

County Connection

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

MARKETING, PLANNING & LEGISLATIVE COMMITTEE MEETING AGENDA

Thursday, October 5, 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 September 7, 2023*
4. State Legislative Update – Verbal Update
(Staff will provide a summary of current state legislative efforts.)
5. Summer Youth Pass Report – Information Only*
6. One Seat Regional Ride Video – Information Only*
(Staff will provide a preview of the One Seat video.)
7. Mobile Lobby Update – Information Only*
(Staff will provide an update on the Mobile Lobby.)
8. Community Events – Information Only*
9. Committee Comments
10. Future Agenda Items
11. Next Meeting – November 2, 2023 (8:30am, 3338 Mt. Diablo Blvd.)
12. Adjournment

*Enclosure

FY2023/2024 MP&L Committee

Candace Andersen – Contra Costa County, Rob Schroder – Martinez, Amy Worth – Orinda, 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, October 19, 9:00 a.m., County Connection Board Room
Administration & Finance:	Wednesday, October 4, 2:00 p.m., 100 Gregory Ln, Pleasant Hill
Advisory Committee:	Tuesday, November 14, 1:00 p.m., County Connection Board Room
Operations & Scheduling:	Wednesday, October 4, 8:00 a.m., 309 Diablo Rd, Danville, CA

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.

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Summary Minutes
Marketing, Planning, and Legislative Committee
Supervisor Andersen's Office
3338 Mt. Diablo Blvd.
Lafayette, CA
Thursday, September 7, 2023, 8:30 a.m.

Directors: Candace Andersen, Kevin Wilk, Rob Schroder, Don Tatzin
Staff: Ruby Horta, Rashida Kamara, Melody Reeb, and Ryan Jones
Public: None

Call to Order: Meeting called to order at 8:44 a.m. by Director Andersen.

1. Approval of Agenda

The Committee approved the agenda.

2. Public Communication

None

3. Approval of Minutes from July 6, 2023

The Committee approved the minutes.

4. Paratransit Service Area Analysis Update

Ms. Kamara presented an update on the paratransit service area analysis, including a look at trips outside the service area, financial cost, on-time performance impact, resource utilization, and federal compliance. With a focus on out-of-service-area trips, the routes accommodated fewer passengers, cost more to operate, and allowed for fewer available routes for core paratransit customers within the 1.5 mile service area. The Committee directed staff to move forward with developing a proposed policy to bring back to the Committee for consideration.

5. Dynamic Personal Microtransit Project Update (DPMT)

Ms. Horta spoke on efforts from Contra Costa Transit Authority (CCTA) and Eastern Contra Costa Transit Authority (Tri Delta) who developed a process to solicit a Developer Team to advance the DPMT project using a public/private partnership (P3) model. The Developer Team is made up of Plenary Americas USA Ltd. (implementation partner), Glydways, Inc. (system technology partner), Flatiron West, Inc. (lead construction contractor), Circlepoint, Inc. (environmental advisor), and InfraStrategies, LLC (grand developer/strategic funding advisor). Both CCTA and Tri Delta's Boards authorized their agencies to enter into a System Pre-Development Agreement with East County Connection Partners to advance the project.

6. State Legislative Update

Ms. Horta shared an update on SB 125, the transportation budget trailer bill, which provides public transit agencies with funding. MTC is currently drafting an outline of how they plan to spend funds.

7. Clipper Fare Change Title VI Fare Equity Analysis

Ms. Reeb outlined proposed changes to Clipper START, Youth Clipper, and Express route fares and noted that staff removed an earlier proposal to reduce the Day Pass threshold due to impacts on other East Bay operators. Mr. Dixit presented results from the Title VI Fare Equity Analysis, which found no disparate impact or disproportionate burden as a result of any of the proposed fare changes. MTC, who administers the Clipper START program, is incentivizing all operators to offer a 50% discount by increasing its reimbursement amount, and County Connection is expected to receive a total of \$28,271. A public hearing will be held on the proposed changes at the September 28 Board meeting. The Committee recommended that the item be forwarded to the Board for approval.

8. Community Events

Mr. Jones shared the outreach calendar for September, which included 8 Mobile Lobby events scheduled at select locations throughout the month and 3 community events including the Emergency Preparedness Fair in Concord, the Live Well Resource Fair in San Ramon, and the Moraga Pear and Wine Festival in Moraga.

9. Committee Comments

None.

10. Future Agenda Items

None.

11. Next Scheduled Meeting

The next meeting was scheduled for Thursday, November 2, 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 9:33 a.m.

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

County Connection

INTER OFFICE MEMO

To: Marketing, Planning, & Legislative Committee

Date: 09/26/2023

From: Ryan Jones, Manager of Marketing & Communications

Reviewed by: MR

SUBJECT: Summer Youth Pass Update

Background:

In 2019, County Connection 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 pass replaced a 20-ride punch pass that County Connection had offered prior to eliminating all paper passes in March 2019. Due to COVID-19, the Summer Youth Pass program was not offered in 2020 or 2021. However, once restrictions were lifted and schools returned to in-person instruction, the program was offered again starting in 2022.

Pass Sales:

The pass is valued at \$60 and 511 Contra Costa provided a subsidy of \$30 per pass, cutting the actual retail cost in half. Revenues from pass sales are distributed to the transit agencies based on customer location. 511 Contra Costa managed the design and production of the passes, as well as online sales and fulfillment. County Connection staff sold passes through the Mobile Lobby as well as our main lobby.

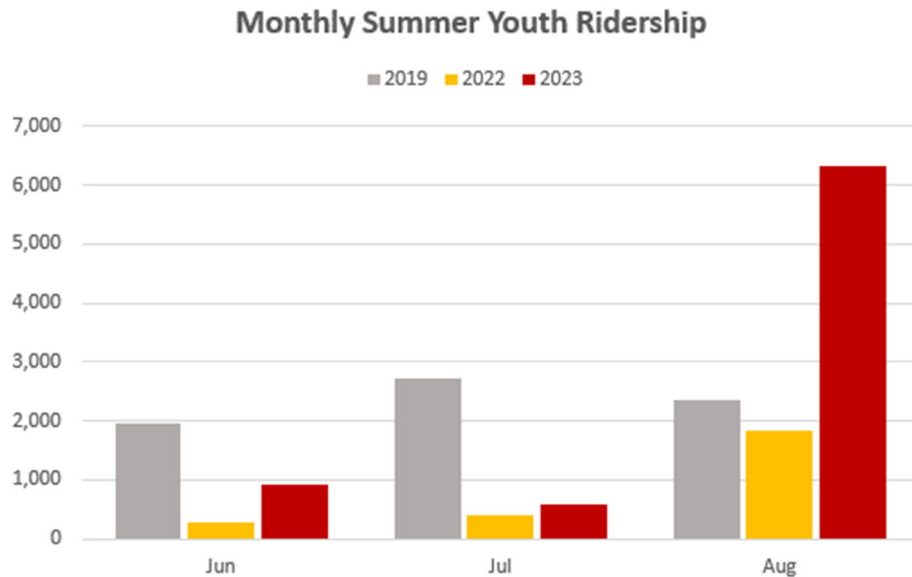
In total, there were 236 passes sold this season (County Connection - 68, Tri Delta Transit - 131, and WestCAT - 37). County Connection total pass sales were down 28 pass sales from 2022, and 225 fewer sales than 2019, when the pass was first introduced. In addition to lower ridership demand as a result of the pandemic, youth can receive a discounted fare on Clipper of \$1.60 per ride, or 20% off the regular adult fare, so the Summer Youth Pass provides slightly less of a discount than it did when first introduced. Also, there was some overlap with the Pass2Class program, which provides free rides for youth from mid-August through October, so purchasing a Summer Youth Pass only made sense for those who were riding frequently during the summer prior to the start of the new school year.

Pass Usage:

Despite a decrease in pass sales over the years, ridership with the Summer Youth Pass has increased over the years, which indicates that those using the pass are riding more frequently. In addition, staff worked with 511 Contra Costa to minimize the overlap with Pass2Class.

MONTH	USAGE 2019	2020-2021 Summer Youth Program Not Offered	USAGE 2022	USAGE 2023
June	1,956		276	928
July	2,726		412	587
August	2,367		1,833	6,317
TOTAL RIDES	7,049		2,521	7,832

A total of 7,832 trips were taken using the pass, which equates to an average of 115 rides taken per pass. Based on the retail price of \$30 per pass, this averages to about \$0.26 per ride, which is a significant additional discount off the Youth Clipper fare.



Financial Implications:

Total revenue received by County Connection for the 2023 Summer Youth Pass program was \$4,080. This includes a subsidy from 511 Contra Costa of \$2,040 towards the cost of the pass. In addition, 511 Contra Costa covered the costs of the operating the online store, including transaction fees and fulfillment, producing the fare media, and developing the marketing campaign.

Recommendation:

None, for information only.

Action Requested:

None, for information only.

Attachments:

None

INTER OFFICE MEMO

To: Marketing, Planning, & Legislative Committee

Date: 09/27/2023

From: Ryan Jones, Manager of Marketing & Communications

Reviewed by: MR

SUBJECT: One Seat Regional Ride Video

Background:

To make travelling across multiple public transit service areas easier and safer for Paratransit riders, County Connection's Board of Directors approved the "One Seat Regional Ride" pilot program in 2021 in partnership with Tri Delta Transit, WestCAT, and LAVTA. The program aims to streamline current regional ride practices by eliminating transfers for trips that cross multiple transit service areas. With One Seat, passengers can have a "one-seat" ride for the entire duration of their trip, without the need to transfer to a different vehicle and service provider.

Marketing Campaign:

As interest in the One Seat Regional Ride program and its success grows, staff has put together marketing assets, starting with a video. In collaboration with our transit partners, staff produced a One Seat Regional Ride video, featuring passenger testimonies and an overview of the program. This approximately 2-minute video also illustrates how the program works through animations and infographics. From this video, staff will work to further public engagement through marketing of One Seat.

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

To: Marketing, Planning, & Legislative Committee

Date: 09/26/2023

From: Ryan Jones, Manager of Marketing & Communications

Reviewed by: MR

SUBJECT: Mobile Lobby Update

Background:

During the pandemic, County Connection's front lobby closed to the public due to the risk factors of being in an indoor and enclosed space. As social distancing restrictions began to lift for outdoor activities, in 2021, staff decided to launch a pilot "mobile lobby" to provide customer service at various locations around the county, meeting customers at locations nearer to them including transit hubs, senior centers, and Farmers' Markets.

Since its inception, customers who visit the Mobile Lobby can get information on Clipper, bus schedules, trip planning, paratransit, and have their questions answered in-person at a convenient location near them (or nearer to them). In June of 2022, we took the Mobile Lobby on bus routes, having customer service reps ride designated routes with a bag full of brochures, bus schedules, etc. Though this seemed to reach fewer people than at transit centers such as BART or Amtrak stations, having staff ride our routes allowed for more targeted engagement. This was particularly true when there was an upcoming service change on a line and staff could speak directly with passengers who may be impacted.

In its first year, the Mobile Lobby reached close to 5,000 individuals. In FY 2023, engagement continued to increase, and the Mobile Lobby reached over 5,800 individuals, processing more than 600 Clipper cards (youth, senior, START, RTC), and provided schedule information to more than 2,000 riders.

FISCAL YEAR	TOTAL VISITORS	CLIPPER CARDS	SCHEDULE INFO	AVG VISITOR/MO.
FY 2021-22	4,916	768	1,423	410
FY 2022-23	5,847	627	2,220	487

We are finding the Mobile Lobby model to be an excellent way to not only extend our customer service efforts, but to be out in the community and plug more people into the services we offer.

For reference, following the pandemic, our main lobby reopened to the public in September 2022, and from that time through June 2023, we have seen 981 visitors, roughly 98 visits per month. The reason for those visits were largely guests asking about our services as well as some arriving for appointments (e.g. meetings, interviews, etc.).

Financial Implications:

Any costs associated with the Mobile Lobby 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: 9/26/2023

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 throughout Central Contra Costa County. We scheduled 8 mobile lobby events in September, 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. 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.

Looking forward in October, we're participating in Trunk or Treat events in Walnut Creek and Martinez, Senior Center event in Concord and event at Sequoia Villamonte.

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: September 2023 Calendar

Attachment 2: October 2023 Calendar

SEPTEMBER - 2023

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					<u>1</u>	<u>2</u>
<u>3</u>	<u>4</u> HOLIDAY	<u>5</u>	<u>6</u> San Ramon Transit Center 9-11	<u>7</u> Emergency Preparedness Fair Todos Santos Plaza 4-8	<u>8</u> Pleasant Hill Senior Center 10-12	<u>9</u>
<u>10</u>	<u>11</u>	<u>12</u>	<u>13</u> Amtrak 9-11	<u>14</u>	<u>15</u> Walnut Creek BART 9-11	<u>16</u>
<u>17</u>	<u>18</u>	<u>19</u>	<u>20</u> North Concord BART 9-11	<u>21</u>	<u>22</u> DVC 9-11	<u>23</u>
<u>24</u>	<u>25</u>	<u>26</u>	<u>27</u> Lafayette BART 9-11	<u>27</u> Live Well Resource Fair San Ramon 1:30-4	<u>29</u> Orinda BART 9-11	<u>30</u> Moraga Pear & Wine Festival 11-3

Attachment 2

OCTOBER - 2023						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
<u>1</u>	<u>2</u> Martinez Amtrak 8-10	<u>3</u> Danville Library 10-12	<u>4</u> Pleasant Hill BART 10-12 Sequoia Villamonte 10-2	<u>5</u> Concord Senior Health Fair 8:30-2:30	<u>6</u> Lafayette Library 10-12	<u>7</u>
<u>8</u>	<u>9</u> Ride Route 1 Leaves: Rossmoor @10:14 Leaves Mitchell @11:05	<u>10</u> Lafayette BART 9-11	<u>11</u> Clayton Library 10-12	<u>12</u> Orinda Library 10-12	<u>13</u> Pleasant Hill Senior Center 10-12	<u>14</u>
<u>15</u>	<u>16</u> San Ramon Transit Ctr 9-11	<u>17</u> Orinda BART 9-11	<u>18</u> North Concord BART 8-10	<u>19</u> Concord Library 10-12	<u>20</u> Moraga Library 10-12	<u>21</u>
<u>22</u>	<u>23</u> Martinez Senior Center 10-12	<u>24</u> Saint Mary's College 9:30-11:30	<u>25</u> Walnut Creek BART 9-11	<u>26</u> Ride Route 35 Leaves: San Ramon Transit Ctr @11:33 Dublin BART @12:18	<u>27</u> Ride Route 6 Leaves: Orinda BART @12:23 Walnut Creek Trunk or Treat 3-6	<u>28</u> Martinez Halloween Spooktakular 11-2
<u>29</u>	<u>30</u> Ride Route 91X Leaves: Concord BART @7:30 Concord BART @8:00	<u>31</u> Ride Route 20 Leaves: Concord BART @9:00 DVC @9:37				