

# County Connection

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

## MARKETING, PLANNING & LEGISLATIVE COMMITTEE

### MEETING AGENDA

Thursday, May 4, 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 April 6, 2023\*
4. State Legislative Update – Verbal Update  
(Staff will provide a summary of current state legislative efforts.)
5. 99X Service Change Title VI Equity Analysis  
(Staff will present the Title VI analysis for the proposed service change and free fares on 99X. Staff will request the item be forwarded to the Board for approval.)
6. Summer Youth Pass Marketing Plan – Information Only\*  
(Staff will share the plan for marketing the Summer Youth Pass.)
7. Community Events – Information Only\*
8. Committee Comments
9. Future Agenda Items
10. Next Meeting – June 1, 2023 (8:30am, 3338 Mt. Diablo Blvd.)
11. Adjournment

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\*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](http://www.countyconnection.com)

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### Currently Scheduled Board and Committee Meetings

Board of Directors:	Thursday, May 18, 9:00 a.m., County Connection Board Room
Administration & Finance:	Wednesday, May 3, 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, May 3, 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](http://www.countyconnection.com)) or contact County Connection Staff at (925) 676-1976 to verify date, time and location prior to attending the meeting.**

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**Summary Minutes**  
**Marketing, Planning, and Legislative Committee**  
**Supervisor Andersen's Office**  
**3338 Mt. Diablo Blvd.**  
**Lafayette, CA**  
**Thursday, April 6, 2023 8:30 a.m.**

**Directors:** Candace Andersen, Don Tatzin, Kevin Wilk  
**Staff:** Bill Churchill, Melody Reeb, Pranjal Dixit, and Ryan Jones  
**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 March 6, 2023**

The Committee approved the minutes.

**4. State Legislative Update**

Mr. Churchill shared bills going through the Legislature related to Brown Act teleconferencing rules. AB 1379 (Papan) would replace existing rules with ones that are similar to AB 361. AB 557 (Hart) would extend teleconferencing provisions when a declared state of emergency is in effect. AB 817 (Pacheco, Wilson) and SB 537 (Becker) would authorize certain types of legislative bodies to use alternative teleconferencing provisions. Finally, Mr. Churchill provided an update on PEPR and said that the ATU had filed a notice of appeal.

**5. Transit Corridor Study**

Ms. Reeb shared that staff submitted an application to conduct a study analyzing four major corridors within County Connection's service area (Clayton Rd, Monument Blvd, Ygnacio Valley Rd, and Treat Blvd) with the intent to improve the speed and reliability of buses. On March 22, 2023, MTC approved the award for County Connection's proposed study and staff plans to use the on-call planning contract with Transportation Management & Design (TMD), which was recently approved by the Board to assist with completing the study.

## **6. Clipper BayPass Update**

Ms. Reeb provided an update on the Clipper BayPass, including a first phase focused on educational institutions and affordable housing properties. The second phase would expand to employers with a pricing structure for passes. In the future, there is potential to introduce the pass within County Connection's service area with partners such as Bishop Ranch and Shadelands. For these partners, expanding access to regional transit services such as BART would be extremely valuable.

## **7. 99X Free Fares**

Mr. Dixit outlined a service change proposal that would consolidate Route 27 with Route 99X. With the Board's approval to proceed with a Title VI Service Equity Analysis and public hearing (5/18), staff is moving forward with plans. A notable change is that fares would be free on the new 99X. Recognizing that current riders on Route 27 are paying the higher express route fare, and that the routes serve disadvantaged communities in Concord and Martinez, subsidizing fares would also help stimulate ridership in the corridor.

## **8. Community Events**

Mr. Jones shared the outreach calendar for April, which included 20 Mobile Lobby events scheduled at select locations throughout the month as well as three community events including, John Muir's Birthday-Earth Day in Martinez (4/22), Lafayette Earth Day Festival (4/23), and Truck Time in San Ramon (4/29), a family-friendly event intended for people to explore work vehicles they might see on the road (e.g. tractors, fire trucks, buses, etc.)

## **9. Committee Comments**

None.

## **10. Future Agenda Items**

None.

## **11. Next Scheduled Meeting**

The next meeting was scheduled for Thursday, May 4, 2023 at 8:30 a.m. in-person at Supervisor Andersen's Office, 3338 Mt. Diablo Blvd., Lafayette, CA

## **12. Adjournment** – The meeting was adjourned at 9:15 p.m.

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

To: Marketing, Planning & Legislative Committee

Date: 04/28/2023

From: Pranjali Dixit, Manager of Planning

Reviewed by: MR

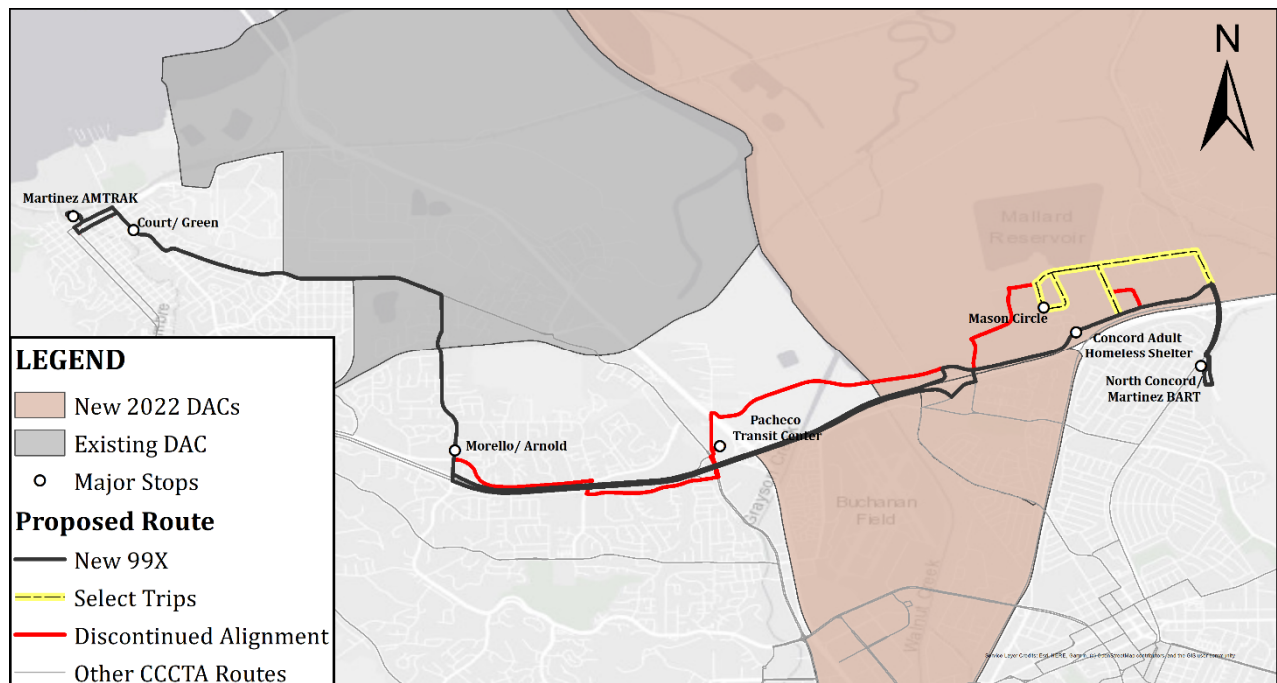
**SUBJECT: 99X Fare and Service Change Title VI Equity Analysis**

### 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. Additionally, in April 2023, staff also provided a proposal to offer free rides on the 99X. 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.



## Title VI Requirement:

As a federal grant recipient, County Connection is required to maintain and provide to the Federal Transit Administration (FTA) information on its compliance with Title VI of the Civil Rights Act of 1964 (Title VI), which prohibits discrimination by recipients of federal financial assistance. The FTA further requires that recipients of FTA financial assistance conduct an analysis on all service changes and fare changes to assess the impacts of those changes on low-income and minority populations. As the proposal included elimination of a route and free fare program that will reduce the fares on this route, implementation of the program is both a major service change and fare change requiring an equity analysis under the FTA's Title VI regulations.

## Equity Analysis:

Staff completed a Title VI Service Equity Analysis for the proposed route and fare changes. The proposal includes elimination of Route 27 and a change to the Route 99X alignment that affects more than 25% of the daily transit revenue miles, so it is considered a “major” service change under County Connection’s Major Service Change Policy. Each route change independently constitutes a major service change. However, due to the interconnected nature of the proposal, this analysis evaluates the changes to both routes as a single major service change. In addition, the proposal to provide free fares on Route 99X constitutes a fare change pursuant to the Circular.

As part of the 2013 Title VI Policy update, the Board established a threshold of 20% for determining both disparate impacts to minorities and disproportionate burdens on low-income populations. The analysis evaluates the impacts of the service plan by comparing the proportion of minority and low-income riders who would be affected by the change to the system as a whole.

Both the Service and Fare Equity analyses did not indicate any disparate impact to minorities or disproportionate burden on low-income populations as result of the proposed service and fare changes.

On the Service Equity Analysis, while minority riders would be impacted slightly more than their proportion of population systemwide, the differential of +1.4% is well within the 20% threshold set forth in the disparate impact policy. Low-income riders would be impacted less than their proportion of population on the system as a whole by a margin of 3.9%.

Table 1: Service Impact Analysis Results

	% Minority	% Low-Income
<b>Percent Impacted</b>	<b>51.3%</b>	<b>7.5%</b>
Systemwide	49.9%	11.4%
<b>Difference from Systemwide</b>	<b>+1.4%</b>	<b>-3.9%</b>
<i>Results</i>	<i>No Disparate Impact</i>	<i>No Disproportionate Burden</i>

On the Fare Equity Analysis, the impacted populations are slightly less minority and slightly less low-income than the service area as a whole, the differences are beneath County Connection’s Disparate Impact and Disproportionate Policy thresholds of 20%.

Table 2: Fare Impact Analysis Results

	<b>% Minority</b>	<b>% Low-Income</b>
<b>Percent Impacted</b>	<b>45.9%</b>	<b>9.7%</b>
Systemwide	49.9%	11.4%
<b>Difference from Systemwide</b>	<b>-4.0%</b>	<b>-1.7%</b>
<i>Results</i>	<i>No Disparate Impact</i>	<i>No Disproportionate Burden</i>

**Public Outreach:**

In April 2023, staff began outreach to receive public comment on the proposed service and fare change. A public hearing has been scheduled for May 18, 2023 preceding the Board of Directors meeting. The public may also submit written comments via mail, email, and online through County Connection’s website. As of April 27, 2023, a total of two (2) comments have been received. One (1) was in favor of the proposal, and the other was related to specific trip times, which staff will take into consideration when finalizing schedules. The deadline for written comments is May 10, 2023. All comments received will be included in the final Title VI report, which will be presented to the FTA.

**Financial Implications:**

LCTOP funds will be used to operate and subsidize fares on Route 99X during FY 2024. Continuation of the program beyond FY 2024 will be contingent upon available funding.

**Recommendation:**

Staff recommends that the MP&L Committee forward the attached Title VI Equity Analysis to the Board for review and approval. The analysis has been reviewed by legal counsel, and the public outreach section will be updated upon completion of the scheduled public hearing.

**Action Requested:**

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

**Attachments:**

Attachment 1: Title VI Equity Analysis

*County Connection*

# Title VI Equity Analysis

Routes 99X and 27 Consolidation & Free Fare

CENTRAL CONTRA COSTA TRANSIT AUTHORITY

May 2023



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# 1 INTRODUCTION

As a federal grant recipient, the Central Contra Costa Transit Authority (County Connection) is required to maintain and provide to the Federal Transit Administration (FTA) information on its compliance with Title VI of the Civil Rights Act of 1964 (Title VI), which prohibits discrimination by recipients of federal financial assistance. The FTA further requires that recipients of FTA financial assistance conduct an analysis on all major service changes to assess the impacts of those changes on low-income and minority populations.

County Connection proposes consolidation of Route 27, which currently provides limited trips within North Concord, with Route 99X, which provides limited-stop express service between the North Concord/ Martinez BART Station and Martinez Amtrak Station. County Connection is also proposing alignment changes on Route 99X to improve connectivity between BART and AMTRAK along with increasing efficiency of service. Additionally, County Connection also proposes implementation of free fares on Route 99X subsidized through California's Low Carbon Transit Operations Program (LCTOP), which would also apply to complementary paratransit trips. County Connection intends to operate the Program as long as funding remains available through LCTOP or through another funding source.

Since the proposal includes elimination of standalone Route 27 and removal of stops on Route 99X at Pacheco Transit Center as well as along Muir Rd and Arnold Dr, a service equity analysis is required under the FTA's Title VI regulations and County Connection's Title VI Policies. Additionally, implementation of free fares on Route 99X results in fare decrease, so a fare equity analysis is also required.

The following equity analyses for the proposed service and fare changes conclude the following: (i) the demographics of population served in the catchment area for the proposed changes is similar to the demographics of the population served by the system as a whole; (ii) the implementation of the proposed changes will not have a disparate impact based on race; and (iii) implementation of the proposed changes will not impose a disproportionate burden on low-income riders.

# 2 TITLE VI POLICIES

In October 2012, the FTA released Circular 4702.1B (Circular), which provides guidelines for compliance with Title VI. Under the Circular, transit operators are required to study proposed fare changes and "major service changes" before the changes are adopted to ensure that such changes do not have a discriminatory effect based on race, color, national origin or low-income status of affected populations. As a first step, public transit providers must adopt their own "Major Service Change," "Disparate

Impact,” and “Disproportionate Burden,” policies. County Connection’s Board of Directors adopted these policies in June 2013. The adopted Major Service Change, Disparate Impact and Disproportionate Burden policies, referred to cumulatively as “County Connection’s Title VI Policies,” are described below. Resolution No. 2013-019 demonstrates the Board’s consideration, awareness, and approval of these policies is included in Appendix A.

## **2.1 Major Service Change Policy**

The Major Service Change Policy establishes a threshold for when a proposed service increase or decrease is “major,” and thus must be subject to a Title VI Equity Analysis.

County Connection previously defined major service decreases in its adopted “Public Hearing Policy.” The Major Service Change Policy applies this threshold to both increases and decreases and provides for changes to be measured not just individually, but on a cumulative basis over a 12-month period.

County Connection defines a major service change as:

- An increase or decrease of 25 percent or more to the number of transit route miles of a bus route.
- An increase or decrease of 25 percent or more to the number of daily transit revenue miles of a bus route for the day of the week for which the change is made.
- A change of service that affects 25 percent or more of daily passenger trips of a bus route for the day of the week for which the change is made.
- Changes shall be counted cumulatively, with service changes being “major” if the 25 percent change occurs at one time or in stages, with changes totaling 25 percent over a 12-month period.

The following service changes are exempt from this policy:

- Changes to service on a route with fewer than 10 total trips in a typical service day are not considered “major” unless service on that route is eliminated completely on any such day.
- The introduction or discontinuation of short- or limited-term service (e.g., promotional, demonstration, seasonal or emergency service, or service provided as mitigation or diversions for construction or other similar activities), as long as the service will be/has been operated for no more than twelve months.
- County Connection-operated transit service that is replaced by a different mode or operator providing a service with similar or better headways, fare, transfer options, span of service, and stops.

## **2.2 Disparate Impact Policy**

The Disparate Impact Policy establishes a threshold for determining whether proposed fare or major service changes have a disproportionately adverse effect on minority populations relative to non-minority populations on the basis of race, ethnicity or national origin.

The threshold is the difference between the burdens borne by, or benefits experienced by, minority populations compared to non-minority populations. Exceeding the threshold means either that a fare or major service change negatively impacts minority populations more than non-minority populations, or that the change benefits non-minority populations more than minority populations. A change with disparate impacts that exceed the threshold can only be adopted (a) if there is substantial legitimate justification for the change, and (b) if no other alternatives exist that would serve the same legitimate objectives with less disproportionate effects on the basis of race, color or national origin.

County Connection establishes that a fare change, major service change or other policy has a disparate impact if minority populations will experience 20% more of the cumulative burden, or experience 20% less of the cumulative benefit, relative to non-minority populations, unless (a) there is substantial legitimate justification for the change, and (b) no other alternatives exist that would serve the same legitimate objectives with less disproportionate effects on the basis of race, color or national origin.

## **2.3 Disproportionate Burden Policy**

The Disproportionate Burden Policy establishes a threshold for determining whether proposed fare or major service changes have a disproportionately adverse effect on low-income populations relative to non-low-income populations.

The threshold is the difference between the burdens borne by, and benefits experienced by, low-income populations compared to non-low-income populations. Exceeding the threshold means either that a fare or service change negatively impacts low-income populations more than non-low-income populations, or that the change benefits non-low-income populations more than low-income populations. If the threshold is exceeded, County Connection must avoid, minimize or mitigate impacts where practicable.

County Connection establishes that a fare change, major service change or other policy has a disproportionate burden if low-income populations will experience 20% more of the cumulative burden, or experience 20% less of the cumulative benefit, relative to non-low-income populations, unless avoiding, minimizing, or mitigating the disproportionate effects is impracticable.

## 2.4 Public Outreach

In developing its Disparate Impact and Disproportionate Burden policies, County Connection Staff (Staff) conducted public outreach (detailed below), including three public meetings with language services available, to provide information and receive feedback on the draft policies. Staff incorporated public input gathered through this outreach into the policies proposed for Board approval.

March 28, 2013 – Monument Corridor Transportation Action Team

*Public Comment(s): Include an annual review to ensure that major service change threshold has not been exceeded.*

April 15, 2013 – Public Meeting at the San Ramon Community Center

*Public Comment(s): Include an annual review for major service changes.*

May 14, 2013 - Public Meeting at the Walnut Creek Library

*Public Comment(s): None*

April 1<sup>st</sup> – June 1<sup>st</sup>, 2013 – Draft policies made available for public comments on County Connection Website, <https://countyconnection.com/weekend-monument-free/>

June 20, 2013 – Public Hearing and Proposed Adoption at the County Connection Board of Directors Meeting

*Public Comments: None*

## 3 PROPOSAL DESCRIPTION

Starting in August 2018, County Connection launched Route 99X, which is funded by LCTOP. The route runs from the Martinez Amtrak Station to North Concord/Martinez BART during peak hours and serves the Pacheco Transit Center, Concord Adult Homeless Shelter, Contra Costa County offices at Glacier Drive and Muir Road, and the Contra Costa County Superior Courthouse in Martinez. In Martinez, Route 99X serves the section around Pacheco and Morello, which is part of the Disadvantaged Community (DAC) in Martinez. Beginning in FY 21-22, DAC definitions were updated and there are now three additional DACs in County Connection’s service area in Concord.

Route 99X has not attracted much ridership since it was introduced in 2018, and even at its peak, its performance was below the overall average for all County Connection express routes. During the Covid-19 pandemic, as people started working remotely, commuter trips went down and have remained significantly below pre-pandemic levels as many workers have not yet returned to the office full-time.

Although there has been a sustained overall reduction in ridership with County Connection's express routes, Route 99X still continues to underperform compared to other express routes.

The proposed service changes are intended to increase ridership, efficiency and productivity and will also include consolidation of Route 27, which currently provides limited trips within North Concord as shown below. The proposed new alignment and schedule would:

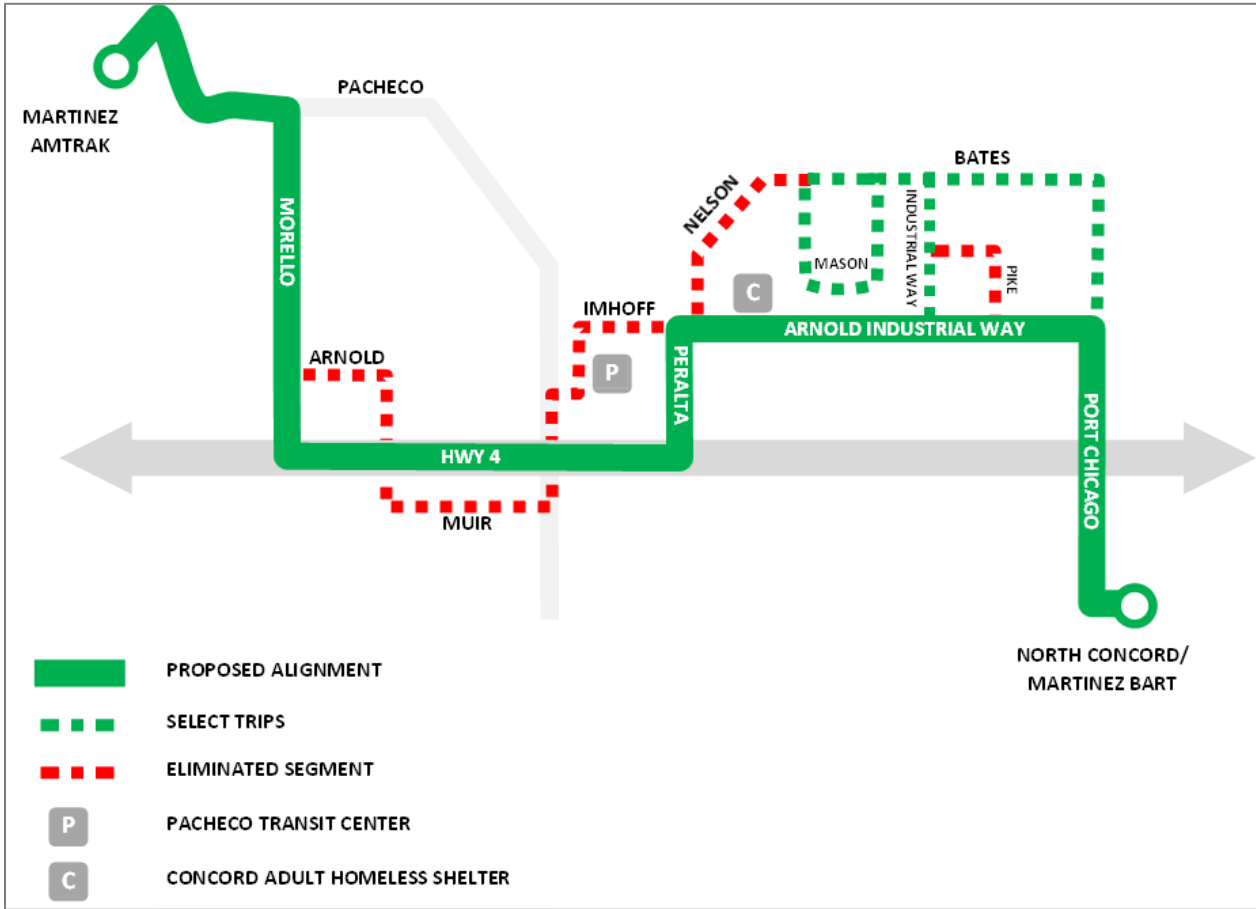
- Provide a faster and more direct connection between North Concord BART and Martinez Amtrak;
- Continue serving high usage stops like North Concord BART, Concord Adult Homeless Shelter, Morello Avenue/Arnold Drive, Martinez Amtrak station, and Mason Circle;
- Eliminate route segments with little to no ridership on both Routes 27 and 99X, including Pike Ln, the Pacheco Transit Center, Muir Rd, and Arnold Dr;
- Improve transfer connections with Amtrak; and
- Provide free fares on the newly-consolidated route to increase ridership and make transit more accessible and affordable, particularly to low-income communities, as well as related paratransit trips.

Consolidation of Route 27 with Route 99X will improve connectivity between Amtrak and BART through more frequent service, increased number of trips and increased efficiency of resources used.

Currently, passengers using Clipper® on County Connection express routes pay a \$0.25 premium for single rides and a \$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. To avoid this burden placed on Route 27 riders, the proposed changes also include eliminating all fares on Route 99X. In addition, consistent with applicable federal requirements, paratransit fares would also be free on complementary trips.

**TITLE VI SERVICE & FARE EQUITY ANALYSIS**  
 Routes 99X and 27 Consolidation & Free Fare

Figure 1: Proposed Route Alignment



## 4 EQUITY ANALYSIS

The proposal includes elimination of Route 27 and a change to the Route 99X alignment that affects more than 25% of the daily transit revenue miles, thereby meeting County Connection’s definition of a “major service change” on each route. Due to the interconnected nature of the proposal, this analysis evaluates the changes to both routes as a single major service change. In addition, the proposal to provide free fares on Route 99X constitutes a fare change pursuant to the Title VI Circular.

### 4.1 Data and Methodology

This analysis evaluates the impacts of the proposed changes by comparing the proportion of minority and low-income riders who would be affected by the change to the system as a whole. Although the proposal includes elimination of Route 27, most of this service would be replaced by the proposed alignment changes to Route 99X. However, service to some stops would be eliminated, which is an adverse effect. Conversely, the proposed elimination of fares on Route 99X would be a benefit. This analysis measures the distribution of both the adverse effects and benefits of the proposed changes. The most appropriate measure of the adverse effect is the reduction in boardings that will result from the changes, while benefits will be measured based on the number of riders who will receive free rides.

#### Definitions

**Minority** – FTA defines a minority person as anyone who is American Indian or Alaska Native, Asian, Black or African American, Hispanic or Latino, or Native Hawaiian or other Pacific Islander.

**Low-Income** – FTA defines a low-income person as a person whose median household income is at or below the U.S. Department of Health and Human Services (HHS) poverty guidelines. However, FTA encourages the use of any locally developed threshold provided that the threshold is at least as inclusive as the HHS poverty guidelines. Due to the area’s higher cost of living, County Connection defines low-income as 150% of the federal poverty level.

#### Data Sources

In March 2023, staff conducted an onboard survey on Routes 27 and 99X to gather demographic data on riders. However, due to the low sample size, data from American Community Survey 2021 (ACS 1 Year Estimates) was used instead to estimate the impact of the service change.

#### *American Community Survey*

The American Community Survey (ACS) is an ongoing survey that provides vital information regarding demographics and employment on a yearly basis.



- The population data is coded by table B03002, field B03002001.
- Low-income status is set at 150% the US poverty level. This is coded by the appropriate fields in table C17002.
- Minority status is coded by table B03002, by subtracting the white, non-Hispanic population (B03002003) from the total population (B03002001).

### Methodology

The following methodology was used to analyze the impact of the proposed changes:

1. Quantify the system wide population, including its low-income and minority percentages.
  - For each route, build a shape that represents the area within three-quarter mile of any of its stops.
  - Overlay with 2021 ACS data. Get a list of block groups and the percentage overlap with each.
  - For each block group, take the percentage of overlap with the catchment area and multiply it by the block group's population, minority population, and low-income population.
  - Overlay census block layer and for each block, take the percentage of overlap with the block group and multiply it by the block group's population, minority population, and low-income population.
  - Select the blocks with centroids within 0.25 miles of all active bus stops. This is the catchment area.
  - Calculate the total population within the catchment area by summing the subtotals from each block.
  - Calculate the total minority population, total low-income population, percentage of minority population and percentage of low-income population served.
2. Estimate the minority and low-income populations served by current route alignment.
  - Select the blocks with centroid within 0.25 miles of the current stops on the alignment. This is the current route catchment.
  - Calculate the total population, total within the route catchment area by summing the subtotals from each block.
  - Calculate the total minority population, total low-income population, percentage of minority population and percentage of low-income population served.
3. Estimate the minority and low-income populations who would be impacted by the proposed changes by route.
  - Select the blocks with centroid within 0.25 miles of the proposed stops on the alignment. This is the proposed route catchment.

- Calculate the total population, total within the route catchment area by summing the subtotals from each block.
  - Calculate the total minority population, total low-income population, percentage of minority population and percentage of low-income population served.
4. Calculate the percentages of minority and low-income population who would be impacted by the proposed changes across all adjusted routes. These are calculated by dividing the total impacted minority and low-income population for all affected routes by the total impacted population.
  5. Compare the percentages of minority and low-income population who would be impacted to the percentages of those population systemwide to see if the difference exceeds the disparate impact threshold or disproportionate burden threshold of 20%.

## 4.2 Service Impact Assessment

**Error! Reference source not found.** shows the estimated ridership impact due to the proposed alignment change. The ridership impact is low since existing Route 27 trips will be consolidated with the proposed Route 99X changes, and the Route 27 segments that will be eliminated have very low to no ridership.

**Table 4.1 Estimated Ridership Impact**

Route Alignment	Ridership
Current	60
Proposed	57
<b>Impacted</b>	<b>-3</b>

Table 4.2 below shows the base route metrics used for the impact assessment according to the methodology outlined above. This includes estimated population served on the current alignment, estimated population served on the proposed alignment, and percentages of minority and low-income population from the ACS data.

Table 4.2 also shows the estimated population that would be impacted by the proposed changes. A negative number indicates an adverse effect due to the change in alignment.

**Table 4.2: Population Statistics**

Route Alignment	Total Population served <i>(Blocks within 0.25 miles of stops)</i>	Minority Population	Low Income Population
Current	6,538	3,074	604
Proposed	5,197	2,386	504
<b>Impacted Population</b>	<b>-1,341</b>	<b>-688</b>	<b>-100</b>
<b>% of Impacted Population</b>		<b>51.3%</b>	<b>7.5%</b>

Finally, Table 4.3 summarizes the results of the analysis. Based on ACS data, 49.9% of the population within County Connection’s systemwide service area are considered minority and 11.4% are considered low-income. Based on the estimates of impacted population, 51.3% are minority, and 7.5% are low-income.

**Table 4.3: Service Impact Analysis Results**

	% Minority	% Low-Income
<b>Impacted Population</b>	<b>51.3%</b>	<b>7.5%</b>
Systemwide	49.9%	11.4%
<b>Difference from Systemwide</b>	<b>+1.4%</b>	<b>-3.9%</b>
<i>Results</i>	<i>No Disparate Impact</i>	<i>No Disproportionate Burden</i>

There is no disparate impact on minority populations from the proposed service changes. While minority populations would be impacted slightly more than their proportion of population systemwide, the differential of +1.4% is well below the 20% threshold set forth in the Disparate Impact Policy. Also, as noted in **Error! Reference source not found.**, the number of riders who would be impacted is estimated to be very low at 3 riders.

There is also no disproportionate burden on low-income populations from the proposed service changes. Based on the analysis, low-income populations would be impacted less than their proportion in the service area as a whole by a margin of 3.9%.

### 4.3 Fare Impact Assessment

Table 4.4: Fare Impact Analysis Result

	% Minority	% Low-Income
<b>Percent Impacted</b>	<b>45.9%</b>	<b>9.7%</b>
Systemwide	49.9%	11.4%
<b>Difference from Systemwide</b>	<b>-4.0%</b>	<b>-1.7%</b>
<i>Results</i>	<i>No Disparate Impact</i>	<i>No Disproportionate Burden</i>

As discussed above, based on the data from ACS 1 Year Estimates, 49.9% of the population within the County Connection service area are considered minority, and 11.4% are considered low-income. Based on the estimates of impacted population, 45.9% are minority, and 9.7% are low-income.

Though the impacted populations are slightly less minority and slightly less low-income than the service area as a whole, the differences are beneath County Connection’s Disparate Impact and Disproportionate Policy thresholds of 20%. Accordingly, implementation of free fares on Route 99X would not result in either a disparate impact nor a disproportionate burden.

As noted previously, Route 99X is funded by the LCTOP grant program, which is intended to deliver environmental benefits to low-income communities. The route, including the proposed alignment changes, will continue to serve AB 1550 low-income communities and a Metropolitan Transportation Commission Equity Priority Community (formerly known as communities of concern), furthering a main goal of the LCTOP grant, which is to improve mobility for disadvantaged and low-income communities.

## 5 PUBLIC OUTREACH

In April 2023, staff conducted outreach onboard buses to solicit feedback from passengers. Notices for the public hearings were placed on all buses, as well as in the East Bay Times. Information about the proposed service plan was available on County Connection’s website and announced through several social media posts on Twitter, Facebook, Instagram, and NextDoor. Copies of outreach materials and public hearing notices are attached in Appendix B.

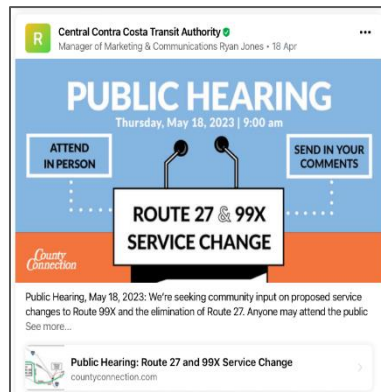
# **APPENDIX A: RESOLUTION NO. 2013-019 AND COUNTY CONNECTION'S TITLE VI POLICIES**

# APPENDIX B: PUBLIC OUTREACH MATERIALS & NOTICES OF PUBLIC HEARING

## Twitter



## NextDoor



## Facebook



Passenger Notices

*County Connection*

# PUBLIC HEARING

## ROUTE 27 & 99X SERVICE CHANGE

We're seeking community input on proposed changes to Route 99X and the elimination of Route 27.

MAY 18, 2023 - 9:00AM

GAYLE B. UILKEMA  
MEMORIAL BOARD ROOM  
2477 ARNOLD INDUSTRIAL WAY  
CONCORD, CA 94520


[countyconnection.com/27-99x-service-change](http://countyconnection.com/27-99x-service-change)

**ATTEND THE MEETING**

**SHOW UP IN-PERSON**

**CALL-IN**  
408-638-0968  
Meeting ID:  
853 9913 3311

**SCAN FOR DETAILS**



**WRITTEN COMMENTS**

**EMAIL/POST ONLINE**  
[planning@countyconnection.com](mailto:planning@countyconnection.com)

**VIA MAIL**

ALL WRITTEN COMMENTS MUST BE RECEIVED BY MAY 10, 2023

Public Notice No. 540      Post Date: 4/17/2023      Pull Date: 5/19/2023

*County Connection*

# AUDIENCIA PÚBLICA

## CAMBIO DE SERVICIO RUTAS 27 Y 99X

Estamos buscando la opinión de la comunidad sobre los cambios propuestos a la ruta 99X y la eliminación de la ruta 27.

18 DE MAYO DEL 2023 - 9 AM

GAYLE B. UILKEMA  
MEMORIAL BOARD ROOM  
2477 ARNOLD INDUSTRIAL WAY  
CONCORD, CA 94520

[countyconnection.com/27-99x-service-change](http://countyconnection.com/27-99x-service-change)

**ASISTIR A LA REUNIÓN**

**PRESENTESE EN PERSONA**

**LLAME AL**  
408-638-0968  
ID: 853 9913 3311

**ESCANEAR PARA OBTENER DETALLES**



**COMENTARIOS ESCRITOS**

**CORREO ELECTRÓNICO/COMENTARIO EN LÍNEA**  
[planning@countyconnection.com](mailto:planning@countyconnection.com)

**POR CORREO**

TODOS LOS COMENTARIOS ESCRITOS DEBEN RECIBIRSE ANTES DEL 10 DE MAYO DEL 2023

Public Notice No. 541      Post Date: 4/17/2023      Pull Date: 5/19/2023

Website

County Connection [Maps & Schedules](#) [LINK Paratransit](#) [Fares & Passes](#) [How to Ride](#)

**Service Bulletin: Masks no longer required but strongly recommended**

## Public Hearing: Route 27 and 99X Service Change

**PUBLIC HEARING**  
April 6, 2023


### Notice of Public Hearing – Thursday, May 18, 2023, 9:00 am

The Central Contra Costa Transit Authority (County Connection) will hold a public hearing to gather comment on proposed changes to Route 99X and elimination of Route 27, which would be replaced by select trips on Route 99X. The proposal also includes offering free rides on Route 99X. Further information on the proposed changes is provided below.

#### Service & Fare Change Proposal

Route 99X began operating in August 2018 and is funded by the Low Carbon Transit Operations Program (LCTOP) cap and trade grant program. Since its launch, the route has not attracted much ridership and continues to underperform compared to other express routes. Given its low performance, changes are being proposed to increase efficiency and productivity. The proposal also includes consolidation of Route 27, which currently provides limited trips within North Concord. The proposed new alignment and schedule would:

- Provide a faster and more direct connection between North Concord BART and Martinez Amtrak;
- Continue serving high usage stops like North Concord BART, Concord Adult Homeless Shelter, Morello/Arnold, Martinez Amtrak, and Mason Circle;
- Eliminate route segments with little to no ridership on both Routes 27 and 99X, including Pike Ln, the Pacheco Transit Center, Muir Rd, and Arnold Dr;
- Improve transfer connections with Amtrak; and
- Preserve existing service levels overall, including hours and frequency



Since the consolidation of Route 27 into Route 99X would result in current riders on Route 27 paying the higher Express route fare when using Clipper, the proposal also includes making Route 99X fare-free.

**Staff reports:**

**Service Change Proposal** [Download](#)

**Route 99X Free Fares Proposal** [Download](#)

#### How to Comment

Comments can be submitted in writing via mail, email, or online, or at the scheduled public hearing. **Written comments must be received by May 10, 2023.**

- **Add a comment** on this post (bottom of page)
- **Mail** your comment in writing to:  
*Director of Planning & Marketing*  
2477 Arnold Industrial Way  
Concord, CA 94520
- **Email** [planning@countyconnection.com](mailto:planning@countyconnection.com)
- **Speak** at the public hearing on Thursday, May 18, 2023 at 9:00 am (in person or via teleconference):
  - **In person:**  
*Gayle B. Ullikema Memorial Board Room*  
2477 Arnold Industrial Way  
Concord, CA 94520
  - **Teleconference/Web link:** <https://us02web.zoom.us/j/85399133311>
  - **By phone:** 408-638-0968 (Meeting ID: 853 9913 3311)

It is anticipated that the Board of Directors will take action on the proposed program at their regular meeting scheduled for May 18, 2023, following the public hearing.



Legal Notice

## NOTICE OF PUBLIC HEARING

The Central Contra Costa Transit Authority (County Connection) will hold a public hearing to receive public comment on proposed changes to Route 99X and the elimination of Route 27. As proposed, Route 99X will incorporate Route 27's current trips. The proposed changes also include offering free rides on Route 99X. Further information on the proposed changes is available on the County Connection website or by calling (925) 676-7500.

Comments can be submitted in writing via mail, email, or online, or at the scheduled public hearing. Written comments must be received by May 10, 2023. It is anticipated that the Board of Directors will take action on the proposed program at their regular meeting scheduled for May 18, 2023, following the public hearing.

Mail: Director of Planning & Marketing  
2477 Arnold Industrial Way  
Concord, CA 94520

Email: [planning@countyconnection.com](mailto:planning@countyconnection.com)

Online: <https://countyconnection.com/27-99x-service-change/>

Public Hearing: Thursday, May 18, 2023 at 9:00 am  
Gayle B. Uilkema Memorial Board Room  
2477 Arnold Industrial Way  
Concord, CA 94520

*Teleconference option:*

Web link: <https://us02web.zoom.us/j/85399133311>

By phone: 408-638-0968 (Meeting ID: 853 9913 3311)

Bill Churchill, General Manager  
Central Contra Costa Transit Authority  
2477 Arnold Industrial Way  
Concord, CA 94520

## **APPENDIX C: PUBLIC COMMENTS**

## **APPENDIX D: Resolution 2023-XX, Approving the Proposed Service and Fare Change and Evidencing Consideration of this Equity Analysis**

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

**Date:** 04/27/2023

**From:** Ryan Jones, Manager of Marketing & Communications

**Reviewed by:** MR

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**SUBJECT: Summer Youth Pass Marketing**

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### **Background:**

Since 2019, County Connection has partnered with 511 Contra Costa and neighboring transit agencies Tri Delta Transit and WestCAT to offer a joint summer youth pass providing unlimited rides on the three bus systems from June through August. This replaced a 20-ride punch pass that County Connection had offered prior to eliminating all paper passes in March 2019.

### **Marketing and Outreach:**

Staff has been working in coordination with 511 Contra Costa and the other participating transit agencies to promote the program. 511 Contra Costa has developed marketing materials including a flyer and various graphics for the transit agencies to use on their websites, social media, newsletters, and other communication platforms (see Attachments 1 and 2). All materials have been translated into Spanish. 511 Contra Costa will be conducting outreach to schools, as well as to Pass2Class program participants. In addition, staff will provide materials to city staff and other community partners to use in their communication channels.

The pass will be valid for rides from June 1<sup>st</sup> through August 31<sup>st</sup>, 2023. Pass sales and program promotion will begin in early May, and passes will remain available for purchase through the end of July. Passes will primarily be sold online and mailed to customers. 511 Contra Costa will be managing the online store and order fulfillment as well as production of the fare media, which will be a wallet-sized plastic card. Each pass will be distributed along with a how-to guide and a lanyard that can be attached to the card to keep it from getting lost.

Staff also plans to utilize the mobile lobby to promote the program and sell passes in person. Passes will also be sold at County Connection's administrative offices, which are open to the public Monday – Friday from 8:00 am to 3:00 pm. This allows customers to pay with cash or check and/or get a pass immediately instead of having to wait for one in the mail. The schedule of mobile lobby locations and times is posted on County Connection's website and announced through social media. Staff will be targeting locations where there will likely be a significant number of students and/or parents such as libraries and community events.

### **Financial Implications:**

Costs for operating the online store, including transaction fees and fulfillment, producing the fare media, and developing the marketing campaign are being covered by 511 Contra Costa. Any additional costs are included in the existing promotions budget.

**Recommendation:**

None, for information only.

**Action Requested:**

None, for information only.

**Attachments:**

Attachment 1: Summer Youth Pass Graphics

Attachment 2: Summer Youth Pass Flyer

Attachment 1: Summer Youth Pass Graphic





# SUMMER YOUTH PASS

**Ages 6-18 | Unlimited Rides June 1 - Aug 31, 2023 | Only \$30\***

Valid on three transit agencies to get you more places this summer!



More info + order online:

**[511cc.org/youthpass](https://511cc.org/youthpass)**

Sponsored by



\*Regular price is \$60. Advertised price reflects a \$30 supplement provided by 511CC. Passes receiving the 511CC supplement are limited and available while supplies last. Summer Youth Passes are Non-Refundable, Non-Redeemable, and Non-Transferable. See [511cc.org/youthpass](https://511cc.org/youthpass) for full program terms and conditions.

## INTER OFFICE MEMO

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

**Date:** 4/20/2023

**From:** Ryan Jones, Manager of Marketing & Communications

**Reviewed by:** MR

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**SUBJECT:** Community Events

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### **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 April throughout Central Contra Costa County. We scheduled 20 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. We also participated in 3 community events including John Muir's Birthday-Earth Day in Martinez (4/22), Lafayette Earth Day (4/23), and Truck Time in San Ramon (4/29), a youth-focused event that allows participants to explore trucks and vehicles they see in service for the community. Additionally, we helped with five Class Passes with Silverwood Elementary in Concord and Morello Park in Martinez. The Class Pass program works with teachers/regional schools to use our buses as transportation for field trips.

### **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: April 2023 Calendar

Attachment 2: May 2023 Calendar



Attachment 1

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

Attachment 2

May -- 2023						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	<u>1</u> Walnut Creek Library 10-12	<u>2</u> Danville Library 10-12	<u>3</u> Pleasant Hill Contra Costa Centre 11:30-1:30	<u>4</u> Lafayette Library 10-12  <u>Class Pass</u> Silverwood 31 students/10 adults	<u>5</u> Pleasant Hill Senior Center Health Expo 8:30-1:00	<u>6</u>
<u>7</u>	<u>8</u> San Ramon Transit Center 9-11	<u>9</u> Concord Library 12-2	<u>10</u> Clayton Library 10-12	<u>11</u> Orinda Library 10-12  <u>Class Pass</u> Morello Park 21 students/5 adults  Silverwood 31 students/10 adults	<u>12</u> Martinez Amtrak 12-2	<u>13</u>
<u>14</u>	<u>15</u> Martinez Senior Center 10-12	<u>16</u> Lafayette BART 10-12	<u>17</u> San Ramon Senior Center 9-12	<u>18</u> Saint Mary's College 9-11	<u>19</u> Rossmoor Farmers Market 9-1	<u>20</u>
<u>21</u>	<u>22</u> Pleasant Hill BART 9:30-11:30	<u>23</u> Walnut Creek BART 11-1	<u>24</u> Orinda BART 9-11	<u>25</u> Ride Route 93X Leaves: Antioch BART @7:07  <u>Class Pass</u> Silverwood 30 students/7 adults	<u>26</u> Moraga Library 9-11  <u>Class Pass</u> Morello Park 37 students/4 adults	<u>27</u>
<u>28</u>	<u>29</u> MEMORIAL DAY HOLIDAY NO SERVICE	<u>30</u> North Concord BART 12-2	<u>31</u> Ride Route 35 Leaves: SRTC @7:31 Dublin BART @8:06			