

County Connection

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

BOARD OF DIRECTORS MEETING AGENDA

**Thursday, November 21, 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 October 24, 2019*
5. Report of Chair
6. Report of General Manager
 - a) Recognition of Employee with 20 Years of Service
 - b) Recognition of Retired Employee
 - c) Presentation of CoCoTax award to County Connection
(Jack Weir of CoCoTax will present County Connection with a Silver Award for Good Governance.)
7. Report of Standing Committee
 - a) Marketing, Planning & Legislative Committee
 - 1) 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.)
 - 2) Endorsement of the Contra Costa Transportation Authority (CCTA) Transportation Expenditure Plan (TEP)*
Resolution No. 2020-10*

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

CENTRAL CONTRA COSTA TRANSIT AUTHORITY

(The MP&L Committee requests that the Board adopt Resolution No. 2020-10, endorsing the CCTA TEP.)

- 3) 2019 Summer Youth Pass Update*
(Staff will provide an update on the 2019 Summer Youth Pass program.)
(Information Only)

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. Closed Session:

Conference with Legal Counsel – Existing Litigation (Government Code Section 54956.9 (d)(1)) – Keith Polee v. Central Contra Costa Transit Authority; U.S. District Court, Northern District of California Civil Case No. 4:18-cv-05405-DMR

Public Employee Performance Evaluation;
Pursuant to Government Code Sections 54957
Position: General Manager

10. Open Session:

- a) Report of Action(s) Taken During the Closed Session

11. Adjournment

*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.

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

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, December 19, 9:00 a.m., County Connection Board Room
- Administration & Finance: Tuesday, December 3, 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, December 5, 8:30 a.m., Supervisor Andersen's Office, 3338 Mt. Diablo Blvd. Lafayette, CA
- Operations & Scheduling: Friday, December 6, 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) 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

County Connection

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CCCTA BOARD OF DIRECTORS

MINUTES OF THE REGULAR MEETING

October 24, 2019

CALL TO ORDER/ROLL CALL/CONFIRM QUORUM

Chair Candace Andersen called the regular meeting of the Board of Directors to order at 9:05 a.m. Board Members present were Directors Dessayer, Noack, Schroder, Storer, Tatzin, Wilk and Worth. Directors Haydon, Hoffmeister and Hudson were absent.

Staff: Ramacier, Sherman, Allison, Cheung, Churchill, Clark, Glenn, Gray, Hill, Horta, Kamara, Martinez, McCarthy, Reebbs and Rettig,

Public Comment:

Michelle Gray, ATU President, wanted to come and introduce herself to the Board. She hopes to continue the great relationship from previous years between the ATU and County Connection.

Robert Jackson, County Connection bus operator, spoke to the Board about routes that service the seniors in Pleasant Hill. In the route changes that occurred earlier this year, the routes that service the seniors have been cut and now a quick trip can now take hours and require a few transfers as well. He asked the Board to please look at these changes and hopefully we can change them back to how they were.

CONSENT CALENDAR

MOTION: Director Wilk moved approval of the Consent Calendar, consisting of the following items: (a) Approval of Minutes of Regular Meeting of September 19, 2019. Director Worth seconded the motion and it received the following vote of approval:

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

REPORT OF CHAIR:

Recognition of 2018-2019 Chair of the Board of Directors

Chair Andersen and the rest of the directors thanked Director Noack for her time as the Chair.

REPORT OF GENERAL MANAGER:

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 benefit a number of different transit agencies, and some potential projects include a second BART tube, a second Bay crossing and rail on the Dumbarton Bridge. He will keep the Board informed on this project

Preliminary update on 2019 State Legislation

General Manager Rick Ramacier informed the Board that SB-742 is for intercity passenger rail services; if this bill is approved the I680 will compete for grants for express funding. AB-1351 is an existing law that requires a for-profit or nonprofit transit operator that receives funds through the Mills-Alquist-Deddeh Act and that provides dial-a-ride or paratransit service to provide those services consistent with certain requirements. This bill would require a State agency, in consultation with public transit operators, to conduct an assessment of the procedures public transit operators 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 operator's similar dial-a-ride and paratransit services. The bill would require the agency, after conducting and publishing the assessment, to adopt guidelines for the development of a statewide program to enable individuals with disabilities who a public transit operator has certified to use its dial-a-ride and paratransit services to use another in-state public transit operator's similar dial-a-ride and paratransit services.

Rick Ramacier will continue to update the Board as new and developing information arise.

REPORT OF STANDING COMMITTEES

Marketing, Planning & Legislative Committee

Bus Advertising Contract

Director Worth introduced the item and turned over the meeting to Melody Reeb, Manager of Planning. She explained that County Connection currently contracts with Lamar Transit Advertising for bus advertising services. The contract began on January 1, 2015 and included three base years plus two option years. Both option years were executed, and the 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.

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 proposal 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. 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 existing 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%.

MOTION: Director Worth moved adoption of Resolution No. 2020-09, that authorizes the General Manager to enter into an agreement with Vector Media Holding Corp for the purposes of providing bus advertising. Director Storer seconded the motion and it received the following vote of approval:

Aye:	Directors Andersen, Dessayer, Noack, Schroder, Storer, Tatzin, Wilk and Worth
No:	None
Abstain:	None

Absent: Directors Haydon, Hoffmeister and Hudson

BOARD COMMUNICATION: None

ADJOURNMENT: Chair Andersen adjourned the regular Board meeting at 9:35 a.m.

Minutes prepared by

Lathina Hill
Assistant to the General Manager

Date

TO: Board of Directors

DATE: November 11, 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.

Over the 35 year-life of this TEP, there is approximately \$282 million in new funding for public transit improvements in the County Connection service area. This will facilitate major (i.e. once in a generation) service improvements throughout our service area. Furthermore, the TEP includes approximately \$180 million in new funding for specialized transportation targeting seniors, veterans, and people with disabilities. Much of this funding is anticipated to support the vital services often provided by non-profit service agencies in a manner that will augment and greatly complement our own LINK service. Finally, the TEP includes approximately \$104 million that support's youth transportation, such that our youth ridership will increase.

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 seamless 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. This could include bus stop/station improvements, customer service tools such as phone apps to access information, plan trips, and pay fares, possible part time bus only lanes, and traffic signalization projects that could favor bus travel.

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

The MP&L Committee and staff recommend that the Board of Directors adopt Resolution No. 2020-10, endorsing the current CCTA TEP for the reasons stated above.

RESOLUTION NO. 2020-10

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

* * *

**RESOLUTION OF SUPPORT FOR THE CONTRA COSTA TRANSPORTATION AUTHORITY
TRANSPORTATION EXPENDITURE PLAN**

WHEREAS, the County of Contra Costa and the Cities of Clayton, Concord, the Town of Danville, Lafayette, Martinez, the Town of Moraga, Orinda, Pleasant Hill, San Ramon and Walnut Creek (hereinafter "Member Jurisdictions") have formed the Central Contra Costa Transit Authority ("CCCTA"), a joint exercise of powers agency created under California Government Code Section 6500 *et seq.*, for the joint exercise of certain powers to provide coordinated and integrated public transportation services within the area of its Member Jurisdictions;

WHEREAS, the Contra Costa Transportation Authority (hereinafter "Authority") proposes the countywide imposition of a one half of one percent sales tax for transportation purposes for a period of thirty-five years, effective on July 1, 2020 through June 30, 2055;

WHEREAS, the Authority has administered a one half of one percent sales tax for transportation purposes since its inception on April 1, 1989;

WHEREAS, the Authority conducted extensive consultations with local governments and conducted outreach to a wide variety of interest groups and the public in order to develop a Transportation Expenditure Plan ("TEP") proposing a potential mix of projects and programs to be funded by the proposed sales tax;

WHEREAS, on August 28, 2019, the Authority authorized the release of a proposed TEP reflecting the results of that consultation and outreach, and seeking concurrence on the proposed TEP from Contra Costa County and the cities and towns within Contra Costa County;

WHEREAS, the council for each of the cities and towns within Contra Costa County and the Contra Costa Board of Supervisors have each approved the TEP;

WHEREAS, the Contra Costa Transportation Authority adopted the TEP at its meeting on October 30, 2019 and authorized further actions to place the measure on the March 2020 ballot;

WHEREAS, the proposed TEP would, if approved by the voters, generate approximately \$3.608 billion (current dollars) in sales tax revenues over 35 years to improve the transportation system in Contra Costa County;

WHEREAS, as pertains to CCCTA, the proposed TEP includes approximately \$282 million in new funding for public transit improvements in the County Connection service area, approximately \$180 million in new funding for specialized transportation services for seniors, veterans and people with disabilities, and approximately \$104 million to support youth transportation to increase ridership;

WHEREAS, the proposed TEP is groundbreaking in that it will support the integration and coordination of transportation projects and programs to build an integrated and seamless transportation system to make public transportation services more accessible, convenient, reliable and customer focused, through undertaking such projects as bus stops and station improvements, customer service tools such as phone apps to access transit information, and facilitate trip planning and fare payment, and traffic signalization projects and possible part time bus only lanes;

WHEREAS, if the proposed TEP is adopted by the Authority and approved by the voters, the TEP would guide the use of the proposed sales tax revenues.

NOW, THEREFORE, BE IT RESOLVED that the Board of Directors of the Central Contra Costa Transit Authority hereby adopts this resolution to demonstrate its support of the TEP as approved by the Authority on October 30, 2019.

Regularly passed and adopted this 21st day of November 2019, by the following vote.

AYES:

NOES:

ABSTENTIONS:

ABSENT:

Candace Andersen, Chair, Board of Directors

ATTEST:

Lathina Hill, Clerk to the Board

To: Board of Directors

Date: 11/11/2019

From: Melody Reeb, Manager of Planning

Reviewed by:



SUBJECT: 2019 Summer Youth Pass Update

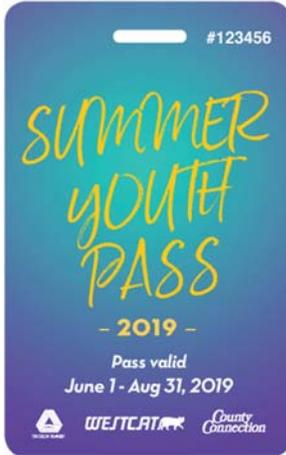
Background:

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.

Marketing and Outreach:

511 Contra Costa took the lead on designing the passes and related marketing materials. The pass was a plastic card that was shown to the driver when boarding. County Connection also distributed lanyards that could be attached to the pass to help keep track of it. 511 Contra Costa provided information about the program to schools, libraries, and community centers, and also developed and distributed a press release. The program was also promoted through each of the four participating agencies' websites, email lists, and social media channels.



Pass design

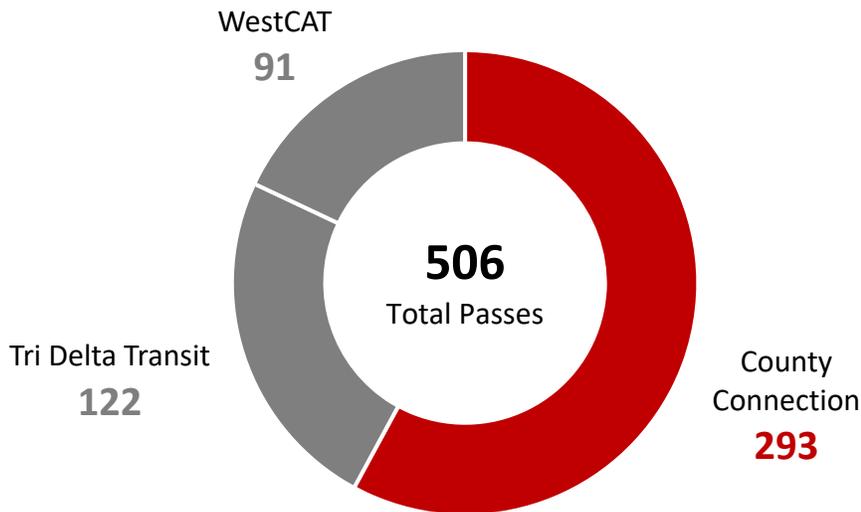


Graphic for web & social media

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.

2019 Summer Youth Passes Sold by Agency



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.

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
<i>Bulk sales (DVC, Contra Costa Office of Education)</i>	<i>30</i>

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 and welcomes any feedback from Board members on ways to further promote the program.

Action Requested:

None, for information only.