

County Connection

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

MARKETING, PLANNING & LEGISLATIVE COMMITTEE

MEETING AGENDA

Thursday, April 6, 2023

8:30 a.m.

Supervisor Andersen Office
3338 Mt. Diablo Blvd, Lafayette, CA

The committee may take action on each item on the agenda, even items that are listed as “information only”. 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 March 6, 2023*
4. State Legislative Update – Verbal Update
(Staff will provide a summary of current state legislative efforts.)
5. Transit Corridor Study*
(Staff will request that the MP&L Committee recommend that the Board approve the use of TPI funds to conduct a Transit Corridor Study.)
6. Clipper BayPass Update – Information Only*
(Staff will provide an update on the regional institutional pass pilot program.)
7. 99X Free Fares – Information Only*
(Staff will provide an update on the proposed fare change on Route 99X)
8. Community Events – Information Only*
9. Committee Comments
10. Future Agenda Items
11. Next Meeting – May 4, 2023 (8:30am, 3338 Mt. Diablo Blvd.)
12. Adjournment

*Enclosure

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

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, April 20, 9:00 a.m., County Connection Board Room
Administration & Finance:	Wednesday, April 5, 2:00 p.m., 100 Gregory Ln, Pleasant Hill, Small Community Room
Advisory Committee:	Tuesday, May 9, 1:00 p.m., County Connection Board Room
Operations & Scheduling:	Wednesday, April 5, 8:00 a.m., 3338 Mt. Diablo Blvd, Lafayette

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
Supervisor Andersen's Office
3338 Mt. Diablo Blvd.
Lafayette, CA
Monday, March 6, 2023, 11:30 a.m.

Directors: Candace Andersen, Don Tatzin, Rob Schroder, Kevin Wilk
Staff: Bill Churchill, Ruby Horta, Melody Reeb, Kristina Martinez, Pranjal Dixit, and Ryan Jones
Public: None

Call to Order: Meeting called to order at 11:30 a.m. by Director Andersen.

1. Approval of Agenda

The Committee approved the agenda.

2. Public Communication

None

3. Approval of Minutes from February 2, 2023

The Committee approved the minutes.

4. Final Draft 2023 County Connection Federal Legislative Advocacy Program

Mr. Churchill shared the final draft of the 2023 Federal Advocacy Program brochure. The Committee reviewed and did not have any further changes to the layout and design. This brochure will be presented to elected officials in Washington D.C. during the upcoming APTA Legislative Conference.

5. Update on PEPR and 13(c) Litigation Update

Mr. Churchill provided an update on PEPR and the 13(c) litigation. The US District Court issued its final judgement, which permanently prevents the Department of Labor (DOL) from denying federal grants to California transit agencies on the basis of PEPR. The DOL and/or ATU have 30 days to appeal the decision, but the stay issued by the court would remain in effect during the appeal process so that federal grants will continue to flow.

6. Marketing Plan FY23-24

Mr. Jones shared details about the Marketing Plan for FY23-24, outlining the different components of the forthcoming marketing strategy; Events and Promotions, Service Alerts and General Updates, Education, and Recruitment. The marketing plan includes a budget to pay for all programming

associated with the outreach efforts. The Committee voted to submit the plan to the Board for approval.

7. Transit Driver Appreciation Day

Mr. Jones informed the Committee about Transit Driver Appreciation Day, observed on Saturday, March 18, 2023. This is an annual date of recognition and County Connection will participate by sharing 'Thank You' photos from passengers of agency bus operators online and is working with Transportation to supply gift bags and a meal to operators a day earlier; Friday, March 17, 2023. Additionally, in partnership with Tri Delta Transit and WestCAT, County Connection will provide a day of fare-free rides on Transit Driver Appreciation Day.

8. On-Call Planning Services Contract Award

Ms. Reeb updated the Committee on the contract, explaining that staff had consulted legal counsel to develop a Request for Proposals (RFP). The RFP was released on December 12, 2022, and a pre-proposal conference was held on December 22, 2022 via teleconference. Three firms—Nelson/Nygaard, Transportation Management & Design, and Zilo International Group—submitted proposals and met the minimum standards as outlined in the RFP. After review and scoring, staff asked that the Committee award a contract to Transportation Management & Design for a 3-year base term with a two 1-year options for an amount not to exceed \$750,000. The Committee forwarded the item to the Board for approval.

9. Community Events

Mr. Jones shared the outreach calendar for March, which included 23 Mobile Lobby events scheduled at select locations throughout the month. No additional community events were planned for the month.

10. Committee Comments

None.

11. Future Agenda Items

None.

12. Next Scheduled Meeting

The next meeting was scheduled for Thursday, April 6, 2023 at 8:30 a.m. in-person at Supervisor Andersen's Office, 3338 Mt. Diablo Blvd., Lafayette, CA

13. Adjournment – The meeting was adjourned at 12:17 p.m.

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

To: Marketing, Planning, & Legislative Committee

Date: 03/27/2023

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

Reviewed by: *Ref*

SUBJECT: Transit Corridor Study

Background:

In October 2022, the Metropolitan Transportation Commission (MTC) released a call for projects for the FY 2022-23 Transit Performance Initiative (TPI) program, which is a competitive grant program to fund low-cost capital investments that improve operations and customer experience on major transit corridors and systems. The goal of the program is to provide funding for lower-cost improvements that increase transit speeds and reliability, especially buses experiencing traffic delays on high-ridership, high-frequency routes. New to this year, proposals for the planning and development of future TPI-eligible projects were also considered.

Corridor Study:

Staff submitted an application to conduct a study analyzing four major corridors within County Connection's service area and identifying options to improve the speed and reliability of buses. The proposed study includes segments of Clayton Rd, Monument Blvd, Ygnacio Valley Rd, and Treat Blvd, which are shown in Figure 1. The first two corridors serve County Connection's highest ridership areas with relatively frequent transit service, while the other two have high potential for increased transit use by making it more competitive to driving. The study will assess current conditions, including operations, existing infrastructure, and ridership, gather passenger and community feedback, and develop recommendations for capital improvements that would reduce delays and travel time and enhance the customer experience.

On March 22, 2023, MTC approved award of the full requested funding amount of \$400,000 for County Connection's proposed study. Staff plans to use the on-call planning contract with Transportation Management & Design (TMD) that was recently approved by the Board to assist with completing the study. Staff will be working closely with the cities of Concord and Walnut Creek throughout the process and will provide periodic updates to the Committee and Board as well as TRANSPAC and other regional partners as the study progresses. Once the study is complete and a program of projects has been developed, staff would then seek additional funding—including future rounds of TPI funds—for implementation of the recommended improvements.

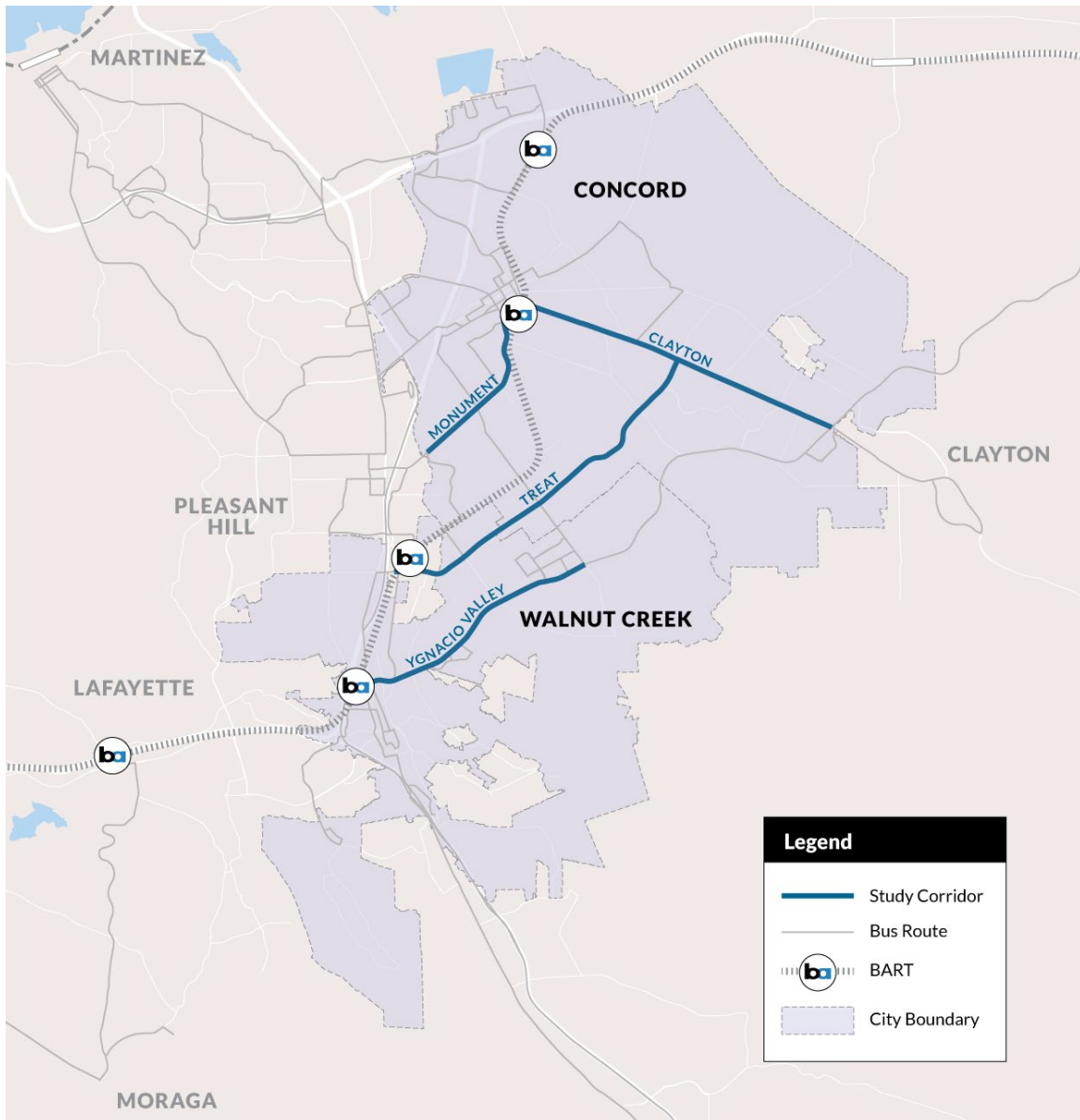


Figure 1: Study Corridors

Financial Implications:

County Connection will be receiving \$400,000 in Surface Transportation Program/Congestion Mitigation and Air Quality Improvement Program (STP/CMAQ) funds from MTC for the study. A minimum 11.47% local match is required, which amounts to \$45,880. Transportation Development Act (TDA) funds will be used for the local match.

Recommendation:

Staff recommends that the MP&L Committee approve the use FY 2022-23 TPI funds in the amount of \$400,000 for the proposed Transit Corridor Study.

Action Requested:

Staff requests that the MP&L Committee forward this item to the Board for approval.

Attachments:

None

To: Marketing, Planning, & Legislative Committee

Date: 03/27/2023

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

Reviewed by: *Ref*

SUBJECT: Clipper BayPass Update

Background:

In late 2019, the Metropolitan Transportation Commission (MTC) began a Regional Fare Coordination and Integration Study (FCIS) to evaluate the impacts of the region's disparate fare systems on ridership and develop goals for a regional system that would improve the passenger experience and promote higher ridership. The Fare Integration Task Force was formed as a "Special Committee" of the Clipper Executive Board (CEB) to oversee the study, and in late 2021, this Task Force adopted a Policy Vision Statement for fare integration in the 9-county region based on the study recommendations. Concurrently, the Blue Ribbon Transit Recovery Task Force (BRTF) adopted the Transit Transformation Action Plan, which called for the implementation and funding of the recommended pilot projects from the FCIS.

Institutional Pass Pilot:

In June 2022, the Board approved County Connection's participation in the Clipper BayPass pilot program, which is an all-transit agency institutional/employer pass. The initial phase was launched in August and focused on educational institutions and affordable housing properties that already offer an "all you can use" transit pass under pre-existing agreements, including San Francisco State University, San Jose State University, UC Berkeley, Santa Rosa Junior College, and MidPen Housing.

The second phase will expand the program to employers and include developing a pricing structure for the passes. The first few partners are expected to launch this summer, and additional ones will be added to the program on a rolling basis. The pricing structure is intended to be revenue neutral, with pass costs offsetting any fare revenue losses. However, because this is a new pass product, actual usage and willingness to pay are still unknown. In order to manage risk, MTC is proposing an incremental and phased approach starting with a limited number of partners in order to gather data and be able to refine the pricing offerings. The pilot will also focus on recruiting employers not already participating in existing pass programs in order to avoid impacting transit agencies' current revenue streams.

Potential Use in Contra Costa:

As it is scaled up in the future, there are several existing and planned locations within County Connection's service area that could benefit from the Clipper BayPass program. County Connection currently has partnerships with various employer sites such as Bishop Ranch and Shadelands and educational institutions such as St. Mary's to provide subsidized service and/or rides to their employees, students, and visitors. Expanding access to regional transit services such as BART would be extremely valuable for many of these partners. The program would also be able to provide more flexibility and a wider range of pricing options to better fit each institution's needs. This could make the program more

attractive and feasible for institutions such as Diablo Valley College (DVC) where implementing a transit pass program has historically been challenging. In addition, the program could potentially be expanded to housing developments, including those planned at Bishop Ranch and Concord Naval Weapons Station.

Financial Implications:

Funds collected from participating employers will be distributed to transit operators based on ridership and lost fare revenue. If the pass is overutilized and foregone revenue exceeds what is paid by participants, MTC has set aside \$1M in backstop funding. However, it's possible that usage could exceed that funding as well, in which case each operator would have to take a proportional reduction in funds, although MTC staff believes this will be highly unlikely.

Recommendation:

None, for information only.

Action Requested:

None, for information only.

Attachments:

None

To: Marketing, Planning & Legislative Committee

Date: 03/29/2023

From: Pranjali Dixit, Manager of Planning

Reviewed by: MR

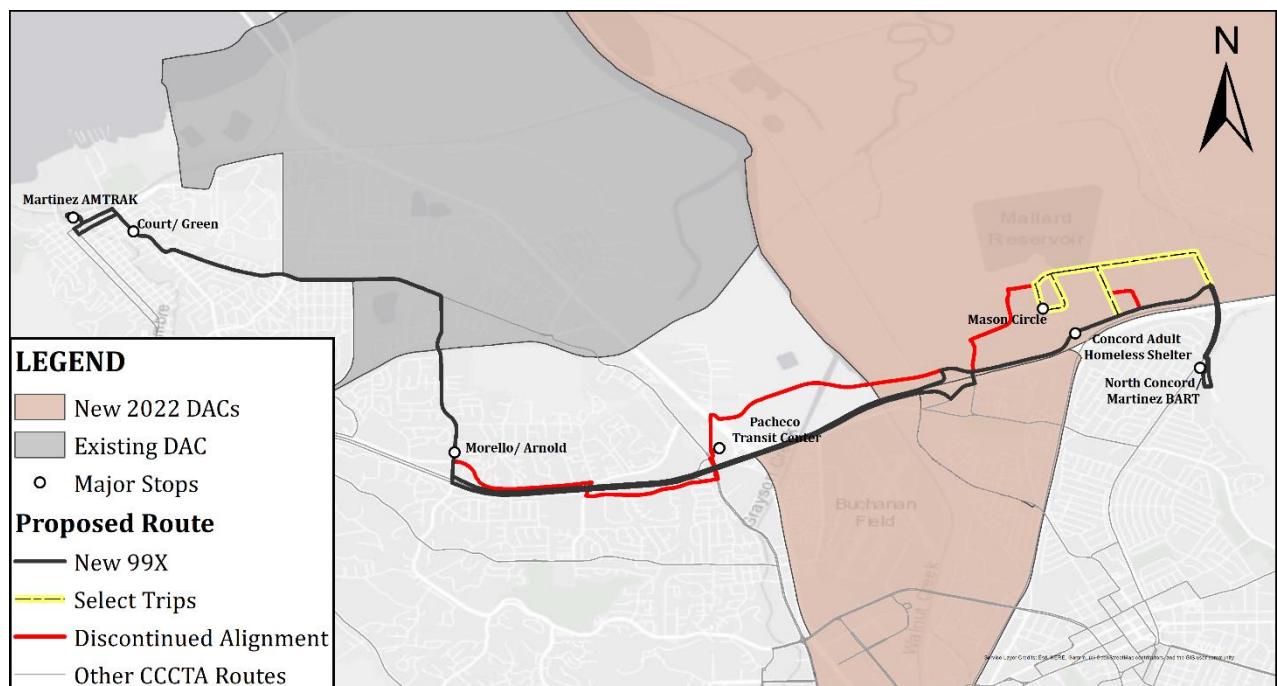
SUBJECT: 99X Free Fares

Background:

Starting in August 2018, County Connection launched Route 99X, which runs from Martinez Amtrak to North Concord BART during peak hours and serves the Pacheco Transit Center, Concord Adult Homeless Shelter, Contra Costa County offices at Glacier and Muir, and the courthouse in Martinez. The route is funded by the Low Carbon Transit Operations Program (LCTOP) cap and trade grant program. Route 99X serves the Disadvantaged Community (DAC) in Martinez around Pacheco and Morello as shown in the map below. Beginning in FY 2021-22, DAC definitions were updated, and there are now three additional DACs in County Connection's service area in Concord.

During the pandemic, as people started working remotely, ridership on commuter trips went down and has remained significantly below pre-pandemic levels as many workers have not yet returned to the office full time. Although overall Express route ridership continues to lag, Route 99X continues to underperform compared to other express routes.

In March 2023, staff presented a service change proposal that included consolidation of Route 27, which currently provides limited trips within North Concord, with Route 99X, along with elimination of route segments with little to no ridership on both routes. The Board authorized staff to proceed with a Title VI Service Equity Analysis and public hearing, which will be held at the May Board meeting.



Proposed Fare Change:

Currently, passengers using Clipper on Express routes pay a \$0.25 premium for single rides and \$10 premium for a monthly pass. Consolidation of Route 27 into Route 99X would result in current riders on Route 27 paying the higher Express route fare. Given that the routes serve three DACs in Concord and Martinez and riders who are disproportionately low-income and transit-dependent, staff is proposing to offer free fares on the new Route 99X.

Subsidizing the fares on this route will also help stimulate ridership in the corridor. Staff estimates that ridership could increase by about 20% and believes that Low Carbon Transit Operations Program (LCTOP) funding will be sufficient to subsidize the fares.

Route	FY 23 (Estimated)		FY 24 (Projected)	
	Ridership	Fares	Ridership	Fares
27	6,471	\$ 8,385	--	--
99X	11,036	\$ 12,974	21,009	\$ 25,631
Total	17,508	\$ 21,359	21,009	\$ 25,631

Financial Implications:

As shown above, staff estimates that annual lost fare revenue by offering free rides on Route 99X would be about \$25,631. LCTOP funds will be used to subsidize fares and continued operation on Route 99X. For FY 2024, a total of \$611,179 was approved by the Board in March for this service.

Recommendation:

None, for information only. Staff will be presenting a Title VI Equity Analysis and holding a public hearing at the May Board meeting for potential approval of the proposed service and fare changes.

Action Requested:

None, for information only.

Attachments:

None

INTER OFFICE MEMO

To: Marketing, Planning, & Legislative Committee

Date: 3/22/23

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 March throughout Central Contra Costa County. We scheduled 23 mobile lobby events, which included visiting libraries, 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. Customers Service Representatives also answer phones from 6:30 a.m.-6:30 p.m., Monday-Friday. For community events, Earth Day is in April and staff will participate in the John Muir Earth Day Event in Martinez on April 22 and the Lafayette Earth Day on April 23. As well, staff will be participating in Truck Time in San Ramon on April 29, a youth-focused event that allows participants to explore trucks and vehicles they see in service for the community.

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: March 2023 Calendar

Attachment 2: April 2023 Calendar

Attachment 1

March -- 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>1</u> Orinda BART 8:30-10:30	<u>2</u> Martinez Amtrak 2	<u>3</u> Ride Route 10 Leaves: Concord BART @8:30AM Clayton Library @8:59AM <u>CLASS PASS</u> Las Lomas High, Walnut Creek, 26 students/3 adults	<u>4</u>
<u>5</u>	<u>6</u> Walnut Creek Library 10-12	<u>7</u> Danville Library 10-12	<u>8</u> Pleasant Hill Library 12-2	<u>9</u> Lafayette Library 10-12	<u>10</u> Moraga Library 9-11	<u>11</u>
<u>12</u>	<u>13</u> San Ramon Transit Center 11-1	<u>14</u> Concord Library 12-2	<u>15</u> Clayton Library 10-12	<u>16</u> Orinda Library 10-12	<u>17</u> Ride Route 21 Leaves: WC BART @8:40AM SRTC @9:45P	<u>18</u>
<u>19</u>	<u>20</u> Martinez Senior Center 10-12 <u>CLASS PASS</u> Creative Play Center Pleasant Hill, 20 students/10 adults	<u>21</u> Lafayette BART 12-2	<u>22</u> Concord EDD Office 9:30-12	<u>23</u> DVC Pleasant Hill 9-11	<u>24</u> Pleasant Hill Senior Center 10-12	<u>25</u>
<u>26</u>	<u>27</u> Pleasant Hill BART 10-12	<u>28</u> Walnut Creek BART 10-12	<u>29</u> Saint Mary's 10-12	<u>30</u> Ride Route 18 Leaves: P Hill BART@9:50 Amtrak @11:19	<u>31</u> North Concord BART 10-12	

Attachment 2

April -- 2023						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						<u>1</u>
<u>2</u>	<u>3</u> Walnut Creek Library 10-12	<u>4</u> Danville Library 10-12	5 Pleasant Hill Library 12-2	<u>6</u> Lafayette Library 10-12	<u>7</u> Moraga Library 9-11	<u>8</u>
<u>9</u>	<u>10</u> San Ramon Transit Center 9-11	<u>11</u> Concord Library 12-2	<u>12</u> Clayton Library 10-12	<u>13</u> Orinda Library 10-12	<u>14</u> Martinez Amtrak 10-12	<u>15</u>
<u>16</u>	<u>17</u> Martinez Senior Center 10-12	<u>18</u> Lafayette BART 12-2	<u>19</u> Ride Route 35 Leaves: SRTC @7:31 Dublin BART @8:06	<u>20</u> Treat Towers Earth Day 12-2	<u>21</u> Pleasant Hill Senor Center 10-12	<u>22</u> John Muir Earth Day 10-4
<u>23</u> Lafayette Earth Day 11-2	<u>24</u> Ride Route 11 Leaves: Concord BART @9:43 Pleasant Hill BART @10:30	<u>25</u> Walnut Creek BART 10-12	<u>26</u> Orinda BART 9-11 <u>Class Pass</u> Monte Gardens Elementary 27 students/7 adults	<u>27</u> Ride Route 19 Leaves: Amtrak @10:48 Concord BART@11:30 <u>Class Pass</u> Silverwood Elementary 31 students/10 adults	<u>28</u> North Concord BART 8-10	<u>29</u> San Ramon Truck Time 9-1