

County Connection

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

MARKETING, PLANNING & LEGISLATIVE MEETING AGENDA

Thursday, September 1, 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: Sep 1, 2022 08:30 AM Pacific Time (US and Canada)
Topic: Marketing, Planning & Legislative Committee Meeting

Please click the link below to join the webinar:

<https://us02web.zoom.us/j/84163233152>

Or One tap mobile :

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US: +1 669 444 9171 or +1 669 900 6833 or +1 408 638 0968 or +1 346 248 7799 or +1 719 359 4580 or +1 253 215 8782 or +1 312 626 6799 or +1 386 347 5053 or +1 564 217 2000 or +1 646 876 9923 or +1 646 931 3860 or +1 301 715 8592 or +1 309 205 3325

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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 July 7, 2022*
4. Mobile Lobby Update – Information Only*
(Staff will provide an update on the mobile lobby efforts and upcoming promotions.)
5. Clipper Mobile Update – Information Only*
(Staff will provide an update on Clipper Mobile usage.)
6. State Legislation – Verbal Update
(Staff will provide a summary of current state legislative efforts and their potential impacts.)
7. Network Management Process – Verbal Update
(Staff will provide an update on the regional efforts for the Network Management Business Case led by the Metropolitan Transportation Commission.)
8. Community Events – Information Only*
9. Committee Comments
10. Future Agenda Items
11. Next Meeting – October 6, 2022 (8:30am, location to be determined)
12. 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, September 15, 9:00 a.m., via teleconference
Administration & Finance:	Wednesday, September 7, 2:00 p.m., via teleconference
Advisory Committee:	Tuesday, September 13, 1:00 p.m., via teleconference
Operations & Scheduling:	Friday, September 2, 8:15 a.m., via teleconference

The above meeting schedules are subject to change. Please check the County Connection Website (www.countyconnection.com) or contact County Connection Staff at (925) 676-1976 to verify date, time and location prior to attending 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, July 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, Mike McCluer
Staff: Bill Churchill, Ruby Horta, Melody Reeb, Pranjal Dixit, Julie Sherman
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 June 2, 2022

The Committee approved the minutes.

4. FY 2022-23 Short Range Transit Plan Update

Mr. Dixit provided an update on the development of the Short-Range Transit Plan. He informed the Committee that staff will be conducting an onboard passenger survey this fall to collect information on travel patterns and customer satisfaction. There will also be an online version to capture responses from those who may not currently be using transit. Director McCluer asked about the effectiveness of surveys compared to other methods of gathering input from riders. Ms. Reeb responded that one of the main purposes of the survey is to satisfy Title VI requirements, but that public input is collected in multiple other ways such as through public meetings and the call center.

5. Pass2Class Promotion

Ms. Reeb informed the Committee that staff is working with 511 Contra Costa to offer the Pass2Class program again this fall. This pass allows students to ride free for two months from August through September, and 511 Contra Costa will be reimbursing County Connection based on pass usage. Director Worth noted that the bell time changes for the upcoming school year could provide an opportunity to promote taking transit to school, particularly for high schools that will have later start times.

6. October Free Rides Promotion

Ms. Reeb said that staff is proposing another free ride promotion in October to encourage riders to get back on transit. Staff anticipates more ridership growth this fall as commuters return to work and schools are back in session, and October has historically been one of the highest ridership months. The timing also aligns well with the Pass2Clas program and will provide students with three months of free transit.

7. Community Events

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

8. Committee Comments

None.

9. Future Agenda Items

None.

10. Next Scheduled Meeting

The next meeting was scheduled for August 4th at 8:30 a.m. via teleconference.

11. Adjournment – The meeting was adjourned at 9:06 a.m.

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

To: Marketing, Planning, & Legislative Committee

Date: 08/22/2022

From: Ruby Horta, Assistant General Manager - Administration

Reviewed by: *WC.*

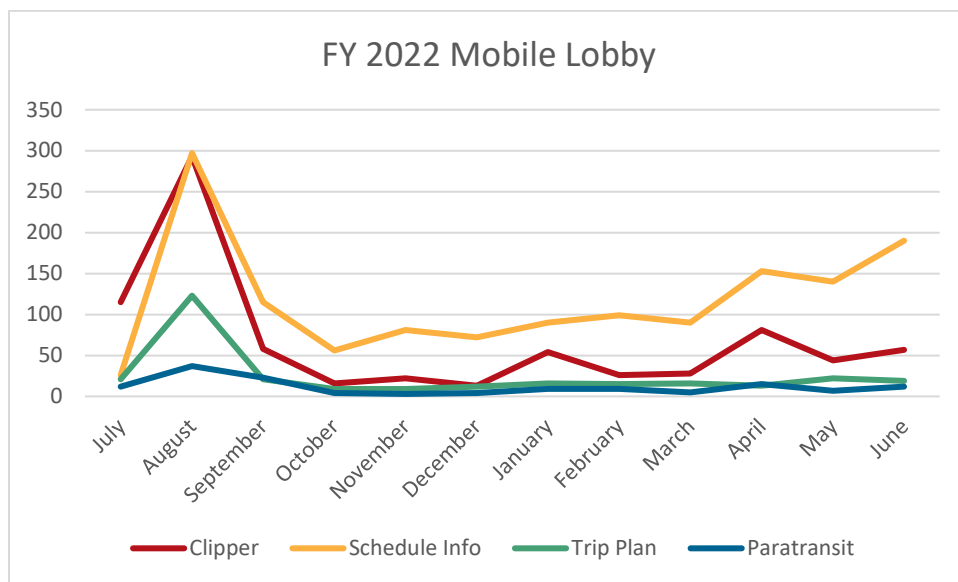
SUBJECT: Mobile Lobby Update

Background:

County Connection's front lobby was required to remain closed to the public throughout the height of the COVID-19 pandemic due to the risk factors at the time and its nature of being indoors. As restrictions were lifted for outdoor activities, staff decided to pilot the initiative of a "mobile lobby" before considering opening the front lobby to the public. The Mobile Lobby was deployed in the summer of 2021 at various locations throughout our service area to serve passengers more adequately, in lieu of the front lobby. Starting in July 2021, we deployed staff to BART stations, senior centers, and Farmers' Markets.

FY22 Expansion

Since its inception the Mobile Lobby has been equipped to process all services, including Clipper, schedule information, trip planning, paratransit, promotions, and any other questions about connecting services. The first month proved to be a successful endeavor as staff assisted over 500 individuals, compared to about 400 in July 2019. August 2021 was particularly successful due to many schools hosting in-person registrations. Overall, the Mobile Lobby reached close to 5,000 individuals during FY2022, processing more than 800 Clipper cards (youth, senior, START, RTC) and providing schedule information to more than 1,500 riders.



School Outreach:

Staff contacted the middle schools and high schools that are served by County Connection. Some schools are still opting for online registration. For example, Walnut Creek Intermediate (WCI) continues to only offer online registrations, while other schools provided a mix of online and in-person events.

Staff was able to coordinate with the following seven (7) schools and attended a total of eleven (11) events during the first two weeks of August.

- College Park High
- El Dorado Middle
- Oak Grove Middle
- Pine Hollow Middle
- Pleasant Hill Middle
- Sequoia Middle
- Valley View Middle

Overall, staff was able to assist 306 individuals during the events and processed 120 Youth Clipper Card applications, including 57 in Spanish, and 86 Pass2Class applications. Attachment 1 includes a list of all the events and the types of services provided.

Given the resounding success of the Mobile Lobby concept, staff expects the concept to continue into the future.

Financial Implications:

Any costs associated with the Mobile Lobby are included in the Promotions budget.

Recommendation:

None, for information only.

Action Requested:

None, for information only.

Attachments:

Attachment 1: Summary of School Registration Events

School Registration Events

School	Date	Number of People	Clipper Info	Youth Clipper Application	Route Info	Trip Planning	Swag Items	Pass2Class info	Pass2Class Application
College Park High	8/3/2022	83	15	4	32	1	69	27	0
Oak Grove Middle	8/3/2022	48	22	21	18	0	37	33	33
Pine Hollow Middle	8/3/2022	8	3	3	3	0	9	3	3
El Dorado Middle	8/4/2022	7	2	2	0	0	1	5	0
Sequoia Middle	8/4/2022	57	26	3	31	0	34	28	0
Pine Hollow Middle	8/4/2022	3	3	3	2	0	3	1	0
Oak Grove Middle	8/4/2022	41	59	59	12	2	38	50	50
Valley View Middle	8/5/2022	19	10	6	16	0	16	14	0
Pine Hollow Middle	8/5/2022	12	10	10	8	0	7	3	0
El Dorado Middle	8/5/2022	8	1	1	3	0	3	0	0
Pleasant Hill Middle	8/10/2022	20	10	8	5	5	8	7	0
Totals		306	161	120	130	8	225	171	86

To: Marketing, Planning, & Legislative Committee

Date: 08/16/2022

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

Reviewed by:



SUBJECT: Clipper Mobile App Update

Background:

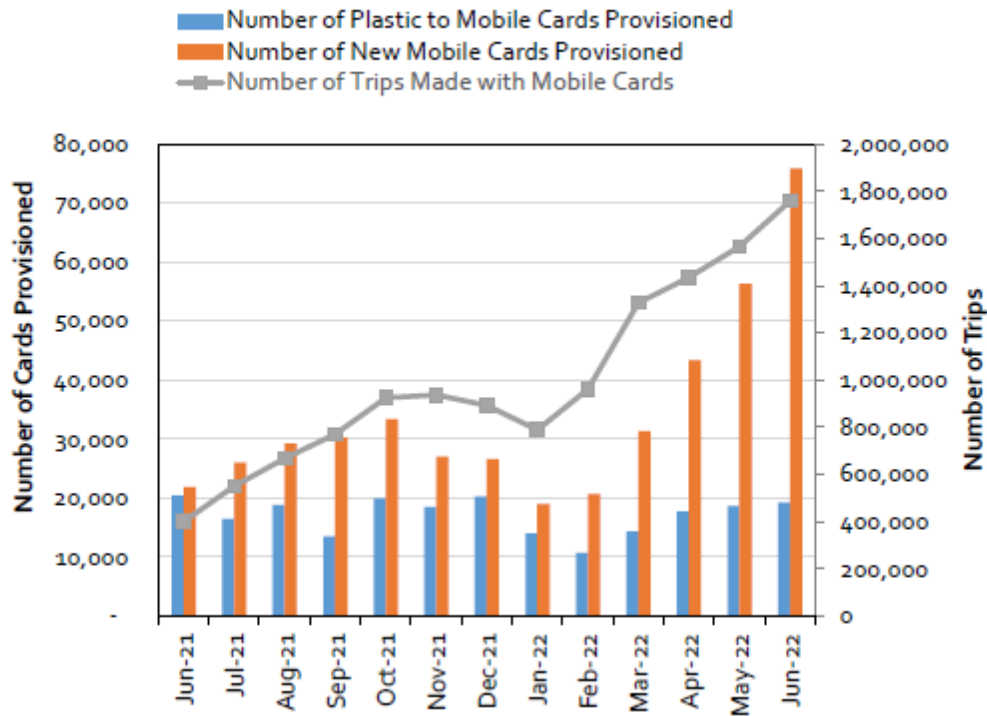
The Clipper Mobile App was launched last Spring, allowing riders to pay their transit fares with their smartphone using Apple Pay or Google Pay. In addition to paying fares, the Clipper App also allows users to manage their accounts from their mobile device and provides trip planning tools, including real-time transit information.

Outreach Campaigns:

The Metropolitan Transportation Commission (MTC) developed a regional marketing and communications plan for the launch of the app and provided transit operators with a toolkit of materials to utilize in their own marketing efforts. However, recognizing that many people were still working from home during the initial launch, MTC staff relaunched the campaign in April 2022, which has included out-of-home, digital, and print advertising. The campaign has also been aimed at encouraging riders to get a Clipper card on their phone since recent supply chain issues have depleted the region's inventory of plastic Clipper cards. To further encourage the use of mobile payments, MTC has waived the standard \$3 fee for new mobile cards. County Connection staff have also been promoting the Clipper Mobile App through the mobile lobby.

Mobile Card Usage:

Since the launch, almost 298,000 plastic Clipper cards have been transferred to mobile wallets and over 527,000 new mobile cards have been created regionwide, and mobile card usage has been growing significantly over the last few months, boosted in part by the Warriors and Pride parades in June. Regionwide, about 19% of Clipper trips are being made using mobile cards. For the East Bay operators, almost 20,000 trips were taken in June 2022 using a mobile card, which was about 15% of all trips using Clipper.



Source: MTC, Clipper Update, July 2022

Financial Implications:

None, for information only.

Recommendation:

None, for information only.

Action Requested:

None, for information only.

Attachments:

None

INTER OFFICE MEMO

To: Marketing, Planning, & Legislative Committee

Date: 8/22/22

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: September 2022 Calendar

Attachment 1

SEPTEMBER -- 2022						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				<u>1</u> Martinez Amtrak 10-12 Emergency Prep Fair Todos Santos Park 4-8	<u>2</u> Clayton Library 10-12	<u>3</u>
<u>4</u>	<u>5</u> Labor Day - Closed	<u>6</u> Concord Farmers Market 9-2	<u>7</u> Orinda BART 8:30-10:30	<u>8</u> Lafayette Library 10-12	<u>9</u> Concord Senior Health Fair 9-2	<u>10</u>
<u>11</u>	<u>12</u> San Ramon Transit Center 9-11	<u>13</u> Moraga Library 2-4	<u>14</u> Pleasant Hill BART 8:30-10:30	<u>15</u> Orinda Library 10-12 Taco Trail Kick-off 4:30-6	<u>16</u> Rossmoor Farmers Market 9-1	<u>17</u> Lafayette Art & Wine Festival 10:00am-7:00pm
<u>18</u> Lafayette Art & Wine Festival 10:00am-6:00pm	<u>19</u> Martinez Senior Center 10-12	<u>20</u> Clayton Library 2-4	<u>21</u> Concord Library 12-2	<u>22</u> Saint Marys College 9-11 San Ramon Senior Fair 1:30-4:00	<u>23</u> Pleasant Hill Senior Center 10-12	<u>24</u> Moraga Pear & Wine Festival 11:00AM-3:00PM
<u>25</u>	<u>26</u> Danville Senior Center 10-12	<u>27</u> Lafayette BART 8:30-10:30	<u>28</u> Employment Development Dept. 9:30-12 Tourism Breakfast Visit Concord 8:30-10	<u>29</u> Ride Route 35 351041 Leaves: SRTC @7:31AM Dublin BART @8:06AM	<u>30</u> Ride Route 21 211011 Leaves: WC BART @11:40AM SRTC @12:45pm	