

# County Connection

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

## MARKETING, PLANNING & LEGISLATIVE COMMITTEE

### MEETING AGENDA

Thursday, July 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 June 1, 2023\*
4. State Legislative Update – Verbal Update  
(Staff will provide a summary of current state legislative efforts.)
5. Paratransit Service Area Analysis – Information Only\*  
(Staff will provide an update on LINK service area.)
6. Pass2Class Student Free Rides Program – Information Only\*  
(Staff will give an overview of the Pass2Class program.)
7. Onboard Passenger Survey – Information Only\*  
(Staff will provide information on the upcoming onboard passenger survey be conducted this fall.)
8. Thank You For Riding Campaign – Information Only\*  
(Staff will provide a summary of outreach touchpoints to engage the community.)
9. Community Events – Information Only\*
10. Committee Comments
11. Future Agenda Items

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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**

12. Next Meeting – August 3, 2023 (8:30am, 3338 Mt. Diablo Blvd.)

13. 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](http://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](mailto: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, July 20, 9:00 a.m., County Connection Board Room
Administration & Finance:	Wednesday, July 5, 2:00 p.m., County Connection Administrative Offices
Advisory Committee:	Tuesday, July 11, 1:00 p.m., County Connection Board Room
Operations & Scheduling:	Wednesday, July 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](http://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](http://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  
Thursday, June 1, 2023 8:30 a.m.**

**Directors:** Candace Andersen, Kevin Wilk  
**Staff:** Bill Churchill, Ruby Horta, Melody Reebbs, 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 May 4, 2023**

The Committee approved the minutes.

**4. State Legislative Update**

Mr. Churchill shared updates on bills going through the State Legislature, including SB 537 (Becker) which requires that any remote location is open to the public and must be more than 40 miles from the physical meeting. AB 96 (Kalra) would require agencies that deploy any autonomous vehicle technology to provide notice to their unions 1 year in advance. The bill was more recently amended to shorten the timeframe to 10 months in advance. AB 316 (Aguiar-Curry) would require that any autonomous vehicle weighing over 10k pounds has an operator aboard. AB 463 (Hart) would prioritize electricity service for public transit facilities during rolling black- or brown-outs. AB 761 (Friedman) would set up a task force to analyze public transit and look at ways to make it run more efficiently. For the State budget, Mr. Churchill noted that there are no new funds for public transit in the revision, though there are new levels of accountability.

**5. Route 99X/27 Outreach Planning**

Mr. Jones provided an overview of community outreach efforts leading up to the Board-approved plan to eliminate segments on Routes 99X and 27 that have little to no ridership, and create a single, more efficient fare-free route, effective August 6, 2023. The outreach plan includes service notifications posted on buses, affected bus stops, and on County Connection social media pages. Staff will ride each route periodically through July as needed to inform passengers of the coming

service change. Additionally, staff may set up a Mobile Lobby in frequently travelled areas along the route including the Pacheco Transit Center, Mason Circle, the Concord Adult Homeless Shelter, and North Concord BART. Finally, staff will coordinate with area community centers and businesses where Route 99X and Route 27 run to help amplify notice of the service change.

#### **6. Community Events**

Mr. Jones shared the outreach calendar for June, which included 22 Mobile Lobby events scheduled at select locations throughout the month, with special focus on promoting the Summer Youth Pass and highlighting two community events; King of the BBQ in Martinez (6/17-18) and Made in the Shade at Shadelands in Walnut Creek (6/22).

#### **7. Committee Comments**

None.

#### **8. Future Agenda Items**

None.

#### **9. Next Scheduled Meeting**

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

#### **10. Adjournment** – The meeting was adjourned at 9:19 a.m.

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

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

**Date:** 06/28/2023

**From:** Rashida Kamara, Director of ADA & Special Services

**Reviewed by:**



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**SUBJECT: Service Area Analysis**

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### **Background:**

County Connection was formed in 1980 and provides transportation services in the 10 cities and unincorporated areas of Central Contra Costa County. This included fixed route services and other transit options for seniors. In 1990, the Americans with Disabilities Act (ADA) was passed, and paratransit services became a requirement within a  $\frac{3}{4}$  mile radius from all fixed route service. In 2005, the County Connection's Board of Directors adopted a more expansive policy increasing from the mandatory minimum of  $\frac{3}{4}$  to 1.5 miles for their newly established LINK Paratransit program.

### **ADA Service Area**

Since 2005, fixed route service has changed to adapt to shifting ridership patterns and funding cuts. As a result, several passengers utilizing our transportation options prior to the implementation of the ADA service area technically fell outside of the newly developed criteria. These passengers who are referred to as "grandfathered passengers" were granted an exception and allowed to continue using our services despite falling outside the designated area. The decision to grandfather these passengers was based on several factors. Firstly, it was essential to acknowledge the longstanding relationship and reliance that these individuals had developed with the paratransit service. Discontinuing their access to our services would have caused undue hardship and hindered their ability to maintain their daily routine. Additionally, it was crucial to consider the limited alternative transportation options available to these grandfathered passengers. Displacing them from our services would have left them without a reliable means of transportation, significantly impacting their quality of life and access to essential resources.

### **COVID-19 Implications**

As a result of the COVID-19 pandemic, an analysis of the service area has become necessary. During this time, passengers were granted service (even though they fell out of the service area) to meet basic needs. In addition, as we were coming out of the pandemic, ridership trends changed, and service delivery challenges continued to rise. Currently, less than 1% of trips are provided outside of our service area, but there are no clear policies on when to provide service and when to pull them back when core service levels are jeopardized.

Over the years travel patterns have changed, posing several challenges, from excessive ride times, poor on-time performance (OTP) and inconsistencies in access to service offerings. To offer the best quality of service to both our core ADA passengers and other transit users, it is imperative that staff do an in-depth analysis of travel patterns and resources that are impacted by our current service area.

The purpose of the staff analysis is to provide the MP&L Committee members with a summary of the issues that will guide policy decisions regarding paratransit services moving forward.

**Financial Implications:**

None, for information only.

**Recommendation:**

None, for information only.

**Action Requested:**

None, for information only.

**Attachments:**

**None**

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

**Date:** 06/26/2023

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

**Reviewed by:** MR

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**SUBJECT:** Pass2Class Student Free Rides Program

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### **Background:**

511 Contra Costa is a county-wide program that strives to reduce traffic congestion and improve air quality by providing the public with information, resources, and tools that promote mobility options beyond driving alone. Funding for 511 Contra Costa programs is provided primarily by the Bay Area Air Quality Management District's (BAAQMD) Transportation Fund for Clean Air and Measure J, approved by voters in in 2004 and administered by the Contra Costa Transportation Authority (CCTA). The agency provides various incentive programs to commuters and youth such as the Guaranteed Ride Home, Vanpools, and transit passes.

### **Program Overview:**

The Pass2Class program was formerly known as SchoolPool and Southwest Student Transit Ticket Program and provides free bus passes for students. Prior to 2019, students would receive 20-ride punch cards that could be used at any time. Since the elimination of most paper products as a form of payment on County Connection buses, 511 Contra Costa adopted a different type of pass that instead provides unlimited rides for a set period of time.

For the 2023/2024 school year, 511 Contra Costa will fund the purchase of unlimited ride passes that will be valid for two and a half months starting in mid-August through October 31<sup>st</sup>. Applications will open in early July, and 511 Contra Costa expects to begin distributing the passes (limited to 2 per household) in early August. The pass will be valid on all County Connection fixed route services.

### **Financial Implications:**

511 Contra Costa will reimburse County Connection at the rate of \$1.60 per ride. All costs associated with this promotion are included in the FY 2024 promotions budget.

### **Recommendation:**

None, for information only.

### **Action Requested:**

None, for information only.

### **Attachments:**

None

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

**Date:** 06/21/2023

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

**Reviewed by:** *RF*

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**SUBJECT: Onboard Passenger Survey**

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### **Background:**

County Connection has historically conducted an onboard passenger survey about every three years. These surveys are used to inform planning decisions and for triennial Title VI program updates and equity analyses. The Metropolitan Transportation Commission (MTC) manages a regional transit passenger survey program and conducts surveys on each of the fixed-route transit operators in the Bay Area on a rotating schedule. However, those surveys are only conducted for each operator every five to seven years, so County Connection staff have led additional survey efforts to supplement the regional program.

The last onboard survey of County Connection's passengers was completed by MTC in fall of 2019, but the pandemic has delayed MTC's surveying schedule such that the next survey on County Connection will not be until 2027. Given the significant shifts in travel patterns as a result of the pandemic as well as a Title VI program update due in March, staff will be utilizing the on-call planning contract with Transportation Management & Design (TMD) to conduct an onboard survey this fall.

### **Fall Survey:**

Staff are planning to conduct the survey in October when ridership tends to be the most regular because of the lack of holidays and other seasonal variations. The survey will include standard questions, including origin and destination information, trip purpose, fare payment method, demographics, and customer satisfaction. Staff will also be including questions regarding remote work and commute patterns.

The survey will be administered using traditional paper survey instruments, which will also be translated into Spanish. In the past, surveys have been administered using tablets and/or online. While tablets result in more accurate data, response rates tend to be lower since they take longer to complete, and online surveys can generate more responses but are less accurate when collecting trip-specific information.

A sampling plan will be developed in order to capture a representative sample of riders, with a goal of surveying about 10% of passenger boardings. Whereas previous survey efforts focused on weekday ridership, this one will include weekend routes as well, given their faster rate of post-pandemic ridership recovery. A final report of the survey results will be presented to the Committee and Board once completed.

### **Financial Implications:**

The cost to conduct the survey will be about \$50,000, which has been included in the Service Development budget for FY 2024.



**Recommendation:**

None, for information only.

**Action Requested:**

None, for information only.

**Attachments:**

None

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

**Date:** 06/26/2023

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

**Reviewed by:**

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**SUBJECT:** Thank You For Riding Campaign

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### **Background:**

It's no secret that the pandemic had a major, negative impact on the public transportation industry, from which it may never fully recover. From a marketing standpoint, much of the messaging that has emerged in recent years from both our transit partners and passengers has focused on financial decline, safety and cleanliness, service reliability and operator shortages, and particularly on lost ridership—passengers who are permanently working from home and choice-riders whose commute habits have changed to driving alone. While it is important to continue to acknowledge and have an ongoing conversation with our former riders and the ongoing issues facing public transit, the *Thank You For Riding* campaign is intended to recognize those who have continued to use County Connection fixed-route and paratransit service even through the worst of times. To them—the essential workers, students, our senior and disabled community members—we want to simply say *thank you*. No call to action.

### **Marketing Campaign:**

The *Thank You For Riding* campaign will launch in July 2023 and includes a 1-minute video (filmed around Contra Costa and featuring staff), printed interior bus panels, and targeted social media postings. The primary message is to thank those who have continued to utilize our service. The secondary message is softer and aimed at our former riders, shown through a visual narrative that County Connection buses are clean, well-maintained, and that our staff are friendly and here to serve (when former riders are ready to return). Additionally, showing our operators on film, the community we serve, and the interior of our buses aims to dispel any negative perceptions the larger public may have built up since last riding with us.

From this campaign, staff will work to set a tone for future public engagement, one that emphasizes our commitment to public service and builds upon regional pride for our decades-long bus service in Central Contra Costa. In the coming year, marketing efforts that will branch off the Thank You For Riding campaign will include an educational series (e.g. pro-tips on how to use our service, a look into operations), youth/family programming (e.g. regional landmark travel guide, points of interest accessible via County Connection), and working to better engage with our Spanish-speaking riders (e.g. partnering with the San Francisco Bay Area Hispanic Chamber of Commerce, Monument Crisis Center, other community orgs).

### **Financial Implications:**

All costs associated with this marketing campaign are included in the Promotions budget.

**Recommendation:**

None, for information only.

**Action Requested:**

None, for information only.

**Attachments:**

None

## INTER OFFICE MEMO

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

**Date:** 6/26/2023

**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 June throughout Central Contra Costa County. We scheduled 22 mobile lobby events, which included visiting libraries, senior centers, and transit hubs where we helped people with trip planning, Regional Transit Discount Card 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.

Aside from our regular mobile lobby events, we do not have any additional community events planned for July.

### **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: June 2023 Calendar

Attachment 2: July 2023 Calendar

Attachment 1

June -- 2023						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				<u>1</u> Lafayette Library 10-12	2 Moraga Library 10-12	<u>3</u>
<u>4</u>	<u>5</u> Walnut Creek BART 9-11	<u>6</u> Danville Library 10-12	7 Clayton Library 10-12	<u>8</u> Orinda Library 10-12	<u>9</u> Pleasant Hill Senior Center 10-12	<u>10</u>
<u>11</u>	<u>12</u> San Ramon Transit Center 9-11	<u>13</u> Lafayette BART 10-12	<u>14</u> North Concord BART 8-10	<u>15</u> Concord Library 12-2	<u>16</u> Rossmoor Farmers Market 9-1	<u>17</u> King of the BBQ Martinez Marina 11-8
<u>18</u> King of the BBQ Martinez Marina 11-6	<u>19</u> Martinez Senior Center 10-12	<u>20</u> Dublin BART 10-12	<u>21</u> Ride Route 17 Leaves: Concord BART @10 North Concord BART @10:28	<u>22</u> Pleasant Hill BART Contra Costa Centre 11-1	<u>23</u> Saint Mary's College 9-11	<u>24</u>
<u>25</u> Shadelands Made in the Shade 11-3	<u>26</u> Diablo Valley College 10-12	<u>27</u> Ride Route 28 Leaves: Concord BART @9:45 Amtrak @10:50	<u>28</u> Ride Route 35 Leaves: SRTC @7:31 Dublin BART @8:06	<u>29</u> Martinez Amtrak 9-11	<u>30</u> Orinda BART 11-1	

# JULY - 2023

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						<u>1</u>
<u>2</u>	<u>3</u> North Concord BART 10-12	<u>4</u> <b>HOLIDAY</b>	<u>5</u> Pleasant Hill Contra Costa Centre 11:30-1:30	<u>6</u> Lafayette Library 10-12	<u>7</u> Moraga Library 10-12	<u>8</u>
<u>9</u>	<u>10</u> Walnut Creek BART 9-11	<u>11</u> Danville Library 10-12	<u>12</u> Clayton Library 10-12	<u>13</u> Orinda Library 10-12	<u>14</u> Pleasant Hill Senior Center 10-12	<u>15</u>
<u>16</u>	<u>17</u> San Ramon Transit Center 9-11	<u>18</u> Lafayette BART 10-12	<u>19</u> Martinez Amtrak 10-12	<u>20</u> Concord Library 12-2	<u>21</u> Rossmoor Farmers Market 9-1	<u>22</u>
<u>23</u>	<u>24</u> Martinez Senior Center 10-12	<u>25</u> Walnut Creek Library 10-12	<u>26</u> Orinda BART 9-11	<u>27</u> Ride Route 20 Leaves: DVC @8:22 Concord BART @8:45	<u>28</u> Ride Route 35 Leaves: SRTC @7:31 Dublin BART @8:06	<u>29</u>
<u>30</u>	<u>31</u> Ride Route 99X Leaves: North Concrd BART @6:48 Martinez Amtrak @7:28					