

County Connection

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

MARKETING, PLANNING & LEGISLATIVE COMMITTEE MEETING AGENDA

Thursday, February 1, 2024

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 January 11, 2024*
4. State Legislative Update – Verbal Update
(Staff will provide a summary of current state legislative efforts.)
5. Draft 2024 County Connection Federal Legislative Advocacy Program– Information Only**
(Staff will present a draft of the 2024 County Connection Federal Legislative Advocacy Program and will also discuss how to approach our 2024 federal legislative advocacy work with the Committee)
6. Regional Mapping & Wayfinding Project Update – Information Only*
(Staff will present information on the Bay Area transit mapping and wayfinding project.)
7. Community Events – Information Only*
8. Committee Comments
9. Future Agenda Items
10. Next Meeting – March 7, 2024 (8:30 a.m., 3338 Mt. Diablo Blvd.)
11. Adjournment

*Enclosure

**Material presented at meeting

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, February 15, 9:00 a.m., County Connection Board Room
Administration & Finance:	Wednesday, February 7, 2:00 p.m., County Connection Administration Office, 3rd Floor Conference Room
Advisory Committee:	Tuesday, March 12, 1:00 p.m., County Connection Board Room
Operations & Scheduling:	Wednesday, February 7, 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.

This agenda is posted on County Connection's Website (www.countyconnection.com) and at the County Connection Administrative Offices, 2477 Arnold Industrial Way, Concord, California.

**Summary Minutes
Marketing, Planning, and Legislative Committee
Supervisor Andersen's Office
3338 Mt. Diablo Blvd.
Lafayette, CA
Thursday, January 11, 2024, 8:30 a.m.**

Directors: Candace Andersen, Kevin Wilk
Staff: Bill Churchill, Melody Reeb, Pranjali Dixit, Ryan Jones
Public: None

Call to Order: Meeting called to order at 8:34 a.m. by Director Andersen.

1. Approval of Agenda

The Committee approved the agenda.

2. Public Communication

None

3. Approval of Minutes from December 7, 2023

The Committee approved the minutes.

4. State Legislative Update

Mr. Churchill updated the committee on SB 397 (Wahab), which calls for CalSTA to develop a plan to consolidate all transit agencies in the Bay Area. Mr. Churchill, who spoke on behalf of the small operators, met with Senator Wahab and other transit leaders to express concerns over the senate bill. CTA also sent a letter in opposition to the bill. Following the meeting, the Senator ended up pulling the bill with plans to reintroduce it at a later time.

5. Onboard Passenger Survey Report

Mr. Dixit presented the results from a recent onboard passenger survey. Surveyors from an on-call planning contract with Transportation Management & Design conducted the survey between mid-October to November of 2023. There were a total of 872 responses, including 625 responses on weekday routes, or about 8% of average weekday ridership, and 138 responses on weekend routes, or about 7% of average weekend ridership. The passenger feedback will be used to inform planning decisions and for triennial Title VI program updates and equity analyses.

6. County Connection Faces Campaign

Mr. Jones shared plans for the forthcoming Faces campaign; a marketing effort to showcase how the agency is more than just a transit provider, but a viable career path in public service. Marketing pieces will include testimonials of longstanding employees with staff profiles focusing on dedication, shared purpose, and commitment to public service. This campaign is set to launch in Spring 2024.

7. Community Events

Mr. Jones shared the outreach calendar for January which included 22 Mobile Lobby events scheduled at select locations throughout the month. There are currently no additional community events planned.

8. Committee Comments

None.

9. Future Agenda Items

None.

10. Next Scheduled Meeting

The next meeting was scheduled for Thursday, February 1, 2024 at 8:30 a.m. in-person at Supervisor Andersen's Office, 3338 Mt. Diablo Blvd., Lafayette, CA

11. Adjournment – The meeting was adjourned at 9:20 a.m.

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

To: Marketing, Planning, & Legislative Committee

Date: 01/24/2024

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

Reviewed by: *RF*

SUBJECT: Regional Mapping & Wayfinding Project Update

Background:

The Regional Mapping & Wayfinding Project being led by the Metropolitan Transportation Commission (MTC) aims to develop fully standardized wayfinding, mapping, and transit information throughout the Bay Area, which was identified as a key action item in the Bay Area Transit Transformation Action Plan. The intent is to make transit easier to understand to retain existing and attract new riders as well as provide resources and guidelines for transit operators. In 2022, MTC awarded a contract to Applied Wayfinding to lead system development, including regional branding and design standards, prototypes for pilot implementation, and a governance and operations and maintenance (O&M) strategy. Initial signage prototypes will be tested at the El Cerrito Del Norte BART station and the Santa Rosa Transit Mall and SMART station this spring, followed by an evaluation to refine the standards for wider implementation. A subsequent subregional pilot is planned for the East Bay and will include County Connection's service area.

Design Standards:

A regional network identity has been developed that will be used during the prototype testing. This includes a three-color palette of golden yellow, sky blue and dark blue, as well as modal icons to identify service by trains, buses, and/or ferries, which will be more visually prominent than the logos of the individual agencies (see Attachment 1). Other elements, such as a system symbol and name, will be considered at a later time.

Building upon this regional network identity, the design standards will include a range of new wayfinding signage types for different types of facilities—from individual bus stops to major hubs where multiple systems connect—that are meant to support users at various points along their trip. These standards will also be extended to a new mobile-friendly website to which passengers can connect via QR codes at each bus stop, train station or ferry terminal, providing real-time information along with accessibility features such as audio descriptions and language translation.

Next Steps:

County Connection's bus stop signs have been long overdue for replacement but given the ongoing work on the Regional Mapping & Wayfinding Project, staff have held off on signage replacement in anticipation of a new set of regional standards. More recently, County Connection's sign vendor has stopped producing bus stop signs, so staff will need to seek out a new vendor, providing an opportunity to reevaluate the design as well. Now that the new standards are taking shape, staff will be able to move forward with signage updates while maintaining consistency with the direction of the region.

Financial Implications:

None, for information only.

Recommendation:

None, for information only.

Action Requested:

None, for information only.

Attachments:

Attachment 1: Design Prototypes

A. Color palette

Inspired by the natural beauty of the Bay Area.



Golden Yellow

Sky Blue

Dark Blue

Core project elements > prototype regional network identity

B. Modal icons

Rail, bus, and ferry icons should be easily recognizable and serve as the primary transit system identifiers.



TRAINS



ACE



BART



MUNI METRO



AMTRAK



SMART



VTA LIGHT RAIL



eBART



CALTRAIN



STREETCAR



BUSES



FERRIES

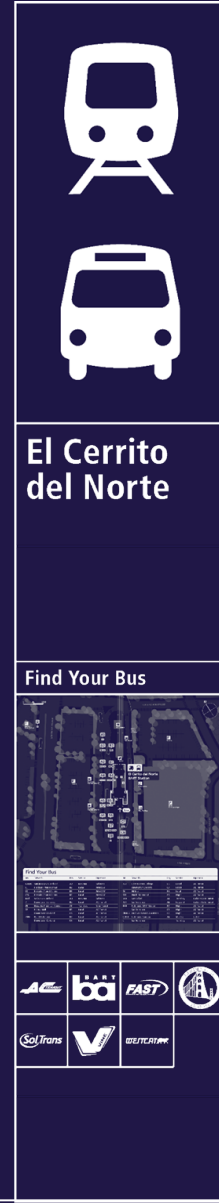


CABLE CAR



C. Hierarchy of information

Modal icons – rail, bus, or ferry – are the most important symbol, followed by individual transit agency logos.



El Cerrito del Norte

Find Your Bus

AC ba EAST

Caltrans V DELTA

1

Transit modal icons
Visible from distance, identifies public bus, rail, or ferry services.

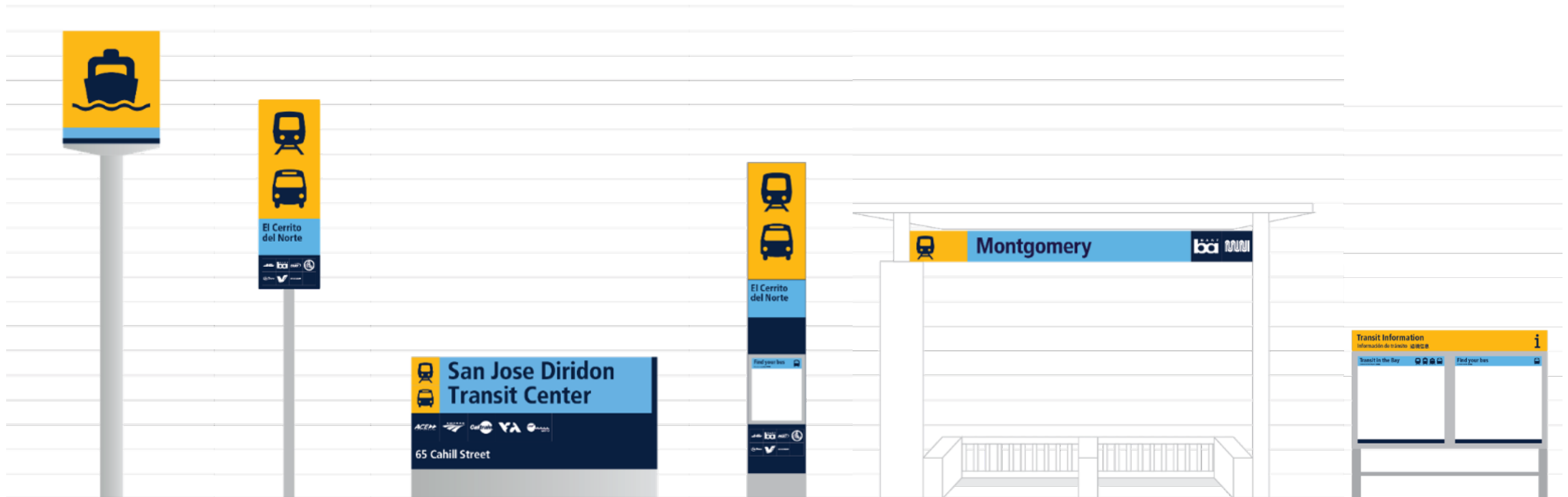
2

Transit agency logos
Indicate specific providers.



Core project elements:
New signage

The regional network identity creates a design language for prototype wayfinding signs.



Vehicular
Facility
Beacon

Pedestrian
Facility
Beacon

Vehicular
Entrance Marker

Entrance
Monolith

Facility Entrance

System Info Unit



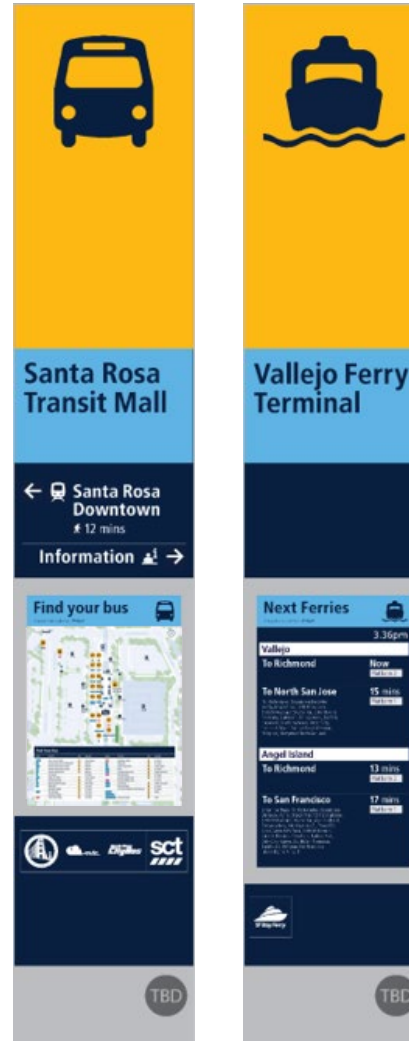
A new sign type – Entrance Monoliths

The new Entrance Monolith sign type can accommodate up to three (3) transit modes in the sign's yellow 'beacon.'

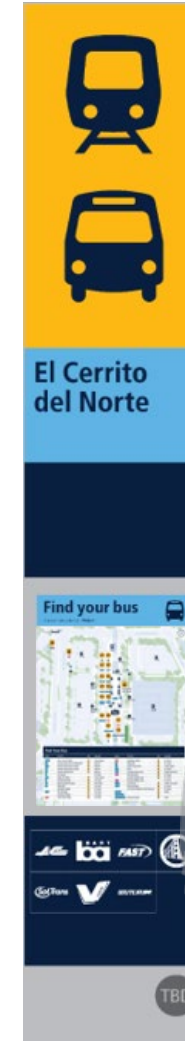
Transit service information is provided at the base of the sign at accessible heights.



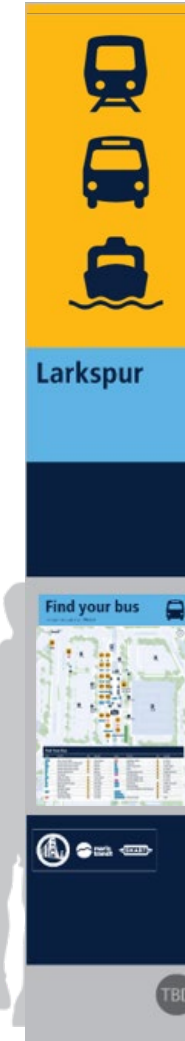
One mode



Two modes



Three modes



INTER OFFICE MEMO

To: Marketing, Planning, & Legislative Committee

Date: 01/23/2024

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 continues in-person customer outreach with the Mobile Lobby throughout Central Contra Costa County, with 22 mobile lobby events in January, 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. There were no additional community events planned in January. Looking forward, staff has 20 Mobile Lobby events scheduled in February.

For those who wish to come to our office, our lobby is open to the public, 8:00 a.m.-3:00 p.m., Monday-Friday. Customer Service Representatives also answer phones from 6:30 a.m.-6:30 p.m., Monday-Friday.

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: January 2024 Calendar

Attachment 2: February 2024 Calendar



County Connection

JANUARY 2024



IN PERSON HELP WITH SENIOR/YOUTH CLIPPER CARDS - PARATRANSIT SERVICES - TRIP PLANNING

VISIT A COUNTY CONNECTION LOBBY NEAR YOU!

SUN	MON	TUES	WED	THURS	FRI	SAT
	01 <i>HOLIDAY (No service)</i>	02 DANVILLE LIBRARY 10a-Noon	03 CLAYTON LIBRARY 10a-Noon	04 ORINDA LIBRARY 10a-Noon	05 LAFAYETTE BART 8-10a	06 -
07 -	08 MARTINEZ AMTRAK 9-11a	09 ORINDA BART 8-10a	10 RIDING RT 21 San Ramon Transit @9:41a WC BART @10:43a	11 CONCORD LIBRARY 10a-Noon	12 PH SENIOR CENTER 10a-Noon	13 -
14 -	15 RIDING RT 1 Rossmoor @9:14a Mitchell Park 'n Ride @10:05a	16 ST. MARY'S COLLEGE 9:30-11:30a	17 SAN RAMON TRANSIT CENTER 10a-Noon	18 RIDING RT 20 Concord BART @8:45a DVC @9:07a	19 MORAGA LIBRARY 10a-Noon	20 -
21 -	22 MARTINEZ SENIOR CENTER 10a-Noon	23 WC BART 9-11a	24 N. CONCORD BART 9-11a	25 RIDING RT 35 San Ramon TC @9:21a Dublin BART @9:58a	26 PLEASANT HILL BART 8-10a	27 -
28 -	29 RIDING RT 19 Concord BART @11:30a Amtrak @12:18p	30 MARTINEZ AMTRAK 10a-Noon	31 RIDING RT 93X Antioch BART @7:07a			



County Connection

FEBRUARY 2024



IN PERSON HELP WITH SENIOR/YOUTH CLIPPER CARDS - PARATRANSIT SERVICES - TRIP PLANNING

VISIT A COUNTY CONNECTION LOBBY NEAR YOU!

SUN	MON	TUES	WED	THURS	FRI	SAT
				01 ORINDA LIBRARY 10a-Noon	02 -	03 -
04 -	05 MARTINEZ AMTRAK 9-11a	06 DANVILLE LIBRARY 10a-Noon	07 CLAYTON LIBRARY 10a-Noon	08 CONCORD LIBRARY 10a-Noon	09 PH SENIOR CENTER 10a-Noon	10 -
11 -	12 RIDING RT 17 N Concord BART @11:28a Concord BART @Noon	13 RIDING RT 1 Rossmoor @11:14a Mitchell Park 'n Ride @12:05p	14 WC BART 9-11a	15 RIDING RT 28 Amtrak @9:50a Concord BART @10:48a	16 MORAGA LIBRARY 10a-Noon	17 -
18 -	19 RIDING RT 98X Walnut Creek BART @10:52a Amtrak @11:43a	20 ORINDA BART 9-11a	21 PLEASANT HILL BART 8-10a	22 RIDING RT 93X Antioch @7:07a	23 MARTINEZ SENIOR HEALTH FAIR 9a-Noon	24 -
25 -	26 SAN RAMON TRANSIT CENTER 10a-Noon	27 RIDING RT 35 San Ramon Transit Center @10:33a Dublin BART @11:38a	28 ST. MARY'S COLLEGE 9:30-11:30a	29 N. CONCORD BART 10a-Noon		