

County Connection

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

MARKETING, PLANNING & LEGISLATIVE

MEETING AGENDA

Thursday, July 1, 2021

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.

Topic: Marketing, Planning, & Legislative Committee

Time: July 1, 2021 08:30 AM Pacific Time (US and Canada)

Join Zoom Meeting

<https://us02web.zoom.us/j/86791968667?pwd=dXo0bmU1RjBuSU5LN2dOajMvN0dlUT09>

Meeting ID: 867 9196 8667

Passcode: 568636

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Public comment may be submitted via email to: 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.

*Enclosure

FY2020/2021 MP&L Committee

Amy Worth – Orinda, Candace Andersen – Contra Costa County, Kevin Wilk – Walnut Creek, 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 June 3, 2021*
4. Blue-Ribbon Transit Recovery Task Force – Information Only/Verbal Update
(Staff will provide an update on the BRTF efforts.)
5. Pass2Class Promotion – Information Only*
(Staff will provide an overview of the Pass2Class promotional partnership with 511 Contra Costa.)
6. Summer Outreach – Information Only*
(Staff will summarize outreach efforts targeting students.)
7. Committee Comments
8. Future Agenda Items
9. Next Meeting – September 2, 2021 (8:30am via teleconference)
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.

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. 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, July 15, 9:00 a.m., via teleconference
Administration & Finance:	Wednesday, July 7, 8:30 a.m., via teleconference
Advisory Committee:	Tuesday, July 13, 1:00 p.m., via teleconference
Marketing, Planning & Legislative:	Thursday, July 1, 8:30 a.m., via teleconference
Operations & Scheduling:	Thursday, July 2, 8:15 a.m., via teleconference

The above meeting schedules are subject to change. Please check the County Connection Website (www.countyconnection.com) or contact County Connection staff at (925) 676-1976 to verify date, time and location prior to attending a meeting.

This agenda is posted on County Connection's Website (www.countyconnection.com) and at the County Connection Administrative Offices, 2477 Arnold Industrial Way, Concord, California

Summary Minutes
Marketing, Planning, and Legislative Committee
Thursday, June 3, 2021, 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, Candace Andersen, Kevin Wilk, Rob Schroder
Staff: Rick Ramacier, Bill Churchill, Ruby Horta, Melody Reeb, Julie Sherman
Public: None

Call to Order: Meeting called to order at 8:34 a.m. by Director Worth.

1. Approval of Agenda

The Committee approved the agenda.

2. Public Communication

None

3. Approval of Minutes from May 6, 2021

The Committee approved the minutes.

4. September Free Rides Promotion

Ms. Horta informed the Committee that staff is looking at offering free fares in September as an incentive to get riders back on transit. The promotion will coincide with one that BART is planning, which will give riders a 50% discount when using Clipper. At the A&F Committee meeting, staff was asked whether the promotion could be extended beyond September. Director Andersen expressed support for the promotion and noted that communicating to riders about safety will be important.

5. Blue-Ribbon Transit Recovery Task Force

Mr. Ramacier informed the Committee that AB 629 is now a two-year bill, which means it will be delayed until January, but the momentum and interest in the bill will likely continue. MTC and their consultant will be developing a proposal of what a transit network manager should look like, which will be presented at the June meeting, and a final vote on a recommendation is expected in July. There are also meetings scheduled in June with transit operator Board members, and Chair Haydon and Director Noack have expressed interest in participating.

6. Committee Comments

None

7. Future Agenda Items

None

8. Next Scheduled Meeting

The next meeting was scheduled for July 1st at 8:30 a.m. via teleconference.

9. Adjournment – The meeting was adjourned at 9:07 a.m.

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

INTER OFFICE MEMO

To: Marketing, Planning & Legislative Committee

Date: 06/24/2021

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

Reviewed by: WC.

SUBJECT: Pass2Class Student Free Rides Program

Background:

511 Contra Costa is a county-wide program that strives to reduce traffic congestion and improve air quality by providing the public with information, resources, and tools that promote mobility options beyond driving alone. Funding for 511 Contra Costa programs is provided primarily by the Bay Area Air Quality Management District's (BAAQMD) Transportation Fund for Clean Air and Measure J, approved by voters in 2004 and administered by the Contra Costa Transportation Authority (CCTA). The agency provides various incentive programs to commuters and youth such as the Guaranteed Ride Home, Vanpools, and transit passes.

Pass2Class

The Pass2Class was formerly known as School Pool and Southwest Student Transit Ticket Program. Since the elimination of most paper products as a form of payment on County Connection routes, 511 Contra Costa adopted a different type of pass with an expiration date for the Pass2Class program. 511 Contra Costa will fund the purchase of the boarding passes to be used as fare instrument for a limited time, for the start of the 2021/2022 school year. 511 Contra Costa expects to begin distributing the pass in mid-July with effective dates from August 1st through October 31st. The application will be available on the 511 Contra Costa website by mid-July, and they expect to begin mailing passes (limited to two per family) prior to the school starting in August. The pass will be valid on all County Connection fixed route services.

Financial Implications:

511 Contra Costa will reimburse County Connection at the rate of \$1.60 per ride. All costs associated with this promotion are included in the FY 2021 promotions budget.

Recommendation:

None, for information only.

Action Requested:

None, for information only.

Attachment:

Sample Pass2Class design.

Student Pass



**Expires
October 31,
2021**

*County
Connection*

Pass2Class

Valid for school trips on County Connection bus routes. Not valid on Paratransit service. Must be age 19 and under. Pass is non-redeemable and non-transferable.

Valido para transportarse a la escuela con rutas de County Connection. No valido para servicios de Paratransit. Debe tener 19 años o menos. El pase no es redimible y es intrans-ferible.

Sponsored by



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BAY AREA
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INTER OFFICE MEMO

To: Marketing, Planning & Legislative Committee

Date: 6/24/2021

From: Ruby Horta, Director of Planning & Marketing

Reviewed by: WC.

SUBJECT: Back-to-School Events

Background:

County Connection's community participation was significantly reduced during the pandemic. Staff looks forward to restarting its participation in community and business events, and coordinate Class Pass field trips for schools with service along fixed-routes. See attachment for complete list of events.

With the schools reopening for fall in-person instruction, several schools have in-person walk-throughs for students to pick up schedules and other school type items. County Connection staff plans to be available to provide information on schedules, Clipper Youth and applications, and promote the Pass2Class program. Additional schools will be added as their information becomes available. Staff will also provide digital information to be incorporated with other communication to parents.

Financial Implications:

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

Recommendation:

For information only.

Attachments:

August Calendar

August						
Sun	Mon	Tues	Wed	Thurs	Fri	Sat
1	2	3 College Park High 9-11:30 College Park High 1-3:30	4 College Park High 9-11:30 College Park High 1-3:30 Concord High - TBD Oak Grove Middle 8-4	5 College Park High 9-11:30* College Park High 1-3:30* Concord High - TBD Oak Grove Middle 8-4	6 College Park High 9-11:30* College Park High 1-3:30* Oak Grove Middle 8-4	7
8	9 Oak Grove Middle 8-4 Oak Grove Middle 5-7 Acalanes High 7:30-11:30 Campolindo High 8-1	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

*College Park preferred days to have staff for 9th and 10th grade students.