

County Connection

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

MARKETING, PLANNING & LEGISLATIVE

MEETING AGENDA

Thursday, March 3, 2022

8:30 a.m.

PURSUANT TO THE PROVISIONS OF ASSEMBLY BILL 361, WHICH SUSPENDS CERTAIN REQUIREMENTS OF THE RALPH M. BROWN ACT, THIS MEETING WILL BE CONDUCTED AS A TELECONFERENCE.

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

Join Zoom webinar

When: Mar 3, 2022 08:30 AM Pacific Time (US and Canada)

Topic: Marketing, Planning & Legislative Committee

Please click the link below to join the webinar:

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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 the 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.

FY2021/2022 MP&L Committee – Board member annual assignments are assigned at the September Board meeting.

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



The committee may take action on each item on the agenda. The action may consist of recommended action, a related action or no action. Staff recommendations are subject to action and/or change by the committee.

1. Approval of Agenda
2. Public Communication
3. Approval of Minutes from February 3, 2022*
4. FY 2023 Marketing Plan*
(Staff will review the proposed Marketing Plan for FY2023 and request that the MP&L committee forward the item to the Board for approval.)
5. Final Draft 2022 County Connection Federal Legislative Advocacy Program*
(Staff will present the final draft of the 2022 County Connection Federal Legislative Advocacy Program for Committee approval.)
6. State Legislative Efforts – Verbal Update
(Staff will provide a summary of current state legislative efforts and their potential impacts.)
7. Community Events – Information Only*
8. Committee Comments
9. Future Agenda Items
10. Next Meeting – April 7, 2022 (8:30am, location to be determined)
11. Adjournment

*Enclosure

General Information

Public Comment: If you wish to address the Committee, please follow the direction at the top of the agenda. If you have anything 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 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 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, March 17, 9:00 a.m., via teleconference
Administration & Finance:	Wednesday, March 2, 2:00 p.m., via teleconference
Advisory Committee:	Tuesday, March 8, 1:00 p.m., via teleconference
Operations & Scheduling:	Friday, March 4, 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 the 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, February 3, 2022, 8:30 a.m.**

Due to COVID-19, this meeting was conducted as a teleconference pursuant to the provisions of Assembly Bill 361.

Directors: Amy Worth, Candace Andersen, Kevin Wilk, Rob Schroder
Staff: Bill Churchill, Ruby Horta, Melody Reeb, Kristina Martinez, Julie Sherman
Public: None

Call to Order: Meeting called to order at 8:31 a.m. by Director Worth.

1. Approval of Agenda

The Committee approved the agenda.

2. Public Communication

None

3. Approval of Minutes from January 6, 2022

The Committee approved the minutes.

4. Draft 2022 County Connection Federal Legislative Advocacy Program

Mr. Churchill informed the Committee that the APTA Legislative Conference will be held in person and that staff have reached out to the congressional offices about setting up meetings. He presented a draft of the proposed Federal Legislative Advocacy Program. Staff has developed a PowerPoint presentation and plans to create a printed brochure as well.

Director Wilk asked if there could be a way to include the cities within the service area. Director Worth suggested listing the cities on the first slide. The Committee also agreed that connections to regional service should be emphasized and that more photos should be added, such as a bus at the Martinez Amtrak station, a fuel cell bus, or of the one-seat regional ride pilot.

5. State Legislative Efforts

Mr. Churchill said that a bill has been introduced to provide supplemental pay for COVID-positive employees, which will have a negative impact on service. He also informed the Committee that the bus on shoulder bill has been dropped. Director Andersen asked why the bill was dropped. Mr. Churchill responded that staff would get more information at an upcoming meeting with California Transit Association (CTA) but that California Highway Patrol

(CHP) has been opposed to it. Director Worth noted that bus on shoulder is also of interest to AC Transit.

6. Network Management Business Case

Mr. Churchill informed the Committee that former General Manager Rick Ramacier will be representing the small and large transit operators on the project, as a consultant, and that the operators have developed a proposal to be included in the evaluation process. He noted that the proposed timeline for the project is quite aggressive with a target completion date in September, which will likely slip since the February meeting was canceled. He said that staff will have a better understanding of the workplan after the March meeting. Director Worth expressed the importance of having representation and input from the small operators.

7. Community Events

Ms. Reebbs presented the calendar of outreach planned for February 2022.

8. Future Agenda Items

None

9. Next Scheduled Meeting

The next meeting was scheduled for March 3rd at 8:30 a.m. via teleconference.

10. Adjournment – The meeting was adjourned at 9:36 a.m.

Minutes prepared and submitted by: Melody Reebbs, Director of Planning, Marketing, & Innovation

To: Marketing, Planning & Legislative Committee

Date: 02/24/2022

From: Melody Reeb, Director of Planning, Marketing, & Innovation

Reviewed by: *Ref*

SUBJECT: FY 2023 Marketing Plan

Background:

The ongoing COVID-19 pandemic has continued to impact public transit usage, as many people are still working from home. County Connection's upcoming Marketing Plan will focus on encouraging riders to return to public transit and will involve collaborating on campaigns with the Metropolitan Transportation Commission (MTC) and other Bay Area transit operators. In addition, staff plans to conduct extensive outreach to better understand the community's needs, which may have changed as a result of the pandemic. The plan also includes ongoing efforts to increase engagement through social media and other digital channels. Other tasks that have become routine include the Class Pass Program, Summer Youth Program, partnering with 511 Contra Costa on promotions, and participating in outreach opportunities at schools, colleges/universities, senior centers, employment sites, and community events.

Special Promotions:

The following special promotional campaigns are currently planned for FY 2023:

- Post-COVID Recovery: As COVID cases decline, staff anticipates that more businesses will begin to reopen, and workers will return to offices. Many riders who have not been taking transit over the past two years will need to be informed of service levels and schedules, which have changed significantly since before the pandemic. Also, based on the success of the September Free Rides promotion last fall, staff plans to offer a similar promotion this year (period to be determined) to encourage transit use. In addition, staff will be seeking opportunities to again partner with other Bay Area transit agencies on these return to transit efforts.
- Clipper Discount Programs: The Clipper START and youth fare discounts were implemented in January 2021. However, minimal promotion took place until last fall when schools returned to in-person instruction and staff launched the "mobile lobby". As ridership demand returns, staff plans to conduct a more robust marketing and outreach campaign to promote the discounts, which will include collaborating with local cities, schools, and community-based organizations.
- Rider Outreach/Surveys: The pandemic has caused significant shifts in transportation needs and travel patterns, and some of these changes are likely to continue post-pandemic. Staff intends to

conduct various surveys in the coming year to gauge the local community's needs and expectations for transit as we plan for future service changes. In addition to gathering input from current riders, this will also include outreach to those who do not typically use transit or former riders who are hesitant to return to using transit.

Total expense: \$100,000

Website and Social Media:

Riders are increasingly using the internet and social media to access transit information, stay informed, and interact with County Connection. A portion of the promotions budget will go towards general website maintenance and enhancements, as well as increasing the agency's involvement with social media. The pandemic has made online interactions even more critical as many people have been working from home and have been harder to reach through more traditional communication channels. Last fall, staff worked with a marketing contractor to run a digital ad campaign, which proved to be an effective method of reaching potential riders.

Total expense: \$35,000

Routine Promotion:

Ongoing promotion expenses include the cost for chamber dues and event fees, materials for outreach events, printing brochures for accessible services and bikes on buses, and promoting the summer youth pass. Due to the pandemic, the front lobby has been closed to the public, so staff has been conducting outreach through the "mobile lobby" and by attending various community events.

Total expense: \$20,000

Miscellaneous Promotion:

The miscellaneous promotions budget is intended to cover campaigns or new services that have not yet been identified. Particularly as we recover from COVID-19, there will likely be other promotional opportunities and/or outreach needs.

Total expense: \$15,000

Promotions Budget Summary:

Special Promotions	\$100,000
Website and Social Media	\$35,000
Routine Promotion	\$20,000
Miscellaneous Promotion	\$15,000
TOTAL	\$170,000

Financial Implications:

Staff has budgeted \$170,000 to cover the expenses associated with the Marketing Plan.

Recommendation:

Staff recommends that the MP&L Committee approve the proposed Marketing Plan for FY 2023.

Action Requested:

Staff requests that the MP&L Committee forward the proposed Marketing Plan to the Board for approval.

Attachments:

None

INTER OFFICE MEMO

To: Marketing Planning & Legislative Committee

Date: 02/23/2022

From: Bill Churchill, General Manager

Reviewed By: WC.

SUBJECT: Final Draft 2022 Federal Advocacy Program

Background:

Staff has incorporated comments from the Board of Directors at its February 17, 2022 meeting into a final draft Federal Advocacy Program brochure. As discussed by the Board, staff is bringing this item back to the MP&L Committee for a final review to ensure that it reflects the Board's feedback. The final brochure will be representative of County Connection's 2022 Federal Advocacy Program and will be used during meetings held with our delegation.

Financial Implications:

None.

Recommendation:

Staff recommends the Committee submit all final suggestions as staff will be finalizing the work product prior to the next Board meeting.

Action Requested:

Staff requests that the MP&L Committee review the final draft 2022 Federal Advocacy Program brochure and provide feedback at the March Board meeting.

To: Marketing, Planning & Legislative Committee

Date: 2/23/2022

From: Melody Reeb, Director of Marketing, Planning & Innovation

Reviewed by: *Ref*

SUBJECT: Community Events

Background:

County Connection participates in select community and business events, and coordinates Class Pass field trips for schools with service along fixed-routes, as well as offering a mobile lobby. See attachment for complete list of events.

Welcome Back:

Three schools have reached out about the Class Pass field trip program. Staff is excited to be working with the schools again bringing fixed-route transportation field trips back. Field trip dates are noted on the attached March calendar.

Financial Implications:

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

Recommendation:

None, for information only.

Attachments:

Attachment 1: March 2022 Calendar

ATTACHMENT 1

MARCH -- 2022						
<u>SUNDAY</u>	<u>MONDAY</u>	<u>TUESDAY</u>	<u>WEDNESDAY</u>	<u>THURSDAY</u>	<u>FRIDAY</u>	<u>SATURDAY</u>
		<u>1</u> Concord Farmers Market	<u>2</u> Orinda BART <u>Class Pass</u> Arise High - Oakland	<u>3</u> Martinez Amtrak Belle Terre, Lafayette	<u>4</u> Clayton - Stop ID 499 Marsh/High St. Monteverde, Orinda	<u>5</u>
<u>6</u>	<u>7</u> Walnut Creek Library	<u>8</u> Moraga Library	<u>9</u> Pleasant Hill BART	<u>10</u> Lafayette Library	<u>11</u> Danville - Stop ID 960 San Ramon High <u>Class Pass</u> John Swett Elementary - Martinez	<u>12</u>
<u>13</u>	<u>14</u> DVC San Ramon	<u>15</u> Clayton Library	<u>16</u> Concord Library	<u>17</u> Orinda BART	<u>18</u> John Muir Walnut Creek	<u>19</u>
<u>20</u>	<u>21</u> Martinez Senior CTR	<u>22</u> Danville Library	<u>23</u> Ride Route 21	<u>24</u> St. Marys College	<u>25</u> Pleasant Hill Senior CTR <u>Class Pass</u> Dougherty Valley High - San Ramon	<u>26</u>
<u>27</u>	<u>28</u> Lafayette BART	<u>29</u> Ride Route 28	<u>30</u> Dublin Pleasanton BART	<u>31</u> Alamo - Stop ID 952 Alamo Plaza		