

# County Connection

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

## MARKETING, PLANNING & LEGISLATIVE

### MEETING AGENDA

Tuesday, April 9, 2019

3:00 p.m.

Supervisor Andersen Office

3338 Mt. Diablo Blvd, Lafayette, CA

1. Approval of Agenda
2. Public Communication
3. Approval of Minutes from March 7, 2019\*
4. Summer Youth Pass Program\*  
(Staff will provide an update on changes to the Summer Youth Pass program.)
5. Walnut Creek Transit Center "Free Rides" – Information Only\*  
(Staff will present an overview of the free rides weeklong promotion and outreach planned for the new Transit Center at Walnut Creek BART.)
6. Monument Corridor Free Rides Outreach Plan – Information Only\*  
(Staff will present an overview of the marketing and outreach planned for the free fare pilot on routes serving the Monument Corridor.)
7. Community Events – Information Only\*
8. Committee Comments
9. Future Agenda Items
10. Next Meeting – May 2, 2019 (8:30am at 3338 Mt. Diablo Blvd.)
11. Adjournment

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\*Enclosure

\*\*To be mailed separately

FY2018/2019 MP&L Committee

Amy Worth – Orinda, Candace Andersen – Contra Costa County, Laura Hoffmeister – Concord,  
Rob Schroder - Martinez

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:** Each person wishing to address the committee is requested to complete a Speakers Card for submittal to the Committee Chair before the meeting convenes or the applicable agenda item is discussed. Persons who address the Committee are also asked to furnish a copy of any written statement to the Committee Chair. Persons who wish to speak on matters set for Public Hearings will be heard when the Chair calls for comments from the public. After individuals have spoken, the Public Hearing is closed and the matter is subject to discussion and action by the Committee.

A period of thirty (30) minutes has been allocated for public comments concerning items of interest within the subject matter jurisdiction of the Committee. Each individual will be allotted three minutes, which may be extended at the discretion of the Committee Chair.

**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 a committee member or a member of the public prior to when the committee votes on the motion to adopt.

**Availability of Public Records:** All public records relating to an open session item on this agenda, which are not exempt from disclosure pursuant to the California Public Records Act, that are distributed to a majority of the legislative body, will be available for public inspection at 2477 Arnold Industrial Way, Concord, California, at the same time that the public records are distributed or made available to the legislative body. The agenda and enclosures for this meeting are posted also 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. Please send a written request, including your name, mailing address, phone number and brief description of the requested materials and preferred alternative format or auxiliary aid or service so that it is received by County Connection at least 48 hours before the meeting convenes. Requests should be sent to the Assistant to the General Manager, Lathina Hill, at 2477 Arnold Industrial Way, Concord, CA 94520 or [hill@countyconnection.com](mailto:hill@countyconnection.com).

**Shuttle Service:** With 24-hour notice, a County Connection LINK shuttle can be available at the BART station nearest the meeting location for individuals who want to attend the meeting. To arrange for the shuttle service, please call Katrina Lewis – (925) 680-2072, no later than 24 hours prior to the start of the meeting.

### **Currently Scheduled Board and Committee Meetings**

Board of Directors:	Thursday, April 18, 9:00 a.m., County Connection Board Room
Administration & Finance:	Wednesday, May 1, 9:00 a.m., 3338 Mt. Diablo Blvd, Lafayette
Advisory Committee:	Tuesday, May 14, 1:00 p.m., County Connection Board Room
Marketing, Planning & Legislative:	Tuesday, April 9, 3:00 p.m., 3338 Mt. Diablo Blvd, Lafayette
Operations & Scheduling:	Friday, May 3, 8:15 a.m., 3338 Mt. Diablo Blvd, Lafayette

**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 a 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, March 7, 8:30 a.m.**

**Directors:** Candace Andersen, Amy Worth  
**Staff:** Rick Ramacier, Bill Churchill, Melody Reebbs  
**Public:** None

**Call to Order:** Meeting called to order at 8:33 a.m. by Director Worth.

**1. Approval of Agenda**

The Committee approved the agenda.

**2. Public Communication**

None

**3. Approval of Minutes from February 12, 2019**

The Committee approved the minutes.

**4. Final 2019 Federal Legislative Program**

Mr. Ramacier presented the revised 2019 Federal Legislative Program and distributed copies of the accompanying brochure. Director Andersen noted that she liked the new map. Director Worth asked if staff received any additional comments from other Board members. Mr. Ramacier responded that no additional comments were received.

**5. FY 2020 Marketing Plan**

Ms. Reebbs presented the draft Marketing Plan for the upcoming fiscal year and highlighted some of the special promotional campaigns that staff has planned. Director Worth suggested that staff increase promotional efforts for youth, specifically around using transit beyond home-to-school trips. Mr. Churchill expressed support for the idea, noting that it would be a good opportunity without much cost. Director Andersen added that most schools have e-blasts that could be used to help promote transit services.

**6. Public Hearings for Bishop Ranch Service Restructure**

Ms. Reebbs gave an update on the public hearing process for the proposed Bishop Ranch service changes. She mentioned that staff have scheduled two public hearings, which will be publicized through notices in the local newspaper and onboard vehicles.

## **7. New Schedule Brochures and System Map**

Ms. Reeb presented an overview of County Connection's new printed schedule brochures and system map and distributed some samples. Director Andersen asked about why services in East Danville, such as the Alamo Creek Shuttle and school routes, are not shown on the system map. Ms. Reeb responded that there is a separate route brochure for the Alamo Creek Shuttle and that all information on school services are currently included in another separate piece that staff will be redesigning in the fall. Mr. Churchill added that staff felt that including school routes on the system map would overcomplicate the map. Director Andersen asked whether a separate map of school routes could be made available online. Ms. Reeb confirmed that staff will include that when redesigning the school route materials for the fall.

## **8. Community Events**

Ms. Reeb noted that staff will be continuing their outreach efforts through mid-March for the upcoming service and fare changes.

## **9. Committee Comments**

None

## **10. Future Agenda Items**

Mr. Ramacier noted that staff will likely be bringing a state legislative item to the Committee at a future meeting.

## **11. Next Scheduled Meeting**

The next meeting was scheduled for April 9 at 3:00 p.m. at 3338 Mt. Diablo Blvd.

## **12. Adjournment** – The meeting was adjourned at 9:22 a.m.

Minutes prepared and submitted by: Melody Reeb, Manager of Planning

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

**Date:** 3/19/2019

**From:** Ruby Horta, Director of Planning & Marketing

**Reviewed by:**

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**SUBJECT: Summer Youth Pass Program**

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**Background:**

County Connection has offered a discounted pass for youth to use over the summer. The pass is a 20-ride punch pass that is valid from June through August and is sold for \$15, which provides a discounted rate of \$0.75 per ride. In the past, County Connection has also partnered with 511 Contra Costa, to subsidize and distribute a limited number of these passes for free. Last summer, County Connection sold a total of 568 passes, 200 of which were distributed by 511 Contra Costa.

**New Program:**

In previous years, neighboring transit agencies Tri-Delta Transit and WestCAT have offered a joint summer youth pass that allows for unlimited rides during the same three-month period of June through August. As part of the fare changes approved by the Board in January 2019, County Connection's Summer Youth punch card will be replaced with this unlimited ride pass beginning this summer, effectively creating a countywide Summer Youth Pass.

The pass would be valued at \$60, and 511 Contra Costa has proposed subsidizing \$25 towards the purchase price, meaning that each pass would retail for \$35. 511 Contra Costa would be responsible for the design and production of the passes and would also manage online sales and fulfillment. The individual transit agencies would be responsible for in-person sales at their administrative offices. The actual fare media is yet to be determined, but in the past the program has used wristbands to minimize replacement costs.

Staff will work with legal counsel to develop a formal agreement with 511 Contra Costa for reimbursement of online pass sales and subsidy amounts for in-person sales.

**Recommendation:**

Staff recommends that the MP&L Committee approve the proposed Summer Youth Pass program as presented.

**Financial Implications:**

Any costs associated with the Summer Youth Pass are part of the existing marketing budget. 511 will manage online sales and provide the \$25 subsidy.

**Action Requested:**

Staff requests that the MP&L Committee forward the proposed Summer Youth Pass program to the Board for approval.

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

**Date:** 3/20/2019

**From:** Melody Reeb, Manager of Planning

**Reviewed by:** *RF*

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**SUBJECT: Walnut Creek Transit Center "Free Rides"**

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**Background:**

The Walnut Creek Transit Center is a new mixed-use development at the Walnut Creek BART station that is currently under construction. The project includes a new Bus Transit Center, which opened on March 23, 2019. The opening of the new facility provides an opportunity to promote County Connection services as an option for getting to and from the BART station, particularly given the recent service improvements made to Routes 9 and 14.

**Free Rides Promotion:**

Staff will be partnering with 511 Contra Costa and the City of Walnut Creek on a promotion to offer free rides to passengers getting on at the station during the week of April 22 – 26, which coincides with Earth Day (April 22<sup>nd</sup>). 511 has agreed to reimburse County Connection for fares.

Staff will be conducting outreach at the station both during the week-long promotion, as well as the week prior. Staff has also been working with BART to establish a co-marketing partnership for the campaign. As part of this partnership, BART will help market the promotion by providing space for banners at the station and through their messaging system and social media channels.

**Recommendation:**

For information only.

**Financial Implications:**

Costs associated with lost fare revenue will be reimbursed by 511 Contra Costa. Any additional costs associated with outreach are included in the FY 2019 promotions budget.

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

**Date:** 3/21/2019

**From:** Melody Reeb, Manager of Planning

**Reviewed by:** *Ref*

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**SUBJECT: Monument Corridor Free Rides Outreach Plan**

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**Background:**

At the February 2019 Board meeting, the Board approved a one-year pilot to subsidize fares on weekday routes serving the Monument Corridor in Concord, including Routes 11, 14, and 16. Staff believes that there is a significant amount of latent demand within the surrounding communities and that this pilot will help stimulate ridership along the corridor.

**Outreach Plan:**

In order to make the most impact, staff is planning to conduct extensive outreach, particularly to those in the surrounding communities that do not currently use transit. Initial outreach efforts leading up to the start of the pilot will focus more on notifying current riders of the change, with outreach to non-riders continuing through the duration of the one-year pilot.

Staff plans to partner with community-based organizations, such as Monument Impact, and schools to reach residents within the community. Staff also plans to reach out to employers, health facilities, such as the Contra Costa Regional Medical Center and La Clinica, and other community resource centers along the three routes to help promote the free transit services to their employees and clients.

**Recommendation:**

For information only.

**Financial Implications:**

All costs associated with marketing and outreach of the pilot program are included in the FY 2019 and FY 2020 promotions budgets.

## INTER OFFICE MEMO

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

**Date:** 3/28/19

**From:** Ruby Horta, Director of Planning & Marketing

**Reviewed by:** RH

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**SUBJECT:** Community Events

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**Background:**

County Connection participates in select community and business events, and coordinates Class Pass field trips for schools with service along fixed-routes. See attachments for complete list of events.

**Recommendation:**

For information only.

**Financial Implications:**

Any costs associated with events are included in the Promotions budget.

**Attachments:**

March Calendar  
April Calendar

# March

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
					1 <u>Staff Outreach</u> Concord Senior Center	2
3	4 <u>On-Board Outreach</u> Route 14	5 <u>On-Board Outreach</u> Route 28  <u>Class Pass</u> Silverwood Concord	6 <u>On-Board Outreach</u> Route 35  <u>Class Pass</u> El Dorado Concord	7 <u>Tabling BART</u> Concord	8	9
10	11 <u>Tabling BART</u> Concord N. Concord Walnut Creek Pleasant Hill	12 <u>Tabling</u> San Ramon Transit Center  <u>Class Pass</u> Silverwood Concord	13 <u>Tabling BART</u> Pleasant Hill	14 <u>Tabling BART</u> N. Concord	15 <u>Tabling BART</u> Walnut Creek	16
17	18	19 <u>Tabling BART</u> Concord Pleasant Hill  <u>Class Pass</u> Silverwood Concord  <u>Staff Outreach</u> Danville Senior Center	20 <u>Clipper Outreach</u> DVC San Ramon Transit Center	21 <u>Clipper Outreach</u> Walnut Creek BART  <u>Staff Outreach</u> San Ramon Business Expo  <u>Class Pass</u> Dougherty Valley San Ramon	22	23
24	25	26 <u>Senior Clipper Outreach</u> Walnut Creek  <u>Clipper Outreach</u> Martinez Amtrak	27 <u>Clipper Outreach</u> Concord BART San Ramon Transit Center	28 <u>Clipper Outreach</u> DVC	29 <u>Staff Outreach</u> East Bay Senior Resource Expo Concord	30
31						

# April

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
	1	2 <u>Clipper Outreach</u> San Ramon Transit Center Walnut Creek BART	3 <u>Clipper Outreach</u> Concord BART Pleasant Hill BART	4 <u>Clipper Outreach</u> Martinez Amtrak	5	6
7	8	9 <u>Clipper Outreach</u> Concord BART	10 <u>Clipper Outreach</u> San Ramon Transit Center	11 <u>Clipper Outreach</u> Pleasant Hill BART Martinez Amtrak	12	13
14	15	16 <u>Clipper Outreach</u> Concord BART Pleasant Hill BART <u>Class Pass</u>	17 <u>Clipper Outreach</u> DVC San Ramon Transit Center	18 <u>Clipper Outreach</u> Walnut Creek <u>Class Pass</u> Hidden Valley	19	20 <u>Earth Day Event</u> John Muir Martinez
21	22 <u>Earth Day Event</u> DVC <u>Walnut Creek</u> Free Rides	23 <u>Earth Day Event</u> Cal State East Bay <u>Class Pass</u> Hidden Valley Martinez <u>Walnut Creek</u> Free Rides	24 <u>Class Pass</u> Morello Park Martinez <u>Walnut Creek</u> Free Rides	25 <u>Clipper Outreach</u> Pleasant Hill BART Martinez Amtrak <u>Class Pass</u> School of Performing Arts Walnut Creek Hidden Valley Martinez	26 <u>Earth Day Event</u> Treat Towers Walnut Creek <u>Walnut Creek</u> Free Rides	27
28 <u>Earth Day Event</u> Lafayette	29	30				