

County Connection

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

MARKETING, PLANNING & LEGISLATIVE COMMITTEE MEETING AGENDA

Monday, February 3, 2025

8:00 a.m.

Lamorinda Office of County Supervisor Candace Andersen
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 December 5, 2024*
4. State Legislative Update – Verbal Update
(Staff will provide a summary of current state legislative efforts.)
5. Federal Legislative Issues, Impact on Developing a Federal Advocacy Strategy – Verbal Update
6. Private-Public Partnership – Verbal Update
(Staff will share updates on partnership initiatives.)
7. Welcome Wagon Resident Mailer Update*
(Staff will provide updates on the Welcome Wagon promotion.)
8. APTA AdWheel Award Update – Information Only*
9. Community Events*
10. Committee Comments
11. Future Agenda Items
12. Next Meeting – March 6, 2025 (8:30 a.m., 3338 Mt. Diablo Blvd.)
13. Adjournment

*Enclosure

FY2024/2025 MP&L Committee
Candace Andersen – Contra Costa County, 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, February 20, 9:00 a.m., County Connection Board Room
Administration & Finance:	Wednesday, February 5, 9:00 a.m., County Connection Administration Office, 3rd Floor Conference Room
Advisory Committee:	Thursday, February 6, 1:30 p.m., County Connection Board Room
Operations & Scheduling:	Friday, February 7, 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, December 5, 2024, 8:30 a.m.**

Directors: Candace Andersen
Staff: Bill Churchill, Ruby Horta, Andrew Smith, 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 November 7, 2024

The Committee approved the minutes.

4. State Legislative Update

Mr. Churchill shared that MTC will hold a special session on December 9 to discuss efforts to prepare a regional transportation tax measure to help recoup post-COVID declines in revenue for BART, Caltrain, SF Muni, and other Bay Area transit agencies. The Transportation Revenue Select Committee has provided the commission with two funding scenarios: the first would provide funding for transit operations and is a 10-year half-cent sales tax estimated to yield \$560M/year; and the second would provide funding for both transit operations and infrastructure, and is a 30-year parcel tax and half-cent sales tax, and is estimated to yield \$1.3-1.5B/year.

5. Pass2Class Report

Mr. Jones provided a summary of the Pass2Class sales and usage, highlighting that there were 2,024 passes sold this year and 48,296 trips taken. Notably, school routes 601, 602, and 605, which provide service to Walnut Creek Intermediate School, carried close to a quarter of the total Pass2Class riders. Route 606, which serves Miramonte High School and Orinda Intermediate School was next and carried 17% of Pass2Class riders. 511 Contra Costa reimbursed County Connection \$1.00 per ride for a total earning of \$48,926.00.

6. Community Events

Mr. Jones shared the outreach calendar for December, which included 14 Mobile Lobby events scheduled at select locations throughout the month. Staff will also participate in community events at the Broadway Plaza Parade of Lights in Walnut Creek (12/5) and the Holiday Frolic Parade in Martinez (12/6).

7. Committee Comments

None.

8. Future Agenda Items

None.

9. Next Scheduled Meeting

The next meeting was scheduled for Thursday, January 9, 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 8:50 a.m.

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

To: Marketing, Planning, & Legislative Committee

Date: 1/23/2025

From: Ryan Jones, Manager of Marketing & Communications

Reviewed by: AMS

SUBJECT: Welcome Wagon Resident Mailer Update

Background:

Staff is continually exploring alternative methods to engage with passengers, and in July 2024, County Connection entered into a year-long contract to advertise with Welcome Wagon. Welcome Wagon is an advertising vendor in “mover marketing” and is a way for local vendors and services to engage with new residents (both homeowners and renters) who have recently moved into Central Contra Costa County.

Additional Information:

With commute patterns settling, staff is finding it helpful to seek out new engagement strategies, both with focused groups as well as through general messaging of our bus service. Welcome Wagon is a pilot effort intent on bringing in new ridership, engagement, awareness of County Connection services, and applicants for open positions. Through Welcome Wagon, staff can include messaging in mailers sent to residents who have recently moved to Central Contra Costa County. Each resident receives three mailers over three months, as follows:

- First mailer (30 days after move-in): New residents receive a gift book which includes a full-page County Connection ad (front/back). This ad includes a general welcome message, contact information, and a free one-ride coupon, redeemable on any County Connection fixed-route bus.
- Second mailer (60 days after move-in): New residents receive a postcard with contact information on County Connection and a QR code they may scan to take a survey. In exchange for completing the survey, County Connection sends them two (2) free one-ride coupons per person up to five (5) people, and they may also opt-in to receive our monthly external newsletter, *Headways*.
- Third and final mailer (90 days after move-in): New residents receive a coupon booklet with a free one-ride coupon.

Each month, there are approximately 1,800 Welcome book mailers sent out, allowing staff to not only reach new audiences, but to connect with more economically diverse audiences who may not otherwise be paying attention to our messaging or bus service across existing social media channels. Distribution lists are provided monthly for the initial first mailing (30 days after move-in) consisting of name, address, and phone number (if submitted). New residents who have opted in to receive emails may also receive a digital ad in their inbox. County Connection does not receive a list of email addresses, but residents can complete the survey through a link found in the mailer and provide an email address for our newsletter, *Headways*.

July marked the beginning of the pilot program. To start, staff prepared graphics for the first mailer. From there, Welcome Wagon collects contact information of new area residents, including email addresses. As an additional point of contact, the County Connection contract also allows for the option of sending a digital ad via email, which staff added in August.

Table 1: Overview of July-December 2024

MONTH	WELCOME BOOK NEW RESIDENTS <i>30 days</i>	PINPOINT POSTCARDS <i>60 days</i>	ESPECIALLY FOR YOU BOOK <i>90 days</i>	DIGITAL AD EMAIL	SURVEYS COMPLETED	OPT-IN EMAILS RECEIVED	COUPONS REDEEMED
July	1,783	n/a*	n/a*	n/a**	n/a**	n/a**	0
August	1,782	1,799	n/a*	367	10	4	3
September	1,783	1,782	1,783	265	25	7	4
October	1,783	1,783	1,782	306	26	15	4
November	1,783	1,783	1,783	373	11	7	8
December	1,700	1,783	1,783	195	35	10	2
-	10,614	8,930	7,132	1,506	107	43	21

*These mailers are only sent to homes which received the previous month’s mailer. The first mailer is sent out around the 15th of the month, the second mailer is sent out around the 15th of the next month, and the third mailer is sent out around the 15th of the month after that.

**The digital ad e-mail and information on taking the survey is included in the second mailer.

The general impact of County Connection ads simply being *seen* in the mailers is a difficult if not impossible metric to track. However, since the start of this program (July-December 2024), a total of 26,676 mailers have been sent to new residents, 107 surveys have been completed, 45 email sign-ups have been received, and 21 free one-ride coupons have been redeemed. Staff will continue to monitor the efficacy of the Welcome Wagon mailings and assess if it is worthwhile continuing the program after the initial pilot period ends in June 2025.

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:

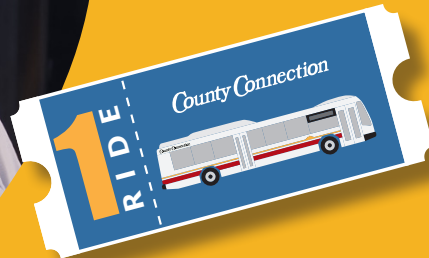
Attachment 1: Welcome Wagon Postcard

County Connection



**WELCOME TO THE
NEIGHBORHOOD!**

**TAKE COUNTY CONNECTION
FOR A RIDE (ON US)!**



Scan the QR code on the back and we'll send you **free passes** to ride County Connection.

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

County Connection





Scan the QR code to fill out a short survey. Once complete, we'll mail you bus passes, valid on any County Connection fixed-route bus.

**PROUDLY
SERVING
CENTRAL
CONTRA
COSTA
SINCE 1980.**

Follow us!

 @countyconnectionCA

 @countyconnection

 @countyconnection

 @cccta

General - 925-676-7500

LINK Paratransit - 925-938-7433

countyconnection.com

To: Marketing, Planning, & Legislative Committee

Date: 01/23/2025

From: Andrew M. Smith, Director of Planning & Marketing

Reviewed by: *Ref*

SUBJECT: APTA AdWheel Award Update

Background:

Every year, the American Public Transportation Association (APTA) conducts an awards program called AdWheel that recognizes marketing, communication, and customer experience programs from public transportation agencies across the country. AdWheel Awards fall under three main categories for Best Marketing and Communications: Workforce Development, Increase in Ridership or Sales, and Educational Initiative. Within those categories, first place awards are given for each of five subcategories (print media, electronic media, special event, social media, and comprehensive campaign), with the winners honored at the annual APTA Marketing, Communications, & Customer Experience Workshop, held this year in Long Beach, CA. From there, a single Grand Award winner will be chosen for each of the three main categories, who are honored at the annual APTA TRANSform Convention, held this year in Boston, MA.

Additional Information:

For this year's competition, staff submitted a social media campaign from March 2024 that recognized Transit Operator & Worker Appreciation Day. To build this campaign, staff first put out a call online asking County Connection passengers to submit messages to our transit workers through an online form. There were close to 100 submissions, from which staff developed a graphics template that included the submitted message as well as the first name of the person, their age, and city. Additionally, staff prepared mixed-media posts with three County Connection staff, representing our operators, maintenance team, and customer service staff. Transit Operator & Worker Appreciation Day was March 18, 2024, and the graphics were all shared across social media throughout the day.

Staff learned in January that the marketing team had won first place for Best Marketing and Communications on Workforce Development (subcategory: social media). Ryan Jones, County Connection's Manager of Marketing & Communications will receive this award at the annual APTA Marketing, Communications, & Customer Experience Workshop, held this February in Long Beach. The Grand Award winners will be notified in mid-summer.

Financial Implications:

All costs associated with campaign are included in the FY 2025 Promotions budget.

Recommendation:

None, for information only.

Action Requested:

None, for information only.

Attachments:

Sample Transit Operator & Worker Appreciation Day media

TRANSIT OPERATOR & WORKER APPRECIATION DAY - 3/18

Thank you for your service!



TRANSIT OPERATOR & WORKER APPRECIATION DAY - 3/18

Thank you for your service!



TRANSIT OPERATOR & WORKER APPRECIATION DAY - 3/18

Thank you for your service!



TRANSIT OPERATOR & WORKER APPRECIATION DAY - 3/18



Thank you for all you do for the community!

*Devin, 29
Walnut Creek*



TRANSIT OPERATOR & WORKER APPRECIATION DAY - 3/18



I always look forward to smiling and chatting with each of you who work so gracefully to get me to where I need to go. Thank you ♥

*Em, 30
Oakland*



TRANSIT OPERATOR & WORKER APPRECIATION DAY - 3/18



Congratulations, thank you for such an excellent service you provide.

*Felipe, 57
Concord*



TRANSIT OPERATOR & WORKER APPRECIATION DAY - 3/18



Thanks for the awesome service you provide.

*James, 35
Pittsburg*



TRANSIT OPERATOR & WORKER APPRECIATION DAY - 3/18



thank you so much for driving me to school when my mom won't!

*Salma, 12
Berkeley*



TRANSIT OPERATOR & WORKER APPRECIATION DAY - 3/18



You guys been a great big help out for me so God bless you guys.

*Dwight, 20
Antioch*



TRANSIT OPERATOR & WORKER APPRECIATION DAY - 3/18



Your patience and courtesy is appreciated.

*Carlos, 37
Richmond*



TRANSIT OPERATOR & WORKER APPRECIATION DAY - 3/18



Thank you for taking our kids safely and on time for the destination. Appreciate the drivers concern and commitment.

*Naveen, 40
Pleasanton*



TRANSIT OPERATOR & WORKER APPRECIATION DAY - 3/18



Thank you for prioritizing our safety, and for your kind smiles each day!

*Rhea, 26
Berkeley*



TRANSIT OPERATOR & WORKER APPRECIATION DAY - 3/18



Thank you for not making me walk!

*Adrián, 18
Hayward*



TRANSIT OPERATOR & WORKER APPRECIATION DAY - 3/18



Thanks for the awesome service you provide.

*James, 35
Pittsburg*



TRANSIT OPERATOR & WORKER APPRECIATION DAY - 3/18



Thank you for always getting me to where I need to go safely and as quickly as possible.

*Zoe, 21
Berkeley*



TRANSIT OPERATOR & WORKER APPRECIATION DAY - 3/18



I feel safe on my commute and I'm grateful for the way you make the area accessible.

*Hana, 25
Berkeley*



TRANSIT OPERATOR & WORKER APPRECIATION DAY - 3/18



The drivers are very kind. They work hard. I'm glad we have them. Thank you.

*Sue, 66
Oakland*



TRANSIT OPERATOR & WORKER APPRECIATION DAY - 3/18



I appreciate you <3

*Marie, 17
Oakland*



To: Marketing, Planning, & Legislative Committee

Date: 1/23/2025

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 participate 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 about our services.

Staff had 13 Mobile Lobby events scheduled in January and participated in the Spring 2025 International Student Check-in Day at Diablo Valley College's Pleasant Hill campus on January 23rd, for which staff also planned a Class Pass trip for students to visit Crescent Plaza for dinner on January 31st. For February, staff have 15 Mobile Lobby events planned.

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

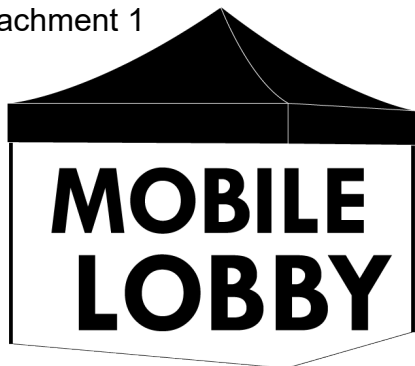
None, for information only.

Attachments:

Attachment 1: January 2025 Calendar

Attachment 2: February 2025 Calendar

Attachment 1



County Connection

JANUARY 2025



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
05	06	07 RIDING RT 7 Pleasant Hill BART @9:55a	08	09 RIDING RT 15 Pleasant Hill BART @10:10a Concord BART @10:48a & 11:23a	10 CLAYTON LIBRARY 10a-Noon	11
12	13	14 MONUMENT CRISIS CENTER 10a-Noon	15	16 PLEASANT HILL SENIOR CENTER 8:30-10:30a	17 MARTINEZ SENIOR CENTER 9-11a	18
19	20	21 ORINDA BART STATION 8:30-10:30a	22	23 LAFAYETTE BART STATION 9-11a	24 RIDING RT 20 DVC @ 8:51a Concord BART @9:20a	25
26	27 RIDING RT 18 Pleasant Hill BART @9:50a Amtrak @11:19a	28 RIDING RT 1 Rossmoor @10:14a Mithell @11:05a	29	30 RIDING RT 35 San Ramon Transit Center @10:01a Dublin BART @10:38a	31 RIDING RT 19 Amtrak @7:48a Concord BART @8:30a	



County Connection

FEBRUARY 2025



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 RIDING RT 99X N. Concord BART @8:00a Amtrak @8:40a	04 RIDING RT 7 Pleasant Hill BART @9:00a	05	06 PLEASANT HILL SENIOR CENTER 8:30-10:30a	07 CLAYTON LIBRARY 10a-Noon	08
09	10	11 MONUMENT CRISIS CENTER 10a-Noon	12	13 RIDING RT 20 DVC @8:21a Concord BART @8:50a	14 RIDING RT 1 Rossmoor @11:14a Mithell @12:05a	15
16	17 RIDING RT 98X Amtrak @7:58a Walnut Creek BART @8:45a	18 N. CONCORD BART STATION 8:30-10:30a	19	20 RIDING RT 6 Lafayette BART @ 10:15a Orinda BART @11:16a & 11:23	21 MARTINEZ SENIOR CENTER 9:30-11:30a	22
23	24 RIDING RT 35 SRTC @10:01 Dublin BART @10:38	25 PLEASANT HILL BART STATION 8:30-10:30a	26	27 RIDING RT 93X Antioch BART @6:26a	28 RIDING RT 19 Amtrak @9:18a Concord BART @10:00a	