

County Connection

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

**ADVISORY COMMITTEE
MEETING AGENDA
Tuesday, March 12, 2024, 1:00 p.m.**

The Governor has announced that the State of Emergency due to COVID-19 has been lifted as of February 28, 2023. Accordingly, this Committee Meeting will be held in-person at:

**County Connection Board Room
2477 Arnold Industrial Way, Concord, California**

Staff and members of the public may attend in person or may participate remotely via Zoom at:

<https://us02web.zoom.us/j/85742852363>

Or Telephone:

Dial: US: +1 669 900 6833

Webinar ID: 857 4285 2363

Please Note the following COVID-19 Protocols for in-person attendance:

Visitors experiencing the following symptoms of COVID-19 may not enter the building:

- Cough
- Chills
- Sore Throat
- Shortness of Breath
- Muscle Pain
- Loss of Taste or Smell
- Fever

Public comment may be submitted via email to: noya@cccta.org. Please indicate in your email the agenda item to which your comment applies. Comments submitted before the meeting will be provided to the Advisory Committee Members before the meeting. Comments submitted after the meeting is called to order will be included in the correspondence that will be provided to the full Committee.

Oral public comments will also be accepted during the meeting in person and through Zoom or the teleconference number listed above.

Should Zoom not be operational, please check online at: www.countyconnection.com for any updates or further instruction.

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.

Clayton • Concord • Contra Costa County • Danville • Lafayette • Martinez
Moraga • Orinda • Pleasant Hill • San Ramon • Walnut Creek

CENTRAL CONTRA COSTA TRANSIT AUTHORITY

1. Call to Order
2. Roll Call
3. Approval of Agenda
4. Approval of Minutes of Regular Meeting of January 9, 2024*
5. Public Comment
6. Consent Calendar:
 - a. Fixed Route Ridership Report*
 - b. Paratransit Performance Report*
7. FY 2025 Marketing Plan*
8. Advisory Committee Vacancies-Discussion Only
9. Agenda Planning for Advisory Committee/Board Workshop on May 16, 2024- Discussion Only
10. Means-Based Fare Program for LINK Paratransit – Informational Only
11. Committee Member Communications
12. Future Agenda Items
13. Adjournment – Next Meeting May 14, 2024

General Information

Public Comment: Each person wishing to address the committee is requested to complete a speaker's card for submittal to the Committee Chair before the meeting convenes or the applicable agenda item is discussed. Persons who address the Committee are also asked to furnish a copy of any written statement to the Committee Chair. People who wish to speak on matters set for Public Hearings will be heard when the Chair calls for comments from the public. After individuals have spoken, the Public Hearing is closed, and the matter is subject to discussion and action by the Committee.

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 a 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 also 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, March 21, 9:00 a.m., County Connection Board Room
Administration & Finance: Wednesday, March 6, 2:00 p.m., County Connection Offices
Operations and Scheduling: Wednesday, March 6, 8:00 a.m., 309 Diablo Rd., Danville
Marketing, Planning & Legislative: Thursday, March 7, 8:30 a.m., 3338 Mt. Diablo Blvd., Lafayette

The above meeting schedules are subject to change. Please check the County Connection Website (www.countyconnection.com) or contact County Connection staff at (925) 676-1976 to verify date, time, and location prior to attending a 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

MEMBERSHIP ROSTER/ATTENDANCE REPORT - 2023

Member Name	Jurisdiction	Jan-24	Mar-24	May-24	Jul-24	Sep-24	Nov-24	Original Appointment	Term Expires
Andrei Obolenskiy	Pleasant Hill	P						Jun-23	Apr-25
Sarah Birdwell	Contra Costa County	P						Jun-23	Jun-25
Ian McLaughlin	Walnut Creek	P						Apr-22	Mar-24
Vacant	Concord								
Vacant	Moraga								
Vacant	Martinez								
Vacant	Danville								
Vacant	Orinda								
Vacant	Clayton								
Vacant	Lafayette								
Vacant	San Ramon								

CCCTA Staff - 2023

Member Name	Jurisdiction	Jan-24	Mar-24	May-24	Jul-24	Sep-24	Nov-24
Bill Churchill	County Connection Staff	A					
Ruby Horta	County Connection Staff	A					
John Sanders	County Connection Staff	P					
Rosa Noya	County Connection Staff	P					
Melody Reebbs	County Connection Staff	P					
Pranjal Dixit	County Connection Staff	P					
Ryan Jones	County Connection Staff	P					
Cindy Pearse	County Connection Staff	P					
Maria Portan	County Connection Staff	P					
Laura Corona	Transdev Staff	P					
Christian Sanchez	Transdev Staff	P					

P = Present

A = Absent

C = Cancelled

Vacant

**Summary Minutes
Advisory Committee
Tuesday, January 10, 2024**

Members: Ian McLaughlin, Robert Barnes, Andrei Obolenskiy and Sarah Birdwell

Staff: Rosa Noya (CCCTA), John Sanderson (CCCTA), Pranjal Dixit (CCCTA), Ryan Jones (CCCTA), Cindy Pearse (CCCTA), Melody Reebbs (CCCTA), Maria Portan (CCCTA), Christian Sánchez (Transdev), Laura Corona (Transdev)

Public: None present.

- 1. Call to Order:** Meeting was called to order at 1:00 PM
- 2. Roll Call**
- 3. Approval of Agenda:** The agenda for the January 10, 2024, meeting was approved unanimously. M/S: Barnes, Obolenskiy
- 4. Approval of minutes of September 19, 2023:** The minutes of the November 14, 2023, meeting was approved with one abstention (Obolenskiy). M/S: Barnes, McLaughlin
- 5. Public Comment:** None
- 6. Consent Calendar:** No comments received.
- 7. Marketing Plan for Fiscal Year 2025-Discussion:** Mr. Jones introduced the FY 2025 marketing plan, stressing the importance of early input from the Advisory Committee. Goals include targeted marketing towards youth, Spanish-speaking, and equity/priority communities, efficient collaboration with partners, and improving key performance indicators (KPIs). Member Obolenskiy sought clarification on KPI types and social media platforms. Member Barnes asked about expanding marketing to lesser-known browsers like Nextdoor or Patch, to which Mr. Jones noted existing efforts on Nextdoor and Peachjar. Chair McLaughlin shared struggles with accessible transportation, prompting plans for promoting County Connection LINK Paratransit. Mr. Jones stated that the FY 2025 Marketing Plan will include a budget devoted to promoting County Connection LINK Paratransit. Member Barnes queried County Connection's partnership with Meals on Wheels, while Member Obolenskiy suggested involving students and school districts for route optimization data. No public comments were received. No comments or questions from the public were received.

- 8. Liaison for Paratransit Coordinating Council- Discussion:** Chair McLaughlin and Mr. Sanderson offered an introduction to what the Paratransit Coordinating Council (PCC) is and what it entails. Chair McLaughlin referenced that the Advisory Committee bylaws designate that a member of Advisory Committee should be a liaison for the PCC. Member Birdwell self-nominated. M/S: McLaughlin, Obolenskiy. Motion to appoint Member Birdwell to Liaison to PCC passed unanimously. No comments or questions from the public.
- 9. Advisory Committee Vacancies – Update and Discussion:** Member Obolenskiy initiated the discussion by sharing difficulties encountered in engaging new Advisory Committee members, particularly with certain cities. He raised concerns about streamlining the process of filling vacancies to ensure the committee's growth aligns with its purpose. Chair McLaughlin outlined current efforts, including communication to the Board regarding vacancies, and suggested a lack of clear purpose for the committee might contribute to the issue. Member Obolenskiy proposed three solutions: reminding the Board of directors about vacancies, drafting a letter to City Clerks regarding vacancies, and advertising vacancies on social media platforms like Nextdoor. Members present agreed to have the chair draft a letter addressed to the city clerks with vacancies in the Advisory Committee. No comments or questions from the public were received.
- 10. Travel Training Update – Information Only:** Member Birdwell provided an overview of the Travel Training program for the fiscal year 2024. She mentioned that many callers inquire about transportation vouchers, a transportation option for one time use that is not paratransit or fixed route transportation. Presentations will be held at the Pleasant Hill Senior Center every other month. Members Obolenskiy and Barnes inquired about the ability to do presentations at several other locations to which Member Birdwell agreed she could look into it. No comments or questions from the public were received.
- 11. Improving Collaboration between Advisory:** This agenda item was enveloped with agenda item nine- Advisory Committee Vacancies discussion.
- 12. Committee Member Communications:** Member Barnes announced his resignation. Member Birdwell highlighted that the next PCC will be held on 1/22/2024.
- 13. Future Agenda Items:** None submitted.
- 14. Adjournment:** The meeting was adjourned at 2:01 pm. Next meeting to be held on March 12, 2024.

Minutes prepared by Rosa Noya on February 6, 2023.

To: Operations & Scheduling Committee

Date: 1/18/2024

From: Pranjal Dixit, Manager of Planning

Reviewed by: MR

SUBJECT: Fixed Route Operating Reports for December 2023

The following represent the numbers that are most important to staff in evaluating the performance of the fixed route system:

	FY23-24		<u>Annual Goal*</u>
	<u>Current Month</u>	<u>YTD Avg</u>	
Total Passengers	193,243	215,155	
Average Weekday	8,396	9,140	
Pass/Rev Hour	12.7	13.8	Standard Goal > 17.0
Missed Trips	0.35%	0.32%	Standard Goal < 0.25%
Miles between Road Calls	47,189	41,129	Standard Goal > 18,000

* Based on current standards from updated S RTP

Analysis

Average weekday ridership was lower in December 2023 (8,396 passengers) than the previous month of November 2023 (9,513 passengers) and is 4.7% higher than December 2022 (8,019 passengers).

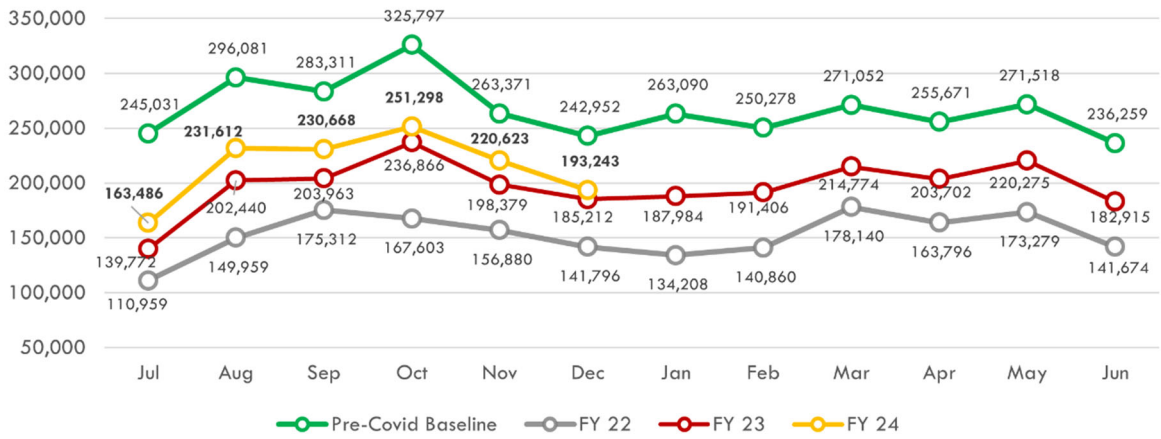
Passengers per hour in December was 12.7, which is lower than November 2023 and higher than December 2022 when passengers per hour was 11.9.

The percentage of missed trips in December was 0.35%, which is higher than the prior month when it was 0.32%.

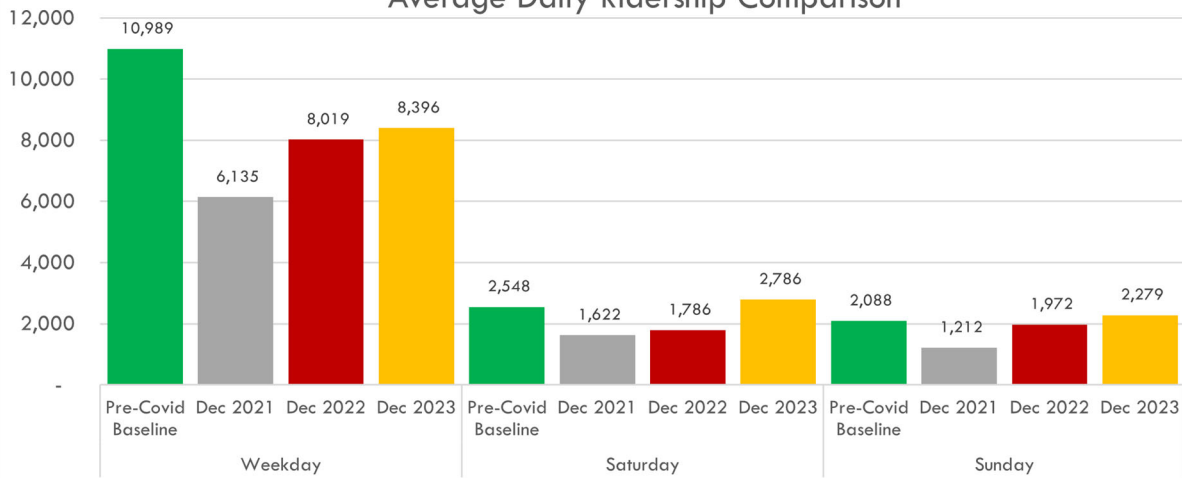
The number of miles between roadcalls was 47,189 miles in December, lower than the prior month in which there were 57,403 miles between roadcalls. The rolling 12-month average is 37,653 miles between roadcalls.

Of a total 193,243 passengers, 103,726 passengers had the potential to use a Clipper card aboard County Connection since 89,516 either used an employer or school pass or were on a free route. About 79.6% of the 103,726 potential Clipper card users paid using Clipper during this month.

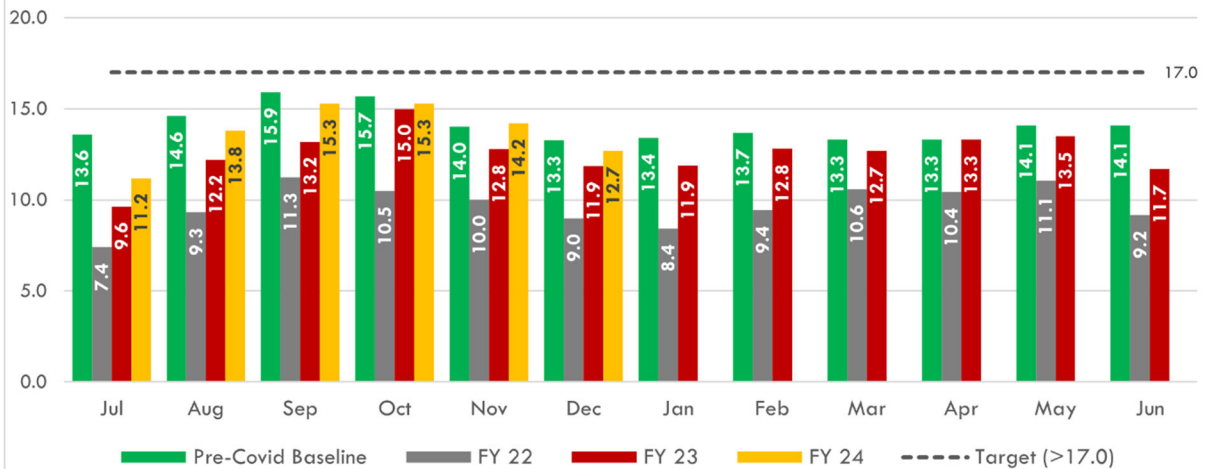
Total Monthly Fixed Route Ridership



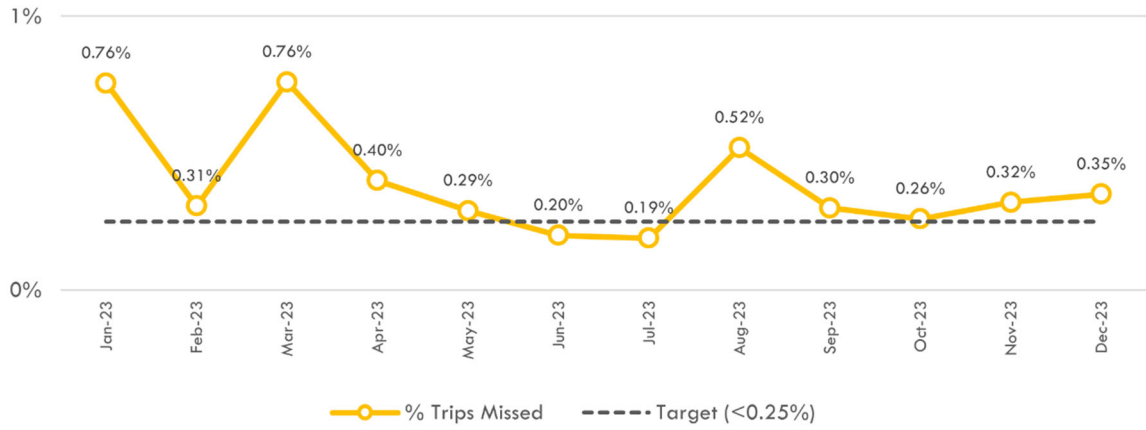
Average Daily Ridership Comparison



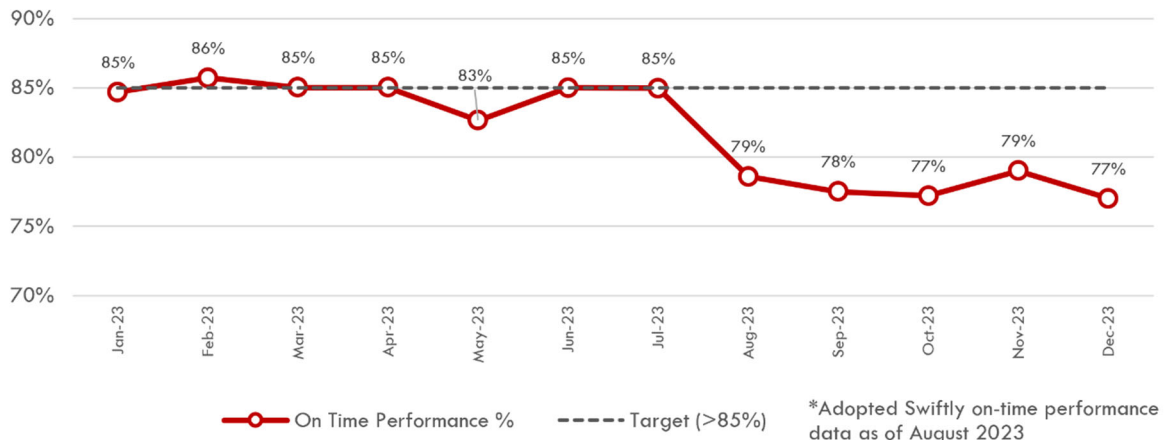
Passengers/Revenue Hour



% Trips Missed

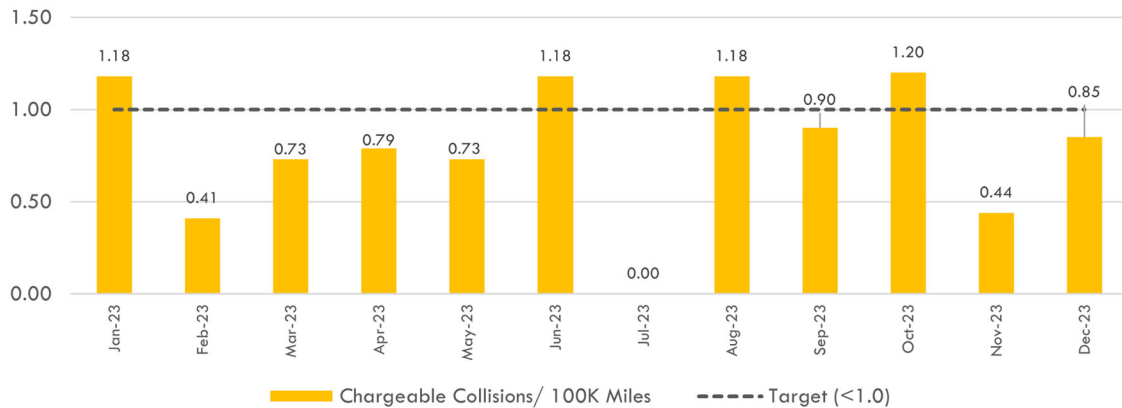


On Time Performance*

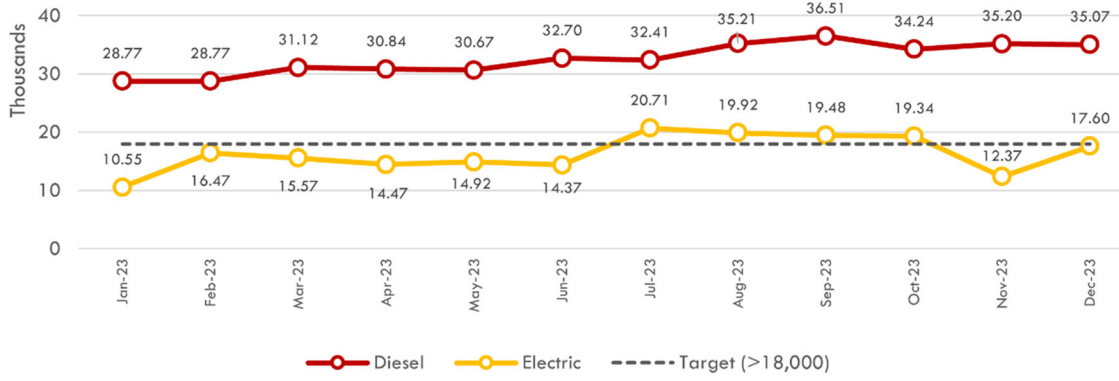


*Adopted Swiftly on-time performance data as of August 2023

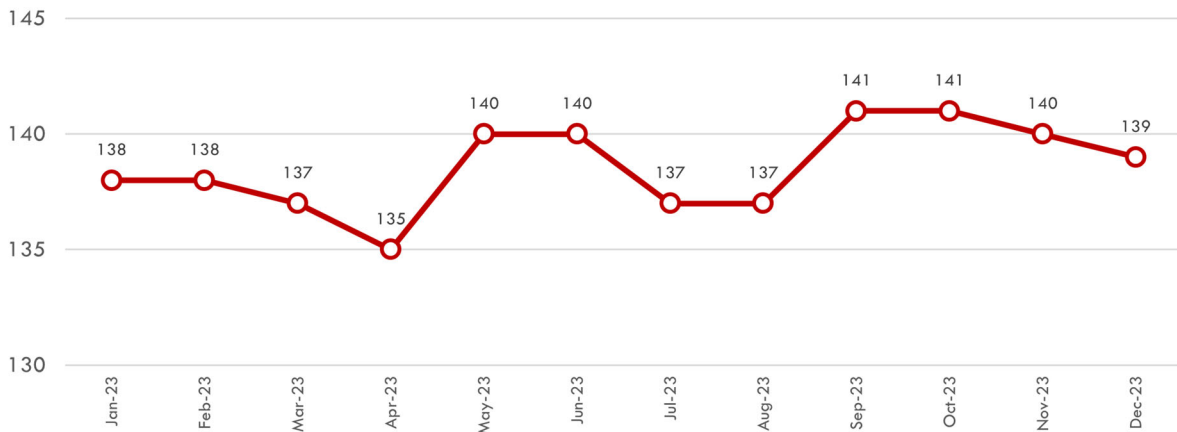
Accident Report



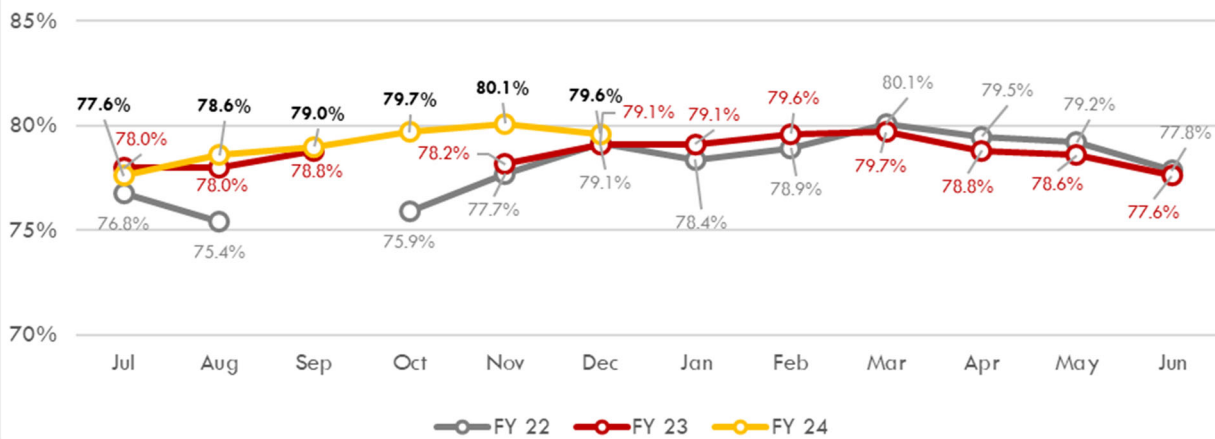
Trailing 12-Month Miles Between Mechanical Road Calls



Number of Operators



% Clipper Usage



To: Operations & Scheduling Committee

Date: 2/16/2024

From: Pranjal Dixit, Manager of Planning

Reviewed by: MR

SUBJECT: Fixed Route Operating Reports for January 2024

The following represent the numbers that are most important to staff in evaluating the performance of the fixed route system:

	FY23-24		<u>Annual Goal*</u>
	<u>Current Month</u>	<u>YTD Avg</u>	
Total Passengers	207,086	214,002	
Average Weekday	8,526	9,052	
Pass/Rev Hour	12.9	13.6	Standard Goal > 17.0
Missed Trips	0.22%	0.31%	Standard Goal < 0.25%
Miles between Road Calls	22,341	38,445	Standard Goal > 18,000

* Based on current standards from updated SRTP

Analysis

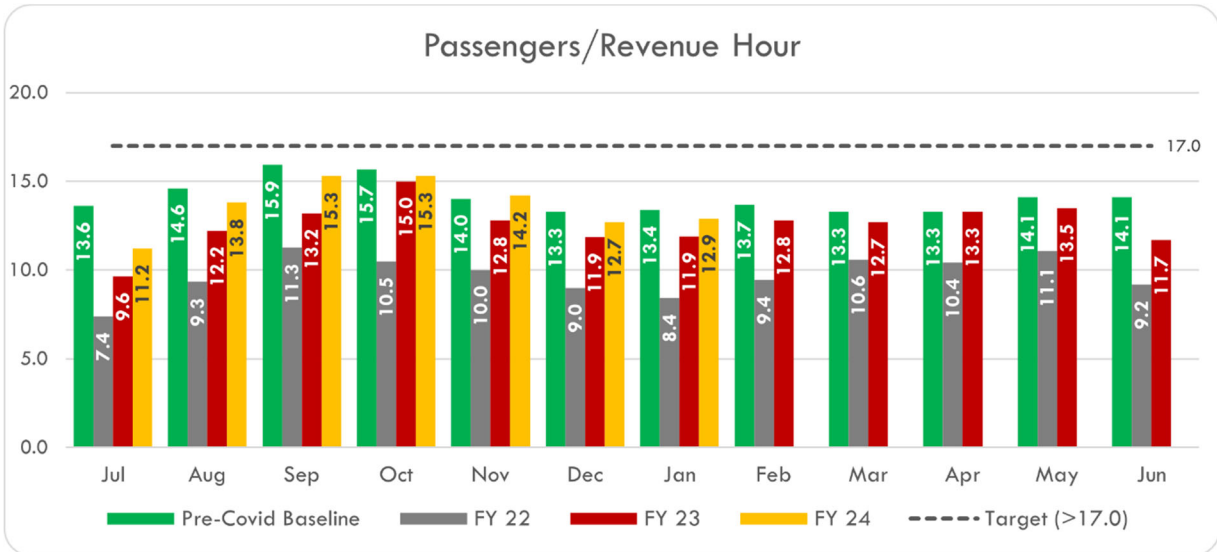
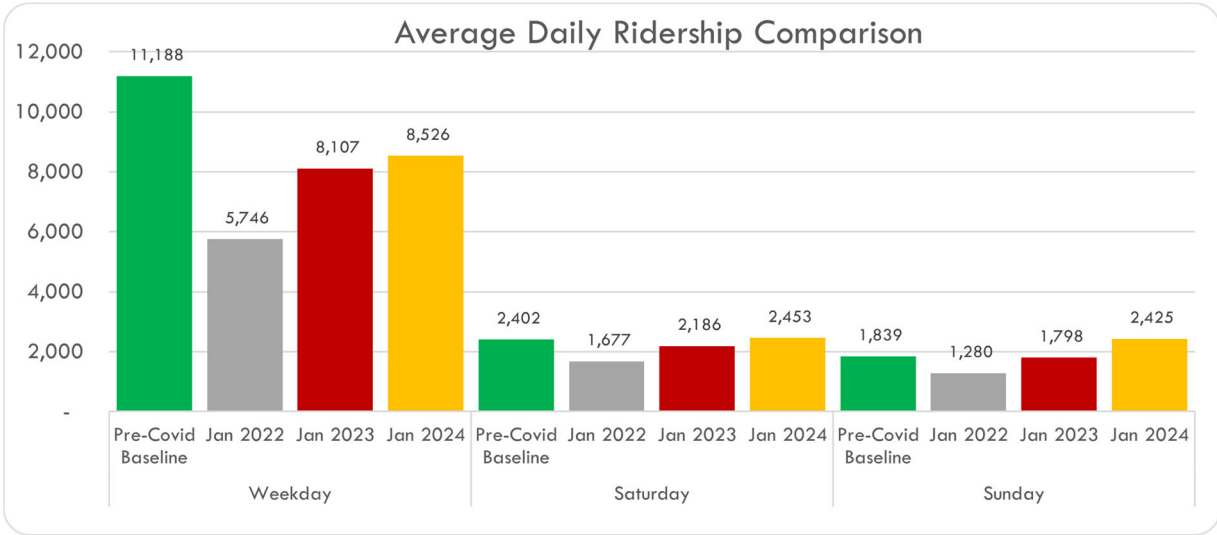
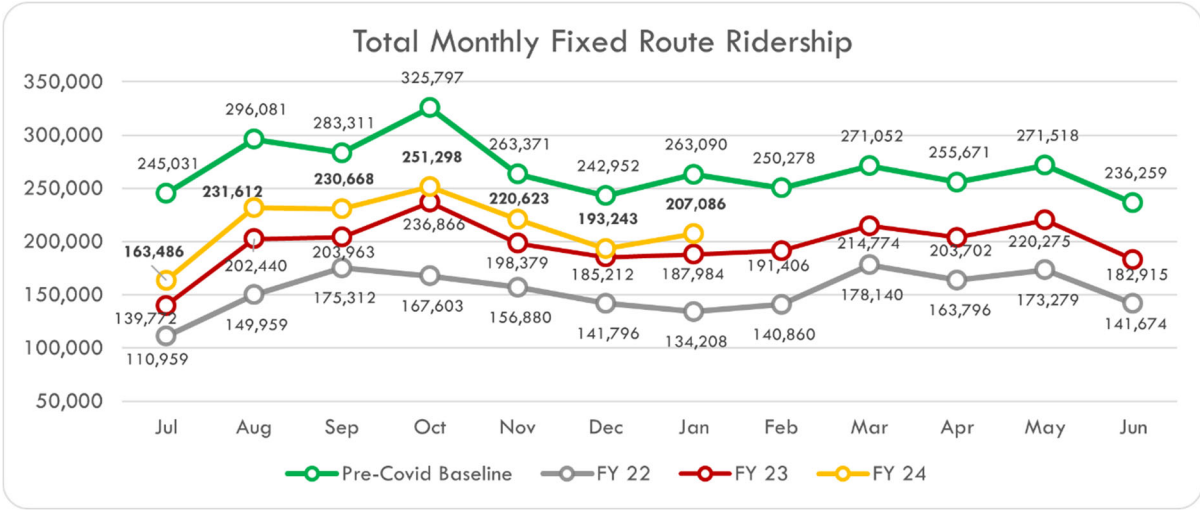
Average weekday ridership was higher in January 2024 (8,526 passengers) than the previous month of December 2023 (8,396 passengers) and is 5.2% higher than January 2023 (8,107 passengers). County Connection also ran an emergency BART Bridge on one day in January and served 1,973 passengers.

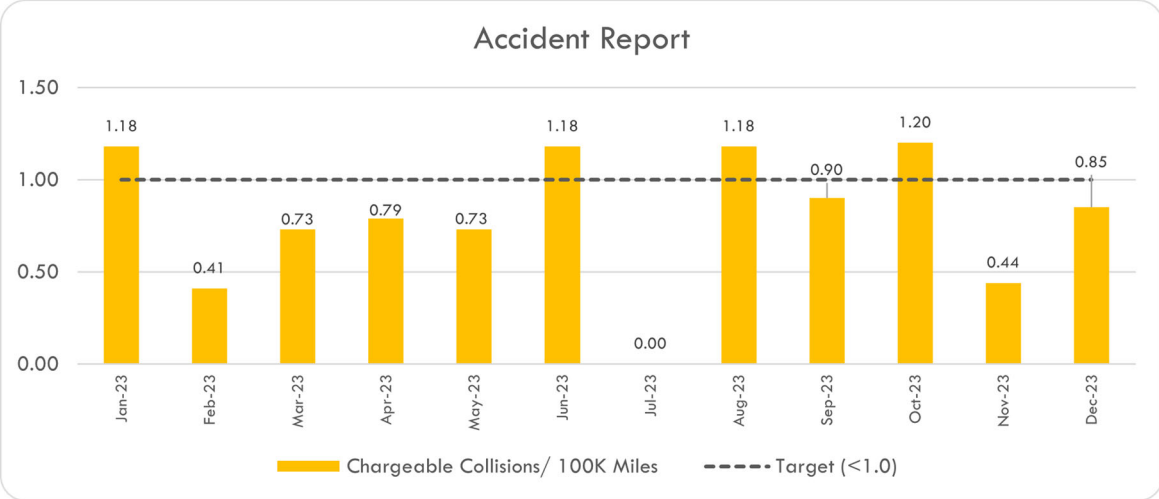
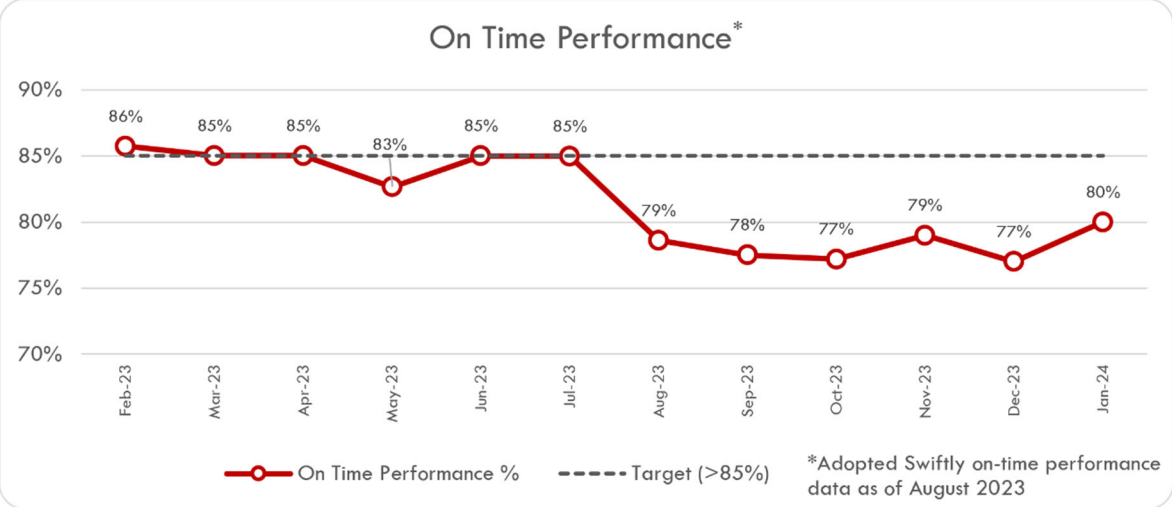
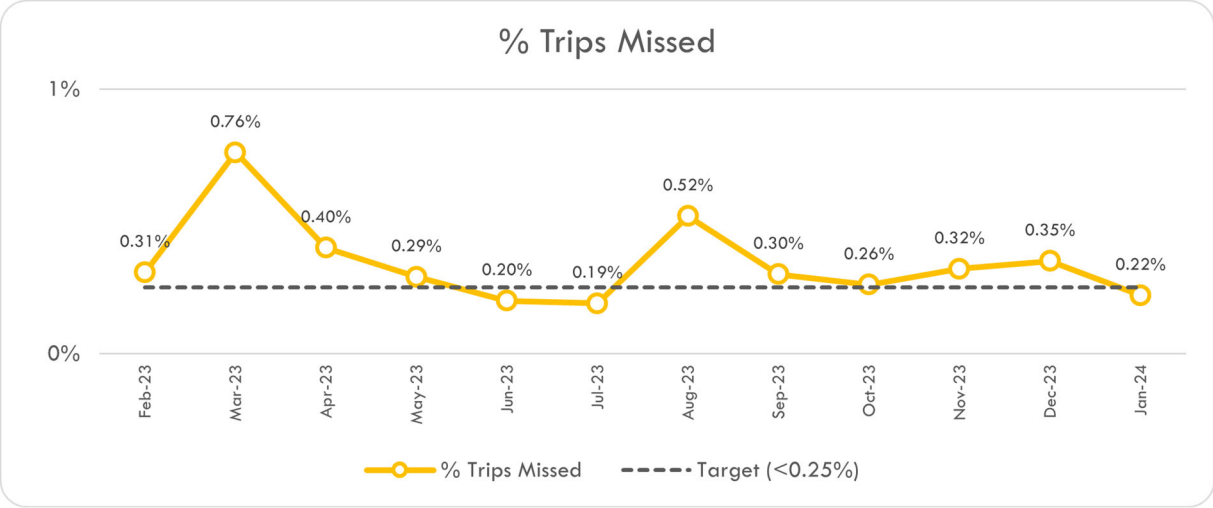
Passengers per hour in January was 12.9, which is higher than December 2023 and higher than January 2023 when passengers per hour was 11.9.

The percentage of missed trips in December was 0.22%, which is lower than the prior month when it was 0.35%.

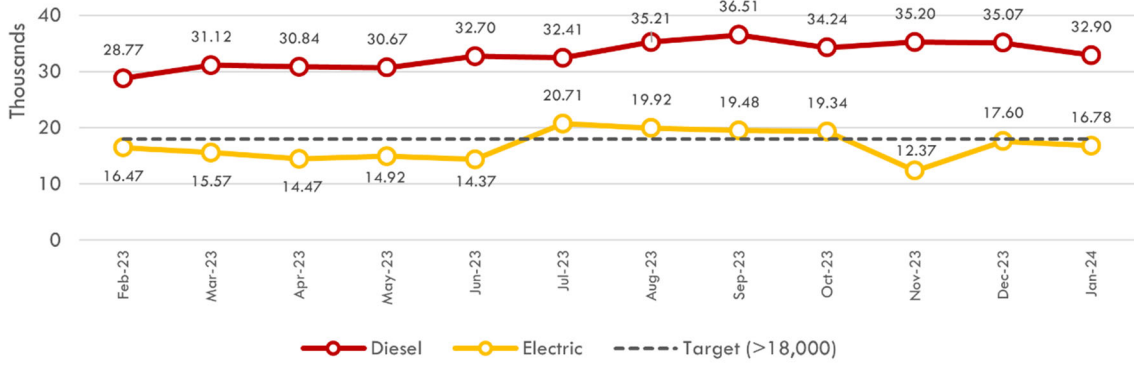
The number of miles between roadcalls was 22,341 miles in January, lower than the prior month in which there were 47,189 miles between roadcalls. The rolling 12-month average is 35,977 miles between roadcalls.

Of a total 209,059 passengers, 111,722 passengers had the potential to use a Clipper card aboard County Connection since 97,338 either used an employer or school pass or were on a free route. About 80.2% of the 111,722 potential Clipper card users paid using Clipper during this month.

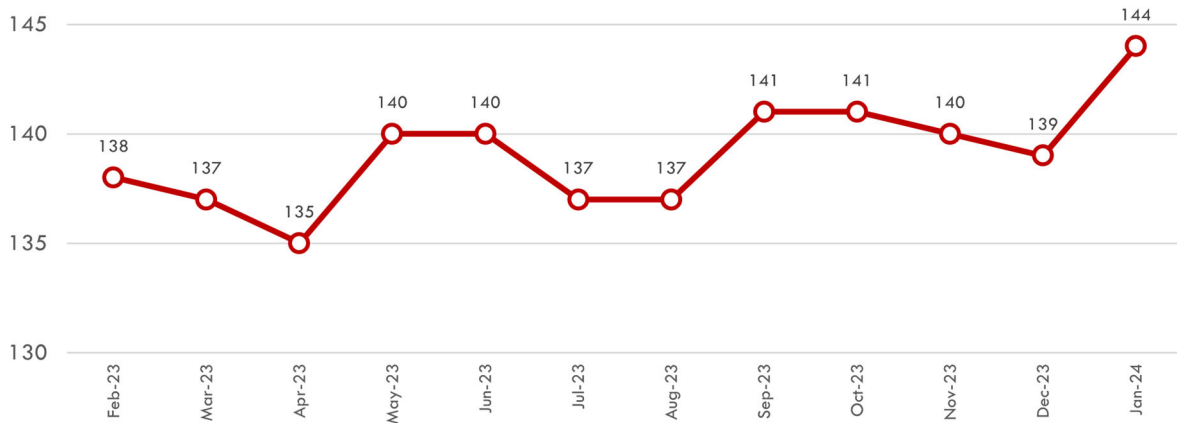




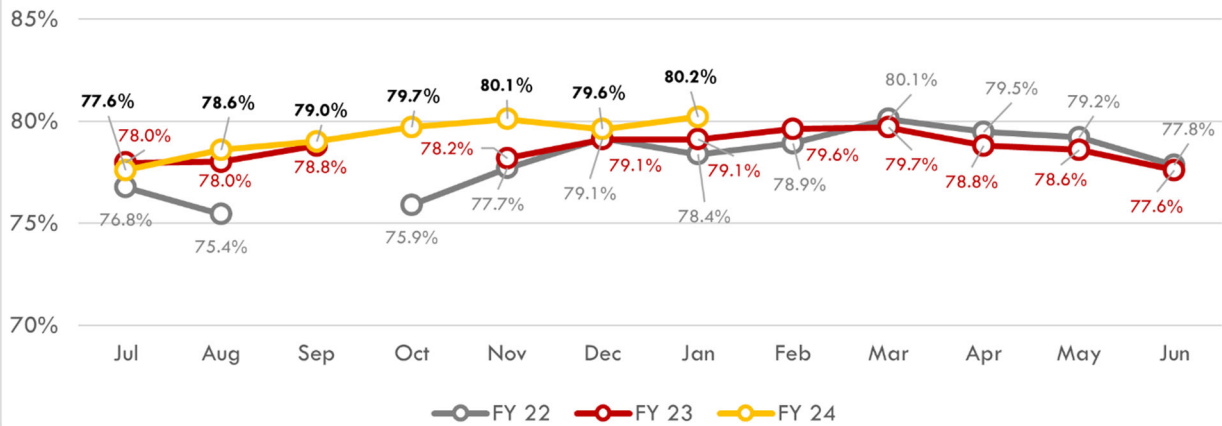
Trailing 12-Month Miles Between Mechanical Road Calls



Number of Operators



% Clipper Usage



INTER OFFICE MEMO

To: Operations & Scheduling Committee

Date: 01/22/2023

From: Rosa Noya, Manager of Accessible Services

Reviewed by: JS

SUBJECT: LINK Paratransit Executive Summary Report - December 2023

Background:

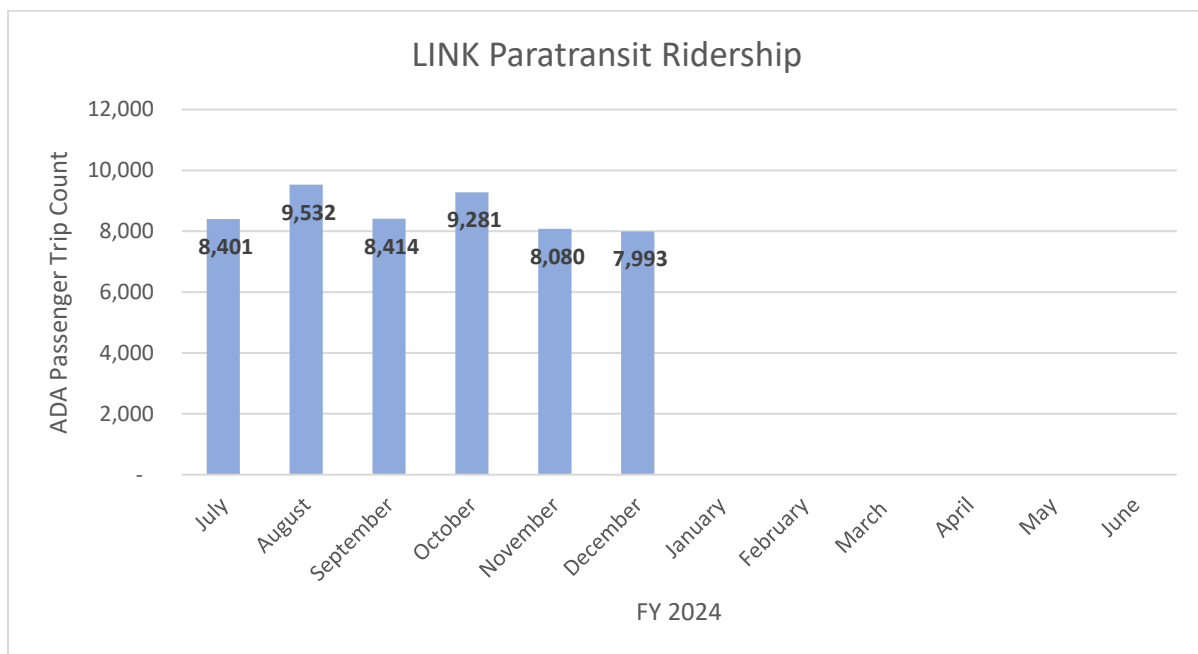
County Connection provides Americans with Disabilities Act (ADA) Paratransit services through the LINK Paratransit program. This is a summary report of LINK Paratransit services provided for the month of December 2023.

December 2023 Performance Report:

Ridership:

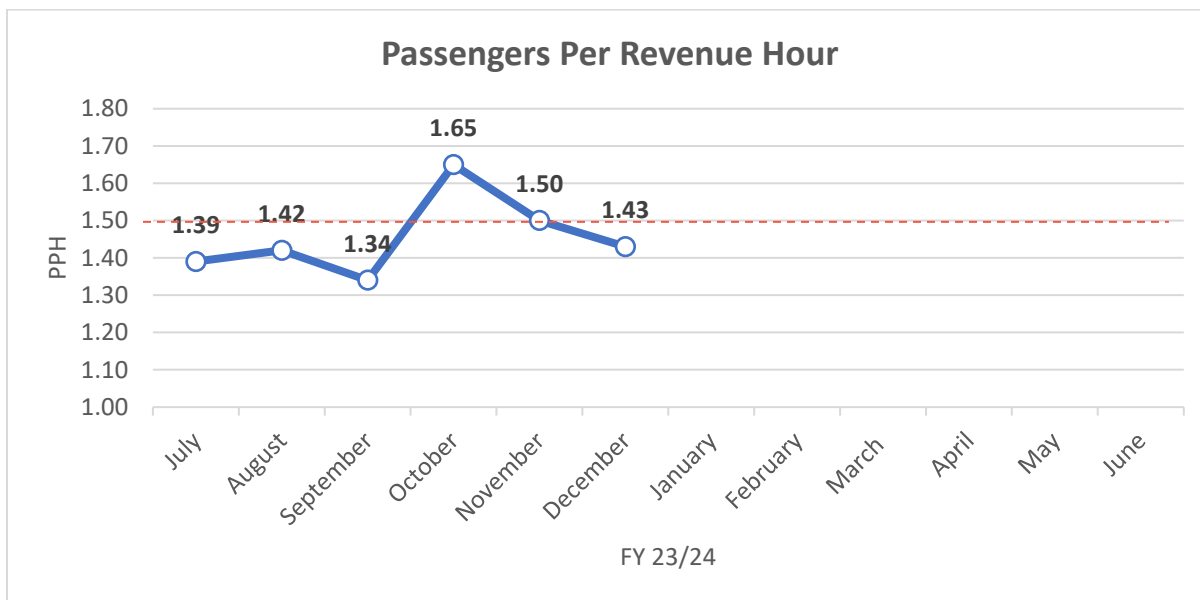
In December, there were 7,993 ADA passenger trips, showing a decrease from the 8,080 trips reported in November. This decline can be primarily attributed to the significant holiday season in December, during which several facilities frequently visited by LINK riders closed for the holidays, along with other facilities shutting down for winter break.

It's worth noting that the total reported number of ADA passengers in December 2023 represents approximately 77% of pre-pandemic ridership levels observed in December 2019.



Productivity:

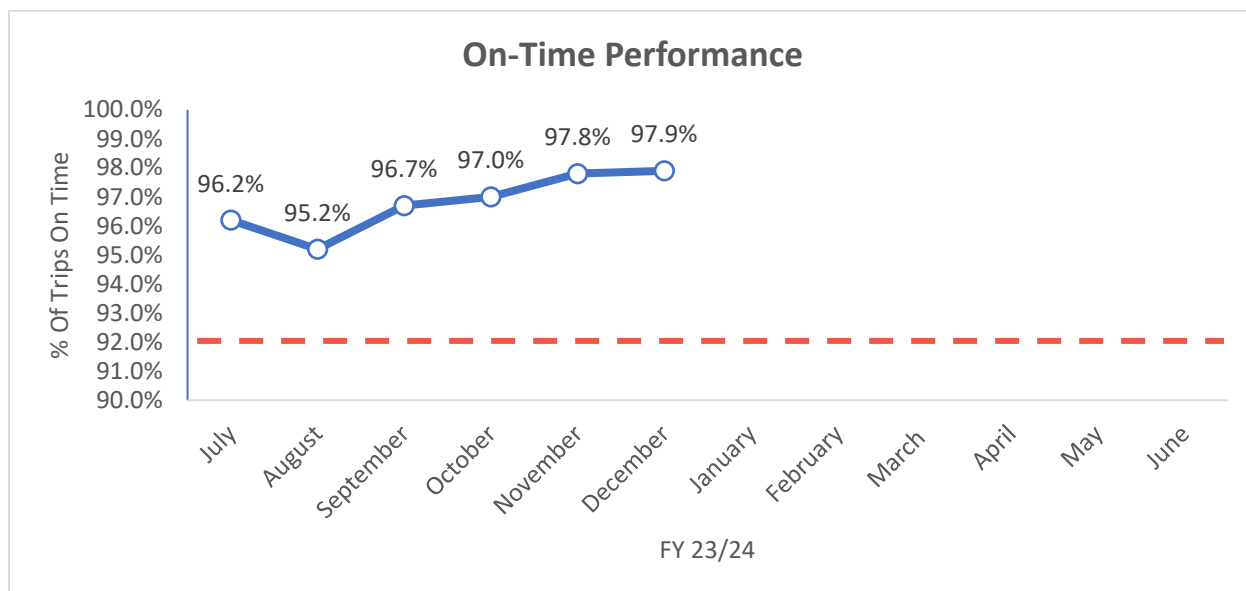
In December, the average number of ADA passengers per revenue hour stood at 1.43, marking a decrease compared to November, when the figure was 1.50 ADA passengers per revenue hour, excluding escorts or attendants. It's worth noting that the LINK Paratransit service's established benchmark is to uphold a minimum of 1.50 ADA passengers per revenue hour. While December saw a slight dip below this benchmark, we are actively monitoring and addressing factors contributing to this change.



On-time Performance:

The average on-time performance for trips reached an impressive 97.9%, showcasing an improvement from the previous month's 97.8% on-time rate.

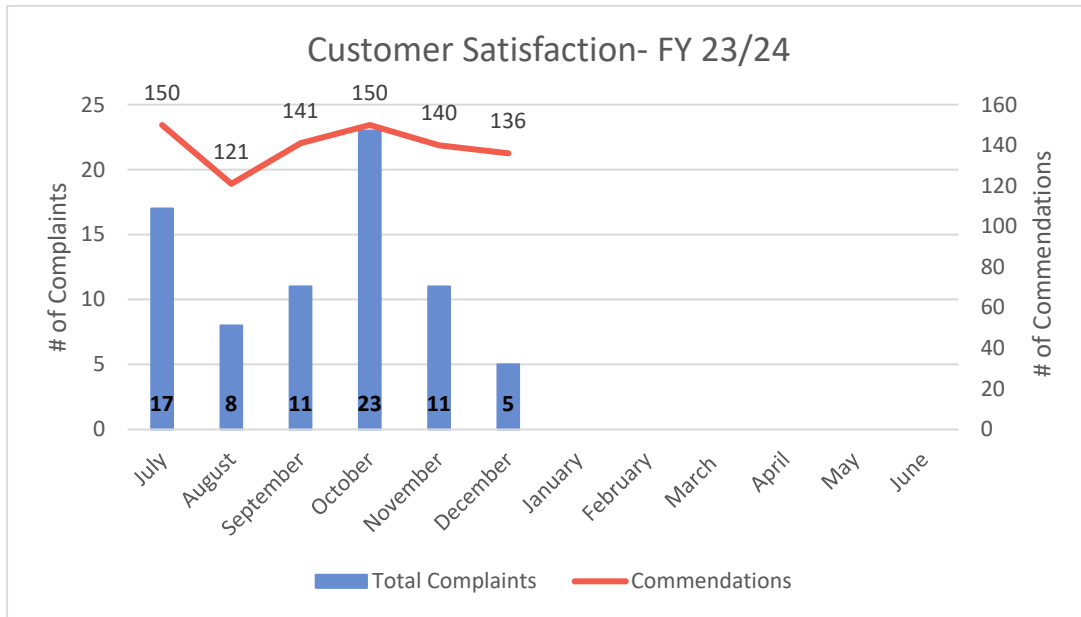
The performance exhibited in December reflects a positive trajectory, in line with our commitment to maintaining service quality. It's worth emphasizing that County Connection's established standard is set at 92%, and the past six months have consistently demonstrated performance exceeding this benchmark.



Customer Satisfaction:

In December, a total of five complaints were registered, with five linked to timeliness issues, one (1), related to the driver’s skill concerns. The majority of the complaints this month were related to passengers unhappy with the drop-off time at their destination.

For commendations, the service received a total of 136 in December. The majority of these commendations come from passengers expressing satisfaction with the drivers' performance, often citing their exemplary attention to safety and courtesy.



Safety:

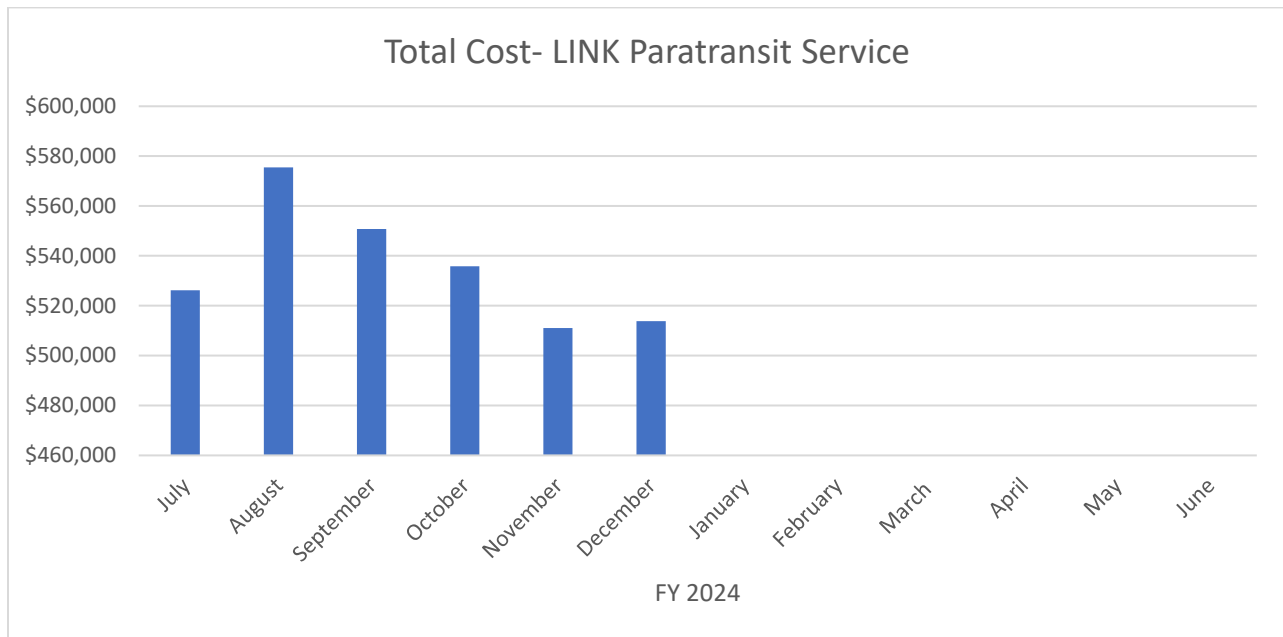
There was one reported preventable accident in the month of December which reflects an accident ratio of 0.88 preventable accidents per 100,000 miles. The accident standard goal is to have no more than 0.5 preventable accidents per 100,000 miles.

Staffing:

For the month of December, LINK Paratransit had a total of 59 drivers. Out of this group, 47 drivers were available and active while the remaining 12 were newly hired, on a leave of absence or on modified work. Transdev has continued to implement various strategies including organizing on-site job fairs, offering sign-on bonuses and referral bonuses, and providing on-site training to assist newly hired Class C drivers in obtaining their commercial license with passenger endorsements.

Financial Implications:

A preliminary un-audited total of \$513,765 was spent in December for LINK paratransit service. This reflects an increase from November’s total reported at \$511,055.



Recommendation:

None, for Information only.

Additional updates:

None.

Action Requested:

None, for information only.

Attachments:

Attachment 1: December 2023 MOP

CCCTA PARATRANSIT

Performance Report: 12/1/2023-12/31/2023

LINK and BART Statistics

FY 23/24 December Variance from Goal FY 22/23 December YTD 23/24

	FY 23/24	Variance from Goal	FY 22/23	YTD 23/24
Ridership Statistics				
1	***ADA Passengers	6,880	4,714	22,264
2	Companions	38	27	131
3	Personal Care Assistants	411	371	15,795
4	***One Seat Passengers	1,113	643	1,206
5	Total Passengers	8,442	5,755	23,826
Scheduling Statistics				
6	Total Number of No Shows & Late Cancels	378	837	1,033
7	Total Number of Cancellations	1,441	460	3,649
8	Same Day Trips	104	161	333
9	Denial Trips	-	-	-
10	Go Backs/ Re-scheduled	21	33	45
Effectiveness Indicators				
11	***Revenue Hours	4,812.50	3,856.12	16,493.71
12	ADA Passengers per RVHr.	1.43	1.22	1.35
13	Average Trip Length (miles)	11.92		11.92
14	Average Ride Duration (minutes)	18.71		22.14
15	*Total Cost per ADA Passenger	\$74.68	\$ 90.64	\$ 145.46
16	***Service Miles	95,301.00	56,637	304,835
17	Billable Service Hours	5,789.40	6,039.05	18,601.70
18	Fuel Cost	\$ 33,408.07	\$ 32,794.48	\$ 117,311.87
19	Total Cost	\$ 513,765.36	\$ 485,575.66	\$ 2,133,629.95
On Time Performance Statistics				
20	Percent on-time	97.9%	97.1%	96.6%
21	Arrived 15-29 minutes past window	2	57	302
22	Arrived 30-59 minutes past window	28	18	170
23	Arrived 60 minutes past window	62	0	80
24	Total Missed Trips	0	0	13
25	Transfer Trips	299	276	1,278
One Seat Pilot Data				
26	Total Trips	2,275	643	4,824
27	***Total Cost OS	\$ 43,352.05		\$ 101,221.12
28	Non-CCCTA Cost (Cost for Agencies)	\$ 22,513.61	\$ 9,025.69	\$ 71,358.07
29	***Total Miles	22,649.60		52,323.20
30	Non-CCCTA Miles (Agency Miles)	11,777.37	6,513.84	56,142.00
31	Non-CCCTA Revenue Hours	366.00	189.92	1,286.88
32	**Total One Seat Revenue Hours	703.90	384.86	2,952.95
33	Total Fare Collected	\$ 3,925.50	\$ 2,693.50	\$ 13,168.50
34	Non-CCCTA Fare Collected	\$ 2,394.75	\$ 1,567.25	\$ 7,800.75
Customer Service				
Complaint Standard Goal = 2/1,000 passengers				
35	Total Complaints	6	0	23
36	Timeliness	5	0	16
37	Driver Complaints	1	0	1
38	Equipment / Vehicle	0	0	0
39	Scheduling/Staff Skill	0	0	6
40	Commendations	136	69	286
41	Avg. wait time in Queue for reservation/dispatch	1:56		2:43
Safety & Maintenance				
Accident Standard Goal = .5/100,000 miles; Roadcall Standard Goal = 4/100,000 miles				
42	Total accidents per 100,000 miles	0.88	0.00	1.00
43	Roadcalls per 100,000 miles	0.00	3	1.00
Eligibility Statistics				
44	Total ADA Riders in Data Base	1,811	1,780	6,954
45	Total Certification Determinations	40	106	252
46	Initial Denials	0	-	0
47	Denials Reversed	0	-	0

*Total Cost per ADA Passenger excludes cost of the One Seat Pilot

**One Seat Revenue Hours are total combined hours for all of the Agencies

***The miles, passenger count and revenue hours for the One Seat have been separated in this report

Transdev G.M.: *Laura Corona*

Date: 01/15/2024

*Accident Revised
1/22/24
GC*

To: Operations & Scheduling Committee

Date: 02/28/2024

From: Rosa Noya, Manager of Accessible Services

Reviewed by: JS

SUBJECT: LINK Paratransit Executive Summary Report - January 2024

Background:

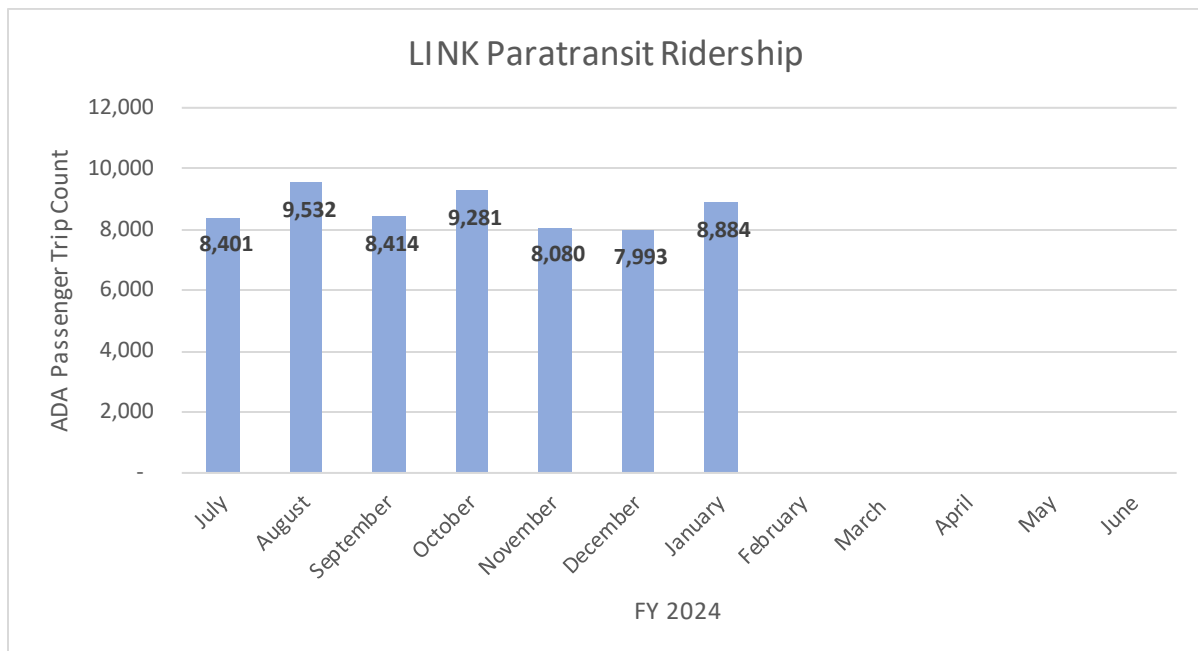
County Connection provides Americans with Disabilities Act (ADA) Paratransit services through the LINK Paratransit program. This is a summary report of LINK Paratransit services provided for the month of January 2024.

January 2024 Performance Report:

Ridership:

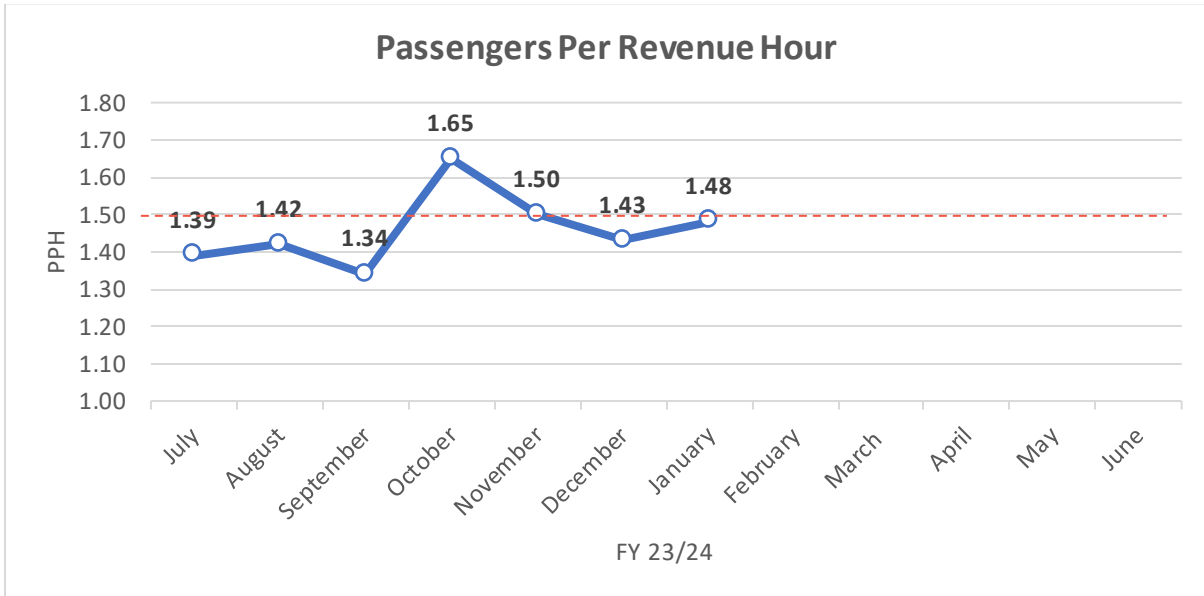
In January there were 8,884 ADA passenger trips, showing an increase from the 7,993 trips reported in December. This increase can be primarily attributed to the many paratransit riders returning from the holiday season in December.

It's worth noting that the total reported number of ADA passengers in January 2024 represents approximately 80% of pre-pandemic ridership levels observed in January 2019.



Productivity:

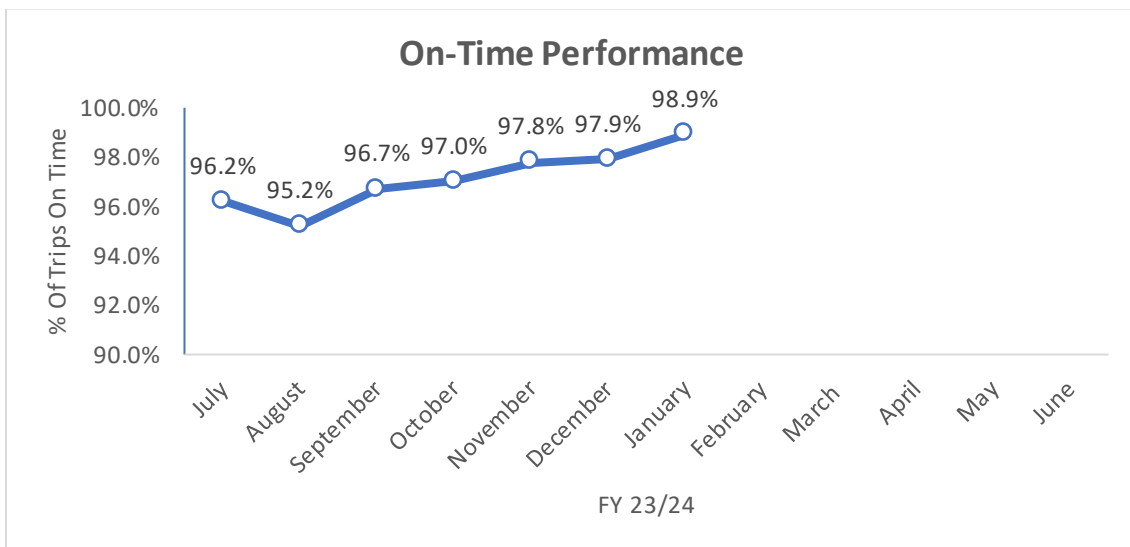
In January, the average number of ADA passengers per revenue hour stood at 1.48, marking an increase compared to December, when the figure was 1.43 ADA passengers per revenue hour, excluding escorts or attendants. It's worth noting that the LINK Paratransit service's established benchmark is to uphold a minimum of 1.50 ADA passengers per revenue hour. While January saw a slight dip below this benchmark, we are actively monitoring and addressing factors contributing to this change.



On-time Performance:

The average on-time performance for trips reached an impressive 98.9%, showcasing an improvement from the previous month's 97.9% on-time rate.

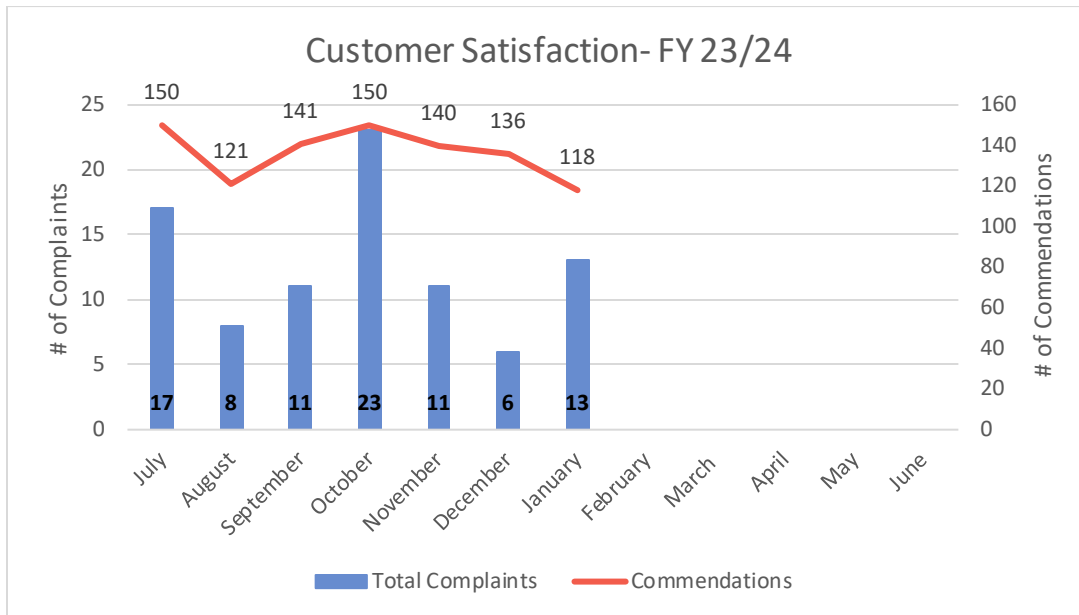
The performance exhibited in January reflects a positive trajectory, in line with our commitment to maintaining service quality. It's worth emphasizing that County Connection's established standard is set at 92%, and the past six months have consistently demonstrated performance exceeding this benchmark.



Customer Satisfaction:

In January, a total of 13 complaints were registered, with eight linked to timeliness issues, two (2), related to the driver’s skill concerns, and the remaining related to skill of the scheduling staff. Most of the complaints this month were related to passengers unhappy with the drop-off time at their destination.

For commendations, the service received a total of 118 in January . Many of these commendations come from passengers expressing satisfaction with the drivers' performance, often citing their exemplary attention to safety and courtesy.



Safety:

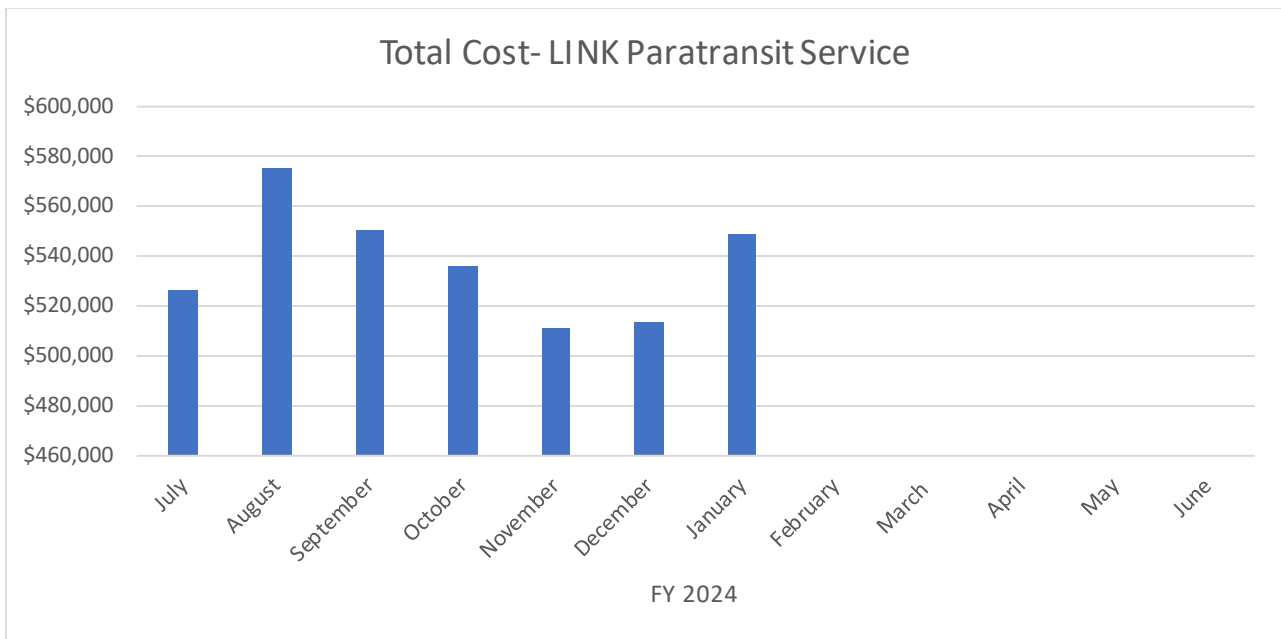
There were two reported preventable accidents in the month of January which reflects an accident ratio of 1.78 preventable accidents per 100,000 miles. This is higher than the usual trend of having no accidents to report. The inclement weather may contribute to a higher rate of accidents during the wet months. The accident standard goal is to have no more than 0.5 preventable accidents per 100,000 miles.

Staffing:

For the month of January , LINK Paratransit had a total of 67 drivers. Our contractor had a successful hiring month in January and has reached a staffing level that will not require any further recruitment for the time being.

Financial Implications:

A preliminary un-audited total of \$549,153 was spent in January for LINK paratransit service. This reflects an increase from December’s total reported at \$513,765.



Recommendation:

None, for Information only.

Additional updates:

None.

Action Requested:

None, for information only.

Attachments:

Attachment 1: January 2024 MOP

CCCTA PARATRANSIT

Performance Report: 01/01/2024-01/31/2024

LINK and BART Statistics

FY 23/24 January Variance from Goal FY 22/23 January YTD 23/24

	FY 23/24	January	Variance from Goal	FY 22/23	January	YTD 23/24
Ridership Statistics						
1	***ADA Passengers	7,487		4,714		22,871
2	Companions	52		27		145
3	Personal Care Assistants	356		371		15,740
4	***One Seat Passengers	1,397		643		1,490
5	Total Passengers	9,292		5,755		24,676
Scheduling Statistics						
6	Total Number of No Shows & Late Cancels	148		837		803
7	Total Number of Cancellations	1,249		460		3,457
8	Same Day Trips	116		161		345
9	Denial Trips	-		-		-
10	Go Backs/ Re-scheduled	25		33		49
Effectiveness Indicators						
11	***Revenue Hours	5,114.57		3,856.12		16,795.78
12	ADA Passengers per RVHr.	1.48		1.22		1.36
13	Average Trip Length (miles)	12.13				12.13
14	Average Ride Duration (minutes)	19.14				22.14
15	*Total Cost per ADA Passenger	\$73.35		\$ 90.64		\$ 144.13
16	***Service Miles	107,743.00		56,637		317,277
17	Billable Service Hours	6,360.07		6,039.05		19,172.37
18	Fuel Cost	\$ 40,601.27		\$ 32,794.48		\$ 124,505.07
19	Total Cost	\$ 549,153.32		\$ 485,575.66		\$ 2,169,017.91
On Time Performance Statistics						
20	Percent on-time	98.9%		97.1%		96.6%
21	Arrived 15-29 minutes past window	29		57		329
22	Arrived 30-59 minutes past window	13		18		155
23	Arrived 60 minutes past window	1		0		19
24	Total Missed Trips	0		0		13
25	Transfer Trips	401		276		1,380
One Seat Pilot Data						
26	Total Trips	2,848		643		5,397
27	***Total Cost OS	\$ 56,117.19		\$ 113,986.26		\$ 78,563.72
28	Non-CCCTA Cost (Cost for Agencies)	\$ 29,719.26		\$ 9,025.69		\$ 59,102.51
29	***Total Miles	29,428.91		6,513.84		60,024.53
30	Non-CCCTA Miles (Agency Miles)	15,659.90		189.92		1,403.73
31	Non-CCCTA Revenue Hours	482.85		384.86		3,160.78
32	**Total One Seat Revenue Hours	911.73		2,693.50		14,390.25
33	Total Fare Collected	\$ 5,147.25		\$ 1,567.25		\$ 8,377.25
34	Non-CCCTA Fare Collected	\$ 2,971.25		\$ 1,567.25		\$ 8,377.25
Customer Service						
Complaint Standard Goal = 2/1,000 passengers						
35	Total Complaints	13		0		30
36	Timeliness	8		0		19
37	Driver Complaints	2		0		2
38	Equipment / Vehicle	0		0		0
39	Scheduling/Staff Skill	3		0		9
40	Commendations	118		69		268
41	Avg. wait time in Queue for reservation/dispatch	1:48				2:43
Safety & Maintenance						
Accident Standard Goal = .5/100,000 miles;						
Roadcall Standard Goal = 4/100,000 miles						
42	Total accidents per 100,000 miles	1.76		0.00		1.00
43	Roadcalls per 100,000 miles	0.88		3		1.00
Eligibility Statistics						
44	Total ADA Riders in Data Base	1,833		1,780		6,976
45	Total Certification Determinations	51		106		263
46	Initial Denials	0		-		0
47	Denials Reversed	0		-		0

*Total Cost per ADA Passenger excludes cost of the One Seat Pilot

**One Seat Revenue Hours are total combined hours for all of the Agencies

***The miles, passenger count and revenue hours for the One Seat have been separated in this report

Transdev G.M.: *Laura Corona*

Date: 02/15/2024

CCCTA PARATRANSIT

Performance Report: 01/01/2024-01/31/2024

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Transdev G.M.: *Laura Corona*

Date: 02/15/2024

INTER OFFICE MEMO

To: Advisory Committee

Date: 02/27/2024

From: Ryan Jones, Manager of Marketing & Communication

Reviewed by: MR

SUBJECT: FY 2025 Marketing Plan

Background:

As of December 2023, County Connection has recovered approximately 80% of our ridership from our pre-pandemic numbers. Loss in ridership and other impacts, such as a loss of staff and operators due to COVID-19, are long-lasting and require the authority to continue to develop strategic engagement strategies that can withstand operational and economic fluctuations in the years ahead. The Marketing Plan for FY 2025 is intended to build upon our current marketing efforts and outlines a strategy to connect with more customers within our service area, as well as those who travel to Central Contra Costa County, and build upon our relationship with regional transit partners.

During the plan development, staff engaged the Advisory Committee, who provided ideas on what to include in the plan and then reviewed and provided comments on an initial draft. Staff incorporated those comments into the plan now being presented for approval.

Focuses of Marketing and Outreach:

General Engagement:

Staff is expanding upon channels of communication for general engagements (i.e. planned and unplanned service interruptions, schedule changes, events). Additionally, staff will look at how messages trend online, which help to provide valuable data, further shaping ongoing strategic engagement.

- **CHANNELS:** Staff will continue to lean on Facebook, Instagram, X, and Nextdoor, and explore new platforms such as TikTok, Threads, and WhatsApp. Different social media channels help staff to engage differently with audiences, particularly through paid boosts that allow for targeting demographics and regions within Central Contra Costa. There are also plans to launch an external newsletter intended for community partners and subscribers, as well as send out printed “welcome” mailers to areas with high concentrations of low-income residents.
- **PERFORMANCE:** Staff will be tracking KPIs to see how regular engagement and campaigns trend online. This will help staff better understand diverse audiences, and how far our online content is reaching and performing. When possible, staff will also be pulling ridership data to see how marketing campaigns have helped boost transit usage. For example, staff has been promoting recent fare changes (November 2023-February 2024) to Youth Clipper and is able to track data on any increases in Youth Clipper card use during the campaign period.

Events: Promotions, Recruiting, and Education:

Staff will continue to plan Mobile Lobby events and are looking to include community events that involve working with area schools, universities (DVC, Saint Mary’s), transit communities, and community

partners (511 Contra Costa, Food Bank of Solano & Contra Costa, Contra Costa Health Services) to promote new programs, recruit staff, and provide education on public transit technologies (i.e. Clipper, navigation apps). As well, we will be working more with senior care facilities and Independent Living to promote and schedule trainings for those who may need help to ride our fixed-route buses. Activities being developed include:

- **PROMOTIONS:** Staff will plan tabling events in areas where a promotion can connect with the community for which it's intended. For example, staff will coordinate activities with the Monument Crisis Center and Food Bank of Solano & Contra Costa to speak on Clipper START, or work with school administrations in the Spring/Summer to promote Summer Youth Pass and Pass2Class, and in the Fall to provide information on Youth Clipper during back-to-school events.
- **RECRUITING:** Staff is looking to hold recruiting events around local grocery stores, parking a bus in a lot and have operators and HR staff available to speak about career opportunities.
- **EDUCATION:** Staff is building a curriculum to educate potential riders on using transit. Topics might be how to load a Clipper card, use the Clipper app, trip planning through the Transit app, reading timetables, bus etiquette, and some background what goes into planning a bus route. The intent of the series is to help those who may be new to transit or require more in-person/hands-on experience. The content will be tailored for senior, youth, and when possible, Spanish-speaking/immigrant populations.

Paratransit:

Staff will work to build an identity for County Connection LINK for current ridership and actively educate on its programs (One Seat Regional Ride, Travel Training). LINK is an important resource for those in our senior and disabled community, and helping to define and promote the paratransit service as part of Central Contra Costa Transit Authority will bring visibility to the services provided throughout the county.

Youth & Family Programming:

With much of the workforce continuing to work from home, staff will put more energy into attracting youth and families to ride transit. Youth & Family Programming is for everyone and will entail content geared for families with youth (ages 3-18) living in Central Contra Costa. The primary content will focus on transit passes and promotions for youth, particularly those utilizing (or able to utilize) our 600-series school buses. Additional content will spotlight areas of interest around the region that families might visit on a County Connection fixed-route bus, such as parks, hiking trails, shopping centers, and the theater. Additionally, staff is exploring a rider rewards program for youth, a social media campaign for schools to showcase their “green” clubs and students who ride transit (tagging County Connection Instagram account), and a passport/scavenger hunt for participants to complete challenges to be eligible for prize packages (e.g. Take a picture in front of 8 public libraries within the county and tag @cccta on Instagram for a chance to win a gift bag).

Financial Implications:

Staff has budgeted \$170,000 to cover the expenses associated with the FY 2025 Marketing Plan.

General Engagement	\$75,000
Events: Promotions, Recruiting, and Education	\$45,000
Paratransit	\$15,000
Youth & Family Programming	\$35,000
TOTAL	\$170,000

Recommendation:

Staff recommends approval of the proposed FY 2025 Marketing Plan.

Action Requested:

Staff requests that the MP&L Committee forward the proposed FY 2025 Marketing Plan to the Board for approval.

Attachments:

None