

County Connection

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

MARKETING, PLANNING & LEGISLATIVE COMMITTEE MEETING AGENDA

Thursday, December 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 November 7, 2024*
4. State Legislative Update – Verbal Update
(Staff will provide a summary of current state legislative efforts.)
5. Pass2Class Report– Information Only*
(Staff will provide an update on the Pass2Class program.)
6. Community Events – Information Only*
7. Committee Comments
8. Future Agenda Items
9. Next Meeting – January 2, 2025 (8:30 a.m., 3338 Mt. Diablo Blvd.)
10. 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, December 19, 9:00 a.m., County Connection Board Room
Administration & Finance:	Wednesday, December 4, 9:00 a.m., County Connection Administration Office, 3rd Floor Conference Room
Advisory Committee:	Thursday, December 5, 2:00 p.m., County Connection Board Room
Operations & Scheduling:	Friday, December 6, 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, November 7, 2024, 8:30 a.m.

Directors: Candace Andersen, Amy Worth

Staff: Bill Churchill, Ruby Horta, Andrew Smith, John Sanderson, Kyle Boehm, 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 October 3, 2024

The Committee approved the minutes.

4. State Legislative Update

Mr. Churchill shared that there are not a lot of legislative updates because the senate is in recess. However, he was able to speak to Gov. Newsom's effort to prevent gas prices from spiking in California by signing ABX2-1 (Hart) that requires oil refineries to increase the storage of fuel, holding a higher inventory as a mechanism to control gas price spikes. As well, the US Court in the Eastern District took action to dismiss the Public Employees' Pension Reform Act (PEPRA).

5. Educational Marketing

Mr. Jones shared plans to add educational marketing content into the comprehensive marketing plan, including highlighting public figures who have made an impact on public transit, transit trivia to help share information on the transit industry, and training videos to aid those who may need additional help to understand things such as reading a timetable, safety protocols, and using a Clipper card. Staff will begin working on content and include it in customer engagement materials in Spring 2025.

6. Mobile Lobby Report

Mr. Jones provided an update on the Mobile Lobby, sharing that there's been a decrease in average monthly visitors and engagement. Staff believes this decline is due to staff participating in fewer weekend events, which had been factored into previous counts. As well, as we move further away

from the pandemic and its related impacts on service (due to run cuts, low rider demand, and short staffing), passengers are not seeking out information in the same way as they did when those big operational shifts were taking place. The current Mobile Lobby schedules are largely intended for general audiences. However, moving forward, staff will be working to plan for more targeted audience engagements. There will be a particular focus on working with community organizations who are already working with the vulnerable communities with whom we're looking to engage.

7. Community Events

Mr. Jones shared the outreach calendar for November, which included 18 Mobile Lobby events scheduled at select locations throughout the month. Staff will also participate in community events at the San Ramon Kids' Book Fair (11/3).

8. Committee Comments

None.

9. Future Agenda Items

None.

10. Next Scheduled Meeting

The next meeting was scheduled for Thursday, December 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 9:28 a.m.

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

To: Marketing, Planning, & Legislative Committee

Date: 11/25/2024

From: Ryan Jones, Manager of Marketing & Communications

Reviewed by: AMS

SUBJECT: Pass2Class Report

Background:

The Pass2Class Program was funded by 511 Contra Costa as part of their efforts to reduce traffic congestion and air pollution by reducing the number of cars being driven to school. Pass2Class offered free transportation to Contra Costa students on AC Transit, WestCAT, Tri Delta Transit, or County Connection, thereby encouraging the use of public transit to and from school. Applications were available from July 6 to October 14, 2024, offering each household up to two passes. Once an application was approved, passes were issued and valid for unlimited rides through October 31, 2024 on all County Connection fixed route services. WestCAT, AC Transit, and Tri Delta Transit also participate in the program, offering their own pass products.

Pass2Class Usage:

This year, 511 Contra Costa issued over 2,024 passes, which is 41 fewer passes than were sold in 2023. Pass2Class users on County Connection fixed routes totaled 48,296 trips (3,712 fewer than in 2023), with 70% of the trips being taken on 600-series school routes, 28% on local routes, and 3% on express and weekend routes. Below is a table showing a breakdown of usage in 2024 by service area and route type:

Service Area	Service Type			
	School	Local	Express	Weekend
Core	40%	13%	1%	1%
Lamorinda	22%	5%	-	-
North	-	5%	1%	-
South	8%	4%	-	-
TOTAL	70%	28%	2%	1%

Notably, Routes 601, 602, and 605, which serve Walnut Creek Intermediate School, carried close to a quarter of the total Pass2Class riders, followed by Route 606, which services Miramonte High School and Orinda Intermediate School, and which carried 17% of Pass2Class riders.

Some local routes supplement school routes serving the same corridor, including Route 10 on Clayton Rd and Route 35 in San Ramon, which when combined carried 10% of Pass2Class riders. Notably, Pass2Class ridership in the San Ramon-Danville area was lower than last year, which is likely due to the addition of Traffix bus service to the schools.

Pass2Class was promoted across social media through paid ads, at our Mobile Lobby, as well as through the school districts who shared information on the discounted passes directly with parents.

Financial Implications:

511 Contra Costa will be reimbursing County Connection at the rate of \$1.00 per ride (the same as our regular youth fare) for a total amount of \$48,926.00. All costs associated with the promotion and marketing of the program were either covered by 511 Contra Costa or included in the FY 2025 Promotions budget.

Recommendation:

None, for information only.

Action Requested:

None, for information only.

Attachments:

None

To: Marketing, Planning, & Legislative Committee

Date: 11/25/2024

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 14 Mobile Lobby events scheduled in December and will be participating in the Broadway Plaza Parade of Lights in Walnut Creek (12/5) and Holiday Frolic Parade in Martinez (12/6).

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: December 2024 Calendar



County Connection

DECEMBER 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 RIDING RT 1 Rossmoor @10:14a Mitchell Park 'n Ride @11:05a	03 WALNUT CREEK BART STATION 8:30-10:30a	04	05 PLEASANT HILL SENIOR CENTER 8:30-10:30a	06 CLAYTON LIBRARY 10a-Noon	07
08	09 MONUMENT CRISIS CENTER 10a-Noon	10 N. CON BART STATION 8:30-10:30a	11	12 RIDING RT 15 Pleasant Hill BART @10:10a Concord BART @10:48a & 11:23a	13 MARTINEZ SENIOR CENTER 9-11a	14
15	16 LAFAYETTE BART STATION 8:30-10:30a	17 CONCORD LIBRARY 9-11a	18	19 ORINDA BART STATION 8:30-10:30a	20 RIDING RT 93X Antioch BART @7:07a	21
22	23 RIDING RT 35 San Ramon Transit Center @10:01a Dublin BART @10:38a	24	25 CHRISTMAS DAY NO SERVICE 	26	27	28
29	30 PLEASANT HILL BART STATION 8-10a	31				