

County Connection

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

MARKETING, PLANNING & LEGISLATIVE COMMITTEE

MEETING AGENDA

Thursday, January 5, 2023

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.

Committee Directors, staff, and the public may participate remotely by calling:

Please click the link below to join the webinar:

<https://us02web.zoom.us/j/87684756119>

Or One tap mobile :

US: +16694449171,,87684756119# or +16699006833,,87684756119#

Or Telephone:

Dial(for higher quality, dial a number based on your current location):

US: +1 669 444 9171 or +1 669 900 6833 or +1 408 638 0968 or +1 253 215 8782 or +1 346 248 7799 or +1 719 359 4580 or +1 253 205 0468 or +1 564 217 2000 or +1 646 876 9923 or +1 646 931 3860 or +1 689 278 1000 or +1 301 715 8592 or +1 305 224 1968 or +1 309 205 3325 or +1 312 626 6799 or +1 360 209 5623 or +1 386 347 5053 or +1 507 473 4847

Webinar ID: 876 8475 6119

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.

FY2022/2023 MP&L Committee

Candace Andersen – Contra Costa County, Don Tatzin – Lafayette, Rob Schroder – Martinez, Kevin Wilk – Walnut Creek

Clayton • Concord • Contra Costa County • Danville • Lafayette • Martinez
Moraga • Orinda • Pleasant Hill • San Ramon • Walnut Creek

CENTRAL CONTRA COSTA TRANSIT AUTHORITY

The Committee may take action on each item on the agenda. The action may consist of the 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 December 1, 2022*
4. Federal Legislative Focus 2023 – Verbal Update, Information Only
(Staff will highlight the likely items and ideas to influence 2023 County Connection Federal Legislative Program)
5. Update on PEPR and 13(c) Litigation Update – Verbal Update, Information Only
(Staff will provide a verbal update regarding the United States District Court for the Eastern District of California and the ongoing PEPR and 13(c) Litigation)
6. Integrated Transit Plan Update - Information Only*
(Staff will provide an overview of the Integrated Transit Plan being developed by CCTA.)
7. Community Events – Information Only*
8. Committee Comments
9. Future Agenda Items
10. Next Meeting – February 2, 2023 (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, January 19, 9:00 a.m., via teleconference
Administration & Finance:	Wednesday, January 4, 2:00 p.m., via teleconference
Advisory Committee:	Tuesday, January 10, 1:00 p.m., via teleconference
Operations & Scheduling:	Friday, January 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, December 1, 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: Candace Andersen, Don Tatzin, Rob Schroder, Kevin Wilk
Staff: Bill Churchill, Ruby Horta, Melody Reeb, Pranjal Dixit, Ryan Jones,
and Julie Sherman
Public: None

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

1. Approval of Agenda

The Committee approved the agenda.

2. Public Communication

None

3. Approval of Minutes from November 3, 2022

The Committee approved the minutes.

4. Final Short-Range Transit Plan

Mr. Dixit provided an update on the SRTP, which has been submitted to MTC, including comments on the plan. Comments addressed on the final plan included concerns about projected revenue for each of the three scenarios, issues around the driver shortage, as well as Director Tatzin's previous comment about how CCCTA might adapt to a shifting transit landscape because of possible continued driver shortages, new public health crises, or future revenue shortfalls. This item was approved to be submitted to the Board.

5. Weekend Monument Free Expansion Title VI Fare Equity Analysis

Ms. Reeb gave background of this item, sharing that the Board approved a 6-month pilot of this program to the weekend route that served the corridor in March 2022. This expansion was possible because of available funding through LCTOP grant program. Since the launch of the program, there has been a 32% increase in ridership on the free weekend routes, and Route 314 is carrying more passengers now than pre-pandemic. Because of the success of this pilot, staff is proposing to continue the program while funds remain available. In order to continue offering free weekend routes, staff must conduct a fare equity analysis, which

found no disparate impact on minority riders and no disproportionate burden on low-income riders. This item was approved to be submitted to the Board.

6. October Free Ride Campaign

Mr. Jones gave a summary of the October Free Ride Campaign, which provided a month-long of free rides on all routes. In partnership with Zero Company, a digital marketing company, the campaign was amplified across all CCCTA social media channels as well as on various websites (purchased ad space). The results showed an approximate 3 million impressions (views) of the ads online, which translated into a roughly 26% increase in ridership system wide compared to ridership from September 2021, bringing rider levels closer to pre-pandemic levels. This item was submitted to the Board for information only.

7. Community Events

Mr. Jones shared the outreach calendar for December, which included 22 Mobile Lobby events scheduled at select locations throughout the month. CCCTA staff members also participated in two holiday parades in Walnut Creek and Martinez.

8. Committee Comments

Director Schroder shared that newly elected mayor, Brianne Zorn, has agreed to let him serve out his term on the CCCTA Board until April 2024.

9. Future Agenda Items

Mr. Churchill shared that the Board would like him to put in the GM report consideration for on-going remote meetings, suggesting meetings continue to follow the governor's recommendations with the possibility of resuming in-person meetings in March 2023.

10. Next Scheduled Meeting

The next meeting was scheduled for January 5, 2023 at 8:30 a.m. via teleconference.

11. Adjournment – The meeting was adjourned at 8:26 a.m.

Minutes prepared and submitted by Ryan Jones, Manager of Marketing & Communications

INTER OFFICE MEMO

To: Marketing, Planning, & Legislative Committee

Date: 12/28/2022

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

Reviewed by: *Ref*

SUBJECT: Integrated Transit Plan Update

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

INTER OFFICE MEMO

To: Marketing, Planning, & Legislative Committee

Date: 12/20/22

From: Ryan Jones, Manager of Marketing & Communications

Reviewed by: MR

SUBJECT: Community Events

Background:

County Connection offers a mobile lobby, where staff visit areas within the service area. When possible, we also participate in select community and business events, and coordinate Class Pass field trips for schools with service along fixed-routes.

Additional Information:

County Connection continued customer outreach with the mobile lobby in December throughout Central Contra Costa County. We scheduled 21 mobile lobby events, which included visiting libraries, farmer's markets, senior centers, and transit hubs where we helped people with trip planning, RTC and LINK (paratransit) applications, signing up with the Clipper app, and answered other general inquiries of our services. We have found that many of our customers, particularly our senior customers and underserved communities, find it is convenient to meet our staff while we're out in their respective neighborhoods. For those who wish to come to our office, our lobby is open to the public, 8:00 a.m.-3:00 p.m., Monday-Friday. Customer Service Representatives also answer phones from 6:30 a.m.-6:30 p.m., Monday-Friday. We also participated in the Walnut Creek Parade of Lights (12/1) and the Holiday Frolic & Children's Light Parade in Martinez (12/2).

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: December 2022 Calendar, January 2023 Calendar

DECEMBER -- 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> Martinez Amtrak 10-12 Walnut Creek Parade of Lights at Broadway Plaza 6:00PM-9:00PM	<u>2</u> Ride Route 10 Leaves: Concord BART @9:30AM Clayton Library @9:59AM Martinez Lighted Parade City Hall 6:30PM-7:30PM	<u>3</u> Walnut Creek Downtown ride the FREE Route 4 leaving Walnut Creek BART: 3:00, 3:40, 4:20, 5:00, 5:40
<u>4</u>	<u>5</u> Walnut Creek Library 11:30-1:30	<u>6</u> North Concord BART 12:30-2:30	<u>7</u> Orinda BART 10-12	<u>8</u> Lafayette Library 10-12	<u>9</u> Danville Library 11:30-1:30	<u>10</u>
<u>11</u>	<u>12</u> Ride Route 35 Leaves: SRTC @7:31AM Dublin BART @8:06AM	<u>13</u> Moraga Library 12:30-2:30	<u>14</u> Pleasant Hill Library 11-1	<u>15</u> Orinda Library 11:30-1:30	<u>16</u> Pleasant Hill Senior Center 10-12	<u>17</u>
<u>18</u>	<u>19</u> Martinez Senior Center 10-12	<u>20</u> Clayton Library 12-2	<u>21</u> Concord Library 12-2	<u>22</u> Ride Route 6 Leaves: Lafayette BART @11:00AM Orinda BART @12:15PM	<u>23</u> Ride Route 1 Leaves: Rossmoor @9:14AM Mitchell P&R @10:05AM	<u>24</u>
<u>25</u>	<u>26</u> Holiday	<u>27</u> Ride Route 21 Leaves: WC BART @11:40AM SRTC @12:45PM	<u>28</u> Concord EDD Office 9:30-12:00	<u>29</u> Ride Route 9 Leaves: DVC @11:00AM WC BART @11:51AM	<u>30</u> Ride Route 98X Leaves: Amtrak @8:43AM WC BART @9:22AM	<u>31</u>

Attachment 1

JANUARY -- 2023						
<u>SUNDAY</u>	<u>MONDAY</u>	<u>TUESDAY</u>	<u>WEDNESDAY</u>	<u>THURSDAY</u>	<u>FRIDAY</u>	<u>SATURDAY</u>
<u>1</u>	<u>2</u> Holiday	<u>3</u> Ride Route 17 Leaves: N Concord BART @9:28AM Concord BART @10:00AM	<u>4</u> Orinda BART 8:30 - 10:30	<u>5</u> Martinez Amtrak 12-2	<u>6</u> Ride Route 10 Leaves: Concord BART @8:30AM Clayton Library @8:59AM	<u>7</u>
<u>8</u>	<u>9</u> San Ramon Transit Center 10-12	<u>10</u> Danville Library 10-12	<u>11</u> Pleasant Hill Library 10-12	<u>12</u> Lafayette Library 10-12	<u>13</u> Moraga Library 10-12	<u>14</u>
<u>15</u>	<u>16</u> Martinez Senior Center 10-12	<u>17</u> Clayton Library 12-2	<u>18</u> Concord Library 12-2	<u>19</u> Orinda Library 10-12	<u>20</u> Ride Route 1 Leaves: Rossmoor @12:14PM Mitchell P&R @1:05PM	<u>21</u>
<u>22</u>	<u>23</u> Ride Route 21 Leaves: WC BART @10:40AM SRTC @11:45P	<u>24</u> Lafayette BART 10-12	<u>25</u> Concord EDD Office 9:30-12	<u>26</u> Ride Route 6 Leaves: Lafayette BART @11:00AM Orinda BART @12:15PM	<u>27</u> Pleasant Hill Senior Center 10-12	<u>28</u>
<u>29</u>	<u>30</u> Ride Route 35 Leaves: SRTC @7:31AM Dublin BART @8:06PM	<u>31</u> Walnut Creek BART 10-12				