

**To:** Marketing, Planning, & Legislative Committee

**Date:** 12/28/2022

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

**Reviewed by:** *Ref*

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**SUBJECT: Integrated Transit Plan Update**

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### **Background:**

In 2019, the Contra Costa Transportation Authority (CCTA) developed a Transportation Expenditure Plan (TEP) for a potential new sales tax measure. The TEP established a transit-first policy and called for the development of an Integrated Transit Plan (ITP), which would establish goals and recommendations to improve transit coordination and integration in Contra Costa County and define how TEP funding could be used. Although the March 2020 ballot measure did not pass, CCTA is hiring a consultant to move forward with the development of the ITP as a proactive approach in response to regional efforts such as the Blue Ribbon Transit Recovery Task Force to improve transit efficiency and coordination amongst the various operators.

### **ITP Request for Proposals:**

CCTA developed a scope of work and released a Request for Proposals (RFP) in November 2022 for a consulting firm to develop the ITP. The plan will include an assessment of existing services and travel markets to identify gaps in service as well as current and projected travel trends. Based on these findings, action plans will be developed that recommend specific service changes to better serve the different markets, establish priorities in serving the differing needs of the various populations, and identify new service choices that have the best potential to gain transit market share. The plan will also identify infrastructure needs in order to support the recommended improvements. Finally, the plan will explore the institutional and policy changes that would be necessary to support greater transit effectiveness and productivity beyond the short- to medium-term improvements identified in the action plans. However, in the absence of a new sales tax measure, the plan will not identify alternative new funding sources for the action plan recommendations.

Transit operator staff will be participating in the RFP evaluation process. The contract is tentatively scheduled to be awarded in February 2023, and it is anticipated that the plan itself will take 12 to 18 months to complete. Staff will provide updates to the MP&L Committee as the plan development moves forward.

### **Financial Implications:**

None, for information only.

### **Recommendation:**

None, for information only.

**Action Requested:**

None, for information only.

**Attachments:**

None