

County Connection

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

MARKETING, PLANNING & LEGISLATIVE COMMITTEE

MEETING AGENDA

Thursday, May 2, 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 April 4, 2024*
4. State Legislative Update – Verbal Update
(Staff will provide a summary of current state legislative efforts.)
5. Bus Advertising Contract – Information Only*
(Staff will provide an update on the upcoming release of a RFP for a new bus advertising services contract.)
6. Summer Youth Pass Marketing – Information Only*
(Staff will share updates and the plan for marketing the Summer Youth Pass.)
7. Community Events – Information Only*
8. Committee Comments
9. Future Agenda Items
10. Next Meeting – June 6, 2024 (8:30 a.m., 3338 Mt. Diablo Blvd.)
11. Adjournment

*Enclosure

** Teleconference location The Atlantic, Large Conference Room, 1401 Spruce Street, Philadelphia, PA. 19102
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, May 16, 9:00 a.m., County Connection Board Room
Administration & Finance:	Wednesday, May 1, 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, May 1, 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, April 4, 2024, 8:30 a.m.**

Directors: Candace Andersen, Kevin Wilk, Amy Worth
Staff: Bill Churchill, Ruby Horta, Melody Reebes, Ryan Jones
Public: None

Call to Order: Meeting called to order at 8:30 a.m. by Director Wilk.

1. Approval of Agenda

The Committee approved the agenda.

2. Public Communication

None

3. Approval of Minutes from March 7, 2024

The Committee approved the minutes.

4. State Legislative Update

Mr. Churchill updated the Committee on SB 1031 (Wiener and Wahab) and the proposal to establish MTC as the planning agency to oversee transit in the 9 Bay Area counties. BART is taking a supportive position of the Bill with some amendments, but it is still too early for County Connection to take a position. Mr. Churchill also informed the Committee about AB 2561 (McKinnor), which is a union-driven Bill that requires public agencies with bargaining unit vacancy rates exceeding 10% for more than 90 days within the past 180 days to meet with representatives and implement a plan to fill vacant positions. The California Association for Coordinated Transportation (CALACT) has taken an opposing position. Finally, AB 2824 (McCarty) is a Bill on the battery of a public transportation provider, punishable with a fine of up to \$10,000 and up to 12-16 months in state prison.

5. Draft 2024 County Connection Federal Legislative Advocacy Program

Mr. Jones presented a final draft of the printed 2024 Federal Legislative Advocacy Program brochure, including updated priorities, data from a 2023 passenger survey, and images. The brochure was presented at the April Board of Directors meeting with the recommendation that MP&L provide a final review and/or approval.

6. Community Events

Mr. Jones shared the outreach calendar for April which included 22 Mobile Lobby events scheduled at select locations throughout the month. Additionally, staff are scheduled to participate in two community events: the John Muir Birthday/Earth Day Celebration on April 20 and the Lafayette Earth Day Event on April 21.

7. Committee Comments

None.

8. Future Agenda Items

None.

9. Next Scheduled Meeting

The next meeting was scheduled for Thursday, May 2, 2024 at 8:30 a.m. in-person at Supervisor Andersen’s Office, 3338 Mt. Diablo Blvd., Lafayette, CA

10. Adjournment – The meeting was adjourned at 9:14 a.m.

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

County Connection

INTER OFFICE MEMO

To: Marketing, Planning, & Legislative Committee

Date: 04/24/2024

From: Ryan Jones, Manager of Marketing & Communications

Reviewed by:



SUBJECT: Advertising Request For Proposals Update

Background:

County Connection currently contracts with Vector Media Holding Corp. for bus advertising services. The contract began on January 1, 2020, and included an initial contract period of three years plus two option years. Both option years have been executed, and the current contract will expire on December 31, 2024.

The contract includes exterior advertising, including full coverage ads on up to 20% of the fleet, and interior advertising. Compensation is based on a percentage of gross revenues with a minimum annual guarantee (MAG), whichever is greater. In this final year, County Connection will receive the minimum annual guarantee of \$350,000.

RFP Process and Timeline:

Staff will be releasing a Request for Proposals (RFP) for a new bus advertising contract this summer. The term of the contract will be for three years with two option years, similar to the current contract.

Proposals will be evaluated based on the following criteria:

Background, experience, and financial stability of firm; proposed key personnel and staffing	20%
Proposed quality control program	20%
Detailed work plan	20%
Proposed revenues	40%
Total	100%

Below is a draft timeline for the RFP process:

Release RFP	Tuesday, July 23, 2024
Pre-proposal conference	Thursday, August 08, 2024
Deadline for submitting questions and/or comments to County Connection	Thursday, August 15, 2024
Response to questions	Thursday, August 22, 2024
Proposals due, evaluations begin	Thursday, September 05, 2024

Initial evaluation of proposals completed	Monday, September 09, 2024
Interviews with finalists completed (if held)	Wednesday, September 18, 2024
Selection recommendation made to Marketing, Planning, & Legislative Committee	Thursday, October 03, 2024
Selection by County Connection Board of Directors	Thursday, October 17, 2024
Contractor starts service	Wednesday, January 01, 2025

Financial Implications:

None at this time.

Recommendation:

None, for information only.

Action Requested:

None, for information only.

Attachments:

None.

INTER OFFICE MEMO

To: Marketing, Planning, & Legislative Committee

Date: 04/24/2024

From: Ryan Jones, Manager of Marketing & Communications

Reviewed by:



SUBJECT: Summer Youth Pass Marketing

Background:

Since 2019, County Connection has 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 replaced a 20-ride punch pass that County Connection had offered prior to eliminating all paper passes in March 2019.

Marketing and Outreach:

Staff has been working in coordination with 511 Contra Costa and the other participating transit agencies to promote the program. 511 Contra Costa has developed marketing materials including a flyer and various graphics for the transit agencies to use on their websites, social media, newsletters, and other communication platforms (see Attachments 1 and 2). All materials have been translated into Spanish. 511 Contra Costa will be conducting outreach to schools, as well as to previous Pass2Class program participants, a program that provides free bus passes for students for two and a half months at the start of the school year. In addition, staff will provide materials to city and county staff, graphics for a community mailer, and other community partners to use in their communication channels.

The Summer Youth Pass will be valid for rides from June 1st through August 31st, 2024. Pass sales and program promotion will begin in early May, and passes will remain available for purchase through the end of July. Passes will primarily be sold online and mailed to customers. 511 Contra Costa will be managing the online store and order fulfillment as well as production of the fare media, which will be a wallet-sized plastic card. Each pass will be distributed along with a how-to guide and a lanyard that can be attached to the card to keep it from getting lost.

Staff also plans to utilize the mobile lobby to promote the program and sell passes in person. Passes will also be sold at County Connection's administrative offices, which are open to the public Monday – Friday from 8:00 am to 3:00 pm. This allows customers to pay with cash or check and/or get a pass immediately instead of having to wait for one in the mail. The schedule of mobile lobby locations and times is posted on County Connection's website and announced through social media. Staff will be targeting locations where there will likely be a significant number of students and/or parents such as libraries and community events.

Future of Summer Youth Pass:

Looking forward, 511 Contra Costa is evaluating the Summer Youth Pass program to determine if it can continue in 2025 and on. The program is supported by Transportation Fund for Clean Air (TFCA) funds from the Air District and distributed by CCTA. CCTA is proposing a TFCA Policy that would change the

funding allocation to allow other entities to apply to sponsor programs. If other entities are granted funding, there would be less funds available to operate the Summer Youth Pass program. Staff is working closely with 511 Contra Costa to monitor the TFCA policy change and if continuing to offer the Summer Youth Pass is a viable option.

Financial Implications:

Costs for operating the online store, including transaction fees and fulfillment, producing the fare media, and developing the marketing campaign are being covered by 511 Contra Costa. Any additional costs are included in the existing promotions budget.

Recommendation:

None, for information only.

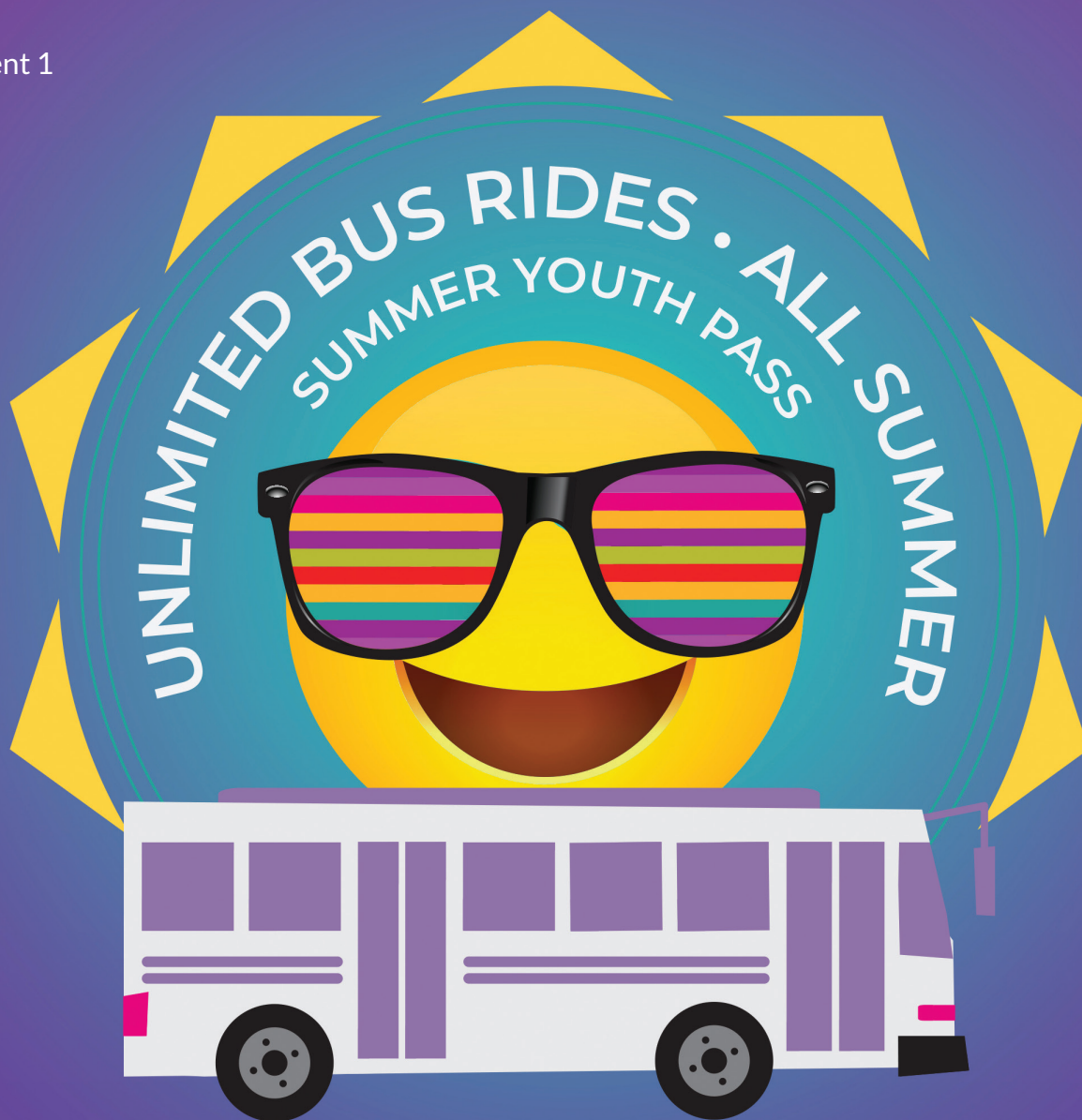
Action Requested:

None, for information only.

Attachments:

Attachment 1: Summer Youth Pass Poster

Attachment 2: Summer Youth Pass Application



SUMMER YOUTH PASS

Ages 6-18 | Unlimited Rides June 1 - Aug 31, 2024 | Only \$30*

Valid on three transit agencies to get you more places this summer!



More info + order online:

511cc.org/youthpass

Sponsored by



*Regular price is \$60. Advertised price reflects a \$30 supplement provided by 511CC. Passes receiving the 511CC supplement are limited and available while supplies last. Summer Youth Passes are Non-Refundable, Non-Redeemable, and Non-Transferable. See 511cc.org/youthpass for full program terms and conditions.

SUMMER YOUTH PASS



AGES 6-18

UNLIMITED RIDES JUNE 1 - AUG 31, 2024

ONLY \$30

Ride all local and express buses operated by:



Summer Youth Pass Application Form

This form must be completed in full to receive a 2024 Summer Youth Pass for a discounted price of \$30 (Reg. \$60). Customers NOT completing an application form will be required to pay the regular price.

Number of Summer Youth Passes I would like to purchase (check one):

1
 2
 3
 4
 5

Parent/Guardian First & Last Name

Daytime Phone

Email

Address

City Zip

Questions? Visit 511cc.org/youthpass

FOR TRANSIT AGENCY USE ONLY:

Purchase date: _____ Pass number(s) issued: _____

Order total (\$): _____ Fulfilled by (initial): _____

Payment made by: Check Cash Debit/Credit

Completed application forms must be sent to 511 Contra Costa, with proof of pass payment, on day of purchase. Email to: store@511contracosta.org

Terms and Conditions:

- Actual Summer Youth Pass price is \$60. Advertised \$30 price reflects a \$30 supplement per pass provided by 511 Contra Costa.
- The 511 Contra Costa supplement is available to 6-18 year olds who reside, work or attend school in Contra Costa County only. Proof of eligibility may be required.
- Up to five (5) discounted passes may be ordered per household.
- Passes receiving the 511 Contra Costa supplement are limited and available only while supplies last.
- Summer Youth Passes are non-refundable, non-redeemable, and non-transferable. Lost or stolen passes shall not be replaced.
- No refunds shall be made if one or more participating transit agency provides free fares during validity period.
- Not valid on Paratransit, Transbay or Tri MyRide service.

Sponsored by:



INTER OFFICE MEMO

To: Marketing, Planning, & Legislative Committee

Date: 04/24/2024

From: Ryan Jones, Manager of Marketing & Communications

Reviewed by:



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 22 Mobile Lobby events in April, 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. Additionally, staff participated in John Muir Birthday/Earth Day Celebration in Martinez on April 20 and the Lafayette Earth Day Event in Lafayette on April 21. Both events were free and open to the public to attend.

Looking forward, staff has 20 Mobile Lobby events scheduled in May including Sweep Away Stigma, a mental health awareness event and the Monument Crisis Center Resource Fair in Concord on May 1, and Truck Time in San Ramon on May 4. County Connection is also a sponsor for Spring Fest in Concord and the Pleasant Hill Wine Festival. We have 6 Class Passes scheduled with Silverwood Elementary (176 students, 50 adults) to ride fixed-route service on upcoming field trips.

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.

Staff is also taking a more active role in helping to recruit and fill vacancies on the Advisory Committee. Flyers will be displayed on buses and distributed at Mobile Lobby events. All printed assets contain a QR code to direct interested parties to a *Join the Advisory Committee* page where they can find more information and be directed to their respective City Clerks to apply.

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: April 2024 Calendar

Attachment 2: May 2024 Calendar

Attachment 3: Join the Advisory Committee Flyer (English)

Attachment 4: Join the Advisory Committee Flyer (Spanish)

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

VISIT A COUNTY CONNECTION LOBBY NEAR YOU!

SUN	MON	TUES	WED	THURS	FRI	SAT
	01 MARTINEZ AMTRAK 9-11a	02 RIDING RT 98X Walnut Creek BART @10:52a Martinez Amtrak @11:43a	03 CLAYTON LIBRARY 10a-Noon	04 ORINDA LIBRARY 10a-Noon	05 LAFAYETTE BART 8-10a	06 -
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				



County Connection

MAY 2024



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

VISIT A COUNTY CONNECTION LOBBY NEAR YOU!

SUN	MON	TUES	WED	THUR	FRI	SAT
			01 CLAYTON LIBRARY 10a-Noon	02 ORINDA LIBRARY 10a-Noon	03 LAFAYETTE BART 8-10a	04 TRUCK TIME SAN RAMON 9a-1p
05 -	06 RIDING RT 15 Concord BART @11:23a PH BART 12:10p Concord BART @12:48p	07 MARTINEZ AMTRAK 9-11a	08 RIDING RT 20 DVC @12:07p Concord BART @12:30p	09 CONCORD LIBRARY 10a-Noon	10 PLESANT HILL SENIOR CENTER 8:30a-Noon	11 -
12 -	13 RIDING RT 1 Rossmoor @8:14a Mitchell Park & Ride @9:05a	14 DANVILLE LIBRARY 10a-Noon	15 SAN RAMON SENIOR CENTER 9a-Noon	16 PLEASANT HILL BART 9-11a	17 RIDING RT 17 N Concord BART @7:28a Concord BART @8:00a	18 -
19 -	20 MARTINEZ SENIOR CENTER 10a-Noon	21 WALNUT CREEK BART 9-11a	22 RIDING RT 19 Concord BART @11:30a Martinez Amtrak @12:18p	23 ORINDA BART 9-11a	24 -	25 -
26 -	27 -	28 -	29 RIDING RT 98X Walnut Creek BART @10:52a Martinez Amtrak @11:43a	30 RIDING RT 93X Antioch BART @7:07a	31 MORAGA LIBRARY 10a-Noon	

County Connection



JOIN THE COUNTY CONNECTION

ADVISORY COMMITTEE

**LET YOUR
VOICE BE
HEARD!**

We are looking for community members who want to make a difference in our public transit system.



- Influence public transit policies
- Represent your community
- Develop your leadership skills



JOIN TODAY!
Contact Rosa Noya
925-680-2084
noya@cccta.org



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County Connection



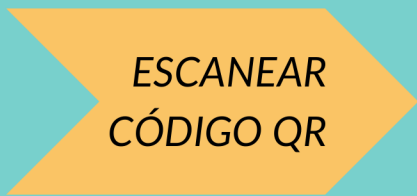
ÚNETE A LA COMISIÓN CONSULTIVA DE COUNTY CONNECTION

¡DEJA QUE
SE ESCUCHE
TU VOZ!

Buscamos miembros de la comunidad que quieran hacer una diferencia en nuestro sistema de transporte público.



- **Influye en las políticas de transporte público**
- **Representa a tu comunidad**
- **Desarrolla tus habilidades de liderazgo**



¡ÚNETE HOY!
Contacto Rosa Noya
925-680-2084
noya@cccta.org



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