, a related action or no action. Staff recommendations are subject to action and/or change by the Board of Directors.

1. Call to Order/Pledge of Allegiance
2. Roll Call/Confirm Quorum
3. Public Communication
4. Consent Calendar
  - a) Approval of Minutes of Regular Meeting of September 19, 2019\*
5. Report of Chair
  - a) Recognition of 2018-2019 Chair of the Board of Directors
6. Report of General Manager
  - a) Status report on FASTER Initiative  
(The General Manager will update the Board on the latest information available on FASTER, which may go on the ballot in November 2020.)
  - b) Preliminary update on 2019 State Legislation  
(The General Manager will provide an update on the State Legislative session.)
7. Report of Standing Committee
  - a) Marketing, Planning & Legislative Committee
    - 1) Bus Advertising Contract\*  
Resolution No. 2020-09\*  
(The MP&L Committee requests that the Board adopt Resolution No. 2020-09 authorizing the General Manager to enter into an agreement with Vector Media Holding Corp. for the purposes of providing bus advertising.)

Clayton • Concord • Contra Costa County • Danville • Lafayette • Martinez  
Moraga • Orinda • Pleasant Hill • San Ramon • Walnut Creek

**CENTRAL CONTRA COSTA TRANSIT AUTHORITY**

8. Board Communication

Under this item, Directors are limited to providing information, asking clarifying questions about matters not on the agenda, responding to public comment, referring matters to committee or staff for information, or requesting a report (on any matter) be made at another meeting.

9. Adjournment

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\*Enclosure

\*\*It will be available at the Board meeting.

General Information

Possible Action: The Board may act upon any item listed on the agenda.

Public Comment: Each person wishing to address the County Connection Board of Directors is requested to complete a Speakers Card for submittal to the Clerk of the Board before the meeting convenes or the applicable agenda item is discussed. Persons who address the Board are also asked to furnish a copy of any written statement to the Clerk. 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 Board.

A period of thirty (30) minutes has been allocated for public comments concerning items of interest within the subject matter jurisdiction of the Board. Each individual will be allotted three minutes, which may be extended at the discretion of the Board Chair.

Consent Items: All matters listed under the Consent Calendar are considered by the Board to be routine and will be enacted by one motion. There will be no separate discussion of these items unless requested by a Board Member or a member of the public prior to when the Board 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 Board Clerk, Lathina Hill, at 2477 Arnold Industrial Way, Concord, CA 94520 or [hill@cccta.org](mailto:hill@cccta.org)

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, November 21, 9:00 a.m., County Connection Board Room
- Administration & Finance: Friday, November 8, 9:00 a.m., City of Pleasant Hill Offices, 100 Gregory Lane, Pleasant Hill, CA
- Advisory Committee: TBA. County Connection Board Room
- Marketing, Planning & Legislative: Thursday, November 7, 8:30 a.m., Supervisor Andersen's Office, 3338 Mt. Diablo Blvd. Lafayette, CA
- Operations & Scheduling: Friday, November 1, 8:15 a.m. Supervisor Andersen's Office, 3338 Mt. Diablo Blvd. Lafayette, CA

**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**

# County Connection

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## CCCTA BOARD OF DIRECTORS

### MINUTES OF THE REGULAR MEETING

September 19, 2019

#### CALL TO ORDER/ROLL CALL/CONFIRM QUORUM

Chair Candace Andersen called the regular meeting of the Board of Directors to order at 9:25 a.m. Board Members present were Directors Haydon, Hoffmeister, Hudson, Schroder and Tatzin. Directors Dessayer, Noack, Storer, Wilk and Worth were absent.

Staff: Ramacier, Chun, Allison, Cheung, Churchill, Glenn, Gray, Hedgpeth, Hill, Horta, Huerta, Kamara, Martinez, McCarthy, Reebbs and Rettig,

#### REPORT OF GENERAL MANAGER:

##### Recognition of Employees of the 2<sup>nd</sup> Quarter, 2019

Administration: Christine Kisiluk

Maintenance: Juan Huerta

Transportation: Juan Lopez and Octavio Diaz

**Public Comment:** None

#### CONSENT CALENDAR

**MOTION:** Director Hudson moved approval of the Consent Calendar, consisting of the following items: (a) Approval of Minutes of Regular Meeting of August 15, 2019; (b) CCCTA Investment Policy-Quarterly Reporting Requirement; (c) Resolution No. 2020-06, Increasing Cafeteria Amounts for Non-Represented Employees; (d) Resolution No. 2020-08, Approving Citizens' Advisory Committee Bylaws Amendment. Director Tatzin seconded the motion and it received the following vote of approval:

Aye: Directors Andersen, Haydon, Hoffmeister, Hudson, Schroder and Tatzin

No: None

Abstain: None

Absent: Directors Dessayer, Noack, Storer, Wilk and Worth

#### REPORT OF CHAIR:

##### Seating of CCCTA Officers

Chair: Candace Andersen

Vice Chair: Keith Haydon

Secretary: Dave Hudson

## 2019-2020 Committee Assignments

### Administration & Finance Committee

Al Dessayer  
Sue Noack  
Don Tatzin

### Marketing, Planning & Legislation Committee

Keith Haydon  
Laura Hoffmeister  
Rob Schroder  
Amy Worth

### Operating & Scheduling Committee

Dave Hudson  
Robert Storer  
Kevin Wilk

## **REPORT OF GENERAL MANAGER:**

### Final Draft CCTA Transportation Expenditure Plan

General Manager Rick Ramacier explained that CCTA has released a proposed transportation expenditure plan (TEP) to be funded by a new sales tax within Contra Costa County. At this time, it is the intent of CCTA to place a measure on the ballot in Contra Costa County for March 2020. This TEP is now in the process of being placed on the agendas of various city councils in Contra Costa County for their consideration. This TEP is heavily invested in improving and promulgating a public transportation system in the county that is customer centric, modern, and aimed at getting people to drive alone less. This was an informational item only, and the General Manager will report back when new information is available.

### Status report on FASTER Bay Area Effort

General Manager Rick Ramacier informed the Board that there is a group led by the Bay Area Council, SPUR, the Silicon Valley Leadership Group, Facebook and Genentech, that is considering sponsoring a November 2020 ballot measure to raise \$100B for major public transportation projects that will benefit transit. The measure will cross nine counties and different transit agencies, and some potential projects include a second BART tube, a second Bay Bridge and rail on the Dumbarton Bridge. He will keep the Board informed on this project.

## **REPORT OF STANDING COMMITTEES**

### **Administration & Finance Committee**

#### Retrofit Batteries and Battery Management System-1600 Series Buses and Resolution No. 2020-07

Director Tatzin explained that in 2016, County Connection purchased four (4) prototype electric buses from Gillig using a 2012 Clean Air Grant for use on the Route 4 in Walnut Creek. The 2016 buses were built by Gillig using XALT batteries with a 4C battery management system and BAE drivetrain. County Connection has experienced an unacceptable level of battery system problems, which has resulted in limited availability of the buses and a high rate of service interruptions and accelerated battery degradation. XALT has stopped using 4C for their battery management system, making it difficult to support. County Connection has been working with Gillig to resolve these issues. Gillig has recommended, and County Connection staff agrees, the best way to resolve these issues is to retrofit the 1600 batteries and management system to match the 1800 series buses that have improved range and reliability and use a different battery management system and battery pack. The cost to retrofit four (4) buses with new batteries and

management system with a three (3) year warranty is \$594,126. Gillig is willing to take on \$364,126 of the cost. The remaining \$230,000 will be paid for by County Connection using a LCTOP Grant that is programmed to support the electric vehicles.

**MOTION:** Director Tatzin moved adoption of Resolution No. 2020-07 authorizing the General Manager to enter into an agreement with the Gillig Corporation to retrofit four (4) electric buses with new battery pack and battery management system, with the cost to County Connection not to exceed \$230,000. Director Hudson seconded the motion and it received the following vote of approval:

Aye: Directors Andersen, Haydon, Hoffmeister, Hudson, Schroder and Tatzin

No: None

Abstain: None

Absent: Directors Dessayer, Noack, Storer, Wilk and Worth

### **Operating & Scheduling Committee**

#### **Fiscal Year 2019 Fixed Route Performance Report**

Ruby Horta explained that while the March 2019 service restructure reduced overall hours and operators needed for full service, it was implemented late in the fiscal year, so most of the year had higher service levels. Other service changes in FY19 included the launch of BART Early Bird Express (EBX) 712 (a long route to Downtown Oakland) and 715 in February 2019, the addition of two Route 21 trips in Winter 2018, and the launch of Route 99X and extra Route 316 trips started in Fall 2018, all of which increased revenue hours. Staff expects service hours to continue to drop with a full Fiscal Year 2020 of the new service restructure, as well as some additional savings as part of the efficiencies gained from the planned Bishop Ranch service changes in Winter 2019. These changes as well as the new LCTOP funded free fares on Routes 11, 14 and 16 should level off the downward ridership trend, with the potential possibility for ridership growth in FY2020

FY2019 fare trends reflect an ongoing shift to Clipper from all other fare media. At the end of FY2018, 72% of all fares on paid routes used Clipper. County Connection has also seen significant adoption of Clipper by Seniors and the Disabled population, which would account for much of the 17% drop in paper fares.

#### **Fiscal Year 2019 Paratransit Performance Report**

Rashida Kamara, Manager of Accessible Services, gave the Board a brief summary on paratransit service performance, to supplement the staff report.

In December 2018 the board approved the release an RFP for Paratransit services. Interviews were held in March 2019 where six transit companies submitted proposals. Those companies included Transdev, First Transit, A-Paratransit, Ascendal, Ride-Ride and National Express. The new RFP specifically asked for innovative solutions to common transit issues, user friendly technologies and transportation partnerships. Staff collaborated with Contra Costa Transit Authority (CCTA) and Contra Costa County providing panel members to evaluate the bids. The panel reached a unanimous decision to recommend Transdev as the new contractor. The Board approved that recommendation and Transdev's contract commenced July 2019.

#### **Choice in Aging Demonstration Project Update**

Rashida Kamara, Manager of Accessible Services, explained that in response to a growing number of complaints from Mount Diablo Rehab regarding service failures, the County Connection Board approved a pilot project with Choice in Aging to provide enhanced ADA trips for 12 participants or 24 round trips a day for specific participants using a Transportation Network Company (TNC) called SilverRide. The CCCTA/Choice in Aging/SilverRide pilot is a six month demonstration program to determine cost-effectiveness, rider experience, on-time statistics, and no-show/cancellations for approximately twelve Choice in Aging participants who were previously using County

Connection LINK paratransit services. Participants selected for this program were individuals in the Memory Care Program that had difficulty in coping with long paratransit rides, variability in departure and arrival times as well as different operators. Participants with Alzheimer's disease have difficulty dealing with the variability a typical paratransit service provides.

The Pilot program commenced on June 10<sup>th</sup> and the Manager of Accessible services for County Connection was on site for the return rides. Immediately we recognized, smaller vehicles like a Honda SUV and Ford Fusion, which provided a much less intimidating ride. Drivers were pleasant. Each vehicle took three passengers and promptly returned within 45 minutes to take a second set of three passengers. Boarding for these passengers was simple, rider times shorter, and turnaround for a second set of passengers less than 45 minutes, thus increasing productivity. We've received quite a few letters of support and positive feedback.

**Report from the Advisory Committee**

Appointment of Rich Eber to Advisory Committee Representing City of Concord

MOTION: Director Hoffmeister moved that Rich Eber be appointed to the Advisory Committee representing the City of Concord. Director Haydon seconded the motion and it received the following vote of approval:

- Aye: Directors Andersen, Haydon, Hoffmeister, Hudson, Schroder and Tatzin
- No: None
- Abstain: None
- Absent: Directors Dessayer, Noack, Storer, Wilk and Worth

**BOARD COMMUNICATION:** None

**ADJOURNMENT:** Chair Andersen adjourned the regular Board meeting at 10:10 a.m.

Minutes prepared by

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Lathina Hill  
Assistant to the General Manager

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Date

To: Board of Directors

Date: 10/8/2019

From: Melody Reeb, Manager of Planning

Reviewed by: *Ref*

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**SUBJECT: Bus Advertising Contract**

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**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. To date, revenues have never exceeded the minimum guarantee threshold.

**RFP Process:**

Staff released a Request for Proposals for a new contract on July 23, 2019. Bid notices were published in the local newspaper and sent to ten firms. Two proposals were received by the deadline of September 5, 2019 from Lamar and Vector Media. Both proposals met the minimum standards set forth in the RFP and were subsequently evaluated by staff 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%
<b>Total</b>	<b>100%</b>

**Proposed Revenues:**

Proposers were asked to provide pricing for two ad space coverage options, as well as two payment pricing structures—a fixed annual guarantee and a share of gross revenue with a



minimum monthly guarantee. A summary of proposed revenues is shown below. In both proposals, the two pricing structures would result in the same overall guarantee amount.

Contract Year	Lamar		Vector Media	
	Fixed Annual Guarantee	% of Gross with Monthly Guarantee	Fixed Annual Guarantee	% of Gross with Monthly Guarantee
<i>Option A: Ads below the windows only</i>				
Base Year 1	\$100,000	45% / \$8,333	\$500,000	55% / \$41,667
Base Year 2	\$110,000	45% / \$9,167	\$525,000	55% / \$43,750
Base Year 3	\$120,000	45% / \$10,000	\$550,000	55% / \$45,834
Option Year 1	\$130,000	45% / \$10,833	\$575,000	60% / \$47,917
Option Year 2	\$140,000	45% / \$11,667	\$600,000	60% / \$50,000
<i>Option B: Full wrap coverage on up to 20% of the fleet</i>				
Base Year 1	\$160,000	55% / \$13,333	\$525,000	55% / \$43,750
Base Year 2	\$180,000	55% / \$15,000	\$575,000	55% / \$47,917
Base Year 3	\$200,000	55% / \$16,667	\$625,000	55% / \$52,084
Option Year 1	\$220,000	55% / \$18,333	\$675,000	60% / \$56,250
Option Year 2	\$240,000	55% / \$20,000	\$700,000	60% / \$58,334

While the two proposals scored similarly in the first three evaluation criteria, Vector Media scored significantly higher in terms of proposed revenues, which are about three times higher than Lamar’s and more in line with the current contract. However, Vector Media’s proposed guaranteed revenue for the first base year are still about 12% lower than the revenue that County Connection will receive this year. Eliminating full coverage ads would further reduce guaranteed revenue by at least another 5%.

**Financial Implications:**

Award of the contract to the recommended proposer, Vector Media, would provide a minimum of \$1,725,012 in advertising revenue over the three-year contract term, and an additional \$1,375,008 if the two one-year option terms are exercised.

**Recommendation:**

The MP&L Committee and staff recommend that a contract for bus advertising services be awarded to Vector Media Holding Corp. commencing January 1, 2020, for three years with two one-year options. The MP&L Committee and staff further recommend that the contract continue to allow full coverage ads on no more than 20% of the fleet and that revenues paid

to County Connection are based on a percentage share of gross revenue with a minimum guarantee.

**Action Requested:**

The MP&L Committee requests that the Board adopt Resolution No. 2020-09 authorizing the General Manager to enter into an agreement with Vector Media Holding Corp. for the purposes of providing bus advertising services.

RESOLUTION NO. 2020-09

BOARD OF DIRECTORS, CENTRAL CONTRA COSTA TRANSIT AUTHORITY  
STATE OF CALIFORNIA

\* \* \*

**AUTHORIZING AWARD OF CONTRACT TO VECTOR MEDIA HOLDINGS CORP.  
TO PROVIDE BUS ADVERTISING SERVICES**

**WHEREAS**, the County of Contra Costa and the Cities of Clayton, Concord, Lafayette, Martinez, Orinda, Pleasant Hill, San Ramon, and Walnut Creek, and the Towns of Danville and Moraga (hereinafter “member jurisdictions”), have formed the Central Contra Costa Transit Authority (County Connection), a joint exercise of powers agency created under California Government Code Sections 6500, *et seq.*, to provide coordinated and integrated public transportation services within the area of such member jurisdictions;

**WHEREAS**, on July 23, 2019, County Connection released a Request For Proposals (RFP) for Bus Advertising Services, for the provision of interior and exterior bus advertising for the fleet and service area of County Connection;

**WHEREAS**, the RFP asked proposers to present two separate advertising space coverage proposals, consisting of ads that fit below the bus windows only (Option A), and full coverage advertisements on no more than 20% of the fleet (Option B), priced as a fixed annual guarantee, or alternatively as a percentage of gross revenues with a minimum annual guarantee;

**WHEREAS**, Option B is the form of advertising currently allowed on County Connection's fleet;

**WHEREAS**, on September 5, 2019, two proposals were received from the following firms, Vector Media Holdings Corp. and Lamar Transit, LLC;

**WHEREAS**, staff has evaluated the proposals in accordance with the criteria set forth in the RFP, and has recommended to the Marketing, Planning, & Legislative Committee that the contract be awarded to Vector Media Holdings Corp., the highest ranked firm;

**WHEREAS**, for Option A, under the percentage of gross revenues with a minimum annual guarantee pricing structure, the proposal submitted by Vector Media Holdings Corp. guarantees County Connection a minimum of \$1,575,012 in revenues over the three-year contract term, in annual payments of: Year 1 -\$500,004, Year 2- \$525,000, Year 3 - \$550,008, and two one-year option terms with minimum annual payments of Year 4 - \$575,004, Year 5- \$600,000;

**WHEREAS**, for Option B, under the percentage of gross revenues with a minimum annual guarantee pricing structure, the proposal submitted by Vector Media Holdings Corp. guarantees County Connection a minimum of \$1,725,012 in revenues over the three-year contract term, in annual payments of: Year 1 -\$525,000, Year 2- \$575,004, Year 3 - \$625,008, and two one-year option terms with minimum annual payments of Year 4 - \$675,000, Year 5- \$700,008;

**WHEREAS**, the Marketing, Planning & Legislative Committee recommends adopting the pricing structure based upon a percentage of gross revenues and a minimum annual guarantee, in order to better track sales and optimize the potential for advertising revenues;

**WHEREAS**, the Marketing, Planning, & Legislative Committee further recommends award of the contract to Vector Media Holdings Corp. based upon its proposal for full coverage advertisements on no more than 20% of the fleet (Option B).

**NOW, THEREFORE, BE IT RESOLVED** that the Central Contra Costa Transit Authority Board of Directors hereby authorizes and directs the General Manager, or his designee, to execute and deliver a three-year contract in a form approved by Legal Counsel, with Vector Media Holdings Corp. for the purpose of providing bus advertising services to include full coverage ads on no more than 20% of the fleet, for which County Connection will be paid based upon a percentage of gross revenues and a minimum annual guarantee, for a total minimum compensation of \$1,725,012 over the base term of the contract; and

**BE IT FURTHER RESOLVED** that the Central Contra Costa Transit Authority Board of Directors hereby authorizes the General Manager, or his designee, to exercise up to two additional one-year option terms, at a total minimum compensation of \$675,000 for year four, and \$700,008 for year five, provided that such options are in the best interests of County Connection.

Regularly passed and adopted this 17th day of October 2019, by the following vote:

AYES:

NOES:

ABSTAIN:

ABSENT:

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Candace Andersen, Chair, Board of Directors

ATTEST:

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Lathina Hill, Clerk to the Board