

# County Connection

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

## MARKETING, PLANNING & LEGISLATIVE MEETING AGENDA

Thursday, September 3, 2020  
8:30 a.m.

**DUE TO COVID-19, THIS MEETING WILL BE CONDUCTED AS A TELECONFERENCE PURSUANT TO THE PROVISIONS OF THE GOVERNOR'S EXECUTIVE ORDERS N-25-20 AND N-29-20, WHICH SUSPEND CERTAIN REQUIREMENTS OF THE RALPH M. BROWN ACT.**

**MEMBERS OF THE PUBLIC MAY NOT ATTEND THIS MEETING IN PERSON.**

Committee Directors, staff and the public may participate remotely by calling:

Join Zoom Meeting  
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Meeting ID: 883 4696 2740  
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Public comment may be submitted via email to: [hill@cccta.org](mailto:hill@cccta.org). Please indicate in your email the agenda item to which your comment applies. Comments submitted before the meeting will be provided to the committee Directors before or during the meeting. Comments submitted after the meeting is called to order will be included in correspondence that will be provided to the full Board.

The committee 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 committee.

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\*Enclosure

\*\*To be mailed separately

FY2020/2021 MP&L Committee

Amy Worth – Orinda, Keith Haydon – Clayton, 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**

1. Approval of Agenda
2. Public Communication
3. Approval of Minutes from August 6, 2020\*
4. Blue-Ribbon Transit Recovery Task Force Update – Verbal Update  
(Staff will provide an update on the Blue-Ribbon Task Force efforts.)
5. Healthy Transit Plan Reporting – Information Only\*  
(Staff will share the reportable metrics outlined in the Healthy Transit Plan, prepared by the Bay Area transit agencies.)
6. Clipper START and Youth Fare\*  
(Staff will describe the Clipper START program and the proposal for a youth fare.)
7. Committee Comments
8. Future Agenda Items
9. Next Meeting – October 1, 2020 (8:30am at 3338 Mt. Diablo Blvd.)
10. Adjournment

#### General Information

Public Comment: If you wish to address the Committee, please follow the directions at the top of the agenda. If you have anything that you wish distributed to the Committee and included for the official record, please include it in your email. Comments that require a response may be deferred for staff reply.

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: 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 and provide comments at/related to public meetings. Please submit a request, including your name, phone number and/or email address, and a description of the modification, accommodation, auxiliary aid, service or alternative format requested at least two days before the meeting. Requests should be sent to the Assistant to the General Manager, Lathina Hill, at 2477 Arnold Industrial Way, Concord, CA 94520 or [hill@cccta.org](mailto:hill@cccta.org). Requests made by mail must be received at least two days before the meeting. Requests will be granted whenever possible and resolved in favor of accessibility.

#### Currently Scheduled Board and Committee Meetings

Board of Directors:	Thursday, September 17, 9:00 a.m., via teleconference
Administration & Finance:	Wednesday, September 9, 8:30 a.m., via teleconference
Advisory Committee:	Tuesday, September 8, 1:00 p.m., via teleconference
Marketing, Planning & Legislative:	Thursday, September 3, 8:30 a.m., via teleconference
Operations & Scheduling:	Friday, September 4, 8:15 a.m., via teleconference

**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**

**Summary Minutes  
Marketing, Planning, and Legislative Committee  
Thursday, August 6, 8:30 a.m.**

*Due to COVID-19, this meeting was conducted as a teleconference pursuant to the provisions of the Governor's Executive Orders N-25-20 and N-29-20.*

**Directors:** Amy Worth, Keith Haydon, Laura Hoffmeister  
**Staff:** Rick Ramacier, Bill Churchill, Ruby Horta, Melody Reeb, Kristina Martinez  
**Public:** Andy Smith

**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 July 2, 2020**

The Committee approved the minutes.

**4. COVID-19 Mitigation Plan/Efforts**

Ms. Martinez gave an overview of efforts related to COVID-19, including cleaning and sanitizing procedures, personal protective equipment, and measures to facilitate physical distancing. She also informed the Committee that staff will be bringing an updated Injury and Illness Prevention Program, as well as standard operating procedures for bus cleaning, to the next Board meeting for review and approval. Director Haydon asked if the updated IIPP and mitigation summary will be made available on County Connection's website. Ms. Martinez responded that those items are currently on the website, but that staff is also planning to create a more public-facing document that can be used for distribution.

**5. Transit Capital Priorities (TCP) Program**

Ms. Horta informed the Committee that County Connection is scheduled to replace around 60 of its vehicles over the next 5-year cycle of MTC's Transit Capital Priorities Program. Staff is proposing a 50/50 split of diesel and fuel-cell for the first 40 fixed-route vehicles that will be replaced in 2022 and requested feedback from the Committee on this proposal. Ms. Horta noted that this is mainly a placeholder to ensure funding availability and that staff can change the vehicle fuel-type mix in the future. Mr. Ramacier added that zero-emission vehicles cost more than diesel ones and staff needs to ensure that MTC sets aside enough funding for the types of vehicles that the agency ultimately

purchases. Director Haydon asked about the current fleet size relative to the number that will be replaced over this time period. Mr. Ramacier responded that there is a total of 121 fixed-route buses, 8 of which are electric and 9 of which are hybrid-diesel. Director Hoffmeister asked whether County Connection could include all zero-emission vehicles in the request and then change to a 50/50 split later if better technology is not yet available. Mr. Ramacier said that staff is comfortable submitting a request with any fuel-type split but cautioned that going with all zero-emission might set an expectation that could be difficult to backtrack from significantly. Director Worth asked whether hybrid vehicles are still in consideration. Mr. Ramacier responded that the state has decided to move towards zero-emission over hybrid. He added that while the hybrid vehicles are very reliable, the fuel savings has not been as significant as was originally expected. Director Hoffmeister said she supported including all zero-emission vehicles to ensure adequate funding is set aside. Director Worth expressed concern about the operational feasibility of all zero-emission and whether the additional cost would result in reduced service. The Committee decided to forward the item to the Board for discussion.

## **6. Website and Social Media Update**

Ms. Reebbs presented a summary of website and social media activity for April through June. She said that website activity and usage of the Transit app dropped about 50% due to COVID-19, with significantly fewer riders needing to access transit information. She also noted that staff created a dedicated page on the website with updates related to COVID-19, and it is now the third most visited page on the website. Director Worth asked whether staff has a put together a communications plan for parents and families regarding school service. Ms. Reebbs responded that there is a dedicated page on the website with updates related to school routes. She said that when schools reopen and service resumes, staff plans to use the website, social media, and email distribution list, as well as work with 511 Contra Costa to push information through their communication channels.

## **7. Committee Comments**

None

## **8. Future Agenda Items**

None

## **9. Next Scheduled Meeting**

The next meeting was scheduled for September 3<sup>rd</sup> at 8:30 a.m. via teleconference.

## **10. Adjournment – The meeting was adjourned at 9:40 a.m.**

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

To: MP&L Committee

Date: August 26, 2020

From: Kristina Martinez, Director of Recruitment & EE Development

Reviewed by: WC.

**SUBJECT:** Bay Area Healthy Transit Plan Reporting

### Summary:

County Connection staff has been closely monitoring the changes surrounding the Coronavirus, or COVID-19. Following the County and Statewide Stay-at-Home Order, County Connection, alongside other public transit agencies, has remained an essential service. As such, County Connection has implemented processes, procedures, and mitigation efforts to promote the safety and well-being of employees, passengers, and the community to prevent the spread of COVID-19.

At the regional level, transit agencies across the Bay Area have also recognized the challenges of the COVID-19 pandemic. As a result, transit operators in the nine Bay Area counties have collaborated to develop the Riding Together: Bay Area Healthy Transit Plan, which focuses on common health and safety commitments and expectations for transit providers, employees and passengers across all systems. The Healthy Transit Plan uses research of both U.S. and international efforts as well as a review of information from the Centers for Disease Control and Prevention (CDC), the California Department of Public Health (CDPH), and the American Public Transportation Association (APTA). This plan was also developed in partnership with regional leaders, transit employees, paratransit providers, rider advocates, and public health experts.

A key component of the Healthy Transit Plan is the assessment of plan effectiveness through data collection. A Healthy Transit Plan metrics dashboard is currently in development by all Bay Area transit agencies. The dashboard will report the progress of each individual transit operator on the common commitments by utilizing four (4) key metrics that include the following:

### Customer Facing

- Estimate (%) of face covering compliance – random statistically significant sample across modes, including facilities and vehicles (Goal: 95% compliance)
- Estimate (%) of vehicle capacity – random statistically significant sample across modes (Goal: Estimate of vehicle capacity to allow for physical distancing)

### Employee Facing

- Percent (%) of internal contract tracing completed if confirmed infected employee – random statistically significant sample across all employees (Goal: 100% of confirmed employees)
- Estimated (%) compliance across all employee groups for wearing face coverings - random statistically significant sample across all employees [Goal: 100% (exempt employees counted as compliant)].

Dashboard data will be updated monthly, shared with the Metropolitan Transportation Commission (MTC) as requested, and be publicly accessible through the dashboard on the Healthy Transit Plan website at [www.healthytransitplan.com](http://www.healthytransitplan.com). The reporting periods are proposed from the 15<sup>th</sup> day of each month to the 14<sup>th</sup> day of the following month.

The Healthy Transit Plan is intended to be a living document and may be adjusted as changes surrounding COVID-19 occur. Staff continues to participate in discussions around the Healthy Transit Plan and the development of the metrics dashboard. Agencies are working on a proposed schedule to begin collecting preliminary dashboard data to share with MTC at their September meeting. County Connection also continues to remain in close contact with County Health and monitors the changes of COVID-19 at the federal, state, and local levels. Staff will continue to keep the committee informed of such changes.

**Financial Implications:**

None at this time.

**Action Requested:**

None, for information only.

**Attachments:**

Healthy Transit Plan Dashboard Mockup





# Riding Together: Bay Area Healthy Transit Plan

HOME > DASHBOARD



## Join Us in Keeping the Bay Area Transit System Safe

Welcome to our dashboard, which reports progress on our common commitments to keep our employees and customers safe. This dashboard, developed by all the Bay Area transit agencies, reflects four key metrics in our partnership with customers and the shared responsibilities we all have for reducing the spread of COVID-19. We're in this together to keep everyone healthy.

### Agency Commitments

- ✓ State mandated and properly-worn face coverings are required.
- ✓ Agencies are managing capacity to allow for safe distancing.
- ✓ We're cleaning and disinfecting our vehicles, stations, workspaces, and high-touch areas daily to keep everyone healthy.
- ✓ Agencies are sharing data between agencies and on this dashboard.
- ✓ Agencies will clearly communicate rules and expectations.

### Additional Paratransit Commitment

- ✓ Contact outreach if a customer is reported as infected.

### Customer Responsibilities & Tips

- ✓ Wear a mask when you ride. Properly-worn face coverings are mandatory.
- ✓ Give others space to keep everyone healthy. Plan your trip and avoid crowded vehicles.
- ✓ Wash your hands before and after your trip. Carry hand sanitizer with you.
- ✓ Reduce the spread of COVID-19 – minimize talking when possible.

## Agency Data & Reporting

View Ratings and Metrics by Agency ▼

[Show All Agency Ratings and Metrics](#)

[Metrics and Definitions](#)

[Ratings Graphic Definitions](#)

[Reporting Frequency](#)

## Agency Metrics (date-range)

### Agency name

#### Passengers

Properly Wearing Face Coverings

★★★★★

Vehicle Capacity for Safe Distancing

★★★☆☆

#### Employees

Properly Wearing Face Coverings

★★★★★

Contact Tracing for Infected Employees

★★★★☆

[Link to agency site](#)



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#### Employees

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# Riding Together: Bay Area Healthy Transit Plan

HOME > DASHBOARD

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### Agency Metrics (date-range)

Agency name

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Agency name

#### Passengers

**To:** Marketing, Planning & Legislative Committee

**Date:** 08/25/2020

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

**Reviewed by:** *RH*

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**SUBJECT: Clipper START and Youth Fare Proposal**

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### Background

Over the last several years, the Metropolitan Transportation Commission (MTC) has been evaluating means-based fares for transit. In May 2018, MTC adopted Resolution No. 4320, establishing the framework for a 12 to 18-month pilot program to offer a 20%-50% discount on single rides, to eligible low-income adults for travel on four of the large systems (BART, Caltrain, Golden Gate, and Muni).

### Clipper START

As of July 2020, Clipper START allows adults who live in the Bay Area and whose earnings are up to 200% of the federal poverty level to qualify for fare discounts. The Clipper START pilot is only available on the Clipper card and requires riders to complete an application process which includes proof of identity and proof of income. Once approved, riders receive a personalized Clipper card that can be used for single-ride discounts on the participating transit agencies' systems.

### Expansion of Clipper START

Due to the COVID-19 pandemic, MTC elected to use CARES Act fund to expand the Clipper START program. County Connection, along with the other East Bay Operators, have been included in the second phase of the program which is scheduled for implementation in early 2021.

Staff will be required to complete a Title VI analysis as part of this process. One of the potential inequities, given our current fare structure, is the fact that only low-income adults would be eligible for a discounted fare. The four large operators currently participating in the program already have youth fares in place. In an effort to address this inequity amongst low-income adults and a low-income youth in the same household, staff is proposing implementing a youth fare, available on the Clipper card. There would be no changes proposed to the cash fare, at this time.

Both discounts, Clipper START and the new youth fare, would be 20% of the Clipper fare. The current Clipper fare is \$2 and the discounted fares would be \$1.60.

**Financial Implications:**

We used survey data to determine that approximately 16% of total ridership would be eligible for the youth fare. Additionally, about 44% are low-income adults and would be eligible for Clipper START. We applied a conservative discount rate of 24% since some passengers would be getting a higher discount by shifting their payment method from cash payment to the Clipper card while others would benefit from a lower discount if they are already using the Clipper card (i.e. Day Pass Accumulator). The estimated revenue loss from a youth fare is \$120,000 and \$328,000 from Clipper START. MTC is programmed to reimburse approximately \$140,000 for Clipper START (reimbursement will be based on actual usage), for a total loss of \$308,000.

**Recommendation:**

Staff recommends that the MP&L committee forward the proposed Clipper START and youth fare discounts to the Board for approval.

**Action Requested:**

Staff requests that the MP&L committee forward the following to the Board for approval:

- 1) Authorization to participate in the Clipper START program and initiate the Title VI review.
- 2) Authorization to incorporate the analysis of a companion youth fare to the Clipper START program Title VI review.
- 3) Staff to report the Title VI findings of the proposed discounted fares (Clipper START and youth fare) to the Administration and Finance Committee, for final recommendation.