

County Connection

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

BOARD OF DIRECTORS MEETING AGENDA

**Thursday, November 18, 2021
9:00 a.m.**

**DUE TO COVID-19, THIS MEETING WILL BE CONDUCTED VIA TELECONFERENCE ONLY
(NO PHYSICAL LOCATION) PURSUANT TO ASSEMBLY BILL 361
(GOVERNMENT CODE SECTION 54953)
MEMBERS OF THE PUBLIC MAY NOT ATTEND THIS MEETING IN PERSON.**

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

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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 Board of Directors before the meeting. Comments submitted after the meeting is called to order will be included in correspondence that will be provided to the full Board.

Should Zoom not be operational, please check online at: www.countyconnection.com for any updates or further instruction.

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 21, 2021*
 - b) Approve Designation of Treasure and Auditor, and Changes in Authorized Signatories for Union Bank*
Resolution No. 2022-014*

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

CENTRAL CONTRA COSTA TRANSIT AUTHORITY

- c) Finding that the Proclaimed State of Emergency For the COVID-19 Pandemic Continues to Impact the Ability for the Board and Its Committees to Meet Safely in Person, and Directing that Virtual Board and Committee Meetings Continue Resolution No. 2022-015*
- 5. Report of Chair
- 6. Report of General Manager
 - a) Presentation of the Bay Area Fare Coordination and Integration Study: Draft Business Case Study
(Bill Bacon of MTC and/or Mike Eiseman of BART will present this item to the Board.)
 - b) Introduction of County Connection's new Chief Financial Officer, Amber Johnson
 - c) Update on PEPRA and Section 13(c)
 - d) Update on the Enactment of H.R.3684, Infrastructure Investment and Jobs Act (IIJA) (bipartisan infrastructure bill)
 - e) Update on H.R.5376, the Build Back Better Act (BBB Act) budget reconciliation bill)
 - f) Status of Employee Vaccinations at County Connection
- 7. Report of Standing Committee
 - a) Marketing, Planning & Legislative Committee
 - 1) Pass2Class Update – Information Only *
(Staff will provide an update on the Pass2Class usage.)
 - 2) September Free Rides Promotion – Information Only*
(Staff will summarize the effectiveness of the September Promotion and its impact on ridership.)
 - b) Operations & Scheduling Committee
 - 1) Ridership and Operations Update – Information Only*
(Staff will provide an update on the current impacts of COVID-19 on service and operations.)
 - 2) One-Seat Ride Extension*
Resolution No. 2022-013*
(The O&S Committee recommends that the Board approve Resolution No. 2022-013, extending the One-Seat Ride pilot program for one year.)
 - 3) Paratransit Executive Summary Report August 2021*
- 8. Board Communication
- 9. Closed Session:
Conference with Legal Counsel – Existing Litigation (§ 54956.9)
Case 3:21-cv-01312AGT
- 10. Open Session
- 11. Adjournment

*Enclosure

**It will be available at the time of the Board meeting.

General Information

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

Public Comment: If you wish to address the Board, please follow the directions at the top of the agenda. If you have anything that you wish distributed to the Board 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 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 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, December 16, 9:00 a.m., via teleconference
Administration & Finance: Wednesday, December 8, 8:30 a.m., via teleconference
Advisory Committee: TBA.
Marketing, Planning & Legislative: Thursday, December 2, 8:30 a.m., via teleconference.
Operations & Scheduling: Friday, December 3, 8:15 a.m. via teleconference

The above meeting schedules are subject to change and may be conducted as teleconference meetings. 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 21, 2021

CALL TO ORDER/ROLL CALL/CONFIRM QUORUM

Chair Dave Hudson called the regular meeting of the Board of Directors to order at 9:00 a.m. Board Members present were Directors Andersen, Haydon, Schroder, Sos, Storer, Tatzin, Wilk and Worth. Directors Hoffmeister and Noack were absent.

Staff: Ramacier, Sherman, Churchill, Glenn, Hill, Horta, Kamara, Martinez, McCarthy, Mitchell, Reeb and Rettig

PUBLIC COMMENT:

Judy Barrientos, a transit operator with County Connection, spoke on the effects of reducing service and the driver shortage.

CONSENT CALENDAR

MOTION: Director Haydon moved approval of the Consent Calendar, consisting of the following items: (a) Approval of Minutes of Regular Meeting of September 16, 2021; (b) Resolutions No. 2022-008, 2022-009 and 2022-010 Fixing Employer Contributions under the Public Employees' Medical and Hospital Care Act. Director Andersen seconded the motion, and it received the following vote of approval:

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

REPORT OF CHAIR:

Chair Dave Hudson reminded the Board that the APTA Expo is coming up, and he feels that it is very important that we have representation at the conference. He will be attending and reporting back as soon as possible.

REPORT OF GENERAL MANAGER:

Resolution 2022-012, Declaring that the Proclaimed State of Emergency for COVID-19 Pandemic Continues to Impact the Ability for the Board of Directors and its Committees to Meet Safely in Person and Directing that Virtual Board and Committee Meetings Continue.

MOTION: Director Storer moved approval of Resolution No. 2022-012, Declaring that the Proclaimed State of Emergency for COVID-19 Pandemic Continues to Impact the Ability for the Board of Directors

and its Committees to Meet Safely in Person and Directing that Virtual Board and Committee Meetings Continue. Director Worth seconded the motion, and it received the following vote of approval:

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

REPORT OF STANDING COMMITTEES

Marketing, Planning & Legislative Committee

Title VI Program Update, Resolution No. 2022-011

Melody Reeb, Manager of Planning, explained that the most significant changes in this year's report were updates to demographic information as well as service profiles and performance. As part of its Title VI Program, County Connection must evaluate its services to ensure that they are provided equitably across minority and low-income populations based on adopted standards and policies. These metrics assess various aspects of the system, including service quality, accessibility, and distribution of amenities. Staff used the most recent Census Block Group data from the 2019 American Community Survey (ACS) to analyze service area demographics, including race and income. The analysis concluded that all service standards and policies were met. Since the last Title VI Program submission in 2018, County Connection has conducted six equity analyses for major service or fare changes. None of the equity analyses found any disparate impact based on race or disproportionate burden on low-income riders due to the changes that were being proposed.

MOTION: Director Schroder moved approval of Resolution 2022-011 authorizing the General Manager to submit the final Title VI Program to the FTA. Director Storer seconded the motion, and it received the following vote of approval:

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

Operations & Scheduling Committee

New Fixed Route Monthly Reports

Melody Reeb explained that the monthly fixed-route report was developed as a way to monitor and evaluate system performance. It provides statistics on ridership, operations, and maintenance as well as some of the key performance metrics from County Connection's most recent Short Range Transit Plan. The report also provides monthly and year-over-year trends, which show how the system is changing over time. In order to increase accuracy and allow for more flexible reporting and analysis, staff developed a data management system to automate some of the manual data processing, which reduces the potential for errors. Staff also began utilizing Tableau, a data visualization software that allows staff to create custom, dynamic reports. This item was for information only.

BOARD COMMUNICATION: None

ADJOURNMENT: Chair Hudson adjourned the regular Board meeting at 9:42 am.

Minutes prepared by

A handwritten signature in blue ink that reads "Lathina Hill". The signature is written in a cursive style with a large initial 'L'.

Lathina Hill
Assistant to the General Manager

Date: November 4, 2021

INTER OFFICE MEMO

To: Board of Directors

Date: November 10, 2021

From: Rick Ramacier
General Manager

SUBJECT: Designation of Auditor/Treasurer and Updating Authorized Signatories

SUMMARY OF ISSUES

Currently Erick Cheung, the previous CFO, and Karol McCarty, the Senior Manager of Accounting, are authorized signers for checks and wire transfers for the Union Bank and LAIF accounts.

Erick Cheung resigned several months ago and his replacement has been hired. Amber Johnson is the new CFO.

The other signers currently are the General Manager, the Assistant General Manager-Administration (Bill Churchill), and Chief Operating Officer (Scott Mitchell).

For us to designate the new CFO, Amber Johnson, as an authorized signer of checks and wire transfers as well as to designate her as the Authority's Auditor & Treasurer pursuant to the joint powers agreement that established CCCTA, the Board needs to adopt Resolution No. 2022-014. Furthermore, staff is recommending that Amber Johnson (CFO), Bill Churchill (GM to be effective January 1, 2022), Scott Mitchell (COO), and Ruby Horta (to become AGM-Administration, effective January 1, 2022) be appointed as signers on both the Union Bank and LAIF accounts.

Union Bank requires a Board of Directors resolution; LAIF does not.

FINANCIAL IMPLICATIONS

None.

ACTION REQUESTED

Staff respectfully requests that the Board adopt Resolution 2022-014 to implement the actions above.

RESOLUTION NO. 2022-014

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

* * *

**APPROVING DESIGNATION OF TREASURER AND AUDITOR,
AND CHANGES IN AUTHORIZED SIGNATORIES FOR UNION BANK**

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 ("Authority"), 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, currently Erick Cheung, the previous CFO, and Karol McCarty, the Senior Manager of Accounting, are authorized signers for checks and wire transfers for the Union Bank and LAIF accounts;

WHEREAS, other signers currently are the General Manager (Rick Ramacier), the Assistant General Manager-Administration (Bill Churchill), and Chief Operating Officer (Scott Mitchell);

WHEREAS, Erick Cheung resigned several months ago and his replacement, Amber Johnson, has been hired as the new CFO for the Authority;

WHEREAS, the functions of the Authority's Treasurer and Auditor are set forth in the joint exercise of powers agreement ("JPA"), and have been performed by Erick Cheung;

WHEREAS, effective January 1, 2022, Bill Churchill will assume the role of General Manager, and Ruby Horta will assume the role of Assistant General Manager-Administration;

WHEREAS, it is recommended that the Board designate Amber Johnson as the Authority's Auditor & Treasurer pursuant to the joint powers agreement that established CCCTA;

WHEREAS, it is also recommended that the authorized bank signatories be updated to replace Erick Cheung and Karol McCarty with Amber Johnson (Director of Finance), Bill Churchill (General Manager, effective January 1, 2022), Scott Mitchell (Chief Operating Officer), and Ruby Horta (Assistant General Manager-Administration, effective January 1, 2022) as signers on both the Union Bank and LAIF accounts.

NOW, THEREFORE, BE IT RESOLVED that the Central Contra Costa Transit Authority Board of Directors:

1. Authorizes and designates Amber Johnson as Treasurer and Auditor of the Authority.
2. Authorizes and requires two of the following four staff personnel holding the designated positions of General Manager, Chief Financial Officer, Chief Operating Officer, and Assistant General Manager-Administration, respectively, to sign checks on Union Bank and LAIF accounts: Bill Churchill, Amber Johnson, Scott Mitchell, and Ruby Horta.

Regularly passed and adopted this 18th day of November 2021, by the following vote.

AYES:

NOES:

ABSTENTIONS:

ABSENT:

Dave Hudson Chair, Board of Directors

ATTEST:

Lathina Hill, Clerk to the Board

To: Board of Directors

Date: November 18, 2021

From: Rick Ramacier
General Manager

SUBJECT: Declaring that the Board and Its Committee Meetings Will Continue to be Held via Teleconference

SUMMARY OF ISSUES:

Due to the ongoing COVID-19 pandemic, the General Manager and Legal Counsel recommend the Board adopt its second resolution under Assembly Bill 361 (AB 361) (1) making findings that the proclaimed COVID-19 pandemic State of Emergency continues to impact the ability of the Central Contra Costa Transit Authority (CCCTA) Board of Directors (Board) and its committees to meet safely in person, and (2) allowing for CCCTA to use the modified teleconferencing requirements under California Government Code Section 54953 for Board and committee meetings for the next 30 days.

On September 16, 2021, Governor Newsom signed into law AB 361 amending Government Code Section 54953 to allow local agencies to use teleconferencing for public meetings without requiring teleconference locations to be included on published agendas or accessible to the public, and without requiring a quorum of the members of the legislative body of the agency to participate from locations within the boundaries of the agency's jurisdiction, during proclaimed states of emergencies.

Local agency determinations to meet using the modified teleconferencing rules under AB 361 must be reviewed every 30 days following the first teleconferenced meeting held pursuant to this law, which as an urgency statute, came into effect on October 1. The legislative body must reconsider the circumstances of the state of emergency and find that they directly impact the ability to meet safely in person. The Governor's State of Emergency related to the COVID-19 pandemic remains active and the Contra Costa County Health Officer, the California Department of Public Health, and the Department of Industrial Relations have imposed or recommended measures to promote social distancing. Compliance with these measures directly impacts the ability of the public to meet safely in person, and CCCTA cannot ensure social distancing recommendations are met in circumstances of in-person public meetings. Furthermore, there is a continuing threat of COVID-19 to the community, and Board and committee meetings have characteristics that give rise to risks to health and safety of meeting participants. Consequently, it is recommended that CCCTA continue to use remote teleconferencing for public meetings as permitted under AB 361 and to reconsider its determination (and make the necessary findings) every 30 days.

On October 21, 2021, the Board adopted its first resolution under AB 361 documenting the findings described above. The Board also was advised to consider similar actions monthly thereafter until conditions change and remote meetings are no longer necessary and appropriate. The proposed action would enable CCCTA's Board and committees to continue to meet remotely for the next 30 days.

FINANCIAL IMPLICATIONS: There is no impact on the budget.

ACTION REQUESTED: Adopt resolution declaring that the proclaimed state of emergency for the COVID-19 pandemic continues to impact the ability of the Board of Directors and its committees to meet safely in person, and directing that virtual Board and committee meetings continue.

RESOLUTION NO. 2022-015

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

* * *

**FINDING THAT THE PROCLAIMED STATE OF EMERGENCY FOR THE COVID-19
PANDEMIC CONTINUES TO IMPACT THE ABILITY FOR THE BOARD OF DIRECTORS AND ITS
COMMITTEES TO MEET SAFELY IN PERSON, AND DIRECTING THAT VIRTUAL BOARD AND
COMMITTEE MEETINGS CONTINUE**

WHEREAS, the County of Contra Costa, 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 ("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 ("Service Area");

WHEREAS, on March 4, 2020, Governor Newsom declared a State of Emergency to exist in California as a result of the threat of the COVID-19 pandemic, which declaration remains in effect;

WHEREAS, the Contra Costa County Board of Supervisors subsequently declared a local emergency related to COVID-19, which declaration also remains in effect;

WHEREAS, on March 17 and June 11, 2020, the Governor issued Executive Orders N-29-20 and N-08-21, respectively, suspending certain provisions of the Ralph M. Brown Act related to teleconferencing through September 30, 2021 to facilitate legislative bodies conducting public meetings remotely to help protect against the spread of COVID-19 and to protect the health and safety of the public;

WHEREAS, on September 16, 2021, the Governor signed Assembly Bill (AB) 361 into law, amending Government Code Section 54953, effective immediately, to allow legislative bodies to continue to meet remotely under less restrictive requirements during a proclaimed State of Emergency provided that (1) state or local officials have imposed or recommended measures to promote social distancing, or (2) the legislative bodies determine that meeting in person would present imminent risks to the health or safety of attendees, and (3) the legislative bodies make such findings at least every thirty days during the term of the declared state of emergency;

WHEREAS, on October 21, 2021, pursuant to Resolution 2022-012, the CCCTA Board of Directors (Board) made the requisite findings to allow teleconferencing under AB 361 for 30 days;

WHEREAS, the Board has reviewed the findings made in Resolution 2022-012 and again concludes that there is a continuing threat of COVID-19 to the community, and that Board and committee meetings have characteristics that continue to give rise to risks to health and safety of meeting participants;

WHEREAS, to help protect against the spread of COVID-19 and its variants, and to protect the health and safety of the public, the Board desires to take the actions necessary to continue to hold its Board and committee meetings remotely as authorized by AB 361.

NOW, THEREFORE, BE IT RESOLVED that the Board of Directors of the Central Contra Costa Transit Authority has reconsidered the circumstances of the COVID-19 State of Emergency, and finds and determines that the state of emergency continues to directly impact its ability to meet safely in person;

BE IT FURTHER RESOLVED, that the Board of Directors directs the General Manager/CEO and Clerk to the Board to continue to agendize public meetings of the Board, and all CCCTA committees that are subject to the Brown Act, only as online teleconference meetings;

BE IT FURTHER RESOLVED, that CCCTA will comply with the requirements of Government Code Section 54953(e)(2) when holding Board and committee meetings pursuant to this Resolution; and

BE IT FURTHER RESOLVED, that this Resolution will be in effect for the maximum period of time permitted under AB 361 (30 days), and the Board will reconsider the findings in this Resolution each month and may subsequently reaffirm these findings, pursuant to its consent calendar.

Regularly passed and adopted this 18th day of November, 2021 by the following vote:

AYES:

NOES:

ABSENT:

ABSTAIN:

Dave Hudson, Chair, Board of Directors

ATTEST: _____
Lathina Hill, Clerk to the Board

To: Board of Directors

Date: 11/11/2021

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

Reviewed by: *W.C.*

SUBJECT: Pass2Class Program Update

Background:

The Pass2Class Program is funded by 511 Contra Costa as part of their efforts to reduce traffic congestion and air pollution by reducing the number of cars being driven to school. Pass2Class offers free transportation, for a limited period, on AC Transit, WestCAT, TriDelta and County Connection to Contra Costa students encouraging the use of public transit to and from school. The application was available from July 15th through October 15th offering each household up to two (2) passes. The County Connection pass is valid through October 31st and 511 Contra Costa reimburses County Connection \$1.60 per trip. The pass is valid on all County Connection fixed route services.

Pass2Class – August Usage

Over 1,700 passes were issued in Central and Southwest Counties, largely County Connection's service area. Based on the data received from 511 Contra Costa, most of the pass sales were issued to residents in Concord, San Ramon, Lamorinda and Walnut Creek. Over 10,000 Pass2Class trips were recorded during the month of August on local, express, and school routes, which includes weekday and weekend service. Although the majority, about 55%, of Pass2Class trips occurred on the 600 series routes, it is important to note that many students, another 45%, depend on regular fixed routes for their school trips. Finally, these pass holders are also using our system beyond the expected weekday school trips with over 1,000 trips recorded on weekend routes.

Some of our local routes logged more Pass2Class trips than many of the 600 series. In the San Ramon area, Route 35 which is the main local route, carried more youth pass holders than Route 635, the comparable school route. The 600 series routes serving the Walnut Creek area were among the top 5 routes that carried youth pass holders in August 2021. Route 601 carried the most Pass2Class users out of all the routes. Route 606 serving the Lamorinda area, ranked 2nd in Pass2Class usage in the month of August 2021. The Concord-Pleasant Hill schools are relatively well-served by local fixed service and is evident in how the pass has been used. Local routes 10, 15, 18 and school route 611 were among the top 10 routes that carried pass holders in August 2021. These local routes attracted more Pass2Class users than the school routes serving the area combined. The local routes provide

access to other destinations often frequented by students, like libraries, shopping centers and eateries.

Since we offered free fares on all County Connection service during the month of September, the next Pass2Class report will include October data and can guide future promotions and target areas for incentive programs targeting students in the various communities we serve.

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.

To: Board of Directors

Date: 10/25/2021

From: Melody Reeb, Manager of Planning

Reviewed by:



SUBJECT: September Free Rides Promotion

Background:

In May 2021, the Board approved a promotion offering free rides on all County Connection routes and paratransit services for the month of September. This promotion was part of the regional “All Aboard Bay Area Transit” marketing effort that was aimed at encouraging transit use by providing fare discounts as an incentive. Free rides were also being offered on Tri Delta Transit, WestCAT, and Wheels, and BART provided a 50% discount on all Clipper fares. This coordinated effort to make transit more accessible aligned with the goals of the Blue-Ribbon Transit Recovery Task Force and the principles adopted by the Metropolitan Transportation Commission for the distribution of federal stimulus funds.

Promotional Campaign:

The multi-agency September promotions provided an opportunity for expanded collaboration on the marketing efforts. In addition to marketing the free fares promotion through the County Connection website, social media platforms, and on buses, staff worked with one of BART’s marketing contractors Zero Company to run digital ads helping extend the reach of the campaign, particularly since those who are not currently using transit are less likely to be interacting with the communication channels that are more typically used. Because Zero Company has worked on previous BART campaigns, they were able to leverage their prior experience and target some of the same audiences for County Connection’s campaign.

Ads were run in both English and Spanish from mid-August through September through programmatic advertising, as well as Google, Facebook, and Twitter. A dedicated webpage was created with information on the September free rides promotion, as well as several other fare promotions.

Overall, there were over 41,000 clicks to the website from the digital ads, and during the campaign the fare promotions webpage was the most visited page on County Connection’s website. The campaign was successful in terms of engagement, with high click-through rates and

low cost per click ratios. Also, while the Spanish language campaign had a much more limited audience size, the click-through rates tended to be higher than for the English campaign.

Although this was the first time County Connection pursued digital ads and we are not able to compare the results to previous efforts, Zero Company did provide BART's September campaign performance metrics as a point of comparison. Despite having a much smaller budget than BART for programmatic advertising (\$17,000 vs. \$120,000), County Connection's campaign performed better in terms of cost per click (\$2.28 vs. \$3.00) and click-through rate (0.171% vs. 0.127%). This is particularly significant given that BART's previous experience has allowed them to optimize their target markets.

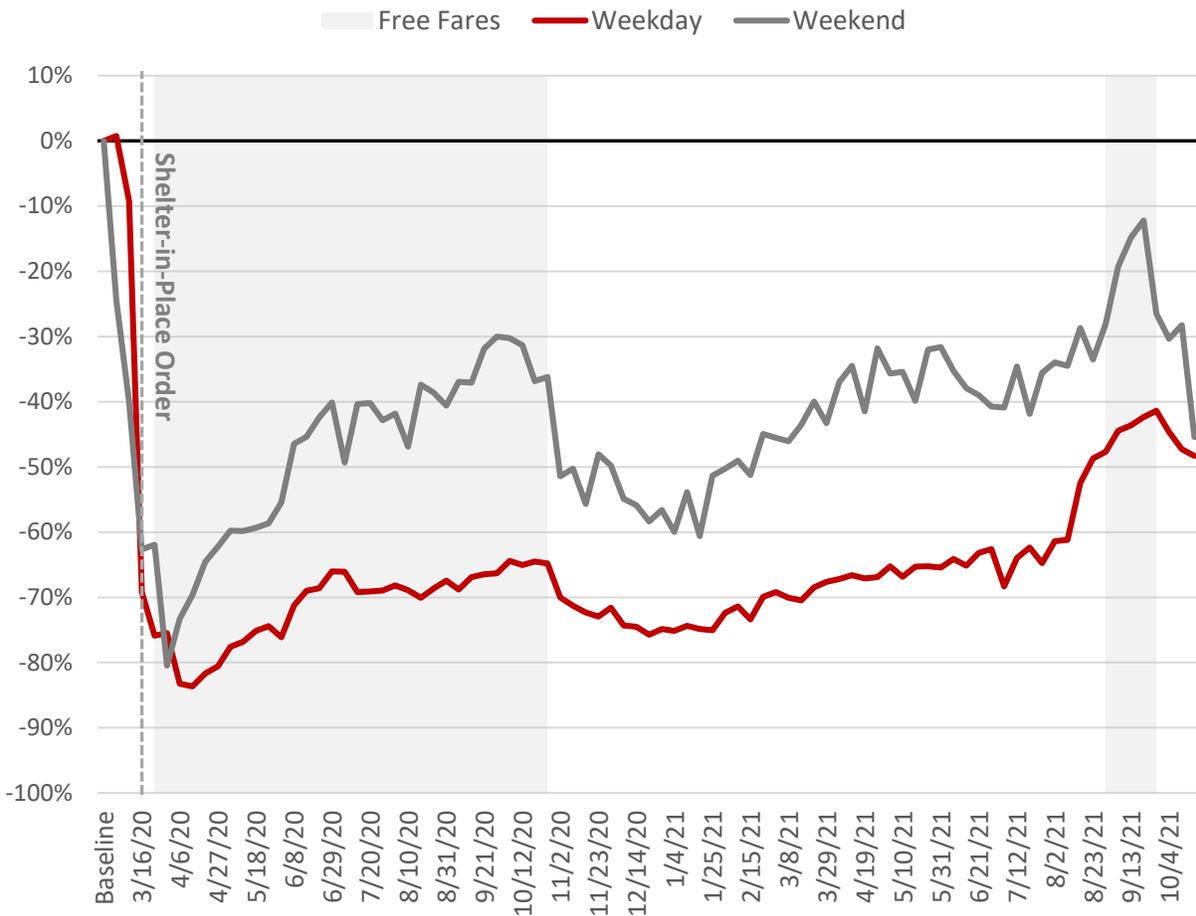
Ridership:

The following chart shows ridership trends since the beginning of the pandemic using February 2020 as a pre-COVID baseline. The chart also highlights the time periods when fares were not being collected, which, in addition to the September promotion, includes the 7 months at the beginning of the pandemic when fare collection was suspended to allow for social distancing.

There was a nearly immediate boost in ridership once the free fares promotion began on September 1st. Over the first full week of the promotion, ridership increased about 8% despite the Labor Day holiday. By the end of the month, weekday ridership was averaging about 7,200 daily riders, an increase of about 15% compared to just before the promotion started, and weekend ridership was up 32%. However, most of these ridership gains were lost when fare collection resumed in October, and ridership levels have since returned to those at the end of August. It should be noted that the significant drop in weekend ridership shown at the end of the chart can likely be attributed to severe weather.

There was a similar drop in ridership last November when fare collection was resumed, particularly on weekends. However, there were other factors that likely contributed to the decline in ridership, including a rise in COVID cases and the winter holidays.

COVID-19 Ridership Trends



Passenger Survey:

County Connection staff conducted a survey of fixed-route passengers over the last two weeks of September to understand travel patterns and how riders receive information regarding fixed-route service. A total of 252 survey responses were collected, mostly using printed surveys distributed onboard with additional data collected by the Customer Service Mobile Lobby and online via e-mail invitations. The surveys asked riders where their trips began and end, as well as how they learned about the free ride promotion.

Most of the respondents (88%) had heard about the free rides campaign, mostly through signs on the bus (40%) and by word of mouth (32%). While a slight majority of riders (58%) said they would continue to use transit the same amount after the promotion, 35% said they would use it more frequently.

Financial Implications:

Costs associated with the marketing campaign including the digital advertising were included in the Promotions budget, and fare revenue losses are being covered by stimulus funds.

Recommendation:

None, for information only.

Action Requested:

None, for information only.

Attachments:

Attachment 1 – Digital Ad Campaign Graphics

Attachment 2 – Survey Instrument

Attachment 1 – Digital Ad Campaign Graphics

County Connection

ride
FREE
on any route

**FREE RIDES IN
SEPTEMBER**

LEARN MORE

County Connection

ride
FREE
on any route

FREE RIDES IN SEPTEMBER

LEARN MORE

Attachment 2 – Survey Instrument

County Connection *Survey*

Name/Nombre:	Phone #/ # de teléfono:
Email/Correo electrónico:	
1. Where did you begin your trip today? ¿Dónde comenzaste tu viaje hoy?	Route #/ Ruta #: Stop Name/ Nombre de parada:
2. Where will you end your trip today? ¿Dónde terminará tu viaje hoy?	Route #/ Ruta #: Stop Name/ Nombre de parada:
3. What is the purpose of your trip today? ¿Cuál es el propósito de tu viaje hoy?	<input type="checkbox"/> Work/ Trabajo <input type="checkbox"/> School/ Escuela <input type="checkbox"/> Recreation/ Recreación <input type="checkbox"/> Shopping/ Compras <input type="checkbox"/> Medical/ Médico(a) <input type="checkbox"/> Other (specify)/ Otro (especifique):
4. How often did you ride County Connection in the past year? ¿Con qué frecuencia ha viajado en County Connection este último año?	<input type="checkbox"/> Daily/ Diario(a) <input type="checkbox"/> Few times per week/ Algunas veces por semana <input type="checkbox"/> Once per week/ Una vez por semana <input type="checkbox"/> Other (specify)/ Otra (especifique):
5. Had you heard of the Free Rides in September Promotion? ¿Ya sabía de los viajes gratuitos en septiembre?	<input type="checkbox"/> Yes/ Sí <input type="checkbox"/> No
6. How did you hear about Free Rides in September? ¿Cómo se enteró de los viajes gratuitos en septiembre?	<input type="checkbox"/> County Connection Website/ Sitio web de County Connection <input type="checkbox"/> Social Media (i.e. Facebook/Twitter) <input type="checkbox"/> Signs on Bus/ Informes en el autobús <input type="checkbox"/> Word of mouth/ De boca a boca <input type="checkbox"/> Other (specify)/ Otra (especifique):
7. How frequently will you use transit after the September free rides end? ¿Con qué frecuencia utilizará el transporte público después de que finalicen los viajes gratuitos de septiembre?	<input type="checkbox"/> More frequently/ Más frecuente <input type="checkbox"/> Same/ Igual <input type="checkbox"/> Less frequently/ Menos frecuente



To: Board of Directors

Date: 11/11/2021

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

Reviewed by: *WC.*

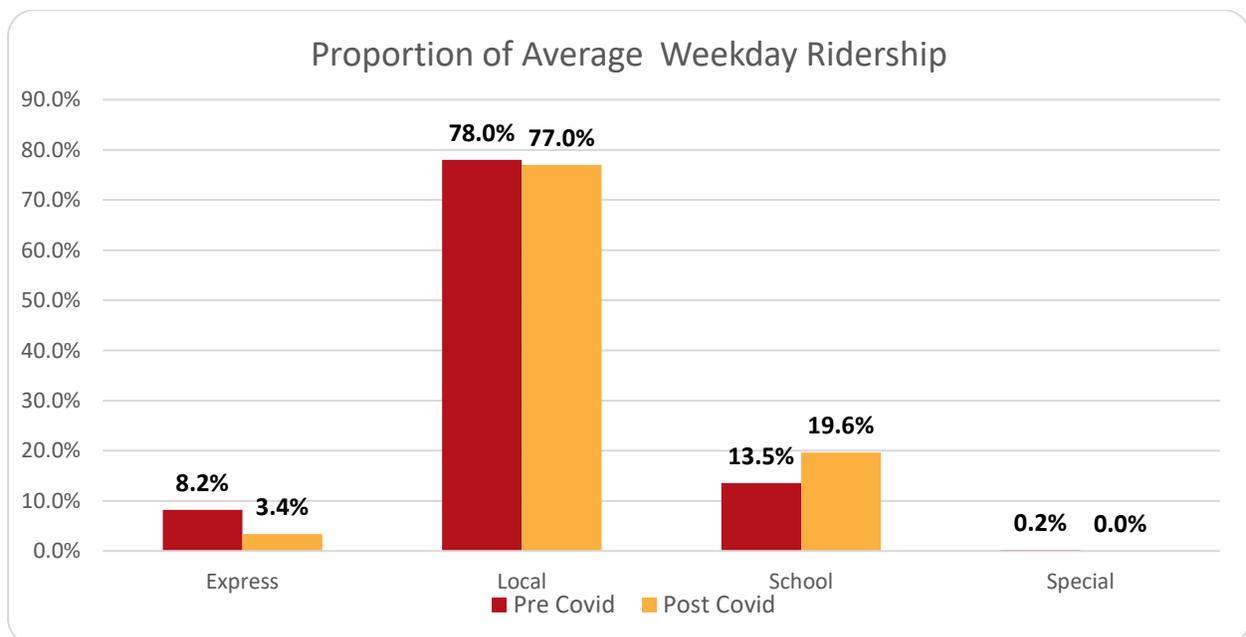
SUBJECT: Ridership and Operations Update

Background:

In the months following the shelter-in-place order, service provision was rather unpredictable as staff tried to address both labor uncertainties and new demands for essential service. As the COVID-19 pandemic continued, County Connection staff decided to implement a major service change in response to the shift in ridership demand, the 10-year financial forecast, and regional equity goals. Implementing this change provided a certain level of operational predictability to both the public and our operations department.

Ridership Composition:

Staff has been providing monthly ridership updates, and periodically focusing on different aspects of our riding public. As of September 2021, County Connection ridership is about 50% of pre-COVID levels. However, the types of services and, as a result, the composition of that ridership has changed slightly, as shown in the chart below.

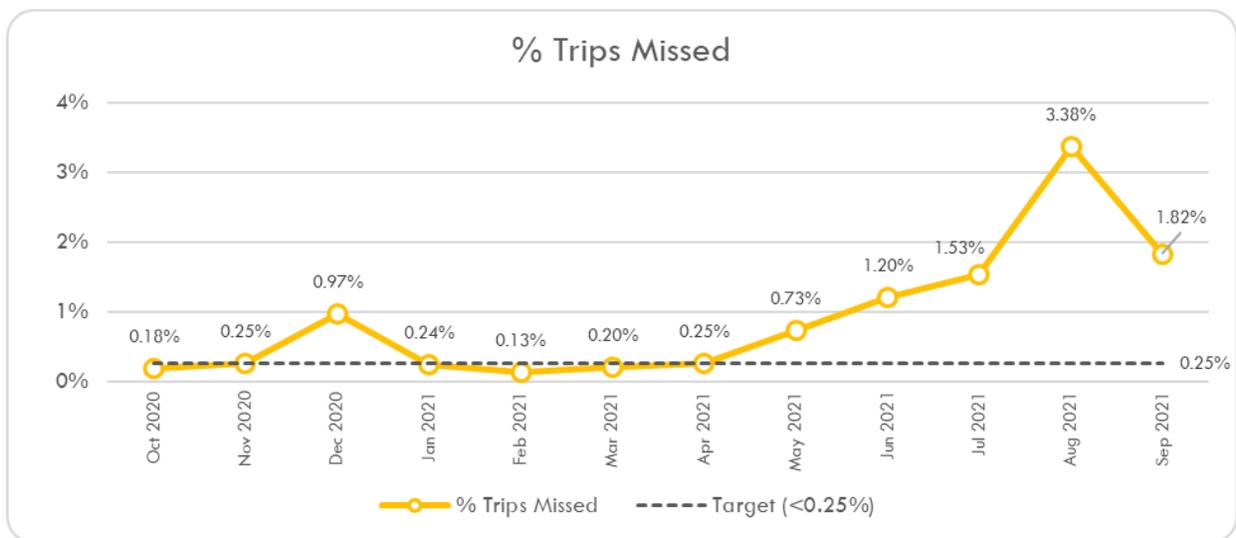


Ridership on local service, as a proportion of overall ridership, has remained consistent. However, as would be expected, given the shift to remote work for many office workers, riders on our express services only make up about 3% of total ridership compared to 8%, pre-COVID. On the opposite end, our school routes are operating at pre-pandemic levels and those riders have returned to transit at a higher rate. Our special services have been temporarily discontinued, except for the Alamo Creek shuttle, but riders have not returned at significant levels.

Operator Availability

Due to COVID-19 guidelines, the hiring and training of operators was not feasible for over a year after the pandemic started. While we were not able to hire new operators for most of 2020 and 2021, attrition continued at normal levels. An unexpected positive by-product of the major service change was having a service profile that was more evenly aligned with our reduced operator availability. However, despite these efforts, there is still an operator shortage and hiring new operators is imperative to meet currently scheduled service levels and, more importantly to be able to restore or add any additional service. County Connection’s hiring and training departments have been actively recruiting new operators completing a class over the summer and having started another class in September. Staff will continue to recruit and train operators until such time the open positions are filled.

Although our missed trip trend has increased over the last several months, largely due to operator availability and school service resuming, our ridership continues to recover. This demonstrates our operations department’s commitment to deploy available operators where our riders need it most.



Financial Implications:

None, for information only.

Recommendation:

None, for information only.

Action Requested:

None, for information only.

To: Board of Directors

Date: November 11, 2021

From: Rashida Kamara, Director of ADA, Specialized Services

Reviewed by: *WC.*

SUBJECT: One-Seat Regional Ride Pilot Update and Request for One Year Extension

Background:

In November 2020, the Board of Directors approved a six-month pilot to provide a One-Seat Regional Ride program (Program) for paratransit passengers wishing to travel across multiple transit agency service areas. Participating in the program is Eastern Contra Costa Transit Authority (Tri-Delta Transit), Western Contra Costa Transit Authority (WestCAT), Livermore-Amador Valley Transit Authority (Wheels Bus) and Central Contra Costa Transit Authority (County Connection LINK). The pilot program aims to streamline current regional ride practices by eliminating required transfers for trips that cross multiple transit service areas. With the Program, passengers can have a one-seat ride for the entire duration of their trip. The Program has been in development for quite some time, but amid COVID-19 concerns, the implementation date was accelerated to help minimize interactions between passengers, drivers, and vehicles.

The pilot was then extended in April 2021, because the participating agencies experienced challenges, such as billing algorithms, data management and mapping trips crossing multiple service areas and providing test trips for East Bay Paratransit.

After one year, while it is clear that from the rider's perspective the Program has been successful, the participating agencies are still collecting and analyzing data on the Program, including all the pricing ramifications to determine the best way to make the Program permanent. These challenges include but are not limited to:

1. Identifying the full cost that should be allocated to each participating agency.
2. Should County Connection charge an administrative fee for managing the one seat project, since a considerable amount of staff hours have been dedicated to managing this program from both an administration and operations perspective?
3. Should County Connection take the One Seat Ride project and make it its own transportation mode (it is not an ADA mandated service but continues to be a necessary and vital need for the community)?
4. Should the cost model be changed from an hourly cost, which includes deadhead (that is currently being absorbed by County Connection only), to a cost per trip which is more cost effective for all participating agencies. Doing this would mean negotiating a different cost proposal with Transdev (County Connection's Paratransit Contractor).

Staff and the participating agencies believe they need the one-year extension to work through the aforementioned issues.

Financial Implication:

Projected cost for a one-year extension is approximately \$170,00, and one of the components of staffs request for the extension is to determine how to equitably divide the cost among the participating agencies.

Action Requested:

The O&S committee and staff request the Board of Directors approve the extension of the One Seat Regional Ride program through November 30, 2022, adopting resolution No. 2022-013

Options:

- 1) Approve the one-year extension by adopting resolution No. 2022-013.
- 2) Decline to approve the extension.
- 3) Provide staff with other direction.

RESOLUTION NO. 2022-013

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

* * *

**APPROVING A ONE-YEAR EXTENSION TO THE ONE-SEAT REGIONAL RIDE PILOT PROGRAM
AND CORRESPONDING AMENDMENTS TO CORRESPONDING MEMORANDUM OF
UNDERSTANDING AND TRANSDEV SERVICES, INC. CONTRACT**

WHEREAS, the County of Contra Costa, 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 ("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 ("Service Area");

WHEREAS, in November 2020, the CCCTA Board of Directors approved a six-month pilot to provide a One-Seat Regional Ride Program ("Program") for paratransit passengers wishing to travel across multiple transit agency service areas;

WHEREAS, the Program's participating agencies are Eastern Contra Costa Transit Authority ("Tri-Delta Transit"), Western Contra Costa Transit Authority ("WestCAT"), Livermore-Amador Valley Transit Authority ("Wheels Bus") and Central Contra Costa Transit Authority ("County Connection LINK");

WHEREAS, the Program aims to streamline current regional ride practices by eliminating required transfers for trips that cross multiple transit service areas, enabling Program passengers to have a one-seat ride for the entire duration of their trip;

WHEREAS, the Program utilizes the services of CCCTA's paratransit service provider, Transdev Services, Inc. ("Transdev");

WHEREAS, the Program was previously extended in April 2021 for an additional six-month period;

WHEREAS, after one year, while it is clear that from the rider's perspective that the Program has been successful, the participating agencies are still collecting and analyzing data on the Program, including all the pricing ramifications to determine the best way to make the Program permanent; and

WHEREAS, staff recommends and the Operations and Scheduling Committee concurs that the Board of Directors approve an additional one-year extension of the Program through November 30th, 2022.

NOW, THEREFORE, BE IT RESOLVED that the Board of Directors of the Central Contra Costa Transit Authority approves an additional one-year extension of the Program through November 30th, 2022; and

BE IT FURTHER RESOLVED, that the Board of Directors authorizes the General Manager to execute amendments to the participating agencies' Memorandum of Understanding and the Transdev Contract in order to reflect the one-year Program extension.

Regularly passed and adopted this 18th day of November, 2021 by the following vote:

AYES:

NOES:

ABSENT:

ABSTAIN:

Dave Hudson, Chair, Board of Directors

ATTEST: _____
Lathina Hill, Clerk to the Board

To: Board of Directors

Date: November 11, 2021

From: Rashida Kamara, Director of ADA and Special Services

Reviewed by:

SUBJECT: Paratransit Executive Summary Report August 2021

Paratransit Performance Report August 2021

As of August 2021, the effects of Covid-19 continue to have a profound effect on the overall performance of our Paratransit service. In March 2020, after the Governors shelter in place order, Paratransit service dropped to 25% of normal levels. As a result, resources were used to serve the community in other ways by delivering meals to seniors, lunch boxes to students, performing emergency services for the county Health department and taking passengers to get vaccines. Paratransit continues to be our core service and below is a summary of our paratransit performance for the month of August 2021:

August 2021 Performance Report:

Ridership: Since March of 2020 due to the COVID-19 pandemic, Paratransit ridership has significantly dropped from previous years. August 2021 represented a full year of that drop and reflects a 40% increase in ridership since August 2020 from 2,613 to 5,062 passengers, which does not include attendants.

Productivity: Productivity continues to remain low as a result of decreased ridership at 1.23. In June of 2021, LINK resumed shared ride service but have yet to fill vans to capacity.

On-time Performance: On-time performance continues to be above standard at 96.3%, but there has been an increase in late trips due to traffic in the bay area. Staff has discussed the issue of late trips with the contractor and asked them to develop strategies to prevent further late trips.

Customer Satisfaction: Two complaints were made for the month of August, and both were against drivers. These complaints were addressed by the contractor, and Customer Service training was instituted in October which is required in accordance with the RFP.

Safety: There were no chargeable accidents this month, but there was one road call.

The contractor continues to remain within County Connection performance standards except for productivity which is a direct result of ridership trends due to the COVID pandemic

Additional Updates:

The SilverRide Program with Choice in Aging has not yet resumed, because Choice in Aging has not reached full capacity at their facilities. Staff continues to meet with them on a weekly basis as they diligently engage in their reopening plan, and we stand ready to resume this project when they reopen to full capacity.

The One Seat Pilot also continues to operate and the participating transit agencies have expressed a desire to continue the pilot for another year while we continue to work out mapping algorithms and cost allocations.

Financial Implication:

Paratransit spent \$474,919.90 in ADA services, which includes, meals on wheels and other specialized transportation service, this represents a 3.8% increase over the same services last year. We also spent \$33,992.01 on fuel which represents a 24% increase from the previous year in the same month.

Recommendation:

Information only

Attachments:

- August 2021 MOP

CCCTA PARATRANSIT
Performance Report: 8/01 to 8/31/2021

LINK and BART Statistics

FY 21/22 August Variance from Goal FY 20/21 August YTD 21/22

	FY 21/22 August	Variance from Goal	FY 20/21 August	YTD 21/22
Ridership Statistics				
1	ADA Passengers	5,062	2,613	9,715
2	Companions	23	18	62
3	*Personal Care Assistants	604	235	1245
4	SilverRide Pilot	-	-	-
5	Total Passengers	5,689	2,866	11,022
Scheduling Statistics				
6	Total Number of No Shows & Late Cancels	683	340	1,181
7	SilverRide Pilot No Shows & Late Cancels	-	-	-
8	Total number of Cancellations	417	283	714
9	Same Day Trips	178	102	337
10	Denial Trips	-	-	-
11	Go Backs/ Re-scheduled	32	16	53
Standard Goals, Productivity Standard Goal = 2.0; Incentive Goal 2.0 + 92% OTP; Ratio of Revenue Hours to Service Hours 83%				
12	Revenue Hours	4,121.30	2,056.50	8,194.90
13	ADA Passengers per RVHr.	1.23	1.27	1.19
14	Average Trip Length (miles)		11.24	
15	Average Ride Duration (minutes)		8.52	
16	Total Cost per ADA Passenger	\$ 93.82	\$ 159.42	\$ 97.26
17	*Service Miles	68,468	40,550	132,778
18	Billable Service Hours	5,803.84	5,555.71	11,540.66
19	SilverRide Pilot Cost	\$ -	\$ -	\$ -
20	LINK & BART Fuel Cost	\$ 33,992.01	\$ 25,972.42	\$ 66,419.05
21	Total Cost	\$ 474,913.90	\$ 456,884.75	\$ 944,883.68
On Time Performance				
Standard Goal = 90%; Incentive Goal = 92%				
22	Percent on-time	96.3%	94%	97.0%
23	SilverRide Pilot OTP	-	-	-
24	Arrived 15-29 minutes past window	50	40	74
25	Arrived 30-59 minutes past window	20	12	30
26	Arrived 60 minutes past window	1	4	1
27	Total Missed Trips	3	0	3
28	Transfer Trips	278	317	477
One Seat Pilot Data				
23	*Total Trips	684		1,358
24	*Non-CCCTA Cost (Cost for Agencies)	\$ 8,822.05		\$ 17,446.27
25	*Non-CCCTA Miles (Agency Miles)	6,227.45		12,594.61
26	*Non-CCCTA Revenue Hours	182.85		367.34
27	*Total Revenue Hours	403.85		790.45
28	*Total Fare Collected	\$ 3,241.25		\$ 6,553.25
29	*Non-CCCTA Fare Collected	\$ 1,733.75		\$ 3,539.00
Customer Service				
Complaint Standard Goal = 271,000 passengers				
30	Total Complaints	2	0	5
31	Timeliness	0	0	1
32	Driver Complaints	2	0	4
33	Equipment / Vehicle	0	0	0
34	Scheduling/Staff Skill	0	0	0
35	Commendations	0	0	0
36	Ave. wait time in Queue for reservation		0.27	0:00:53
37	Ave. wait time in Queue for customer service		0.26	0:00:30
Safety & Maintenance				
Accident Standard Goal = .5/100,000 miles; Roadcall Standard Goal = 4/100,000 miles				
38	Total accidents per 100,000 miles	0	0	0
39	Roadcalls per 100,000 miles	0	1	0
Eligibility Statistics				
41	*Total ADA Riders in Data Base	1,832	2,363	1,971
42	*Total Certification Determinations	117	130	232
43	*Initial Denials	0	0	0
44	*Denials Reversed	0	0	0

*Total Cost per ADA Passenger excludes cost of the One Seat Pilot
*One Seat Revenue Hours are total combined hours for all of the Agencies

Recording Software did not capture data

Transdev G.M.: *jdus*

Date: *10/12/2021*