

County Connection

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

MARKETING, PLANNING & LEGISLATIVE COMMITTEE MEETING AGENDA

Thursday, November 7, 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 October 3, 2024*
4. State Legislative Update – Verbal Update
(Staff will provide a summary of current state legislative efforts.)
5. Educational Marketing – Information Only*
(Staff will provide a proposal on an educational component to add to current marketing efforts.)
6. Mobile Lobby Report*
(Staff will provide an update on our Mobile Lobby outreach efforts.)
7. Community Events – Information Only*
8. Committee Comments
9. Future Agenda Items
10. Next Meeting – December 5, 2024 (8:30 a.m., 3338 Mt. Diablo Blvd.)
11. Adjournment

*Enclosure

FY2024/2025 MP&L Committee

Candace Andersen – Contra Costa County, Renata Sos – Moraga, Amy Worth – Orinda

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, November 21, 9:00 a.m., County Connection Board Room
Administration & Finance:	Wednesday, November 6, 9:00 p.m., County Connection Administration Office, 3rd Floor Conference Room
Advisory Committee:	Thursday, November 7, 2:00 p.m., County Connection Board Room
Operations & Scheduling:	Friday, November 1, 8:30 a.m., Gregory Lane, Pleasant Hill, 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, October 3, 2024, 8:30 a.m.

Directors: Candace Andersen, Amy Worth
Staff: Bill Churchill, Andrew Smith, John Sanderson, Kyle Boehm
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 September 5, 2024

The Committee approved the minutes.

4. State Legislative Update

Mr. Churchill spoke on AB 2561 (McKinnor), the bill that would require public agencies to meet with unions if the vacancy rate exceeds 20% for longer than 100 days, sharing that County Connection does not have units with vacancies exceeding 20%. SB 961 (Weiner) was a bill vetoed by the governor that would have required all new cars sold in California beginning with the 2030 model year to include a device alerting the driver when they were travelling more than ten miles over the speed limit. AB 1904 (Ward) proposes public transit buses have the option to mount a yield sign to the side of vehicles. SB 1420 (Caballero) was signed by the governor and exempts renewable energy resources, such as hydrogen production and storage, from the California Environmental Quality Act (CEQA).

Mr. Churchill reported that he and Mr. Tim Haile, Executive Director of Contra Costa Transit Authority, will travel to San Diego to experience the bus-on-shoulder program there and learn how future state legislation to allow bus-on-shoulder operations in the Bay Area could benefit County Connection along the I-680 corridor.

The Metropolitan Transportation Commission (MTC), Bay Area Rapid Transit District (BART), and San Francisco Municipal Transportation Agency (Muni) are both collectively and independently exploring a future local transportation revenue measure to address pending budget shortfalls. A select

committee has been formed as part of MTC's effort, and the committee asked MTC staff to prepare more options by October.

5. Bus Advertising Contract

Mr. Smith reported on the progress of the Request for Proposals (RFP) for a new bus advertising contract. The contract for County Connection's current bus advertising vendor, Vector Media, expires this year and the firm chose not to submit a new proposal. One proposal was received by the deadline from Lamar Transit, LLP (Lamar) and staff found that the proposal met the minimum standards set forth in the RFP. Staff recommended the contract be awarded to Lamar and the MP&L Committee forwarded this recommendation to the Board of Directors for approval.

6. School Outreach

Mr. Smith provided an update on school outreach efforts noting that staff had attended registration events at seven middle and high schools as well as two colleges. In total, staff processed 159 Youth Clipper applications and spoke to students and parents about available programs to provide youth (ages six to 18) with reduced cost transit passes. Director Worth noted that she would like to discuss future school outreach efforts, leveraging the work done to connect students with transit this year. Staff will prepare an item on strategies and bring to the MP&L Committee at a future meeting.

7. Summer Youth Pass Report

Mr. Smith shared a summary of Summer Youth Pass sales and usage, highlighting that while pass sales were up this year, usage of the passes went down by roughly 19%. There was a total of 80 County Connection Summer Youth passes sold and 6,454 trips taken using the pass, equating to an average of 81 rides per pass or \$.37 per ride. Total revenue received by County Connection was \$4,800, which includes the subsidy from 511 Contra Costa of \$2,400 toward the cost of the passes.

8. Community Events

Mr. Smith shared the outreach calendar for October, which included 18 Mobile Lobby events scheduled at select locations throughout the month. Staff will also participate in community events at Diablo Valley College San Ramon Campus (10/1), the Concord Senior Center Health Expo (10/3), and the Walnut Creek Trunk-Or-Treat (10/25).

9. Committee Comments

None.

10. Future Agenda Items

None.

11. Next Scheduled Meeting

The next meeting was scheduled for Thursday, November 7, 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 9:44 a.m.

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

To: Marketing, Planning, & Legislative Committee

Date: 10/30/2024

From: Ryan Jones, Manager of Marketing & Communications

Reviewed by: AMS

SUBJECT: Educational Marketing

Background:

Marketing initiatives for County Connection have predominantly concentrated on promoting bus services and programs. However, staff recognizes a critical area that has been underrepresented in our strategy is education. The development of educational content is intended to foster a new and diverse form of engagement with our community, while simultaneously establishing a sense of pride and authority in our operations. By sharing more about the work being done by County Connection—essentially pulling back the “operational curtain”—staff hopes to cultivate a deeper connection with our community.

Additional Information:

Staff is planning to introduce educational content to round out existing marketing efforts. The content aims to raise awareness and appreciation for public transportation through highlighting historical and influential public figures who have made significant contributions to public transit, informative trivia (e.g. *Did you know...*), and training videos (e.g. *How to read a timetable...*) that can empower and inform our community, helping them become savvy commuters. The content will be shared across our social media platforms.

Educational Components:

- **Public Figures:** Staff will post information on notable individuals who have played a crucial role in shaping public transportation. These profiles will highlight their contributions, achievements, and impact on the transit industry. Figures may include civil rights advocates, urban planners, policy makers, and innovative transit leaders. **Intended audience:** general public.
- **Informational and Trivia Content:** Staff will incorporate trivia and interesting facts related to public transportation history, technology, and systems. This content will engage our audience and foster a deeper understanding of public transit's role in society. **Intended audience:** youth, general public.
- **Training and How-To Videos:** Staff is looking at developing practical informative content to our riders through a series of how-to videos. These videos will focus on various aspects of using public transportation effectively, such as how to read a timetable, safety protocols, using Clipper, and simply how to ride a bus. **Intended audience:** youth, seniors, those who may struggle with technology.

Implementation and evaluation:

The marketing team will work to develop educational content including graphics, short videos, infographics, and written posts, scheduled for release each month across social media as well as in print (as needed). Staff will be paying attention to how this content engages our online audience, measuring metrics, such as likes, shares, comments, and views, enabling staff to refine our approach over time.

Sample content:

- Transit Heroes - *Rosa Parks set in motion one of the largest social movements in history, the [Montgomery Bus Boycott](#). Learn more about Ms. Parks and how she helped shape public transit.* (format: social media, install a plaque on each bus at the seat where Rosa Parks sat, printed pamphlets, worksheet for youth programming)
- Transit Tip – *Bus delays happen. It doesn't hurt to check the bus schedule or a real-time tracking app like Transit to make sure there are no planned or unplanned delays.* (format: social media, infotainment screens, worksheets for youth programming)
- Trivia - *Did you know a bus tire weighs around 200lbs?* (format: social media, infotainment screens, worksheets for youth programming)

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:

None.

To: Marketing, Planning, & Legislative Committee

Date: 10/29/2024

From: Ryan Jones, Manager of Marketing & Communications

Reviewed by: AMS

SUBJECT: Mobile Lobby Report

Background:

During the pandemic, County Connection’s front lobby closed to the public due to the risk factors of being in an indoor and enclosed space. In 2021, and as social distancing restrictions began to lift for outdoor activities, staff launched a pilot “mobile lobby” to provide customer service at various locations around the county, including transit hubs, senior centers, and Farmers’ Markets.

Since its inception, customers who visit the Mobile Lobby can get information on Clipper, bus schedules, trip planning, paratransit, and have their questions answered in-person at a convenient location nearer to them than at the County Connection offices. In June of 2022, staff took the Mobile Lobby on bus routes, having customer service reps ride designated routes with a bag full of brochures, bus schedules, etc. Though this seemed to reach fewer people than at transit centers such as BART or Amtrak stations, having staff ride our routes allowed for more targeted engagement. This was particularly true when there was an upcoming service change on a line and staff could speak directly with passengers who may be impacted.

In its first year, the Mobile Lobby reached close to 5,000 individuals, and this increased to over 5,800 in fiscal year (FY) 2023. In FY 2024 staff saw a decrease in customer engagement, with just under 3,000 visitors at the Mobile Lobby (see table below).

Fiscal Year	Total Visitors	Clipper Cards Sold	Schedule Info Provided	Average Visitors Per Month
FY 2021-22	4,916	768	1,423	410
FY 2022-23	5,847	627	2,220	487
FY 2023-24	2,963	460	1,232	238

The decrease in visitors is in part due to staff participating in fewer weekend events, which had been factored into previous counts. As well, staff believes that as we get further away from the pandemic and transit schedules and patterns become more predictable, passengers are not seeking out information in the same way as they did when County Connection was making large shifts in response to quickly changing commute patterns. However, staff still finds the Mobile Lobby model to be a unique way to not only extend our customer service efforts, but to be out in the community and connect more people with the services we offer.

Given the decrease in visitor count, one strategy staff has begun testing is to schedule fewer “general” Mobile Lobbies, and instead planning more targeted ones. For example, in June 2024, staff teamed up with the Monument Crisis Center to hold a monthly Mobile Lobby on the second Monday of each month, during one of the organization’s weekly food distribution events. This allows staff to connect directly with communities who may benefit from Clipper START and Youth Clipper, two programs that offer reduced fares for transit riders.

As a second example of a targeted Mobile Lobby, at the start of the current school year, staff attended area Back-to-School and Registration events to speak with attendees about reduced-cost transit passes that are available for students, such as Pass2Class and Youth Clipper. The goal of scheduling a more strategic Mobile Lobby calendar is that staff can work with community entities such as schools, senior care facilities, and human services agencies to engage with audiences more attuned to the services and programs we provide. While a general approach of engaging with passengers at transit hubs is valuable, the hope is that staff can have even more impact by meeting targeted communities where they are, thereby compounding our efforts with other community resources, and ensuring the efficient use of our limited resources.

Financial Implications:

Any costs associated with the Mobile Lobby are included in the Promotions budget.

Recommendation:

None, for information only.

Action Requested:

None, for information only.

Attachments:

None.

To: Marketing, Planning, & Legislative Committee

Date: 10/29/2024

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 our service area. When possible, staff also participates in select community and business events, and coordinates Class Pass field trips for schools served by our fixed routes.

Additional Information:

County Connection continues in-person customer outreach with the Mobile Lobby throughout our service area, including visits to 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 November, including participating in the San Ramon Kids' Book Fair (11/3).

For those who wish to come to our office, our lobby is open to the public weekdays from 8:00 a.m. to 3:00 p.m., and our Customer Service Representatives answer phones from weekdays from 6:30 a.m. to 6:30 p.m.

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: November 2024 Calendar



County Connection

NOVEMBER 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 ORINDA BART STATION 8:30-10:30a	02 -
03 -	04 -	05 SAN RAMON SENIOR CENTER 10a-Noon	06 -	07 ROSSMOOR HEALTH FAIR 10a-1p	08 MARTINEZ SENIOR CENTER 9-11a	09 -
10 -	11 -	12 ORINDA LIBRARY 9:30-11:30a	13 -	14 LAFAYETTE BART STATION 8:30-10:30a	15 CONCORD LIBRARY 9-11a	16 -
17 -	18 RIDING RT 15 Pleasant Hill BART @11:10a Concord BART @12:23p	19 WALNUT CREEK BART STATION 8:30-10:30a	20 -	21 PLEASANT HILL SENIOR CENTER 8:30-10:30a	22 CLAYTON LIBRARY 10a-Noon	23 -
24 -	25 N. CONCORD BART STATION 8-10a	26 MARTINEZ AMTRAK 8-10a	27 -	28 	29 -	30 -