

County Connection

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

MARKETING, PLANNING & LEGISLATIVE

MEETING AGENDA

Thursday, July 7, 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.

You are invited to a Zoom webinar.

When: Jul 7, 2022 08:30 AM Pacific Time (US and Canada)

Topic: Marketing, Planning & Legislative Committee

Please click the link below to join the webinar:

<https://us02web.zoom.us/j/81513279638>

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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 June 2, 2022*
4. FY 2022-23 Short Range Transit Plan Update – Information Only*
(Staff will provide an update on the status of the Short Range Transit Plan development.)
5. Pass2Class Promotion – Information Only*
(Staff will provide an overview of the Pass2Class promotional partnership with 511 Contra Costa.)
6. October Free Rides Promotion – Information Only*
(Staff will describe the proposed promotion for October 2022.)
7. Community Events – Information Only*
8. Committee Comments
9. Future Agenda Items
10. Next Meeting – August 4, 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, July 21, 9:00 a.m., via teleconference
Administration & Finance:	Wednesday, July 6, 2:00 p.m., via teleconference
Advisory Committee:	Tuesday, July 12, 1:00 p.m., via teleconference
Operations & Scheduling:	Friday, Aug 5, 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, June 2, 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: Kevin Wilk, Rob Schroder, Mike McCluer
Staff: Bill Churchill, Ruby Horta, Amber Johnson, Melody Reeb, Pranjal Dixit
Public: None

Call to Order: Meeting called to order at 8:32 a.m. by Director Wilk.

1. Approval of Agenda

The Committee approved the agenda.

2. Public Communication

None

3. Approval of Minutes from May 5, 2022

The Committee approved the minutes.

4. Clipper Institutional Pass Pilot

Ms. Reeb informed the Committee that the Metropolitan Transportation Commission (MTC) will be deploying an all-agency institutional pass as a demonstration pilot beginning this August. This project is one of the recommendations from the regional fare coordination study. MTC has identified regional funding to offset fare revenue losses during the pilot period and will be leading the Title VI process if any program is made permanent. The Committee forwarded a recommendation to the Board to approve County Connection's participation in the pilot.

5. State Legislative Efforts

Mr. Churchill informed the Committee that the legislative budget was released and does not include the free transit component that was proposed by the governor. Staff is working with the California Transit Association (CTA) and other transit operators to propose revisions to AB 1919 (Holden), which would make transit free for all individuals ages 25 and under but does not identify any funding source.

AB 2441 (Kalra) would require transit operators to renegotiate with their unions before implementing any new technology, but the language is very broad. The bill passed the Senate

Labor Committee and will likely go to the governor. CTA has taken an oppose unless amended position and is working with transit operators to develop a potential compromise.

SB 917 (Becker) has moved to the Assembly, and while the author has made amendments in response to operator concerns, there are still issues regarding the authority to set transit fares. The Bay Area transit operators have been working on submitting another letter to the author seeking further amendments.

AB 2237 (Friedman) would require that the Transportation Improvement Program (TIP) be consistent with the state climate goals and the California Transportation Plan (CTP). CTA has not yet taken a formal position on the bill, but CALCOG has taken an oppose position.

6. Community Events

Ms. Reeb presented the calendar of outreach planned for June.

7. Committee Comments

None.

8. Future Agenda Items

None.

9. Next Scheduled Meeting

The next meeting was scheduled for July 7th at 8:30 a.m. via teleconference.

10. Adjournment – The meeting was adjourned at 9:00 a.m.

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

INTER OFFICE MEMO

To: Marketing, Planning, & Legislative Committee

Date: 06/27/2022

From: Pranjali Dixit, Manager of Planning

Reviewed by: MR

SUBJECT: FY 2022-23 Short Range Transit Plan Update

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. Revised guidelines were established as a result of the COVID-19 pandemic and narrow the scope to a five-year planning horizon with a focus on financial and service planning.

On Board Survey:

As part of the SRTP update, County Connection will undertake passenger surveys with a purpose of collecting demographic and trip origin/destination data used to support future local and regional transit planning efforts. The survey will include questions related to demographic information, travel pattern/choice information and service quality. Additionally, questions related to current and future remote working will be included as part of the survey to better understand post-pandemic commute patterns for improved service planning. The survey will be conducted both onboard the buses and online. The onboard survey is aimed to capture the travel patterns of our existing riders while the online survey will help reach a wider audience to capture former riders who have not yet returned to transit as well as potential new riders in the region.

The survey is planned to be conducted for a period of 3-4 weeks in August to coincide with the start of the new school year. The survey will be available in English and Spanish for both the onboard and online versions.

Financial Implications:

None, for information only.

Recommendation:

None, for information only.

Action Requested:

None, for information only.

Attachments:

Attachment 1: Sample County Connection Onboard Survey 2022 English

ON-BOARD SURVEY

DEAR RIDER:

Please take a minute to fill this survey out and help us plan for your transit needs. It will only take five minutes. Place the survey in the yellow envelope as you exit the bus, or hand it to the person who gave it to you.

Thank you!

1. What route are you on right now?

2. Where are you going now?

- | | |
|--|---|
| <input type="checkbox"/> ₁ Home | <input type="checkbox"/> ₅ Social/ Recreational |
| <input type="checkbox"/> ₂ Work | <input type="checkbox"/> ₆ Healthcare |
| <input type="checkbox"/> ₃ School | <input type="checkbox"/> ₇ Other (specify) _____ |
| <input type="checkbox"/> ₄ Shopping | |

3. Where are you coming from?

- | | |
|--|---|
| <input type="checkbox"/> ₁ Home | <input type="checkbox"/> ₅ Social/Recreational |
| <input type="checkbox"/> ₂ Work | <input type="checkbox"/> ₆ Healthcare |
| <input type="checkbox"/> ₃ School | <input type="checkbox"/> ₇ Other (specify) _____ |
| <input type="checkbox"/> ₄ Shopping | |

4. How did you get from home to your first bus stop today? (Check only **ONE**)

- ₁ Walked – how many minutes? _____
- ₂ Used a wheelchair or scooter – how many minutes? _____
- ₃ Rode my bicycle – how many miles? _____
- ₄ Drove my car – how many miles? _____
- ₅ Someone gave me a ride – how many miles? _____
- ₆ Other (specify) _____

5. Did you transfer to connect to this bus?

- ₁ No
- ₂ Yes – Which route? _____

6. How many total transfers will you make on this one-way trip?

- | | |
|--|---|
| <input type="checkbox"/> ₁ None | <input type="checkbox"/> ₃ Two |
| <input type="checkbox"/> ₂ One | <input type="checkbox"/> ₄ Three or more |

7. How often do you ride County Connection?

- | | |
|---|---|
| <input type="checkbox"/> ₁ One day a week | <input type="checkbox"/> ₃ 3-4 days a week |
| <input type="checkbox"/> ₂ 2-3 days a week | <input type="checkbox"/> ₄ 5 or more days a week |

8. What is your primary reason for choosing County Connection for this trip?

- | | |
|---|--|
| <input type="checkbox"/> ₁ Cost | <input type="checkbox"/> ₄ Avoiding traffic/parking |
| <input type="checkbox"/> ₂ Convenience | <input type="checkbox"/> ₅ Not able to drive |
| <input type="checkbox"/> ₃ Lack of Car | <input type="checkbox"/> ₆ Prefer public transit to driving |
| <input type="checkbox"/> ₇ Other (specify) _____ | |

9. How did you pay your fare today?

- | | |
|--|--|
| <input type="checkbox"/> ₁ Cash | <input type="checkbox"/> ₅ Employer/School pass |
| <input type="checkbox"/> ₂ Clipper Card | <input type="checkbox"/> ₆ Amtrak/ACE Transfer |
| <input type="checkbox"/> ₃ Promo | <input type="checkbox"/> ₇ No fare required on this route |
| <input type="checkbox"/> ₄ Monthly Pass | <input type="checkbox"/> ₈ Other (specify) _____ |

10. How would you have made this trip if County Connection had not been available?

- | | |
|--|--|
| <input type="checkbox"/> ₁ Drive own vehicle | <input type="checkbox"/> ₄ Ride bicycle |
| <input type="checkbox"/> ₂ Carpool/vanpool | <input type="checkbox"/> ₅ Walk |
| <input type="checkbox"/> ₃ Taxi/Uber/Lyft | <input type="checkbox"/> ₆ Wouldn't make trip |
| <input type="checkbox"/> ₇ Get a ride with friend/family member | |
| <input type="checkbox"/> ₈ Other (specify) _____ | |

11. What is your approximate annual household income?

- | | |
|--|--|
| <input type="checkbox"/> ₁ Less than \$10,000 | <input type="checkbox"/> ₅ \$50,000 to \$74,999 |
| <input type="checkbox"/> ₂ \$10,000 to \$24,999 | <input type="checkbox"/> ₆ \$75,000 to \$99,999 |
| <input type="checkbox"/> ₃ \$25,000 to \$34,999 | <input type="checkbox"/> ₇ \$100,000 to \$149,000 |
| <input type="checkbox"/> ₄ \$35,000 to \$49,999 | <input type="checkbox"/> ₈ \$150,000 or more |

12. How many people live in your household and in which Zip Code?

- Zip Code _____ # People in Household _____
- #People who work full time _____
- #People who work part time _____

13. Are you Hispanic or Latino?

- ₁ Yes ₂ No

14. Which of the following do you most identify with?

- ₁ White
- ₂ Black/African American
- ₃ Asian
- ₄ Native Hawaiian/Pacific Islander
- ₅ American Indian/Alaskan Native
- ₆ Multiracial
- ₇ Other (specify) _____

15. Do you speak a language other than English at home?

- ₁ No
₂ Yes ► indicate language:
₃ Spanish ₄ Tagalog ₅ Farsi
₆ Vietnamese ₇ Chinese
₈ Other (specify) _____

16. How well do you speak English?

- ₁ Very well ₃ Not well
₂ Acceptable ₄ Not at all

17. What is your gender?

- ₁ Male ₂ Female ₃ Other

18. What is your age?

- ₁ Under 18 ₃ 36 to 55 ₅ 75 or older
₂ 19 to 35 ₄ 56 to 74

19. How do you typically obtain schedule information and updates about County Connection? (Check all that apply)

- ₁ Printed schedule ₆ Social Media
₂ County Connection website ₇ Bus driver
₃ At the bus stop ₈ Friends/Family
₄ Mobile app ₉ Customer service call center
₅ Bus Tracker real-time info
₁₀ Other (specify) _____

20. What is your employment status?

- ₁ Employed full-time ₃ Retired
₂ Employed part-time ₄ Not employed

21. Are you a student?

- ₁ Full-time student ₃ Not a student
₂ Part-time student

22. In the last month, typically how many days of the week did you work or attended classes remotely?

- ₁ Completely on-site ₄ Completely remote
₂ 1-2 days a week ₅ N/A
₃ 3-4 days a week

23. In the next year, how many days of the week will you work or attend classes remotely?

- ₁ Completely on-site ₄ Completely remote
₂ 1-2 days a week ₅ N/A
₃ 3-4 days a week

24. How do you access the Internet?

- ₁ Smartphone ₃ Tablet
₂ Computer ₄ I don't access the internet

25. If you could only choose one thing to improve County Connection service, what would you pick?

- ₁ Nothing ₅ More reliable service
₂ More frequent service ₆ Cheaper fares
₃ Faster service ₇ Cleaner buses or stops
₄ Buses run earlier or later ₈ More service on weekends
₉ Other (specify) _____

26. How do you rate County Connection in the following areas?

Characteristics	Poor 1	Fair 2	Neutral 3	Good 4	Excellent 5
a. On-time/reliability	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅
b. Frequency of service	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅
c. Time service begins	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅
d. Time service ends	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅
e. Length of trip	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅
f. Driver courtesy	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅
g. Connections with other buses/transit	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅
h. Condition of buses	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅

Thank you
for your participation in this survey.
Your responses will be kept strictly confidential.



To: Marketing, Planning, & Legislative Committee

Date: 06/30/2022

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

Reviewed by: *Ref*

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 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.

Program Overview:

The Pass2Class program was formerly known as SchoolPool and Southwest Student Transit Ticket Program and provides free bus passes for students. Prior to 2019, students would receive 20-ride punch cards that could be used at any time. Since the elimination of most paper products as a form of payment on County Connection buses, 511 Contra Costa adopted a different type of pass that instead provides unlimited rides for a set period of time.

For the 2022/2023 school year, 511 Contra Costa will fund the purchase of unlimited ride passes that will be valid for two months from August 1st through September 30th. Applications are expected to be available on July 7th, and 511 Contra Costa anticipates distributing the passes (limited to 2 per household) in mid-July. 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 2022 promotions budget.

Recommendation:

None, for information only.

Action Requested:

None, for information only.

Attachments:

None.

To: Marketing, Planning, & Legislative Committee

Date: 06/30/2022

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

Reviewed by: *RF*

SUBJECT: October Free Rides Promotion

Background:

In September 2021, County Connection offered a month of free rides on all routes as part of a regional "Return to Transit" marketing effort to encourage transit use. There was a nearly immediate boost in ridership because of the promotion, with an overall increase of about 17% compared to the prior month. However, a subsequent rise in COVID-19 cases resulted in ridership declines over the following few months. As ridership begins to recover again and with federal stimulus funds still available, staff proposes offering another month of free rides to encourage additional transit use, especially as commuters return to work. This effort to make transit more accessible aligns well with the goals of the Blue-Ribbon Transit Recovery Task Force and the principles adopted by the Metropolitan Transportation Commission (MTC) for the distribution of federal stimulus funds.

Fare-free October

This year, staff is proposing to offer the free ride promotion during the month of October instead of September. Pre-COVID, October has typically been one of the highest ridership months due to schools being in session and a lack of any major holidays. The timing also avoids any overlap with the Pass2Class program, which is offered in partnership with 511 Contra Costa and allows students to ride free during the months of August and September. With the two fare promotions, students will be able to ride County Connection for free for three consecutive months in the upcoming school year.

Financial Implications:

Staff will be presenting the item to the Administration & Finance Committee for approval of the free rides financial impact.

It is estimated that ridership would increase about 30% compared to last October as a result of free fares, in addition to more commuters returning to work. Ridership in October 2021 was close to 170,000. Assuming an average fare of \$2 and a 30% increase in ridership, the estimated fare revenue loss would be about \$442,000. County Connection would apply federal stimulus funds to this promotion. All costs associated with marketing the free fares are included in the FY 2022 promotions budget.

Recommendation:

None, for information only.

Action Requested:

None, for information only.

Attachments:

None.

INTER OFFICE MEMO

To: Marketing, Planning, & Legislative Committee

Date: 06/27/2022

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

Additional Information:

Based on feedback from Danville Senior Center, staff changed outreach to Danville from the 2nd Friday to the 2nd Monday and San Ramon from the 2nd Monday to the 2nd Friday monthly. This change is expected to generate more interest at the senior center as it is scheduled around an exercise class, hot lunch program, and a free movie.

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: July 2022 Calendar

Attachment 1

JULY -- 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> Clayton Library 2-4	<u>2</u>
<u>3</u>	<u>4</u> Independence Day - Closed	<u>5</u> Concord Farmers Market 9-2	<u>6</u> Orinda BART 8:30-10:30	<u>7</u> Martinez Amtrak 10-12	<u>8</u> San Ramon Transit Center 9-11	<u>9</u>
<u>10</u>	<u>11</u> Danville Senior Center 10:30-12:30	<u>12</u> Moraga Library 12:15-2:15 Afternoon Music at the Fountain 4-6	<u>13</u> Pleasant Hill BART 8:30-10:30	<u>14</u> Lafayette Library 10-12 EDD 9:30-12	<u>15</u> Rossmoor Farmers Market 9-1	<u>16</u>
<u>17</u> Walnut Creek Farmers Market 9-1	<u>18</u> Martinez Senior Center 10-12	<u>19</u> Clayton Library 2-4	<u>20</u> Concord Library 12-2	<u>21</u> Orinda Library 11-1	<u>22</u> Pleasant Hill Senior Center 10-12	<u>23</u>
<u>24</u> Moraga Farmers Market 9-1	<u>25</u> Lafayette BART 8:30-10:30	<u>26</u> Danville Library 10-12 Afternoon Music at the Fountain 4-6	<u>27</u> Dublin BART 9-11	<u>28</u> Ride Route 6 Leave Lafayette BART 9:00 Leave Orinda BART 10:15	<u>29</u> Ride Route 15 Leave Concord BART 9:23 Leave Pleasant Hill BART 10:07	<u>30</u>