County Connection
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MARKETING, PLANNING & LEGISLATIVE MEETING AGENDA

Thursday, November 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 October 3, 2019*

4. 2019 Summer Youth Pass Update – Information Only *
   (Staff will provide an update on the 2019 Summer Youth Pass program.)

5. Student Ridership and Class Pass – Information Only *
   (Staff will provide information on ridership trends on the 600 series routes and an overview of the Class Pass program.)

6. Endorsement of the Contra Costa Transportation Authority (CCTA) Transportation Expenditure Plan (TEP)*
   (Staff recommends that the MP&L Committee forward a Resolution to the Board of Directors endorsing the CCTA TEP.)

7. Status of FASTER Bay Area – Information Only*
   (Staff will provide an update on the development of a regional tax measure for transit.)

8. 2019-20 State Legislative Session – Year One Quick Review – Information Only*
   (Staff will provide an overview of state legislation related to transit.)

9. Website and Social Media Report – Information Only*
   (Staff will provide a summary of website and social media activity for July through September 2019.)

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*Enclosure
**To be mailed separately
FY2019/2020 MP&L Committee
Amy Worth – Orinda, Keith Haydon – Clayton, Laura Hoffmeister – Concord, Rob Schroder – Martinez

10. Community Events – Information Only*

11. Committee Comments

12. Future Agenda Items

13. Next Meeting – December 5, 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.

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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., 100 Gregory Ln, Pleasant Hill
Advisory Committee:	Tuesday, November 12, 1:00 p.m., County Connection Board Room
Marketing, Planning & Legislative:	Thursday, November 7, 8:30 a.m., 3338 Mt. Diablo Blvd, Lafayette
Operations & Scheduling:	Friday, December 6, 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.

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County Connection

INTER OFFICE MEMO

Summary Minutes
Marketing, Planning, and Legislative Committee
Supervisor Andersen's Office
3338 Mt. Diablo Blvd.
Lafayette, CA
Thursday, October 3, 8:30 a.m.

Directors: Amy Worth, Keith Haydon
Staff: Rick Ramacier, Bill Churchill, Melody Reebs
Public: None

Call to Order: Meeting called to order at 8:33 a.m. by Director Worth.

1. **Approval of Agenda**

   The Committee approved the agenda.

2. **Public Communication**

   None

3. **Approval of Minutes from September 5, 2019**

   The Committee approved the minutes.

4. **Bus Advertising Contract**

   Ms. Reebs informed the Committee that staff released an RFP for a new bus advertising contract on July 23rd and received two proposals by the deadline of September 5th, one from County Connection's current contractor Lamar, and the other from Vector Media. Ms. Reebs noted that while both proposers were well-qualified in terms of experience and proposed work plan and approach, Vector Media's proposed revenues were significantly higher than Lamar's and more in line with the current contract. Director Haydon asked if that meant that Lamar did not meet their current pricing in their proposal. Ms. Reebs confirmed that Lamar's pricing was significantly lower than the current contract and that it was likely because historic revenues have not met the guarantee threshold. The Committee recommends to the Board approval to award the contract to Vector Media for bus advertising services.

5. **600 Series Ridership Comparison**

   Mr. Churchill provided a summary of ridership on County Connection's 600-series school routes. He also provided some background on the efforts required by staff to plan and schedule services for each school year. Director Haydon noted that he met a group of special needs students who rely on County Connection. Director Worth expressed interest in targeting youth to increase ridership and asked if staff could provide some additional

metrics, such as the number of students that take each route and the usage of transit by schools for field trips and/or by special education groups.

6. Faster Bay Area Update

Mr. Ramacier provided an update on the development of a regional tax measure for transit. He mentioned that staff has been pushing to include Highway 4 in the regional express bus plan. He also noted that the current timeline requires a vote by the state legislature by January.

7. Analyses of Express Bus Service out of Lamorinda

Mr. Churchill informed the Committee that staff has been working on analyzing the potential for express bus service out of the Lamorinda area, including the use of local church parking lots as park & ride lots, and that staff will bring back a full analysis to the Committee once it is complete. Mr. Ramacier added that this idea is primarily being driven by overcrowding issues on BART. Director Worth expressed interest in broadening the analysis of express bus services to the larger County Connection service area.

8. Community Events

Ms. Reebs provided an overview of outreach events for September and October, noting that staff will be starting outreach for the upcoming changes to routes serving Bishop Ranch.

9. Committee Comments

None

10. Future Agenda Items

None

11. Next Scheduled Meeting

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

12. Adjournment – The meeting was adjourned at 9:41 a.m.

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

County Connection

INTER OFFICE MEMO

To: Marketing, Planning & Legislative Committee **Date:** 10/21/2019

From: Melody Reebs, Manager of Planning **Reviewed by:** RF

SUBJECT: 2019 Summer Youth Pass Update

Background:

County Connection offers a discounted pass for youth to use over the summer. Prior to 2019, the pass was a 20-ride punch pass valid from June through August and was sold for $15, which provided a discounted rate of $0.75 per ride. This year, the punch card was replaced with a countywide Summer Youth Pass, which offered unlimited rides on County Connection, as well as on neighboring transit agencies Tri Delta Transit and WestCAT, from June through September. In previous years, Tri Delta Transit and WestCAT have offered a similar program but it was limited to the two agencies.

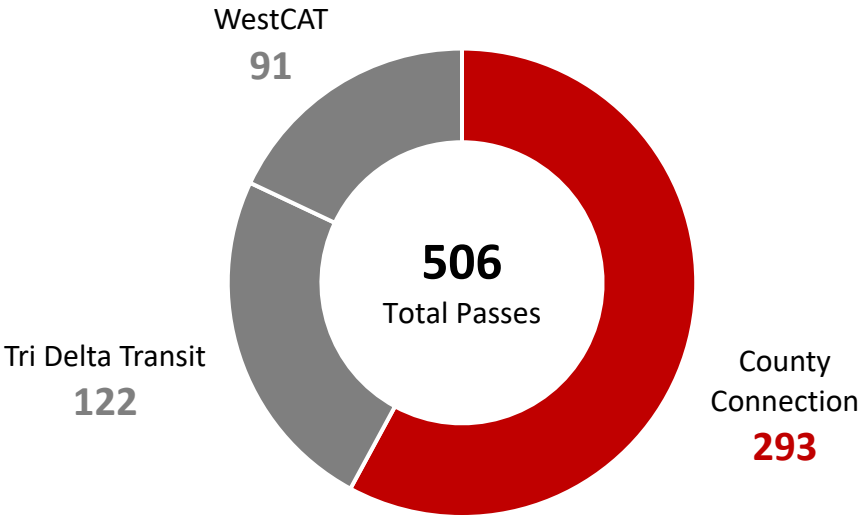
511 Contra Costa partnered with County Connection, Tri Delta Transit, and WestCAT to subsidize the passes and help administer and promote the program. While the pass is valued at $60, 511 Contra Costa provided a subsidy of $25 per pass, bringing the retail price down to $35. 511 Contra Costa also took the lead on designing and producing the passes and managed online sales and fulfillment. The individual transit agencies were responsible for in-person sales at their administrative offices.

Pass Sales:

A total of 506 passes were sold across the three agencies, with 67% of passes sold online. Online sales and associated revenues were allocated among the agencies based on mailing address location, whereas in-person sales were allocated to the agency where the transaction took place. Based on this allocation method, a total of 293 passes, or about 58% of all passes sold, were attributed to County Connection.

While it is difficult to compare the number of passes sold to last year given the difference in pass structure, Tri Delta and WestCAT, who had a more similarly structured program last year, had increases in pass sales of nearly 50% and 100%, respectively. Staff from both these agencies agreed that the inclusion of County Connection in this year's program, coupled with a new online store and additional subsidy from 511 Contra Costa, largely contributed to this increase.

2019 Summer Youth Passes Sold by Agency



Below is a breakdown of pass sales by jurisdiction within County Connection's service area. Concord and San Ramon accounted for over half of all County Connection pass sales.

Jurisdiction	**# Passes**
Alamo	2
Clayton	5
Concord	89
Danville	11
Lafayette	6
Martinez	17
Moraga	12
Orinda	11
Pacheco	2
Pleasant Hill	10
San Ramon	73
Walnut Creek	20
Bulk sales (DVC, Contra Costa Office of Education)	*30*

Total pass sales revenue received by County Connection, including the subsidy paid by 511 Contra Costa, totaled $17,580. This is approximately double the revenue generated from summer youth punch pass sales in 2018.

Pass Usage:

Overall, ridership with the new Summer Youth Pass on County Connection routes increased about 38% compared to ridership last year using the punch pass. This increase may have been even higher if Routes 11, 14, and 16 had not become free routes starting in July. The most significant increases were in June and July, indicating that the passes were being used more for non-home-to-school trips during the summer, as opposed to just being used during the first few weeks of school in August.

Month	2018	2019	% Change
June	1,165	1,956	67.9%
July	1,633	2,726	66.9%
August	2,291	2,367	3.4%
TOTAL	**5,089**	**7,050**	**38.5%**

Routes 10, 20, and 35 accounted for almost half of all pass usage, which is consistent with the amount of pass sales in Concord and San Ramon. Route 35 in particular had a significant increase in pass usage, which tripled over last year.

Of the passes that were sold and allocated to County Connection, each pass was used on County Connection's routes for about 24 rides. Based on the retail price of $35 per pass, this averages to $1.45 per ride. While this is higher than the discount that was provided with the punch pass, it is still a discount off the regular Clipper fare of $2.00. Also, based on historic ridership and sales numbers, it is likely that most punch passes were not being completely used up. In addition, this does not take into account any rides that may have been taken on Tri Delta Transit or WestCAT.

Survey Results:

After the conclusion of the program, 511 Contra Costa distributed a follow-up survey to those who had purchased a pass. A total of 130 responses were received from the survey, representing a 35% response rate. Overall, the program was very well received by participants and many expressed appreciation for it being available. The following table shows the most common trip purposes while using the pass. While attending school or summer school was the most common reason for using the Summer Youth Pass, students also used it for many other purposes, such as meeting friends or getting to a job.

Trip Purpose	% of Respondents
School/summer school	65%
To meet or visit friends	36%
Job	22%
To meet or visit family	18%
Sports practice	16%
Summer camp	13%
Other	7%

Open ended questions at the end of the survey asked respondents how the Summer Youth Pass program could be improved or for any additional comments. General themes that emerged among responses were requests to have a year-round youth pass program and to have a digital pass on smartphones.

Financial Implications:

Total revenue received by County Connection for the 2019 Summer Youth Pass program was $17,580. This includes a subsidy from 511 Contra Costa of $7,075 towards the cost of the pass. In addition, 511 Contra Costa covered the costs of the operating the online store, including transaction fees and fulfillment, producing the fare media, and developing the marketing campaign.

Recommendation:

None, for information only. However, County Connection staff intends to continue this partnership in future years.

Action Requested:

None, for information only.

County Connection

INTER OFFICE MEMO

To: Marketing, Planning & Legislative Committee **Date:** 10/21/2019

From: Ruby Horta – Director of Planning, Marketing & Innovation **Reviewed by:** WC.

SUBJECT: Student Ridership and Class Pass

Background:

At the October MP&L meeting the committee reviewed ridership information for the 600 series, comparing May 2018 to May 2019. Per the committee's request, additional information was compiled that looked at stop level data, comparing September 2018 to September 2019.

Stop Level Data:

As would be expected, the 600 series stops with the highest boardings are those closest to schools such as Miramonte High, Walnut Creek Intermediate, and Monte Vista High. These three stops combined, totaled more than 5,500 boardings in September 2019 compared to 4,600 in September 2018. Of the nineteen (19) school routes County Connection operates, only four experienced a decrease in ridership, year-to-year, during the month of September. Two of those routes (611 and 614) operate along similar corridors as Routes 11 and 14, which offer free rides since July 2019. Based on operator comments, one can infer that some students have shifted their travel patterns and are now utilizing the free routes. The other two (2) 600 series route with decreased ridership are Routes 601 and 636. However, overall, ridership on the 600 series service increased from approximately 18,100 in September 2018 to more than 22,000 in September 2019 (see table below).

Total Ridership

Route*	Schools Served	Sept. 2019	Sept. 2018
601	Walnut Creek Intermediate (WCI)	1,296	1,394
602	Walnut Creek Intermediate (WCI)	2,043	1,987
603	Campolindo High	442	372
605	Walnut Creek Intermediate (WCI)	1,697	668
606	Miramonte High, Orinda Intermediate (OIS)	5,431	4,430
608	Diablo Valley College (DVC), College Park High, Valley View Middle	416	315
611	Oak Grove Middle	1,358	1,462
612	Pine Hollow Middle	848	547
613	Oak Grove Middle	851	791
614	Pine Hollow Middle	276	519
615	Concord High, El Dorado Middle, Olympic High	519	49

616	Oak Grove Middle	703	620
619	Oak Grove Middle	832	771
622	California High, Pine Valley Middle	551	430
623	Monte Vista High	1,345	701
625	Acalanes High	1,105	995
626	Stanley Middle	654	652
635	Windemere Ranch Middle, Gale Ranch Middle, Dougherty Valley High	503	378
636	Iron Horse Middle, California High, Pine Valley Middle	1,310	1,318
	TOTAL	**22,183**	**18,162**

Class Pass:

County Connection has offered the class pass program to schools throughout our service area for over 20 years. Staff attends various school functions throughout the year to educate teachers about the program. Planning staff works closely with the transportation department to ensure a seamless and enjoyable trip for all classes served. Staff typically processes 10-20 class passes per quarter the majority of the year. Spring tends the busiest period of the year with more than 40 class passes processed this last Spring.

	July 2018 - Sept. 2018	**Oct. 2018 - Dec. 2018**
Total Class Passes	14	10
Total Students	418	339
Total Adults	55	40
Routes	4,9,10,15,98X	7,9,14,15,20,35

	Jan. 2019 - March 2019	**April 2019 - June 2019**
Total Class Passes	13	41
Total Students	287	1,147
Total Adults	69	238
Routes	4,5,9,10,15,16,18,25,35	1,6,7,9,10,11,15,16,17,18,19,21,28

Financial Implications:

None, for information only.

Recommendation:

None, for information only.

Action Requested:

None, for information only.

County Connection

INTER OFFICE MEMO

TO: Marketing, Planning & Legislative Committee **DATE:** October 29, 2019

FROM: Rick Ramacier
General Manager

SUBJECT: Endorsement of the Contra Costa Transportation Authority (CCTA) Transportation Expenditure Plan (TEP)

Background

As you know, CCTA has adopted a draft TEP to guide and direct additional local spending on a number of transportation projects, programs, and initiatives. The TEP includes a significant amount of funding for public transportation, including County Connection. The TEP would serve to provide great support for significant improvements to public transportation within the I-680 corridor and the adjacent communities.

The TEP also include significant funding for senior and other specialized transportation to meet the growing demand for these services. The TEP is also ground breaking in that it will support the integration and coordination of a number of transportation projects and programs that will allow the County to build an integrated and seemless transportation system over the next 20 years. The TEP will not only allow for greater investment in public transportation, but also puts forward policy initiatives that will make existing public transportation services more accessible, convenient, reliable, and customer focused.

The TEP development was based on a comprehensive public process that brought together stakeholders from throughout the community. The TEP has the unanimous support of all 19 cities and towns within the county.

Adoption and implementation of the TEP will provide the opportunity for meaningful transit improvements for the residents of our service area. Thus, it is appropriate for County Connection to endorse the TEP.

Action Requested

Staff recommends that the MP&L Committee forward a Resolution to the Board of Directors endorsing the CCTA TEP.

County Connection

INTER OFFICE MEMO

TO: Marketing, Planning & Legislative Committee **DATE:** October 29, 2019

FROM: Rick Ramacier
General Manager

SUBJECT: Status of FASTER Bay Area

Summary

As you know, a coalition of interests calling themselves FASTER, are strongly considering putting together a package of significant and regional transportation improvements for the Bay Area. These interests include the Silicon Valley Leadership Group (SVLG), the Bay Area Council (BAC), San Francisco Planning & Urban Research (SPUR), Transform, and leading Bay Area tech businesses (i.e. Facebook). Their goal is to receive legislative authority to place an initiative on the ballot in all nine counties of the Bay Area in November of 2020, that if enacted would raise upwards of $110 billion over 40 years for transportation improvements.

State Senator Jim Beall has expressed strong interest in sponsoring legislation that would place FASTER's initiative on the ballot in November 2020. It is unknown at this time if other Bay Area state legislatures are looking to support such legislation. However, it is likely that these discussions have begun.

Unanswered Questions

Many questions remain to be answered relative to a FASTER initiative. Perhaps first is the question of who would actually place something on the ballot and then be responsible for its implementation oversight and resource allocation processes. As of this writing, FASTER has not made a definitive statement on this question. They have expressed that one consideration is possibly having the Metropolitan Transportation Commission (MTC) take on these roles. For its part, MTC – via a letter to FASTER signed by MTC Chair, Scott Haggerty – has stated that they see MTC taking on these roles, should the state legislature authorize a FASTER initiative be placed on the ballot. However, until legislation authorizing FASTER going to the ballot, the role of MTC will not be totally clear.

Another question is what will be funded. To date, most of the talk been around regional and "seemless" transit improvements. Projects such as a second BART tube across the bay, building a one brand seemless express bus network, additional ferry service, and providing "low income" people with "half fares" are among the things most commonly mentioned by FASTER proponents. I would note that as of this writing, neither members of the Bay Area state delegation, nor MTC have indicated any kind project or program preferences for a FASTER related ballot initiative.

There are also questions of revenue sources to fund a FASTER initiative, while a number of different ideas have been discussed, it would seem there is a good deal of coalescing around the idea of a nine-county one cent sales tax levy to support FASTER.

While this would raise the $110 billion that would be sought in FASTER, legislatively a number of challenges are posed by a one cent sales tax increase within much of the Bay Area. These issues include various local sales tax cap issues as well as perceived opportunity cost issues, not to mention other competing measures. Finally, the regressive nature of sales taxes may be starting to emerge as issue of concern within the political debate landscape.

County Connection Response

The larger transit operators have included us in providing the FASTER proponents with some general broad project areas to fund with a FASTER initiative. These concepts have included funding express bus or bus rapid transit in the I-680 and SR4 corridors. We have indicated a strong willingness to have such services be a part of a larger - one brand - regional express bus package that is part of a larger regional transit system. The FASTER proponents have responded positively to this.

Given, that the authorization to place a FASTER initiative on the ballot in the nine-county region has to go through the state legislature, it is more than likely that members of the Bay Area delegation will want to leave their mark on such legislation. And, given that this legislation will likely move in January 2020 if it does at all, now is the time for County Connection to weigh in with our delegation members with our interests.

Thus, as mentioned at your October 24, 2019 board meeting, we will schedule meetings with our delegation members starting in early November, 2019. And, we will work with other East Bay suburban transit operators to create a unified approach to FASTER.

Action Requested

No action is requested as this is provided for information only. Staff would also welcome any feedback on any projects or programs to be included in FASTER, or on FASTER itself.

County Connection

INTER OFFICE MEMO

TO: Marketing, Planning & Legislative Committee **DATE:** October 29, 2019

FROM: Rick Ramacier
General Manager

SUBJECT: 2019-20 State Legislative Session – Year One Quick Review

Background

The 2019 state legislative session was active. However, legislation directly touching transit was not a top priority. The California Transit Association (CTA) concentrated on six items that are summarized in the attachment. This includes two bills, SB742, and AB784 which CTA supported and were chaptered (signed into law) and two bills, AB314 and AB1351 which CTA opposed. AB1351 was chaptered and AB314 was vetoed. CTA also closely watched SB397 and AB752, both of which were chaptered.

In addition to the bills discussed in the attachment, CTA opposed two bills, AB1066, and SB336.
AB1066 would have provided unemployment benefits to striking workers in California and this bill was vetoed.
SB336 – Senator Dodd – would have barred public transit operators from operating any autonomous vehicles in any kind of revenue service. This bill was pulled from consideration by the author after CTA opposed the bill.

Action Requested

None.

California Transit Association

Legislative Bulletin

September 17, 2019

Legislature Adjourns for Interim Recess, Governor Weighs Action on Priority Bills

On Friday, September 13, the Legislature adjourned for Interim Recess, closing out the first year of the 2019-20 Legislative Session. Governor Gavin Newsom now has until October 13 to act on the more than 700 bills sent to him in the final two weeks of the legislative session.

The Legislature will reconvene for the second year of the 2019-20 Legislative Session on January 6.

Of the more than a dozen priority bills the Association took positions on this year, four are currently on the Governor's desk, pending his signature or veto. We urge all our members to join the Association in requesting that the Governor sign or veto these bills as follows:

Urge the Governor to Sign

SB 742 (Allen) Intercity Passenger Rail Services: Motor Carrier Transportation of Passengers: This bill would authorize the state's three state-supported intercity passenger rail lines to sell tickets to motor coach service only.
> **View the Association's signature request letter**

AB 784 (Mullin) California Hybrid and Zero-Emission Truck and Bus Voucher Incentive Project: This bill would exempt zero-emission transit buses from the state portion of the sales tax until January 1, 2024.
> **View the Association's signature request letter**

Urge the Governor to Veto

AB 314 (Bonta) Public Employment: Labor Relations: Release Time: This bill would create uniform release time rights for public employees.
> **View the Association's veto request letter**

AB 1351 (Lackey) Transit Operators: Paratransit and Dial-A-Ride Services: Assessment: This bill would require the California State Transportation Agency (CalSTA), in consultation with public transit agencies, to assess the procedures they use to provide dial-a-ride and paratransit services to individuals with disabilities who are visiting their service territories and are certified to use another in-state public transit agency's similar dial-a-ride and paratransit services. This bill would then require CalSTA, after conducting and publishing the assessment, to adopt guidelines for the development of a statewide reciprocity program for these individuals.
> **View the Association's veto request letter**

Finally, the following bills the Association provided feedback on, but which we did not adopt a formal position on, are currently pending before Governor Newsom:

SB 397 (Glazer) Public Transit Operators: Passengers with Pets: Evacuation Orders: This bill would require the Office of Emergency Services and the Department of Food and Agriculture, in consultation with public transit operators and county emergency management officials, to develop best practices for allowing pets on public transit vehicles serving areas subject to an evacuation order.

AB 752 (Gabriel) Public Transit: Transit Stations: Lactation Rooms: This bill would require certain multimodal transit stations that commence operations or a renovation on or after January 1, 2021, to include a lactation room.

All signature or veto request letters should be addressed to Governor Newsom and emailed to his Legislative Unit at leg.unit@gov.ca.gov as soon as possible. If you have any questions about drafting or submitting your letters, please contact Legislative and Regulatory Advocate Michael Pimentel at michael@caltransit.org.

To see all the bills the Association weighed in on this year, please visit the Association's online bill tracker.

Please contact Legislative and Regulatory Advocate Michael Pimentel at 916-446-4656 ext. 1034
or by email at michael@caltransit.org if you have any questions about this Legislative Bulletin.

County Connection

INTER OFFICE MEMO

To: Marketing, Planning & Legislative Committee **Date:** 10/22/2019

From: Melody Reebs, Manager of Planning **Reviewed by:**

SUBJECT: Website and Social Media Report for July – September 2019

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

	Jul	Aug	Sep	FYTD Avg.
Web Sessions				
Main website	43,228	51,797	45,493	46,839
Bus Tracker website	8,112	9,666	9,668	9,149
Transit App				
Average Users per Day	641	737	771	716
Social Media Engagements per Post				
Facebook	15.3	19.9	10.5	15.6
Twitter	1.0	0.6	0.7	0.8
Instagram	26.0	20.0	25.0	23.7
NextDoor	24.3	15.3	7.0	16.6

Analysis:

Overall web and social media activity increased during the period of July through September compared to the prior quarter (see Attachment 1). Website activity in particular increased significantly, largely due to the start of the new school year and riders needing to look up new schedules.

Levels of engagement per post were slightly lower on Facebook and Twitter, but higher on Instagram and NextDoor. In particular, posts on NextDoor about school services and the BART weekend bus bridges received higher levels of engagement. On Facebook and Twitter, there was an increase in the total number of posts compared to the prior quarter, but most of these were service-related posts, which tend to receive lower levels of engagement.

Activity on the Bus Tracker website has continued to decline as more users are getting real-time information directly from the agency's homepage using a new tool that was added as part of the redesigned website launched in January 2019. During the period of July through

September, there were an average of 3,000 monthly web sessions during which the real-time tracker tool was used.

Financial Implications:

None.

Recommendation:

For information only.

Attachment:

Attachment 1: FY 2020 Website and Social Media Report

County Connection

INTER OFFICE MEMO

To: Marketing, Planning & Legislative Committee **Date:** 10/31/19

From: Melody Reebs, Manager of Planning **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:

October Calendar
November Calendar

October

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
		1	2	3	4 Class Pass Morello Park, Martinez Crossroads High, Concord	5
6	7	8	9 Class Pass Kid Time Preschool, Walnut Creek	10	11 Class Pass Las Lomas, Walnut Creek (5 groups)	12
13	14	15	16 Class Pass Morello Park, Martinez	17 Class Pass Oak Grove, Concord Outreach San Ramon Transit Center	18 Outreach Dublin/Pleasanton BART	19
20	21 Outreach Dublin/Pleasanton BART	22 Outreach Walnut Creek BART	23 Class Pass John Muir, Martinez Outreach Walnut Creek BART	24 Outreach Danville Park & Ride	25 Outreach Walnut Creek BART	26
27	28 Outreach Dublin/Pleasanton BART	29 Outreach Dublin/Pleasanton BART	30 Class Pass Las Lomas, Walnut Creek	31		

November

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
					1	2
3	4 Outreach Walnut Creek BART Rossmoor Senior Health Expo	5 Outreach San Ramon Transit Center	6 Outreach San Ramon Transit Center	7	8	9
10	11 Outreach Walnut Creek BART	12	13 Outreach San Ramon Transit Center	14	15	16
17	18 Outreach Dublin/Pleasnton BART	19 Outreach San Ramon Transit Center	20 Class Pass San Ramon Valley High, San Ramon	21 Class Pass San Ramon Valley High, San Ramon	22	23
24	25	26	27	28	29	30