

## **EXECUTIVE DIRECTOR'S REPORT**

### **February 19, 2025**

#### **Countywide Transportation Plan Survey: January 13, 2025**

CCTA is conducting a survey to gather input from the public to help understand unique perspectives, ideas, and needs related to transportation to inform the Countywide Transportation Plan. CCTA began promoting the survey the week of January 13<sup>th</sup> and has received more than 1,500 responses thus far. We intend to keep the survey open until mid-March. You can access the survey [here](#).

#### **Bay Area Council Transportation Committee: January 15, 2025**

I was invited to speak alongside Glydways, Zoox, and Waymo at the Bay Area Council Transportation Committee meeting in which about 200 people attended our panel discussion on leveraging innovative technologies to improve transit in the Bay Area. We discussed several demonstrations and planned deployments using autonomous vehicles (AV) to support public transit including exploring new public-private partnerships. The event was also attended by San Francisco Chronicle and other media outlets. Check out CCTA's LinkedIn post about this event for photos and more information: [CCTA @ [BAC](#)]

#### **Victoria Department of Transportation (DOT): January 16 – 17, 2025**

CCTA hosted Victoria DOT and Planning from Australia to discuss our Innovate 680 (I-680) and Presto programs. They shared lessons learned from their deployment of management motorways and plans for their next generation motorways, while we shared our progress on the Coordinated Adaptive Ramp Metering (CARM) project on I-680. We provided tours of the Presto shuttles in Martinez, Rossmoor, and Bishop Ranch, as well as a tour of the GoMentum Station.

#### **Autonomous Vehicle and Public Transport 2025 Conference: January 28 –29, 2025**

Newell Arnerich and I were invited to speak at the AV Conference in San Francisco, California to discuss our Presto program and GoMentum Station. Commissioner Arnerich participated in a panel to discuss the role of transit agencies and operators in connected autonomous mobility including challenges and lessons learned. I participated in a panel to discuss our partnership with the Amalgamated Transit Union, County Connection, and May Mobility to provide workforce from representative labor as AV operators, which is the first in the country. We discussed our first-hand experience with the process and developing a career pathway to train bus drivers to be AV operators. We had a great showing from Contra Costa County including CCTA, County Connection, and Tri-Delta Transit. Tri-Delta Transit was featured on a panel to discuss equity and accessibility in small urban transit operations, such as Tri My Ride.

#### **CCTA Achieves AAA Credit Rating: February 3, 2025**

CCTA achieved AAA fiscal assessment by credit rating giants Fitch and S&P Global for our outstanding fiscal management and significant achievements in delivering Measure J. The AAA standard is the highest possible rating given by credit agencies, reflecting CCTA's strong financial health and its ability to meet its obligations with minimal risk of default. The AAA score signals to

investors, partners, and the public that CCTA is a stable and financially healthy organization. See [link](#) to the press release.

**Refunding Sales Tax Revenue Bonds, Series 2025A:** February 4, 2025

CCTA offered the refunding of sales tax revenue bonds of \$54,720,000 as a competitive sale to the market on February 4, 2025. We received 17 competitive bids in which the awarded bid refunded the bonds with approximately \$8 million in savings to CCTA. Thank you to Brian Kelleher, our Chief Financial Officer, for his leadership and watchful eye over the CCTA finances.

**Engineering News Record (ENR) Interview:** February 5, 2025

John Hoang and I were interviewed by ENR to discuss our new data dashboard at [data.ccta.net](https://data.ccta.net). The dashboard provided insights of our traffic safety, congestion, transit, and projects throughout Contra Costa County. The dashboard is the beginning of developing a digital twin to support planning, managing, and monitoring the transportation system in Contra Costa County. By using data insights, we will be able to make performance-based planning decisions, connecting transportation systems, and determine the positive impact on reducing congestion.

**On the Patio Podcast:** February 7, 2025

I interviewed Susan Shaheen from the University of California, Berkeley and the Transportation Sustainability Research Center. We discussed the challenges and benefits of developing a multimodal transportation system with a focus on the environment, safety, security, and workforce development. Susan shared findings from a recently published paper by TRSC focused on how you can optimize public transit in suburban settings using microtransit. We opined on how shared autonomous mobility could improve public transit rider experience and potentially improve business models.

**PAVECast:** February 11, 2025

I was invited to speak on the PAVECast Podcast to discuss workforce development and the creation of the GoMentum Station Innovation Alliance. Partners for Automated Vehicle Education (PAVE) is a national nonprofit coalition working to raise the level of public knowledge about autonomous vehicle technology. CCTA was spotlighted based on the groundbreaking work we are doing with workforce development, career path development with ATU, and the development of gaps and needs to build the workforce of the future.

**Innovate 680 Policy Advisory Committee:** February 12, 2025

CCTA hosted the Innovate 680 Policy Advisory Committee where we provided a program and project update including ramp metering strategy for the I-680 corridor, public feedback on the express lane complete project, and the Presto program.

**California Transportation Foundation (CTF) Transportation Forum:** February 13, 2025

As the Chair of the Board for CTF, I was the master of ceremonies for the Transportation Forum and introduced the keynote speaker Laura Chase, ITS America Chief Executive Officer, and an esteem

panel to discuss the state of transportation, which includes Honorable Senator Dave Cortese, Honorable Assemblywomen Lori Wilson, Secretary Toks Omishakin, and Caltrans Director Tony Tavares.

### **Bishop Ranch Ridership**

2,147 passengers

### **Rossmoor Ridership**

889 passengers

### **Website Update**

In January, CCTA's website recorded approximately 5,400 users, including 4,900 new visitors. The majority of website traffic continues to originate from direct search. Notably, there was an increase in referral traffic, indicating that stakeholders across the county are actively sharing links to our website and the Countywide Transportation Plan (CTP) page.

The impact of our CTP outreach efforts is evident in website engagement. The CTP page received over 3,500 views, representing a 952% increase in traffic.

Additionally, the homepage and meetings page remain among the most frequently visited sections of the site.

### **Social Media - General Metrics**

Platform	Posts	Followers	Impressions	Engagements
LinkedIn	4	+48 (2.6% increase)	5,676 (0.5% ↓)	244
Facebook	13	+12 (0.4% increase)	78,601 (240% ↑)	1,899
Twitter	5	-5 (0.4% decrease)	1,697 (101% ↑)	117
Nextdoor (New!)	2	Automatically subscribed to all Nextdoor accounts in Contra Costa County (~620K)	20,510	21
Blue Sky (pilot)	2	13	BlueSky does not currently provide	3

### **Key Context:**

- CCTA kicked off social media outreach for our Countywide Transportation Plan (CTP) survey in January, helping generate huge impressions on Facebook with an ad campaign in both English and Spanish.
- Posts on LinkedIn and Facebook and Twitter about **autonomous vehicle (AV) partnerships and RFP opportunities** performed well, generating higher than average engagement scores.

**CCTA's participation in the Transportation Research Board (TRB) annual meeting** gained high engagement on both platforms by including photos of staff interacting with the public.

- CCTA launched (2) new social media accounts in January in support of CTP outreach – a **Nextdoor government agency account**, which automatically subscribes all ~600,000 accounts registered in Contra Costa County to CCTA's updates. CCTA was able to generate 20,000 impressions without spending any money on ads; for comparison, CCTA reached ~78,000 people on Facebook but spent \$1,000.
- CCTA also launched a new pilot account on **BlueSky**, an upstart **competitor to Twitter/X** designed around breaking news. CCTA will evaluate whether to transition content from Twitter to BlueSky to reach a more engaged, growing audience.