

County Connection

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

MARKETING, PLANNING & LEGISLATIVE

MEETING AGENDA

Thursday, May 5, 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: May 5, 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, Kevin Wilk – Walnut Creek, Mike McCluer – Moraga, 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 April 7, 2022*
4. FY 2022-23 Short Range Transit Plan Guidelines – Information Only*

(Staff will provide an overview of the FY23 Short-Range Transit Plan Guidelines developed by the Metropolitan Transportation Commission.)

5. Summer Youth Pass Marketing Plan – Information Only*

(Staff will share the plan for marketing the Summer Youth Pass.)

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 – June 2, 2022 (8:30am, location to be determined)

11. Adjournment

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, May 19, 9:00 a.m., via teleconference
Administration & Finance:	Wednesday, May 4, 2:00 p.m., via teleconference
Advisory Committee:	Tuesday, May 10, 1:00 p.m., via teleconference
Operations & Scheduling:	Friday, May 6, 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, April 7, 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, Kevin Wilk, Rob Schroder, Mike McCluer
Staff: Bill Churchill, Ruby Horta, Melody Reeks, Madeline Chun
Public: None

Call to Order: Meeting called to order at 8:30 a.m. by Director Wilk.

1. Approval of Agenda

The Committee approved the agenda.

2. Public Communication

None

3. Approval of Minutes from March 3, 2022

The Committee approved the minutes.

4. Network Management Business Case Update

Mr. Churchill introduced Rick Ramacier who has been serving as a technical advisor to the transit operators for the regional Network Management Business Case analysis being led by MTC. Mr. Ramacier provided an update on the Transformation Action Plan and the network management alternatives that are being evaluated. Director Worth asked about the status of SB 917 (Becker) and the proposed amendments. Mr. Churchill responded that the author has been working with the transit operators and MTC to ensure the bill aligns with the regional efforts that are already underway. He noted that there could be concerns with AB 1938 (Friedman), which is similar to SB 917 but covers the entire state.

5. Summer Youth Pass

Ms. Reeks informed the Committee that staff is planning to offer the Summer Youth Pass program this year following a two-year hiatus due to COVID. The program is a partnership with 511 Contra Costa, WestCAT, and Tri Delta Transit, and allows for unlimited rides across the three transit operators for three months. 511 Contra Costa will also be increasing their subsidy so that parents will only pay \$30 for a pass instead of the full \$60 value. Director Wilk asked if there was a flyer to help promote the program. Ms. Reeks responded that staff will be putting together a press kit with materials that will be sent out to the cities.

6. State Legislative Efforts

Mr. Churchill said that in addition to SB 917 and AB 1938 discussed earlier, staff has been continuing to monitor AB 1919 (Holden), which initially began as free transit for youth but has since been amended to include all individuals ages 25 or under. The bill is problematic in that there is no proposed funding to backfill lost revenues. He also noted that SB 328, which was signed by the governor in 2019, takes effect this summer and impacts bell times for middle and high schools. This will likely have an impact on 600-series routes.

7. Community Events

Ms. Reeb presented the calendar of outreach planned for April 2022. She noted that there are several outdoor community events that staff plan attend.

8. Committee Comments

None

9. Future Agenda Items

None

10. Next Scheduled Meeting

The next meeting was scheduled for May 5th at 8:30 a.m. via teleconference.

11. Adjournment – The meeting was adjourned at 9:26 a.m.

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

To: Marketing, Planning, & Legislative Committee

Date: 04/26/2022

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

Reviewed by: *Ref*

SUBJECT: FY 2022-23 Short Range Transit Plan Guidelines

Background:

The Short Range Transit Plan (SRTP) is County Connection's operations and financial planning document. In order to effectively execute planning and programming responsibilities, the Metropolitan Transportation Commission (MTC) requires each transit operator receiving federal funding through the Regional Transportation Improvement Program (TIP) to prepare, adopt, and submit an SRTP to MTC every four years in order to remain eligible to receive federal funding. County Connection's last SRTP was completed in 2016. In early 2020, staff was in the process of updating the plan, which was then put on hold due to COVID-19.

Revised Approach:

The pandemic has significantly impacted transit operations, ridership, and revenues. The decrease in ridership, changes in travel patterns, and revenue uncertainties have created enormous planning and operational challenges for all Bay Area transit operators. While federal relief funds provided a significant stop gap, it is anticipated that these funds will be exhausted within the next two fiscal years for most transit operators. In light of the current crisis, MTC has restructured and adopted new guidelines for the FY 2022-23 SRTP to help plan for and navigate through the continued uncertainties.

The revised guidelines narrow the scope to a five-year planning horizon with a focus on financial and service planning. Central to the revised approach will be scenario planning to develop an understanding of how service plans might be adapted under different revenue constraints. Staff will be making service level projections based on three scenarios that have been defined by MTC, which assume varying levels of ridership and revenue recovery. Staff also plans to conduct a survey to better understand the community's needs and post-pandemic travel patterns and to help inform the scenario planning process.

A draft SRTP is due to MTC by September 30, 2022, and the final version must be adopted by the Board and submitted to MTC by December 29, 2022. Staff plans to provide an update to the MP&L Committee as the scenarios are developed this Summer before presenting the draft in September.

Financial Implications:

MTC will be providing \$20,000 in funding to County Connection to support the development of the SRTP. This has been included in the draft FY 2023 service development budget.

Recommendation:

None, for information only.

Action Requested:

None, for information only.

Attachments:

Attachment 1: Short Range Transit Plan Guidelines

Attachment 1

Date: March 23, 2022
W.I.: 1517
Referred by: PAC

Attachment A
Resolution No. 4512
Page 1 of 4

Short Range Transit Plan (SRTP): Bay Area Transit Recovery Scenario Planning Guidelines

1. BASIS OF THE SRTP REQUIREMENT

Federal statutes require that the Metropolitan Transportation Commission (MTC), in partnership with the state and with local agencies, develop and periodically update a long-range Regional Transportation Plan (RTP), and a Transportation Improvement Program (TIP) which implements the RTP by programming federal funds to transportation projects contained in the RTP. To effectively execute these planning and fund programming responsibilities, MTC, in cooperation with Region IX of the Federal Transit Administration (FTA), requires each transit operator receiving federal funding through the TIP (federal grantees within the MTC region) to prepare, adopt, and submit an SRTP to MTC. Transit operators are required by MTC to prepare an SRTP every four years in order to remain eligible to receive federal funding.

2. REIMAGINED APPROACH

The COVID-19 pandemic has significantly impacted transit operations, ridership, and revenues. The decrease in ridership, changes in travel patterns and uncertainties in farebox revenues have created enormous planning and operational challenges for Bay Area transit operators. While federal relief funds provided a significant stop gap, it is anticipated that these funds will be exhausted within the next two fiscal years for most transit operators. In light of the current crisis, the SRTP is being reimagined and restructured for FY 2022-23 to help plan for and navigate through the continued uncertainties.

The revised approach narrows the scope to a five-year planning horizon with a focus on financial and service planning. In another departure from past practice, all transit operators will be required to prepare an SRTP in this cycle to facilitate a regional understanding of transit priorities and plans over the next five years. This revised approach will also include scenario planning, which asks operators to consider how service plans might be adapted under different revenue scenarios. This reduction in the scale of the deliverables is intended to facilitate the development of a more narrowly focused SRTP for this planning cycle on a much shorter timeline than has been required for traditional SRTPs.

3. SRTP PURPOSE

- A. To serve as a management and policy document for the transit operator, as well as a means of providing FTA and MTC with information necessary to meet regional fund programming and planning requirements.

- B. To understand the status and outlook of transit service in the Bay Area, both by operator and regionally
- C. To understand the impacts of varying levels of funding on transit service
- D. To develop actionable information to support funding advocacy, including the ability to articulate service benefits and tradeoffs at different funding levels

4. SCENARIO PLANNING

Core to this revised SRTP approach is developing an understanding of how service plans might be adapted under different revenue constraints. Accordingly, this SRTP asks operators to consider and make projections of service levels under three scenarios:

1. **Robust Recovery:** There is adequate funding to return overall revenue to 100% of pre-pandemic levels, with escalation. This would not assume proportionate recovery across all revenue sources.
2. **Revenue Recovery, with Fewer Riders:** Federal relief funds are eventually exhausted, although other funds recover to pre-pandemic levels. However, farebox revenue remains stagnant (20-50% below pre-pandemic levels, depending on current status) for the next five years.
3. **Some Progress:** Federal relief funds are eventually exhausted and total revenue available to the agency is 15% below pre-pandemic levels for the next five years.

5. SCOPE

The deliverables include data on service and operating projections and a brief supporting narrative document to describe pre-pandemic service, changes made since the pandemic, and priorities and plans in the next five years. A data response template and specific revenue forecasts for each operator and for each scenario will be distributed directly to operators.

A. Data Request

Complete the data template which requests the following categories of data:

- Revenue Vehicle Hours
- Revenue Vehicle Miles
- Number of Routes Operated
- Total Route Miles
- Ridership
- Total Operating Budget
- Total Revenue Vehicles
- Vehicles Required for Maximum Service
- Employees

Criteria

- Data should be separated by mutually exclusive and comprehensively exhaustive modes (no overlap between modes and sums to operator totals)

- Data should be completed for FY19 (pre-pandemic), FY23 (since the pandemic), and for FY24-28 for each of the three revenue scenarios
- Data should be provided in whole numbers and dollars
- The Excel document should be completed as provided. Fields may be left blank if not applicable, but the document, fields, rows, and columns should not be altered

B. Narrative

The supporting narrative document is an opportunity to expand upon and contextualize the responses to the data request. It should briefly describe pre-pandemic service, discuss service and operations changes since the pandemic, and elaborate on the considerations that drive the service projections made in the data request. The document should be structured as follows:

1. Pre-pandemic State of Service – FY 2018-19

- What did operations look like before the pandemic?
- How much service was available?
- Where, when, and how was service deployed?
- What did ridership levels and travel patterns look like?

2. Current State of Service – FY 2022-23

- How have service and operations changed since the pandemic?
- What were the priorities, goals and processes that informed decisions to adjust service or for budgeting decisions in FY23?
- How much service is available now?
- How has the distribution of service changed by geography? Time of day? Mode?
- Describe changes to ridership and travel patterns since the start of the pandemic.
- How have equity priority communities been considered in service planning or changes?
- How has the operating budget changed?

3. Scenario Planning Concepts – FY 2023-24 through FY 2027-28

For each of the three scenarios, questions to consider include:

- How would priorities and goals change with revenue constraints? What would inform or trigger service change decisions?
- How much service would be available?
- How would the deployment of service change by mode? Geography or route? Time of day or week?
- How would equity priority communities be considered under each scenario?
- How would these revenue constraints impact staffing and budgeting?
- How would different service levels impact fleet requirements or spare ratios?

6. FUNDING

MTC has budgeted approximately \$640,000 to support SRTP development. The seven largest operators will receive \$40,000 each, and medium and small operators will receive \$20,000 each. If operators or county transportation authorities elect to submit a combined SRTP, the funding for which each operator is eligible will be pooled at the county level. Submissions from combined SRTPs must still include data responses and narratives for each participating operator.

7. TIMELINE

1. Draft SRTP: September 30, 2022
2. Final SRTP: December 29, 2022

This schedule reflects the urgency established by the rapid exhaustion of federal relief funds, as well as the opportunity to articulate regional transit funding needs in advance of the FY2023-24 state legislative agenda.

Both drafts and final versions should be submitted to MTC staff electronically srtp@bayareametro.gov. The narrative may be provided in PDF format, but the data request should be in MS Excel format.

8. REQUIRED APPROVALS

The operator's governing body must adopt the SRTP.

9. MINOR REVISIONS TO THESE GUIDELINES

Modifications to these guidelines may be approved by the Programming and Allocations Committee.

To: Marketing, Planning, & Legislative Committee

Date: 04/25/2022

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

Reviewed by: *Ref*

SUBJECT: Summer Youth Pass Marketing Plan

Background:

In 2019, County Connection partnered with 511 Contra Costa and neighboring transit agencies Tri Delta Transit and WestCAT to offer a joint summer youth pass providing unlimited rides on the three bus systems from June through August. This replaced a 20-ride punch pass that County Connection had offered prior to eliminating all paper passes in March 2019. Due to COVID-19, the summer youth pass program was not offered in 2020 or 2021. However, with most restrictions now lifted and schools back to in-person instruction, 511 Contra Costa and the partner transit agencies have decided to offer the program again this year, which staff brought to the Board at the last meeting in April.

Marketing and Outreach:

Staff has been working in coordination with 511 Contra Costa and the other participating transit agencies to promote the program. 511 Contra Costa has developed marketing materials including a flyer and various graphics for the transit agencies to use on their websites, social media, newsletters, and other communication platforms (see Attachments 1 and 2). All materials have been translated into Spanish. 511 Contra Costa will be conducting outreach to schools, as well as to Pass2Class program participants. In addition, staff will provide materials to city staff and other community partners to use in their communication channels.

The pass will be valid for rides from June 1st through August 31st, 2022. Pass sales and program promotion will begin in early May, and passes will remain available for purchase through the end of July. Passes will primarily be sold online and mailed to customers. 511 Contra Costa will be managing the online store and order fulfillment as well as production of the fare media, which will be a wallet-sized plastic card. Each pass will be distributed along with a how-to guide and a lanyard that can be attached to the card to keep it from getting lost.

Staff also plans to utilize the mobile lobby to promote the program and sell passes in person. This will allow customers to pay with cash or check and/or get a pass immediately instead of having to wait for one in the mail. The schedule of mobile lobby locations and times will be posted on County Connection's website and announced through social media. Staff will be targeting locations where there will likely be a significant number of students and/or parents such as libraries and community events.

Financial Implications:

Costs for operating the online store, including transaction fees and fulfillment, producing the fare media, and developing the marketing campaign are being covered by 511 Contra Costa. Any additional costs are included in the existing promotions budget.

Recommendation:

None, for information only.

Action Requested:

None, for information only.

Attachments:

Attachment 1: Summer Youth Pass Graphics

Attachment 2: Summer Youth Pass Flyer

SUMMER YOUTH PASS



UNLIMITED RIDES
JUNE 1 - AUGUST 31, 2022

Ages	Only
6-18	\$30

Go More Places All Summer Long

County Connection TRI DELTA TRANSIT WESTCAT

511 CONTRA COSTA
CCTA & BAAQMD

SUMMER YOUTH PASS

More Info + Order Online: 511cc.org/youthpass

Only \$30



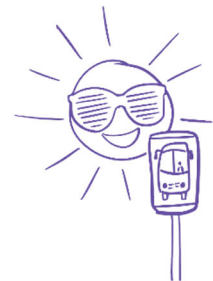
Get Your Pass



Plan Your Trip

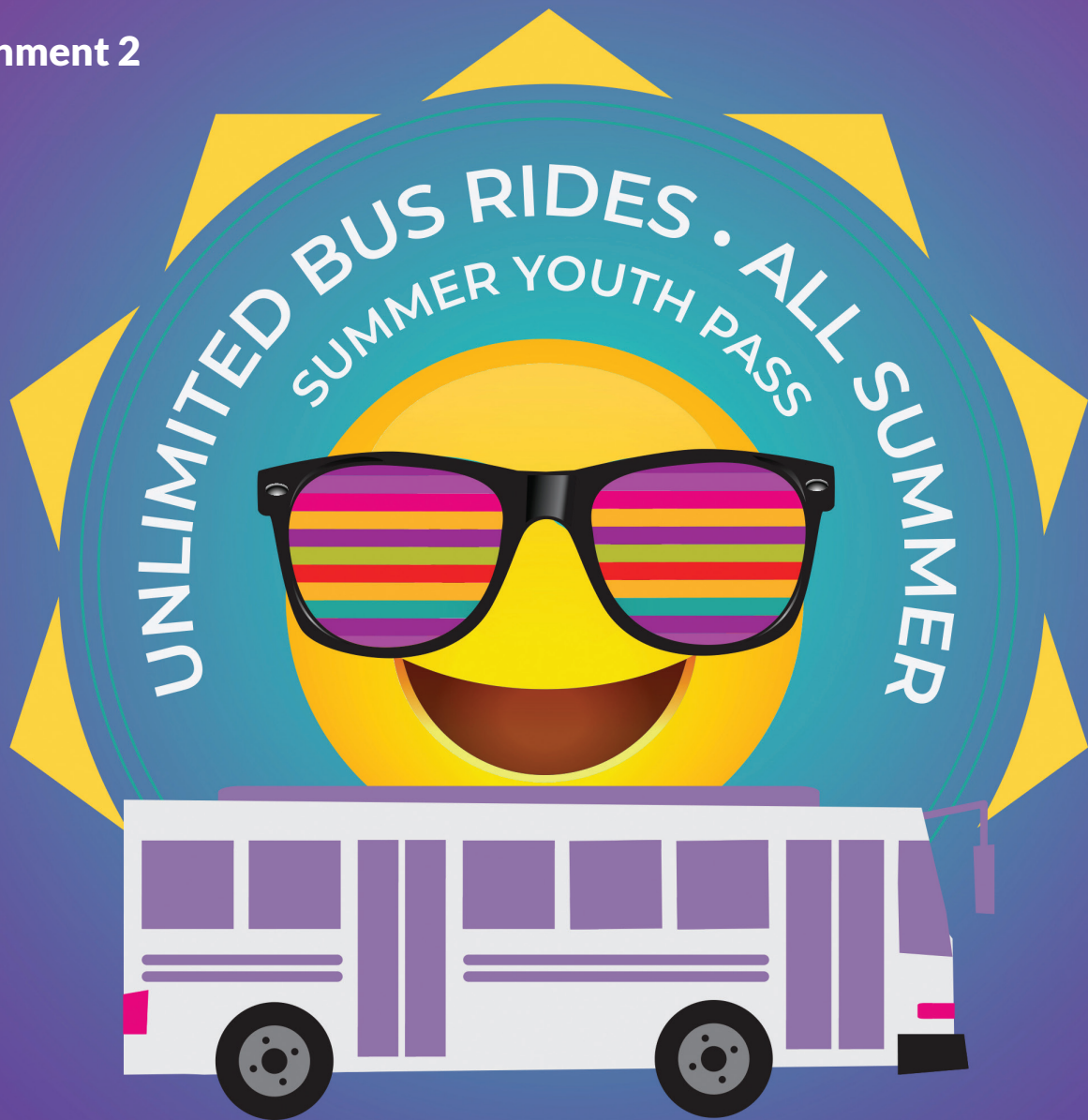


Unlimited Rides



All Summer Long

County Connection TRI DELTA TRANSIT WESTCAT



SUMMER YOUTH PASS

Ages 6-18 | Unlimited Rides June 1 - Aug 31, 2022 | Only \$30*

Valid on three transit agencies to get you more places this summer!



More info + order online:

511cc.org/youthpass

Sponsored by



*Regular price is \$60. Advertised price reflects a \$30 supplement provided by 511CC. Passes receiving the 511CC supplement are limited and available while supplies last. Summer Youth Passes are Non-Refundable, Non-Redeemable, and Non-Transferable. See 511cc.org/youthpass for full program terms and conditions.

INTER OFFICE MEMO

To: Marketing, Planning, & Legislative Committee

Date: 04/27/2022

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

Reviewed by: *MR*

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.

Financial Implications:

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

Recommendation:

None, for information only.

Action Requested:

None, for information only.

Attachments:

Attachment 1: May 2022 Calendar

Attachment 1: May 2022 Calendar

MAY -- 2022						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
<u>1</u> Mom's Day Boutique - Concord	<u>2</u> Walnut Creek Library	<u>3</u> Concord Farmer's Market	<u>4</u> Orinda BART	<u>5</u> Martinez Amtrak	<u>6</u> Clayton Bus Stop ID 500 Clayton Rd + Peacock Creek Dr	<u>7</u>
<u>8</u>	<u>9</u> San Ramon Ride Route 35	<u>10</u> Moraga Library	<u>11</u> Pleasant Hill BART	<u>12</u> Lafayette Library	<u>13</u> Danville Library	<u>14</u>
<u>15</u>	<u>16</u> Martinez Senior Center	<u>17</u> Clayton Library	<u>18</u> Concord Library	<u>19</u> Orinda Library	<u>20</u> Rossmoor Farmer's Market	<u>21</u>
<u>22</u>	<u>23</u> Lafayette BART	<u>24</u> Danville Ride Route 21	<u>25</u> San Ramon Transit Center	<u>26</u> Saint Mary's College	<u>27</u> Pleasant Hill Senior Center	<u>28</u>
<u>29</u>	<u>30</u> Memorial Day - Closed	<u>31</u> North Concord BART				