

# County Connection

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

## MARKETING, PLANNING & LEGISLATIVE COMMITTEE

### MEETING AGENDA

Thursday, July 11, 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 June 6, 2024\*
4. State Legislative Update – Verbal Update  
(Staff will provide a summary of current state legislative efforts.)
5. Automated Driving Systems (ADS) Pilot Program – Verbal Update  
(Staff will provide an update of CCTA’s ADS Project and County Connection’s involvement.)
6. Pass2Class Student Free Ride Program – Information Only\*  
(Staff will give an overview of the Pass2Class program.)
7. Community Events – Information Only\*
8. Committee Comments
9. Future Agenda Items
10. Next Meeting – August 1, 2024 (8:30 a.m., 3338 Mt. Diablo Blvd.)
11. Adjournment

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\*Enclosure

FY2023/2024 MP&L Committee

Candace Andersen – Contra Costa County, Rob Schroder – Martinez, Amy Worth – Orinda, Kevin Wilk – Walnut Creek

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

CENTRAL CONTRA COSTA TRANSIT AUTHORITY

## General Information

Public Comment: If you wish to address the Committee, please follow the direction at the top of the agenda. If you have anything you wish distributed to the Committee and included for the official record, please include it in your email. Comments that require a response may be deferred for staff reply.

Consent Items: All matters listed under the Consent Calendar are considered by the committee to be routine and will be enacted by one motion. There will be no separate discussion of these items unless requested by committee member or a member of the public prior to when the committee votes on the motion to adopt.

Availability of Public Records: The agenda and enclosures for this meeting are posted on our website at [www.countyconnection.com](http://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](mailto: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, July 18, 9:00 a.m., County Connection Board Room
Administration & Finance:	Wednesday, July 10, 2:00 p.m., County Connection Administration Office, 3rd Floor Conference Room
Advisory Committee:	TBD
Operations & Scheduling:	Wednesday, July 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](http://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](http://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, June 6, 2024, 8:30 a.m.**

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

**Call to Order:** Meeting called to order at 8:35 a.m. by Director Andersen.

**1. Approval of Agenda**

The Committee approved the agenda.

**2. Public Communication**

None

**3. Approval of Minutes from May 2, 2024**

The Committee approved the minutes.

**4. State Legislative Update**

Mr. Churchill updated the Committee on SB 125 (Committee on Budget and Fiscal Review), the transportation budget trailer bill, which the Governor has delayed for 3 months. County Connection did not put in for any funding for this Bill and recognizes the impact it may have on the regional transit networks (\$530 million earmarked for Bay Area transit agencies). Also, Mr. Churchill shared that Wiener has pulled SB 1031 and will introduce a new, revised Bill next year. AB 1837 (Papan), the Bill to create a Regional Network Management Council, is circulating and staff will monitor its progress. Finally, AB 2824 (McCarty), relating to the Brown Act and policies around teleconferencing, passed the Assembly.

**5. Faces Campaign Update**

Mr. Jones provided the Committee with an update on the 2024 Faces Campaign, which is a recruitment effort that will run through the remainder of the calendar year. The campaign highlights current employees in key roles across the agency and staff will prepare marketing assets for social media, printed cards for display on County Connection buses, and additional assets as needed. Staff is also working to produce two hiring events to happen in the coming months.

## **6. Community Events**

Mr. Jones shared the outreach calendar for June which included 20 Mobile Lobby events scheduled at select locations throughout the month, including sponsorships at Walnut Creek Art & Wine Festival (6/1-2) and King of the BBQ Festival (6/14-16) in Martinez. There was one Class Pass scheduled with Concord Child Care Center (28 students, 6 adults) to ride fixed-route service on an upcoming field trip. Staff also began an outreach partnership with the Monument Crisis Center in Concord, which will become a regularly scheduled engagement. Looking forward, staff has 18 Mobile Lobby events scheduled in July.

## **7. Committee Comments**

None.

## **8. Future Agenda Items**

None.

## **9. Next Scheduled Meeting**

The next meeting was scheduled for Thursday, July 11, 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 9:36 a.m.

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

**To:** Marketing, Planning, & Legislative Committee

**Date:** 06/26/2024

**From:** Ryan Jones, Manager of Marketing & Communications

**Reviewed by:**



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**SUBJECT:** Pass2Class Student Free Rides Program

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### **Background:**

511 Contra Costa is a county-wide program that strives to reduce traffic congestion and improve air quality by providing the public with information, resources, and tools that promote mobility options beyond driving alone. Funding for 511 Contra Costa programs is provided primarily by the Bay Area Air Quality Management District's (BAAQMD) Transportation Fund for Clean Air and Measure J, approved by voters in in 2004 and administered by the Contra Costa Transportation Authority (CCTA). The agency provides various incentive programs to commuters and youth such as the Guaranteed Ride Home, Vanpools, and transit passes.

### **Program Overview:**

The Pass2Class program formerly known as SchoolPool and the Southwest Student Transit Ticket Program, provides free bus passes for students. Prior to 2019, students would receive 20-ride punch cards that could be used at any time. Since the elimination of most paper products as a form of payment on County Connection buses, 511 Contra Costa adopted a different type of pass that instead provides unlimited rides for a set period of time.

For the 2024/2025 school year, 511 Contra Costa will fund the purchase of unlimited ride passes that will be valid for two and a half months starting in early-August through October 31<sup>st</sup>. Applications will open on July 8, and 511 Contra Costa expects to begin distributing the passes (limited to 2 per household) in early August. The pass will be valid on all County Connection fixed-route services.

### **Financial Implications:**

511 Contra Costa will reimburse County Connection at the rate of \$1.00 per ride. All costs associated with this promotion are included in the FY 2025 promotions budget.

### **Recommendation:**

None, for information only.

### **Action Requested:**

None, for information only.

### **Attachments:**

None

## INTER OFFICE MEMO

**To:** Marketing, Planning, & Legislative Committee

**Date:** 6/21/24

**From:** Ryan Jones, Manager of Marketing & Communications

**Reviewed by:** 

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**SUBJECT:** Community Events

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### **Background:**

County Connection offers a Mobile Lobby, where staff visit various locations within the service area. When possible, staff also participates in select community and business events, and coordinates 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, which includes visiting libraries, senior centers, and transit hubs to assist people with trip planning, Regional Transit Discount (RTC) card and LINK (paratransit) applications, signing up with the Clipper app, and answering other general inquiries of our services.

Staff has 18 Mobile Lobby events scheduled in July including partnering with the Concord Police Department for their Bike Rodeo event on July 13. Staff will also be attending Middle and High School Back-to-School nights to promote Pass2Class and Youth Clipper cards beginning July 31 and through the beginning of August. Additionally, staff offers one Class Pass for the summer programs and there is a group scheduled with Concord Child Care Center (29 students, 6 adults) to Route 16 to go to the movies in downtown Pleasant Hill.

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: July 2024 Calendar



*County Connection*

# JULY 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
	<b>01</b> RIDING RT 1 Rossmoor @11:14a Mitchell @ 12:05p	<b>02</b> MARTINEZ AMTRAK 8-10a	<b>03</b> CLAYTON LIBRARY 10a-Noon	<b>04</b> 	<b>05</b> -	<b>06</b> -
<b>07</b> -	<b>08</b> -	<b>09</b> -	<b>10</b> RIDING RT 21 San Ramon Transit Center @12:41p	<b>11</b> ORINDA LIBRARY 9:30-11:30a	<b>12</b> PLEASANT HILL SENIOR CENTER 10a-Noon	<b>13</b> -
<b>14</b> -	<b>15</b> MONUMENT CRISIS CENTER 10a-Noon	<b>16</b> CONCORD LIBRARY 9:30-11:30a	<b>17</b> -	<b>18</b> RIDING RT 17 N. Con BART @10:28a Concord BART @11:00a	<b>19</b> MORAGA LIBRARY 9-11a	<b>20</b> -
<b>21</b> -	<b>22</b> MARTINEZ SENIOR CENTER 10a-Noon	<b>23</b> WALNUT CREEK BART STATION 8:30-10:30a	<b>24</b> RIDING RT 35 Dublin BART @11:38a	<b>25</b> PLEASANT HILL BART STATION 9-11a	<b>26</b> ROSMOOR FARMERS MARKET 9:30a-1p	<b>27</b> -
<b>28</b> -	<b>29</b> RIDING RT 93X Antioch BART @7:07a	<b>30</b> LAFAYETTE BART 8-10a	<b>31</b> RIDING RT 28 Amtrak @9:50a Concord BART @10:48a			