

County Connection

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

MARKETING, PLANNING & LEGISLATIVE COMMITTEE MEETING AGENDA

Thursday, September 5, 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 July 11, 2024*
4. State Legislative Update – Verbal Update
(Staff will provide a summary of current state legislative efforts.)
5. Alamo Creek Shuttle Update – Information Only*
(Staff will share information on current operations and efforts to increase ridership.)
6. Clipper Bay Pass Amendment – Verbal Update
(Staff will provide a summary of changes being made to the Clipper Bay Pass program.)
7. Clean Air Day – Information Only*
(Staff will share information on County Connection’s participation in Clean Air Day.)
8. Community Events – Information Only*
9. Committee Comments
10. Future Agenda Items
11. Next Meeting – October 3, 2024 (8:30 a.m., 3338 Mt. Diablo Blvd.)
12. Adjournment

*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

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, September 19, 9:00 a.m., County Connection Board Room
Administration & Finance:	Wednesday, September 4, 2:00 p.m., County Connection Administration Office, 3rd Floor Conference Room
Advisory Committee:	Tuesday, September 10, 2024, 1:00 a.m., County Connection Board Room
Operations & Scheduling:	Wednesday, September 4, 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, July 11, 2024, 8:30 a.m.

Directors: Candace Andersen, Kevin Wilk
Staff: Bill Churchill, Ruby Horta, John Sanderson, 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 June 6, 2024

The Committee approved the minutes.

4. State Legislative Update

Mr. Churchill updated the Committee on SB 1031 (Wiener & Wahab), which the Senators pulled and will introduce a revised bill next year. The focus will shift to mitigating the fiscal cliff for Muni and BART, and MTC has established a select committee to create a measure. Raayan, legislative aide to Senator Wiener is in communication with Mr. Churchill to ensure that the voices of small operators will be represented in the revision. Additional bills being watched are AB 2561 (McKinnor), that requires public agencies to meet with unions if the vacancy rate exceeds 10% for longer than 100 days, and SB 1116 (Portantino, Durazo), which provides union employees with unemployment benefits if members are on strike more than 2 weeks.

5. Automated Driving Systems (ADS) Pilot Program

Mr. Sanderson shared information on the Automated Driving Systems (ADS) pilot program launching in Martinez this fall. The program will provide patients designated by the hospital access to nutrition and medication resources using autonomous vehicles. County Connection will provide four drivers who will serve as an attendant inside the autonomous vehicle while it is in operation. The pilot program will run for one year.

6. Pass2Class Student Free Ride Program

Mr. Jones provided the Committee with an update on the 2024 Pass2Class program. Staff will promote the free student pass program through County Connection social media channels at the start of the school year. The program is run by 511 Contra Costa and the Bay Area Air Quality Management District (BAAQMD) as an effort to promote taking public transit, reducing traffic congestion, and improving air quality in the region.

7. Community Events

Mr. Jones shared the outreach calendar for July, which includes 18 Mobile Lobby events scheduled at select locations throughout the month, including the Concord Bike Rodeo (7/13), and Back-to-School outreach events (7/31-8/22) at Iron Horse, Oak Grove and Pine Hollow Middle Schools; Acalanes, California, Concord, Miramonte, and Monte Vista High Schools.

8. Committee Comments

None.

9. Future Agenda Items

None.

10. Next Scheduled Meeting

The next meeting was scheduled for Thursday, September 5, 2024 at 8:30 a.m. in-person at Supervisor Andersen’s Office, 3338 Mt. Diablo Blvd., Lafayette, CA

11. Adjournment – The meeting was adjourned at 9:21 a.m.

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

To: Marketing, Planning, & Legislative Committee

Date: 08/29/2024

From: Ryan Jones, Manager of Marketing & Communications
Pranjal Dixit, Manager of Planning

Reviewed by: *AMS*

SUBJECT: Alamo Creek Shuttle Update

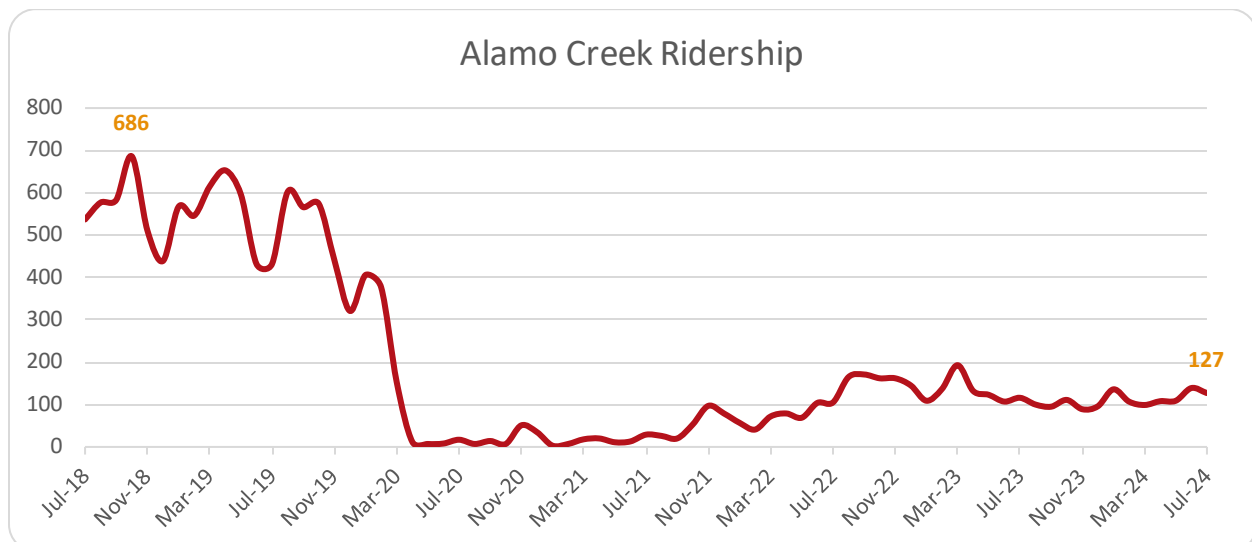
Background:

County Connection has provided free on-demand shuttle service within the County Service Area T-1 in eastern Danville since 2014, funded by fees collected from residents through their property taxes. The service, operated by Transdev, connects residents to the Danville Park-n-Ride and Walnut Creek BART, with an intermediate stop at Safeway at Tassajara Crossing.

Over the years, County Connection and Contra Costa County staff have explored opportunities to increase ridership on the Alamo Creek Shuttle through surveys about community preferences for transit, marketing material translated to various languages including Farsi and Mandarin, and testing an app-based scheduling program.

Ridership Trend:

Pre-pandemic, the Alamo Creek Shuttle service experienced robust commuter usage, with an average of 523 riders per month traveling to and from Walnut Creek BART. Additionally, 35 passengers per month utilized the service between the Danville Park-n-Ride and BART. However, since the pandemic, ridership has plummeted to an average of 109 monthly trips, with fewer than seven passengers using the park-n-ride connection. This significant decline reflects a shift in commuting patterns, as many residents have transitioned to remote work.



Marketing efforts:

In an effort to stimulate ridership, staff has collaborated with County liaisons to implement a strategic marketing plan aimed at increasing ridership on the Alamo Creek Shuttle. Key initiatives include:

- Digitalizing passenger data collection: A QR code system has been introduced to streamline passenger information collection, allowing riders to log their trips and participate in a monthly incentive program. Paper manifests are still accepted for those who prefer traditional methods.
- Introducing a rider incentive program: Each month, five randomly selected passengers receive a \$20 gift card as a reward for their patronage. This program has been in place since November 2023 and is widely publicized throughout the service area. The program has gained new riders every month, however, the number of repeat riders have been steady at 12 to 13 per month.
- Enhancing brand visibility: To improve shuttle recognition, new vehicle wraps featuring a consistent brand identity have been installed.
- Expanding marketing efforts: Printed and digital advertisements, aligned with the new branding, have been distributed to housing residents, HOAs, and community events. Mailing practices have also been optimized to reduce returned mail.

Financial Implications:

None, for information only.

Recommendation:

None, for information only.

Action Requested:

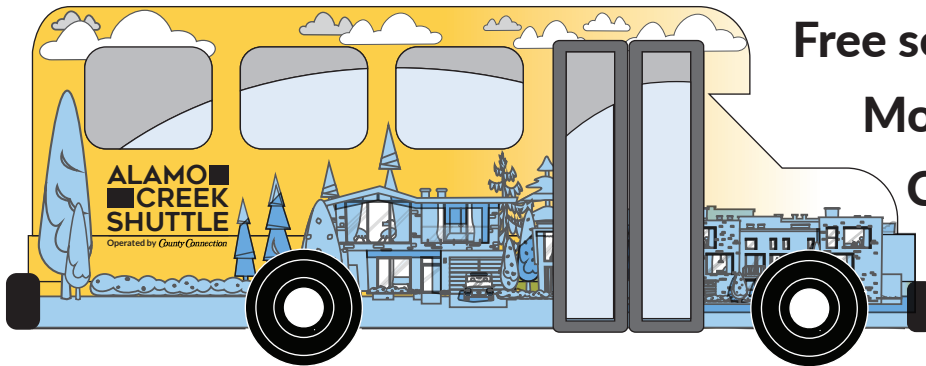
None, for information only.

Attachments:

1. Alamo Creek Marketing Materials.pdf

County Connection

EXCLUSIVE ALAMO CREEK SHUTTLE



Free service from Alamo Creek, Monterosso, and Ponderosa Colony to BART and back. 6-10am and 3-7pm

FEATURES OF ALAMO CREEK SHUTTLE

- Free to anyone traveling to and from the Danville Park 'n Ride and Walnut Creek BART.
- Shuttle may stop at other locations within the 1.5 mile corridor along Camino Tassajara and I-680.
- Scheduled pickup at your door.
- Service provided 7 days a week, 6-10am & 3-7pm.



Scan for Translation



This service is funded by County Service Area (CSA) T-1.

County Connection

ALAMO CREEK SHUTTLE



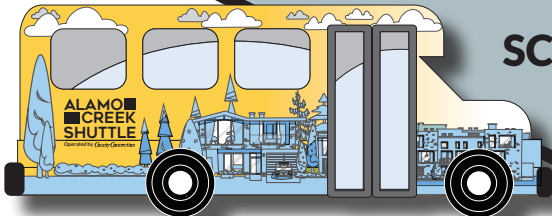
◆ FREQUENT RIDER REWARDS ◆

EACH MONTH
IN 2024

WE'RE GIVING BACK TO YOU, OUR FREQUENT
ALAMO CREEK BUS SHUTTLE RIDERS!

Passengers who ride the Alamo Creek Shuttle each month
are eligible to participate in a drawing to win a \$20 gift card.
Make sure you log your trip with your
driver or by scanning the QR code.

SCAN QR CODE
TO LEARN
MORE



To: Marketing, Planning, & Legislative Committee

Date: 08/29/2024

From: Ryan Jones, Manager of Marketing & Communications

Reviewed by: AMS

SUBJECT: California Clean Air Day

Background:

California Clean Air Day is on October 2, 2024 and is a project of the Coalition for Clean Air to unify volunteers into a day of climate action. Individuals, government agencies, and businesses that participate are asked to promote new habits that can help keep our air clean. County Connection will be providing a day of fare-free transit to incentivize the community to use public transit. Staff will promote the California Clean Air Day on social media, encouraging passengers to take public transit for the day. Regional partner agencies WestCAT and Wheels will also be participating by offering fare-free transit.

Financial Implications:

The total average daily ridership for fare-paying customers in October 2023 was 5,500 with an average fare of \$1.64. On the California Clean Air Day, staff is estimating a five to 10 percent boost in ridership, bringing our anticipated daily ridership to about 6,100 passengers, and resulting in a fare loss of about \$8,000 to \$10,000.

Recommendation:

None, for information only.

Action Requested:

None, for information only.

Attachments:

None

To: Marketing, Planning, & Legislative Committee

Date: 08/29/24

From: Ryan Jones, Manager of Marketing & Communications

Reviewed by: AMS

SUBJECT: Community Events

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 September, including participating in the Emergency Preparedness Fair in Concord (9/5), co-sponsoring the Latino/a Heritage Festival in Concord (9/15), partnering with the Food Bank of Solano & Contra Costa and the City of Pleasant Hill on a Food Drive and Hiring Event (9/20-21). The Food Drive and Hiring Event is a first-ever endeavor for County Connection's Human Resources to highlight open positions and attract new talent. Closing out the month, County Connection will be on the parade route during the 50th Anniversary Celebration for the Town of Moraga (9/28).

As well, staff has been attending Back-to-School events (7/31-9/4) to speak with parents and students about the 600-series school routes as well as share information on Pass2Class and Clipper Youth cards. Through these efforts, staff has registered over 150 new Clipper Youth cards.

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:

1. September 2024 Calendar



County Connection

SEPTEMBER 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 -	02  -	03 -	04 CLAYTON LIBRARY 10a-Noon	05 PLEASANT HILL SENIOR CENTER 8:30-10:30a	06 MORAGA LIBRARY 9-11a	07 -
08 -	09 MONUMENT CRISIS CENTER 10a-Noon	10 CONCORD LIBRARY 9:30-11:30a	11 LAFAYETTE BART STATION 8:30-10:30a	12 ORINDA BART STATION 8:30-10:30a	13 ROSMOOR FARMERS MARKET 9:30a-1p	14 -
15 -	16 MARTINEZ SENIOR CENTER 10a-Noon	17 WALNUT CREEK BART STATION 8-10a	18 RIDING RT 35 Transit Center @10:33a Dublin BART @11:38a	19 N. CONCORD BART STATION 8-10a	20 -	21 -
22 -	23 -	24 -	25 RIDING RT 93X Antioch BART @7:07a	26 PLEASANT HILL BART STATION 9-11a	27 MARTINEZ AMTRAK 8-10a	28 -
29 -	30 RIDING RT 1 Rossmoor @10:14a Mitchell Park 'n Ride @11:05a					