

County Connection

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

MARKETING, PLANNING & LEGISLATIVE COMMITTEE

MEETING AGENDA

Thursday, April 4, 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 March 7, 2024*
4. State Legislative Update – Verbal Update
(Staff will provide a summary of current state legislative efforts.)
5. Final Draft 2024 County Connection Federal Legislative Advocacy Program – Information Only*
(Staff will present a final draft of the 2024 County Connection Federal Legislative Advocacy Program.)
6. Community Events – Information Only*
7. Committee Comments
8. Future Agenda Items
9. Next Meeting – May 2, 2024 (8:30 a.m., 3338 Mt. Diablo Blvd.)
10. Adjournment

*Enclosure

**Teleconference location 1516 Kamole Street, Honolulu, HI 96821

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, April 18, 9:00 a.m., County Connection Board Room
Administration & Finance:	Wednesday, April 3, 2:00 p.m., County Connection Administration Office, 3rd Floor Conference Room
Advisory Committee:	Tuesday, May 14, 1:00 p.m., County Connection Board Room
Operations & Scheduling:	Wednesday, April 3, 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, March 7, 2024, 8:30 a.m.

Directors: Candace Andersen, Kevin Wilk, Amy Worth
Staff: Bill Churchill, Ruby Horta, Melody Reeb, 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 February 1, 2023

The Committee approved the minutes.

4. State Legislative Update

Mr. Churchill updated the Committee on SB 925 (Wiener) and the proposal to establish MTC as the planning agency to oversee transit in the 9 Bay Area counties. The Bay Area transit operators are working to develop a counterproposal on a regional network management structure to be included in the Bill. Mr. Churchill also informed the Committee about an amendment to SB 616 (Gonzalez) to prohibit restrictions on the use of sick leave for any CBA employee, which voids existing attendance policies. CCCTA currently has no caps on sick time accruals, and there's concern that the Authority may not be able to provide service coverage in the event employees take leave by using accrued sick time without any restrictions.

5. Draft 2024 County Connection Federal Legislative Advocacy Program

Mr. Jones presented an updated draft version of the printed 2024 Federal Legislative Advocacy Program brochure, including updated priorities, data from a 2023 passenger survey, and images. The committee provided feedback, asking for some design adjustments, and sending to the Board of Directors for further review.

6. Title VI Program Update

Ms. Reeb shared information on the Title VI Program, noting the most significant changes in the triannual report were the updates to demographic information, as well as service profiles and performance. Staff used the most recent onboard passenger survey conducted in October and November 2023 as well as Census Block Group data from the 2022 American Community Survey (ACS) to analyze service area demographics, including race and income. The Committee forwarded the item to the Board with a recommendation to approve the report.

7. FY2025 Marketing Plan

Mr. Jones outlined 4 areas of focus for the coming FY marketing plan, including general engagement, events, paratransit, and youth and family programming. Within the areas of focus, staff will work to expand engagement efforts into new social media platforms, in-person events, and work to track key performance indicators. The proposal included a budget of \$170,000 to cover expenses associated with the plan. The Committee forwarded the FY2025 Marketing Plan to the Board, recommending it be approved.

8. Community Events

Mr. Jones shared the outreach calendar for March which included 20 Mobile Lobby events scheduled at select locations throughout the month. There were no additional community events planned for the month.

9. Committee Comments

None.

10. Future Agenda Items

None.

11. Next Scheduled Meeting

The next meeting was scheduled for Thursday, April 4, 2024 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 9:37 a.m.

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

To: Marketing, Planning, & Legislative Committee

Date: 03/27/2024

From: Ryan Jones, Manager of Marketing & Communications

Reviewed by: MR

SUBJECT: Final Draft 2024 County Connection Federal Legislative Advocacy Program

Background:

County Connection's Federal Advocacy Program highlights the Authority's top priorities for 2024. The need for an on-going reliable federally funded transit program remains crucial to the ability of County Connection to provide reliable, safe, and effective service to its communities.

Congressional Office Meeting Visits:

As we enter the new legislative session, staff recognizes the difficulties a divided Congress will pose. Nonetheless, it is important to continue to advocate for the needs of public transit and County Connection as we continue to restore service, transition to a zero-emission bus fleet, and strengthen collaboration with neighboring transportation partners to better serve our community. In April, County Connection's General Manager Bill Churchill and Assistant General Manager Ruby Horta will meet with our legislative leaders during the American Public Transportation Association (APTA) Legislative Conference in Washington D.C.

Updated Materials:

At the March meeting, staff presented an initial draft of the revised the Federal Advocacy Program brochure for 2024, which includes stats from a 2023 passenger survey, updated language for priorities #1 and #4, as well as new images with focus on our passengers and operating staff. On the back panel of the printed brochure there is a QR code, which directs to a companion webpage that mirrors the priorities contained in the brochure. The webpage also includes links to various financial, planning, and research documents, including County Connection's Operating and Capital Budget, Short-Range Transit Plan, Zero Emission Bus Rollout Plan, and Title VI Program Report, as well as an embedded video to our One Seat Regional Ride promotion video.

The MP&L Committee and Board of Directors have reviewed the drafts of this brochure and provided guidance and feedback on its content. Staff received additional input at the March Board of Directors meeting and is presenting a draft for final review.

Financial Implications:

None.

Recommendation:

Staff recommend approval of the draft 2024 Federal Advocacy Program.

Action Requested:

Staff requests that the MP&L Committee review, provide any final feedback, and approve the draft 2024 Federal Advocacy Program.

Attachments:

1. Draft 2024 Federal Advocacy Program brochure

COMMITTED TO SERVING OUR COMMUNITY



LOCAL ECONOMY

Many of our riders are essential workers. Without them and an ability to travel to work, our economy suffers.



QUALITY OF LIFE

We give seniors and our disabled community freedom to safely travel throughout the region.



EDUCATION

We offer the only public bus service for Middle and High Schools in Central Contra Costa, as well as provide service to Diablo Valley College and Saint Mary's College. When our area students go to school, we make sure there's an affordable transit option to get there.



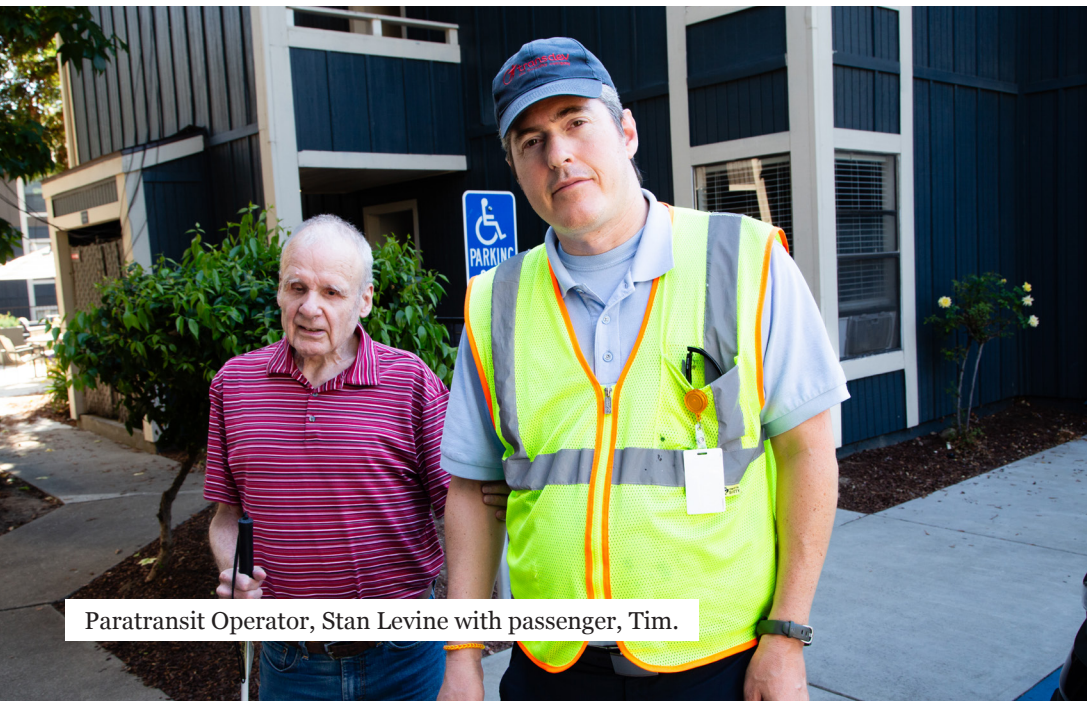
SEAMLESS SUPPORT

When our Bay Area transit partners have service interruptions, we provide a bus bridge connection to ensure riders can safely reach their destinations.



REDUCED TRAFFIC CONGESTION

We keep roughly 3K vehicles off the road each day, which helps reduce daily carbon emissions in the region.



Paratransit Operator, Stan Levine with passenger, Tim.

REGIONAL TRANSIT BENEFITS THROUGH COLLABORATIVE PARTNERSHIPS

PARATRANSIT ONE-SEAT REGIONAL PILOT

Area transit agencies handle cross-regional paratransit logistics, so our customers don't have to.

JOINT CONTRACT FOR PROVISION OF ADA PARATRANSIT SERVICES

A partnership with the Livermore-Amador Valley Transit Authority to improve paratransit efficiencies.

FUEL CELL BUSES FOR COMMUTER SERVICE

A partnership with Contra Costa Transportation Authority and Livermore-Amador Valley Transit Authority will provide express service along the congested I-680 commuter corridor.

LEARN MORE ABOUT WHAT MAKES COUNTY CONNECTION STAND OUT!

- Short-Range Transit Plan FY23-28
- Zero Emission Bus Rollout Plan
- Operating and Capital Budget FY24
- One Seat Regional Ride promo video
- Title VI Program Report



THANK YOU!

County Connection
Central Contra Costa Transit Authority
2477 Arnold Industrial Way, Concord, CA 94520
925-676-7500 | www.countyconnection.com

County Connection

2024 FEDERAL ADVOCACY PROGRAM

CONTRA COSTA COUNTY ★ CA



Serving Contra Costa County communities of
Clayton - Concord - Danville - Lafayette - Martinez - Moraga
Orinda - Pleasant Hill - San Ramon - Walnut Creek
and Unincorporated communities in Central Contra Costa County

OUR BUS SERVICE AT A GLANCE

County Connection provides vital local transit service for communities in Central Contra Costa County.

CENTRAL CONTRA COSTA COUNTY

- RIDERSHIP**
~2.36 M in 2023
- POPULATION**
540,000
- SERVICE AREA**
200 Sq Miles

OUR RIDERSHIP
BASED ON 2023 SURVEY DATA

BY CATEGORY	COUNTY CONNECTION RIDERS	COUNTY RESIDENTS
No car	28%	5%
Minority Population	63%	39%
Household Income <\$50k/yr	59%	17%
Ages 19-34	37%	16%

LOCAL AND REGIONAL TRIPS

San Francisco Bay Area

2023 CAPITAL FUNDING

Federal funding accounts for an estimated 73% on an annualized basis.

PRIORITIES OF THE FEDERAL ADVOCACY PROGRAM



1 INFRASTRUCTURE INVESTMENT AND JOBS ACT REAUTHORIZATION

County Connection relies on vital federal funds to support essential programs such as conversion to a Zero Emission Vehicles (ZEV) fleet, ADA paratransit and lifeline services. A fully funded appropriation of the IIJA is imperative to keep these programs moving forward and functioning. Additionally, the Authority strongly supports the re-authorization of the IIJA to ensure a strong funding platform supporting public transit into the future.



2 ENACT APTA'S RECOMMENDATIONS ON MOBILITY & INNOVATION

County Connection supports innovative mobility solutions to increase public transportation use. Innovations should prepare the next generation of public transportation employees through workforce development.



3 RESTORE THE FEDERAL HIGHWAY & MASS TRANSIT FUND

Without a reliable and sustainable trust fund, many transit projects will be at risk.



4 COMMUNITY PROJECT FUNDING REQUEST

County Connection is committed to converting the existing fleet of diesel buses to Zero Emission Vehicles (ZEV's) in compliance with the California ICT regulation. The current fleet of Battery Electric buses rely on the local electric utility to charge the vehicles. The Authority is seeking a community project grant to fund the installation of a Hydrogen Fuel Cell Generator, allowing for the ability to continue to operate battery electric buses in the event of a natural disaster or when the local utility is incapable of providing power.



(L to R) Father with kids aboard Route 15 to Concord, passengers aboard Route 6 with service between Orinda and Lafayette BART stations, boy in Walnut Creek greeting bus operator.

INTER OFFICE MEMO

To: Marketing, Planning, & Legislative Committee

Date: 03/27/2024

From: Ryan Jones, Manager of Marketing & Communications

Reviewed by: MR

SUBJECT: Community Events

Background:

County Connection offers a mobile lobby, where staff visit various locations 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 20 mobile lobby events in March, 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 February. Looking forward, staff has 22 Mobile Lobby events scheduled in April.

In addition to the Mobile Lobby, there is one Class Pass field trip scheduled in April, and staff is currently working on five Class Pass Trip Plans for May. Staff will also be attending two Earth Day events in April—the John Muir Birthday/Earth Day celebration on April 20, and the Lafayette Earth Day on April 21, in partnership with 511 Contra Costa. Both events are free and open to the public to attend.

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: March 2024 Calendar

Attachment 2: April 2024 Calendar



County Connection



MARCH 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 RIDING RT 98X Walnut Creek BART @10:52a Amtrak @11:43a	02 -
03 -	04 MARTINEZ AMTRAK 9-11a	05 RIDING RT 17 N. Concord BART @10:28a Concord BART @11:00a	06 CLAYTON LIBRARY 10a-Noon	07 ORINDA LIBRARY 10a-Noon	08 PH SENIOR CENTER 10a-Noon	09 -
10 -	11 N. CONCORD BART 9-11a	12 DANVILLE LIBRARY 10:30a-12:30p	13 LAFAYETTE BART 9-11a	14 CONCORD LIBRARY 10a-Noon	15 MORAGA LIBRARY 10a-Noon	16 -
17 -	18 MARTINEZ SENIOR 10a-Noon	19 RIDING RT 20 DVC @12:07P Concord BART @12:30p	20 RIDING RT 93X Antioch BART @7:07a	21 PLEASANT HILL BART 9-11a	22 WALNUTCREEK BART 9-11a	23 -
24 - 31	25 SAN RAMON TRANSIT CENTER 9-11a	26 ORINDA BART 9-11a	27 RIDING RT 1 Rossmoor @9:14a Mitchell Park 'n Ride @10:05a	28 RIDING RT 21 San Ramon Transit Center @10:41a Walnut Creek BART @11:43a	29 -	30 -

 <p>MOBILE LOBBY</p> <p><i>County Connection</i></p>	<h1>APRIL 2024</h1>				
					
	<p>IN PERSON HELP WITH SENIOR/YOUTH CLIPPER CARDS - PARATRANSIT SERVICES - TRIP PLANNING</p>				

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07 -	08 RIDING RT 1 Rossmoor @11:14a Mitchell Park 'n Ride @12:05p	09 DANVILLE LIBRARY 10a-Noon	10 RIDING RT 20 DVC @12:07p Concord BART @12:30p	11 CONCORD LIBRARY 10a-Noon	12 PH SENIOR CENTER 10a-Noon	13 -
14 -	15 MARTINEZ SENIOR 10a-Noon	16 RIDING RT 19 Concord BART @11:30a Martinez Amtrak @12:18p	17 RIDING RT 17 N. Concord BART @10:28a Concord BART @11:00a	18 PLEASANT HILL BART 9-11a	19 MORAGA LIBRARY 10a-Noon	20 JOHN MUIR EARTH DAY EVENT 10a-4p
21 LAFAYETTE EARTH DAY EVENT 11a-2p	22 RIDING RT 93X Antioch BART @7:07a	23 ORINDA BART 9-11a	24 RIDING RT 35 San Ramon Transit Center @9:21a Dublin BART @9:58a	25 TREAT TOWERS 11a-2p	26 N.CONCORD BART 9-11a	27 -
28 -	29 RIDING RT 28 Martinez Amtrak @8:50a Concord BART @9:48a	30 WALNUT CREEK BART 9-11a				