



Santa Cruz County Regional Transportation Commission's
Elderly & Disabled Transportation Advisory Committee
(Also serves as the Social Service Transportation Advisory Council)

AGENDA ~ 1:30 pm, Tuesday, February 10, 2015

Regional Transportation Commission Santa Cruz Office
1523 Pacific Avenue, Santa Cruz, CA, 95062 (2nd Floor)

- 1. 1:30pm – Call to Order**
- 2. 1:30pm - Introductions**
- 3. 1:35pm - Oral communications**
- 4. 1:40pm- Additions or deletions to the consent or regular agenda**
- 1:42pm- CONSENT AGENDA**

All items appearing on the consent agenda are considered to be minor or non-controversial and will be acted upon in one motion if no member of the E&D TAC or public wishes an item be removed and discussed on the regular agenda. Members of the E&D TAC may raise questions, seek clarification or add directions to Consent Agenda items without removing the item from the Consent Agenda as long as no other E&D TAC member objects to the change.

- 5. Approve minutes from January 6, 2015 (page 3)**
- 6. Receive Transportation Development Act Revenues Report (page 6)**
- 7. Receive RTC Meeting Highlights (page 7)**
- 8. Receive Annual Calendar of E&D TAC Items (page 8)**
- 9. Receive Information Items- None**
- 10. Receive Agency TDA Reports (page 9)**
 - a. Volunteer Center- 1st Quarter FY 14/15
 - b. Community Bridges- None
 - c. Santa Cruz Metro- None
- 11. Receive Agency Updates** *(other than items on the regular agenda)*

- a. Volunteer Center- None
- b. Community Bridges- None
- c. Santa Cruz Metro ParaCruz Report for October & November (page 10)

REGULAR AGENDA

- 12. 1:45pm- Metro Structural Deficit- Paratransit Presentation (page 21)**
- 13. 2:05pm- Review 2015 Preliminary Draft Unmet Needs (page 31)**
- 14. 2:30pm- Identify Priority Pedestrian Projects (page 44)**
- 15. 2:50pm- Review AMBAG Public Participation Plan (page 50)**
- 16. 3:05pm- Review Member Recruitment Strategies (page 57)**
- 17. 3:20pm- Receive Pedestrian Safety Workgroup Update**
- 18. 3:40pm– Notice Chair and Vice Chair Election at April Meeting (page 62)**
- 19. 3:45pm- Adjourn**

Next meeting: 1:30 pm, April 14, 2015 @ Aptos Library, 7695 Soquel Drive, Aptos, CA 95003

HOW TO REACH US *Santa Cruz County Regional Transportation Commission*
 1523 Pacific Avenue, Santa Cruz, CA 95060
 Phone: (831) 460-3200 / fax (831) 460-3215
 Email: info@sccrtc.org / website: www.sccrtc.org

ACCOMMODATIONS FOR PEOPLE WITH DISABILITIES

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SERVICIOS DE TRADUCCIÓN/TRANSLATION SERVICES

Si gusta estar presente o participar en esta junta de la Comisión Regional de Transporte del condado de Santa Cruz y necesita información o servicios de traducción al español por favor llame por lo menos con tres días laborables de anticipo al (831) 460-3200 para hacer los arreglos necesarios. (Spanish language translation is available on an as needed basis. Please make advance arrangements (at least three days in advance by calling (831) 460-3200. I:\E&DTAC\2015\10-February-15\Agenda-15February 10.docx



Santa Cruz County Regional Transportation Commission

Elderly & Disabled Transportation Advisory Committee

Minutes – Draft

Tuesday, January 6, 2015

**Regional Transportation Commission Office
1523 Pacific Avenue, Santa Cruz, CA 95060**

1a. RTC Staff Open Meeting and included item 1a, Nominate Meeting Chair

No chair or vice chair were present at the meeting at the designated start time. RTC staff solicited nominations for a committee member to serve as chair for the meeting. Veronica Elsea was nominated as chair for the meeting (Berkowitz/ Hagen). The nomination was approved unanimously.

1b. Introductions

Members Present:

Lisa Berkowitz, CTSA
John Daugherty, Metro Transit
Veronica Elsea, 3rd District
Sally French, Social Services Provider- Disabled
Donald Hagen, 4th District

Alternates Present:

Brent Gifford, 1st District
April Warnock, SCMTD

RTC Staff Present:

Grace Blakeslee

Excused Absences:

Clay Kempf, Social Service Provider for Seniors
Patti Lou Shevlin, 1st District
Michael Molesky, Social Service Provider
Disabled

Unexcused Absences:

Debbi Brooks, Social Service Provider - Persons
Of Limited Means

Others Present:

Claire Fliesler, Metro
Saskia Lucas, Open Streets
Theresia Rogerson, CTSA
Sandy Skezus, County Human Services

2. Oral Communications

The following information was discussed or announced:

- John Daugherty announced the Arana Gulch Multiuse Path ribbon cutting scheduled for January 14th from 2-4pm.

3. Additions or deletions to consent and regular agenda

CONSENT AGENDA

Action: The motion (Daugherty/Hagen) - - to approve the consent agenda - - carries.

Ayes: Lisa Berkowitz, John Daugherty, Veronica Elsea, Sally French, Donald Hagen, Brent Gifford

Nays: None

Abstain: None

4. Approved minutes from October 14, 2014 meeting

5. Received Transportation Development Act Revenues Report
6. Received RTC Meeting Highlights
7. Received Annual Calendar of E&D TAC Items
8. Approved Donna Patters, Volunteer Center Staff, Application to Serve as Social Services Provider – Person of Limited Means Alternate
9. Received Information Items
 - a. Notice of Public Hearing Route 68 Live Oak & Route Broadway/Frederick
 - b. Letter on October 22, 2014 from Seniors Council to Santa Cruz Metro Regarding Route 6 Service
10. Receive Agency TDA Reports
 - a. Volunteer Center – 1st Quarter FY14/15
 - b. Community Bridges – 4th Quarter FY13/14
11. Received Agency Updates
 - a. Santa Cruz Metro Accessible Service Report for July-September 2014
 - b. Santa Cruz Metro Bus Stop Repair at Green Valley Road and Airport Blvd.
 - c. Santa Cruz Metro ParaCruz Report for August & September 2014

REGULAR AGENDA

12. Provide Input on Open Streets Event and E&D TAC Involvement

Saskia Lucas, Executive Director of Open Streets, provided an overview of the Open Streets program and upcoming events in Watsonville, May 17, 2015 and Santa Cruz, October 11, 2015. Committee members suggested hosting demonstrations with Metro buses that mimic accessibility awareness day and highlighting SCMTD's mobility training program at the event. Committee members also suggested that Open Streets reach out to the Watsonville Senior Center and Independent Square near Freedom Boulevard to encourage senior attendance at the event.

13. Review Draft Bicycle and Pedestrian Construction Safety Guidelines

Theresa Rogerson, staff to the Community Traffic Safety Coalition, presented the Draft Bicycle and Pedestrian Construction Safety Guidelines. The draft guidelines reflect updates to 2012 MUTCD, Input from the RTC Bicycle Committee and Pedestrian Safety Workgroup. The document is intended to be used by local jurisdictions to inform construction activities. John Daugherty suggested including a checklist in the guidelines to provide clear instructions.

14. Approve Score for Section 5310 Grant Application

Grace Blakeslee, RTC staff, reviewed the Traditional Section 5310 and Expanded Section 5310 program requirements. Ms. Blakeslee summarized the applications for 5310 funding submitted to the RTC. Committee members discussed the application summaries. Santa Cruz Metro and Lift Line recommended corrections to the application summaries to reflect the door-to-door transit service provided. Santa Cruz Metro provided information about the paratransit vehicles requested in their Section 5310 application.

Action: The motion (Daugherty/French) - - E&D TAC recommends that the Santa Cruz County Regional Transportation Commission (RTC) approve the Local Review Committee's score for the Traditional Section

5310 grant application submitted by Community Bridges; and, review applications submitted to the RTC for the new Expanded Section 5310 grant funding.

Ayes: John Daugherty, Veronica Elsea, Sally French, Donald Hagen, Brent Gifford

Nays: None

Abstain: Lisa Berkowitz

15. Review Draft Committee Member Travel Expense Reimbursement

Grace Blakeslee, RTC staff, reviewed the Draft Committee Member Travel Expense Reimbursement policy and form. Committee members discussed verification of transit and paratransit services. Committee members inquired about establishing one rate of reimbursement for all modes. RTC staff explained that the program is for direct reimbursement of travel expenses and is not a stipend for meeting attendance.

Action: The motion (Hagen/Gifford) - - E&D TAC recommends that the Draft Committee Member Travel Expense policy include mileage rate for pedestrians, provide reimbursement for transit services in the amount equal to a transit day pass, change reference from "taxi service" to "taxi type services", and indicate that proof of paratransit service be provided using ride logs, not receipts.

Ayes: Lisa Berkowitz, John Daugherty, Veronica Elsea, Sally French, Donald Hagen, Brent Gifford

Nays: None

Abstain: None

16. Receive Pedestrian Safety Work Group Update

Veronica Elsea reported that the Pedestrian/Motorist Brochure is available online and hard copies will be distributed. The Pedestrian Safety Work Group is pursuing opportunities to promote the Pedestrian/Motorist Brochure such as using public service announcements, and presentations to local jurisdictions and stakeholders. In 2015, the Pedestrian Safety Work Group will be working with the Bicycle Committee to initiate a joint effort to create a similar brochure to provide education about what bicyclist and pedestrians want each other to know, and to implement sidewalk maintenance strategies. Veronica Elsea invited members to participate in the Pedestrian Safety Work Group in order to fill a vacancy. Santa Cruz Metro suggested that the Pedestrian Safety Work Group coordinate with Metro to distribute brochures as part of Santa Cruz Metro's Verification Transit Training. Lisa Berkowitz requested 200 English and 100 Spanish brochures for distribution at Senior Meal Dining Sites.

Veronica Elsea provided a review of the Caltrans' Accessibility Advisory Committee's discussion of AB 1193, which allows local jurisdictions to implement cycle tracks. The Committee is seeking to improve coordination between bicycle and pedestrian advocacy activities. Veronica Elsea reviewed development of the Committee charter which is expected to establish rules for membership.

17. Adjourn 3:50 pm

Respectfully submitted, Cathy Judd, RTC Staff

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**SANTA CRUZ COUNTY REGIONAL TRANSPORTATION COMMISSION
TDA REVENUE REPORT
FY 2014-2015**

MONTH	FY13 - 14 ACTUAL REVENUE	FY14 - 15 ESTIMATE REVENUE	FY14 - 15 ACTUAL REVENUE	DIFFERENCE	DIFFERENCE AS % OF PROJECTION	CUMULATIVE % OF ACTUAL TO PROJECTION
JULY	556,100	583,905	591,100	7,195	1.23%	101.23%
AUGUST	741,500	778,575	788,200	9,625	1.24%	101.23%
SEPTEMBER	818,354	859,272	791,871	-67,401	-7.84%	97.72%
OCTOBER	596,900	626,745	616,700	-10,045	-1.60%	97.87%
NOVEMBER	795,900	835,695	822,300	-13,395	-1.60%	97.99%
DECEMBER	732,985	769,634	719,449	-50,185	-6.52%	97.21%
JANUARY	557,700	595,461	601,300	5,839	0.98%	97.66%
FEBRUARY	728,800	793,948				
MARCH	802,890	704,655				
APRIL	504,100	530,042				
MAY	672,100	706,686				
JUNE	780,261	845,925				
TOTAL	8,287,590	8,630,543	4,930,920	-118,367	-1.37%	57%

Note:

I:\FISCAL\TDA\MonthlyReceipts\[FY14 - 15.xlsx]FY2014



*Santa Cruz County Regional Transportation Commission
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*CONTACTS: George Dondero, Executive Director (831) 460-3200
Karena Pushnik, Senior Planner/Public Information Coordinator*

Santa Cruz County Regional Transportation Commission (RTC) January 15, 2015 Meeting Highlights

Federal Lands Access Program grant application

The RTC authorized staff to submit a California Federal Lands Access Program (FLAP) grant application -- with matching funds provided by the California Coastal Conservancy and the Land Trust of Santa Cruz County -- to construct a northern segment of the Monterey Bay Sanctuary Scenic Trail Network (MBSST). The segment will improve access to three federal lands: California Coastal National Monument, Coast Dairies, and Monterey Bay National Marine Sanctuary.

Federal Transit Administration Section 5310 Grant Applications

RTC staff reported that four applications requesting traditional and expanded Section 5310 funding for vehicles and operations to support transportation needs of seniors and individuals with disabilities were received this funding cycle. RTC staff and the review committee established by the Elderly and Disabled Transportation Advisory Committee (E&D TAC) reviewed and scored the funding applications as required by Caltrans. The RTC certified the scores and eligibility before forwarding them to Caltrans for consideration in the statewide funding competition.

Highway 9 Construction Closure south of Henry Cowell State Park

Caltrans announced that beginning on February 9th a one-mile section of Highway 9 will be closed for 5-6 months between Paradise Park (north of the City of Santa Cruz) and Henry Cowell State Park in Felton for a construction project to minimize the amount of sediment that is being deposited in the San Lorenzo River. More details are available on the Caltrans website:

http://www.dot.ca.gov/dist05/projects/sr9_sourcepollution_factsheet.pdf.

Santa Cruz County Regional Transportation Commission's
Elderly & Disabled Transportation Advisory Committee
~ Annual Meeting Schedule ~

- *Most meetings held on the 2nd Tuesday of even numbered months at 1:30 pm in the SCCRTC Conference room, *one meeting held annually in an alternate location*
- *This is a draft list of meeting topics. Please check the RTC website for the current packet agenda (posted about 4 working days before the meeting).*

- February** Review Draft of **Annual Report including Unmet Needs**, suggest outreach for May RTC hearing
Review **Preliminary TDA Estimates**, if available
Solicit **Nominations for Chair/Vice Chair**
- April** Review **TDA Claims for Volunteer Center, Community Bridges and METRO**
Elect **Chair and Vice Chair**
Review **Roster/Membership update**
Recommend **final Unmet Needs list or link** to list on website
- June*** Review **Metro's Section 5311 Project Program/Application**, if necessary
- August** Review **RTC's Legislative Report**
- October** Determine **Local Review Committee for Section 5310 Applications**
- December** Review draft **Unmet Needs and determine outreach plan**
Review **End of FY TDA Claims**
Review **next year's Meeting Schedule**
- Info items:** **Minutes** from last meeting
Monthly **TDA Revenues** (get from latest RTC packet)
RTC Highlights (w/o meeting list)
Letters from the committee
Agency Updates, including **Quarterly TDA reports**
- As Needed:** Recommend **TDA Claims from local jurisdictions**
Review **Updates to Guide for Specialization**
Review **Triennial Performance Audit (every 3 years)**
Review **Coordinated Plan (update every 4 years)**
Review **METRO's Short Range Transit Plan (as needed)**
Other timely items that are within the purview of the committee

Future Topics: handicapped parking spaces in downtown Santa Cruz, accessibility in the San Lorenzo Valley, San Mateo paratransit presentation, rides to election sites, Uber Car

Parking: There is a parking structure located at the corner of Locust and Cedar. The cost to park in the structure is minimal (\$1 for two hours).

Bus: The Pacific Station MetroCenter, a destination for most buses, is approximately four blocks down Pacific Avenue. The following bus route stops on Cedar Street approximately one block from the office: the 'Route 10 via High' while outbound from the MetroCenter toward UCSC.

Report :

FY 14/15 QUARTER 1

Time Period:

JULY - AUG - SEPT 2014

CC 31

Footnotes:

* Medical rides are on target based on projections for 1st Qtr.

* Meals on Wheels rides have gone up due to the addition of the Via Pacifica route 3 days per week which started this Fiscal Year.

* Taxi Scrip demand has also gone up this Fiscal Year resulting in nearly 158 rides above projections for the 1st Qtr.

* TDA funded Elderday rides surpassed our projections for 1st Qtr.

* Same Day rides are on target based on Fiscal Year projections.

* Please note that the TDA funding requested this Fiscal Year was only to cover the 1st and 2nd Qtrs (or 6 months) for Same Day rides.

* Line 9 includes both taxi and Lift Line costs and units of service combined.

* Lines 10 through 13 reflect Lift Line data only and exclude taxi costs and units of service.



DATE: January 23, 2015

TO: Board of Directors

FROM: April Warnock, Paratransit Superintendent

**SUBJECT: ACCEPT AND FILE THE METRO PARACRUZ OPERATIONS STATUS
REPORT FOR OCTOBER AND NOVEMBER 2014**

I. RECOMMENDED ACTION

That METRO's Board of Directors accept and file the Metro ParaCruz Operations Status Report for October and November 2014.

II. SUMMARY

- Summary review of monthly operational statistics for ParaCruz.
- Summary of monthly operational information about ParaCruz.

III. DISCUSSION/BACKGROUND

Comparing October 2013 statistics to October 2014, ParaCruz rides increased by 841 rides.

Comparing September 2014 statistics to October 2014, ParaCruz rides increased by 891 single trips. While October's increase in rides follows the historical trend-line, the actual number of rides is higher than in previous years. In addition to September's large increase in the number of from August, the increase from September to October resulted in October 2014 marking the highest number of rides ParaCruz performed in one month, in their METRO history (9607).

Comparing November 2013 statistics to November 2014, ParaCruz rides increased by 269. Comparing October 2014 statistics to November 2014 statistics, rides decreased by 1892.

METRO ParaCruz' Operator positions were at the fully funded level at this time, at 35 Operators.

METRO ParaCruz is the federally mandated ADA complementary paratransit program of the Santa Cruz Metropolitan Transit District, providing shared ride, door-to-door demand-response transportation to customers certified as having disabilities that prevent them from independently using the fixed route bus.

This staff report has been coordinated with statistics provided by the Finance and Fleet Departments. Additional data was provided by the Eligibility Coordinator.

IV. FINANCIAL CONSIDERATIONS/IMPACT

There are no financial considerations for this report.

V. ALTERNATIVES CONSIDERED

- Not Applicable.

VI. ATTACHMENTS

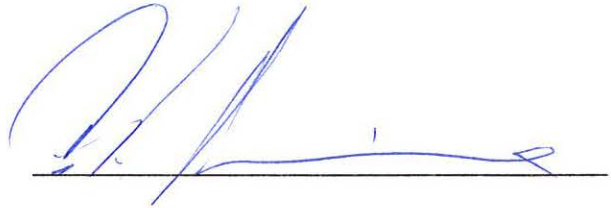
- Attachment A:** ParaCruz On-time Performance Chart
Attachment B1: Comparative Operating Statistics Tables for October
Attachment B2: Comparative Operating Statistics Tables for November
Attachment C: Number of Rides Comparison Chart
Attachment D: Shared vs. Total Rides Chart
Attachment E: Mileage Comparison Chart and Year to Date Mileage Data
Attachment F: Eligibility Chart

VII. APPROVALS:

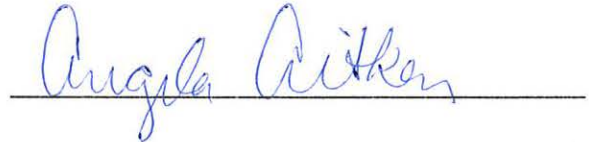
April Warnock,
Paratransit Superintendent

A handwritten signature in blue ink, reading "April Warnock", written over a horizontal line.

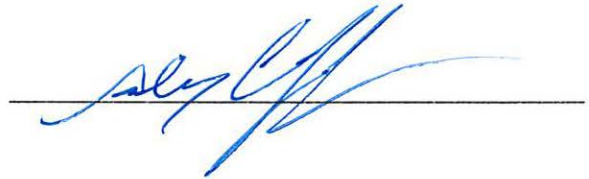
Approved as to form:
Ciro Aguirre, COO

A handwritten signature in blue ink, appearing to be "April Warnock", written over a horizontal line.

Approved as to fiscal impact:
Angela Aitken, Finance Manager

A handwritten signature in blue ink, reading "Angela Aitken", written over a horizontal line.

Alex Clifford, CEO/General Manager

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ATTACHMENT A

Board of Directors
Board Meeting January 23, 2015

ParaCruz On-time Performance Report

	October 2013	October 2014
Total pick ups	8766	9607
Percent in “ready window”	94.88%	90.02%
1 to 5 minutes late	2.09%	4.15%
6 to 10 minutes late	1.16%	2.44%
11 to 15 minutes late	.90%	1.39%
16 to 20 minutes late	.43%	.86%
21 to 25 minutes late	.21%	.46%
26 to 30 minutes late	.13%	.32%
31 to 35 minutes late	.06%	.21%
36 to 40 minutes late	.10%	.10%
41 or more minutes late (excessively late/missed trips)	.05%	.05%
Total beyond “ready window”	5.12%	9.98%

During the month of October 2014, ParaCruz received nine (9) Customer Service Reports. Two (2) reports were valid. Five (5) of the reports were complaints that were not verifiable or valid. Two (2) of the reports were compliments.

	November 2013	November 2014
Total pick ups	7446	7715
Percent in “ready window”	95.88%	90.99%
1 to 5 minutes late	1.57%	3.50%
6 to 10 minutes late	1.15%	1.80%
11 to 15 minutes late	.59%	1.12%
16 to 20 minutes late	.38%	.71%
21 to 25 minutes late	.23%	.46%
26 to 30 minutes late	.12%	.18%
31 to 35 minutes late	.03%	.09%
36 to 40 minutes late	.05%	.05%
41 or more minutes late (excessively late/missed trips)	.00%	.06%
Total beyond “ready window”	4.12%	9.01%

During the month of November 2014, ParaCruz received seven (7) Customer Service Reports. Two (4) reports were valid. Two (2) of the reports were complaints that were not verifiable or valid. One (1) of the reports was a compliment.

ATTACHMENT A

Board of Directors

Board Meeting January 23, 2015

In March of 2014, METRO ParaCruz received an upgrade to their scheduling software, Trapeze. The upgrade was needed to prepare Trapeze for the addition of Mobile Data Computers (MDC's) to the system, those installations happened in mid-May. July 2014 was the first full month of real-time data entered by Operators into the MDC's.

Recognizing that data was manually entered previously, from handwritten manifests, by Operators and Reservationists, it is not surprising that there is a shift in the data being gathered and compiled. The 'on-time' statistics reflected utilizing the 'real-time' equipment reflects a lower level of 'on time' performance than previously realized, as shown in the chart above.

ATTACHMENT B1

Board of Directors
Board Meeting January 23, 2015

Comparative Operating Statistics through October 2014.

	October 2013	October 2014	Fiscal 13-14	Fiscal 14-15	Performance Averages	Performance Goals
Requested	9350	10,441	33,864	35,700	8766	
Performed	8766	9607	32,074	33,866	8220	
Cancels	18.56%	21.56%	18.10%	19.74%	20.15%	
No Shows	2.82%	2.73%	2.81%	2.89%	3.04%	Less than 3%
Total miles	62,420	68,305	227,877	249,415	59,494	
Av trip miles	5.10	5.22	5.0	5.35	5.22	
Within ready window	94.88%	90.02%	94.99%	91.21%	93.58%	92.00% or better
Excessively late/missed trips	4	4	9	15	3.42	Zero (0)
Call center volume	N/A	6875	N/A	N/A	N/A	VOIP being UPDATED
Hold times less than 2 minutes	N/A	95.0%	N/A	N/A	N/A	Greater than 90%
Distinct riders	782	888	1299	1317	815	
Most frequent rider	56 rides	60 rides	204 rides	213 rides	58 rides	
Shared rides	65.0%	66.9%	65.5%	64.4%	64.27%	Greater than 60%
Passengers per rev hour	2.13	2.09	2.04	1.98	1.98	Greater than 1.6 passengers/hour
Rides by supplemental providers	17.12%	8.18%	14.02%	6.05%	6.24%	No more than 25%
Vendor cost per ride	\$25.73	\$23.39	\$23.85	\$24.75	\$24.36	
ParaCruz driver cost per ride (estimated)	\$28.31	\$29.54	\$31.19	\$31.13	\$29.43	
Rides < 10 miles	64.28%	63.98%	64.32%	63.45%	63.18%	
Rides > 10	35.72%	36.02%	35.68%	36.55%	36.82%	
Denied Rides	0	0	0	0	0	Zero

ATTACHMENT B2

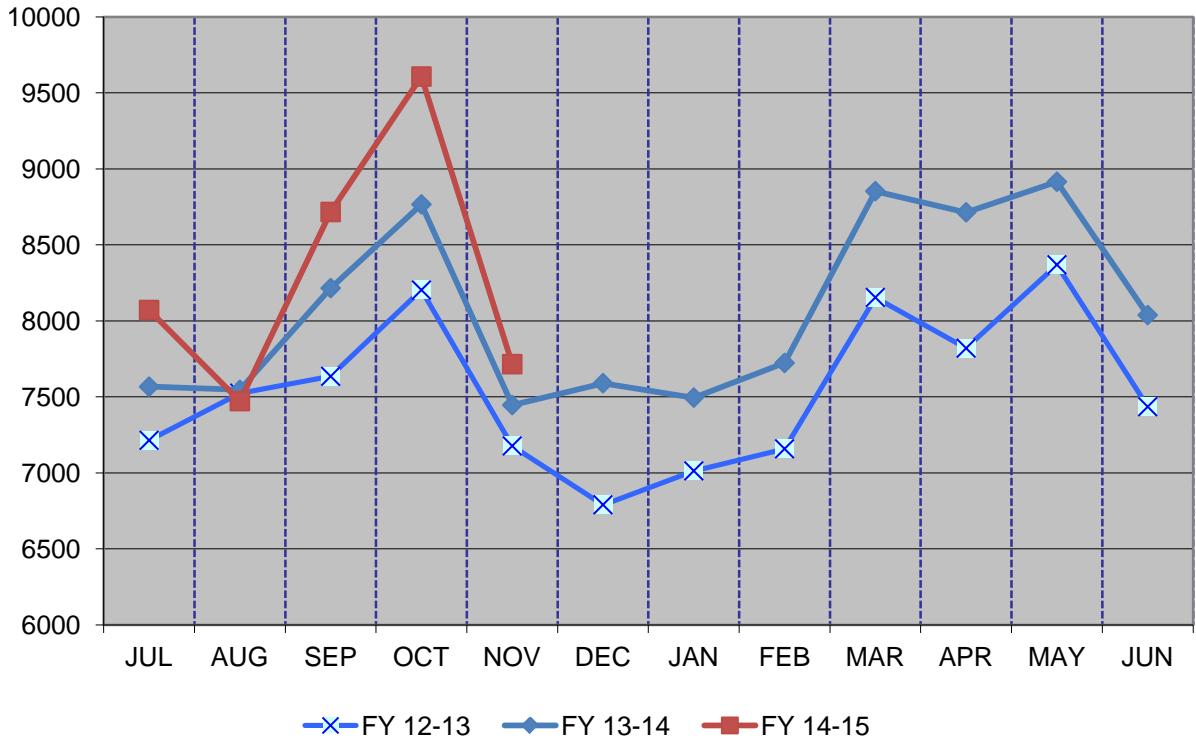
Board of Directors
Board Meeting January 23, 2015

Comparative Operating Statistics through November 2014.

	November 2013	November 2014	Fiscal 13-14	Fiscal 14-15	Performance Averages	Performance Goals
Requested	8235	8396	42,099	85,453	8780	
Performed	7446	7715	39,520	79,895	8242	
Cancels	22.02%	22.19%	18.86%	19.67%	20.17%	
No Shows	2.68%	3.32%	2.78%	2.95%	3.09%	Less than 3%
Total miles	53,017	55,269	280,894	570,502	59,682	
Av trip miles	4.96	5.2	4.99	4.77	5.06	
Within ready window	95.88%	90.99%	95.16%	95.26%	93.17%	92.00% or better
Excessively late/missed trips	0	5	9	27	3.83	Zero (0)
Call center volume	N/A	6875	N/A	N/A	N/A	VOIP being UPDATED
Hold times less than 2 minutes	N/A	94.6%	N/A	N/A	N/A	Greater than 90%
Distinct riders	778	809	1394	1391	818	
Most frequent rider	55 rides	52 rides	246 rides	253 rides	58 rides	
Shared rides	64.0%	65.9%	65.2%	64.7%	64.43%	Greater than 60%
Passengers per rev hour	2.01	2.01	2.04	1.98	1.98	Greater than 1.6 passengers/hour
Rides by supplemental providers	11.21%	3.78%	13.54%	5.63%	5.62%	No more than 25%
Vendor cost per ride	\$25.60	\$24.38	\$24.12	\$24.70	\$24.25	
ParaCruz driver cost per ride (estimated)	\$32.66	\$31.17	\$31.48	\$30.84	\$29.30	
Rides < 10 miles	63.36%	63.42%	64.14%	63.42%	63.19%	
Rides > 10 miles	36.64%	36.58%	35.86%	36.58%	36.81%	
Denied Rides	0	0	0	0	0	Zero

ATTACHMENT C

NUMBER OF RIDES COMPARISON CHART

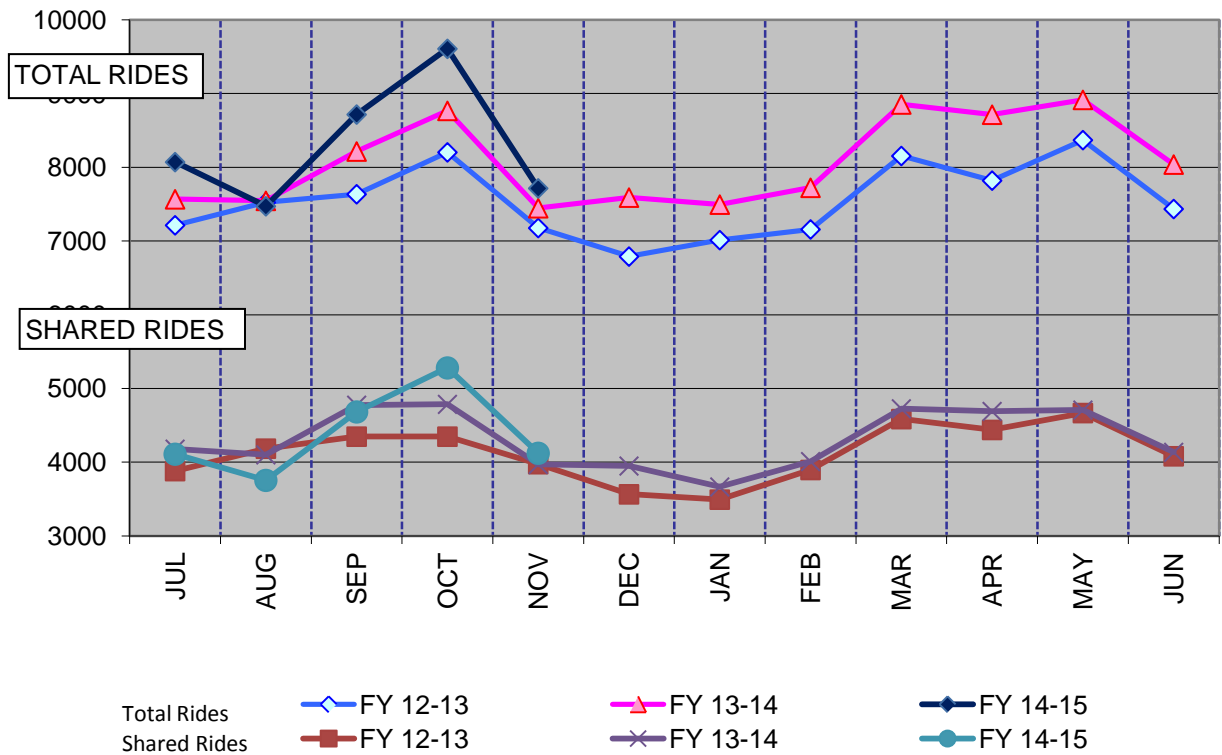


Data Table for Number of Rides performed monthly.

	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN
FY 12-13	7214	7524	7635	8203	7177	6790	7013	7158	8154	7820	8369	7435
FY 13-14	7567	7546	8215	8766	7446	7590	7495	7723	8853	8714	8915	8038
FY 14-15	8071	7472	8716	9607	7715							

ATTACHMENT D

TOTAL RIDES vs. SHARED RIDES



Data table for total number of rides provided.

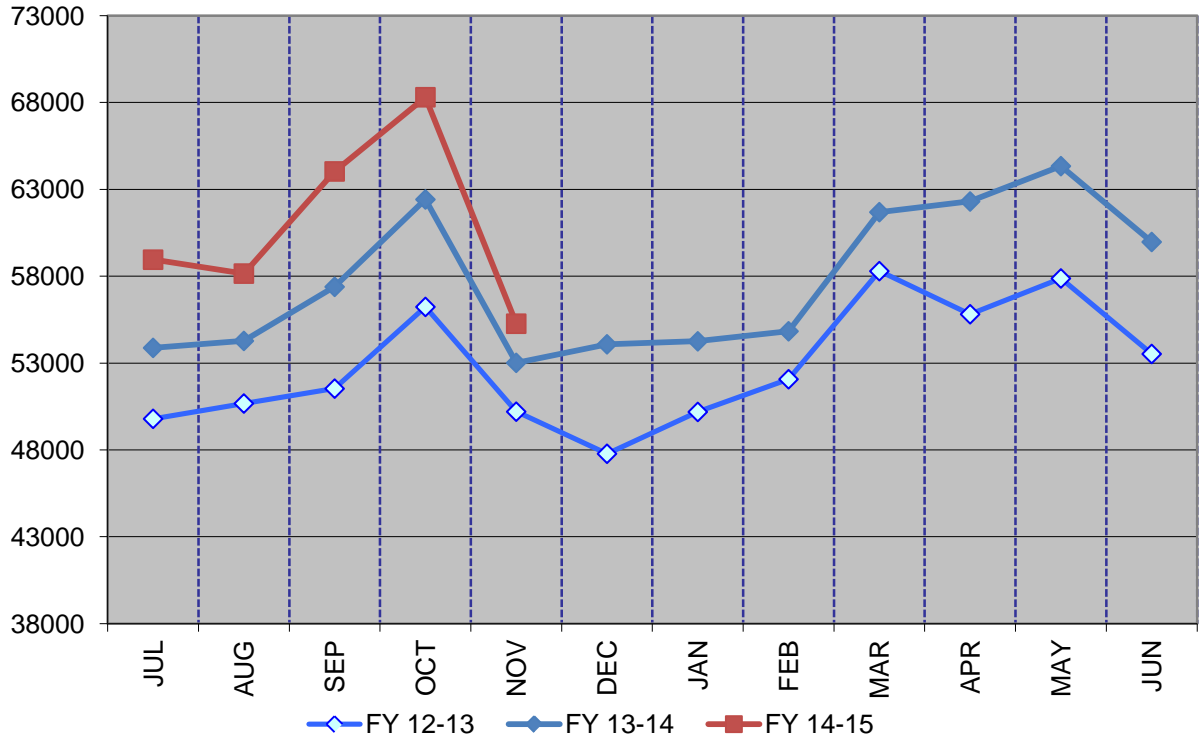
	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN
FY 12-13	7214	7524	7635	8203	7177	6790	7013	7158	8154	7820	8369	7435
FY 13-14	7567	7546	8215	8766	7446	7590	7495	7723	8853	8714	8915	8038
FY 14-15	8071	7472	8716	9607	7715							

Data table for total number of shared rides provided.

	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN
FY 12-13	3881	4185	4348	4348	3975	3566	3494	3896	4586	4439	4668	4082
FY 13-14	4179	4101	4775	4786	3971	3950	3666	4010	4726	4690	4709	4136
FY 14-15	4110	3755	4683	5280	4123							

ATTACHMENT E

MILEAGE COMPARISON



Data table for monthly mileage

	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN
FY 12-13	49795	50675	51532	56236	50205	47783	50191	52073	58295	55814	57874	53528
FY 13-14	53878	54278	57391	62420	53017	54083	54255	54833	61690	62304	64339	59974
FY 14-15	58954	58154	64034	68305	55269							

Data table for year-to-date mileage

	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN
FY 12-13	49795	100470	152002	208238	258443	306223	356414	408491	466786	522551	580425	633953
FY 13-14	53878	108156	165547	227877	280894	334976	391682	446515	508205	570509	634848	694822
FY 14-15	58954	117108	181142	249415	304685							

ATTACHMENT F

Monthly Assessments

	UNRESTRICTED	RESTRICTED CONDITIONAL	RESTRICTED TRIP BY TRIP	TEMPORARY	DENIED	TOTAL
DECEMBER 2013	44	0	5	1	0	50
JANUARY 2014	60	0	2	8	0	70
FEBRUARY 2014	36	0	2	2	1	41
MARCH 2014	52	0	2	4	0	58
APRIL 2014	56	0	3	1	0	60
MAY 2014	27	2	2	1	1	33
JUNE 2014	45	1	3	5	1	55
JULY 2014	32	3	3	2	1	41
AUGUST 2014	52	6	4	0	0	62
SEPTEMBER 2014	62	0	9	3	0	74
OCTOBER 2014	51	5	7	7	0	70
NOVEMBER 2014	34	0	2	4	1	41

Number of Eligible Riders for the month of October 2014 = 3554

Number of Eligible Riders for the month of November 2014 = 3639

AGENDA: February 10, 2015

TO: Elderly and Disabled Transportation Advisory Committee
FROM: Grace Blakeslee, Transportation Planner
RE: Santa Cruz Metro Structural Deficit Workshop V of VIII-Paratransit

RECOMMENDATION

Staff recommends that the Elderly and Disabled Transportation Advisory Committee receive a presentation from the Santa Cruz Metropolitan Transit District staff regarding the Santa Cruz Metropolitan Transit District Structural Deficit Workshop V information related to paratransit services.

DISCUSSION

The Santa Cruz Metropolitan Transit District (Metro) staff presented the fifth in a series of workshops on Structural Deficit at the January 23, 2015 Santa Cruz Metropolitan Transit District Board Meeting. The Structural Deficit Workshop V included discussion of Metro paratransit services. The powerpoint slides included in the Structural Deficit Workshop V related to paratransit services are provided as Attachment 1. Metro staff will present the slides related to paratransit from the January 23, 2015 Structural Deficit Workshop at the February 10, 2015 Elderly and Disabled Transportation Advisory Workshop.

SUMMARY

Staff recommends that the Elderly and Disabled Transportation Advisory Committee receive a presentation from the Metro staff regarding the Structural Deficit Workshop V information related to paratransit services.

Attachment 1: Structural Deficit Workshop V- Paratransit Slides

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Paratransit

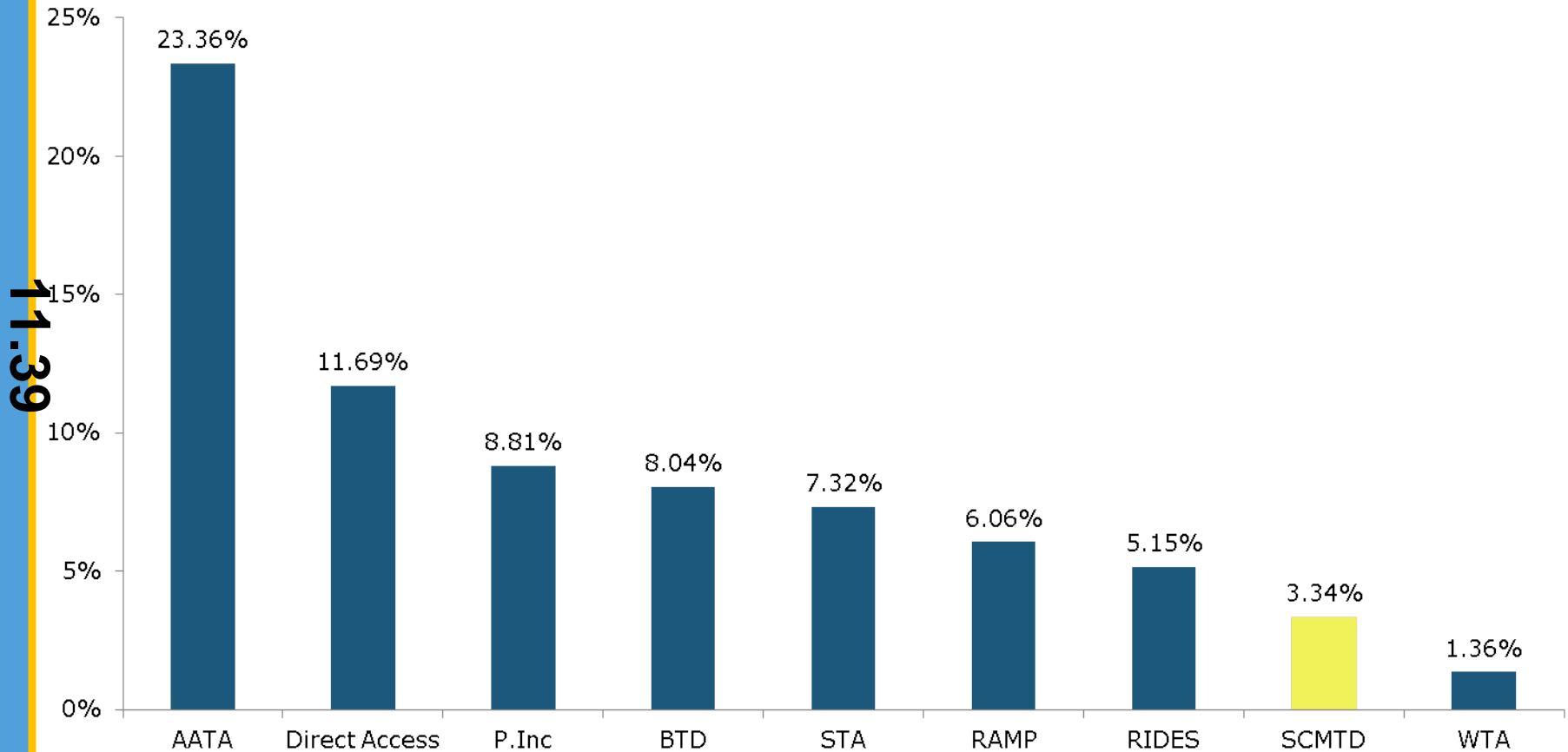
Operating Efficiencies

Premium Rides

Fare Structure Options

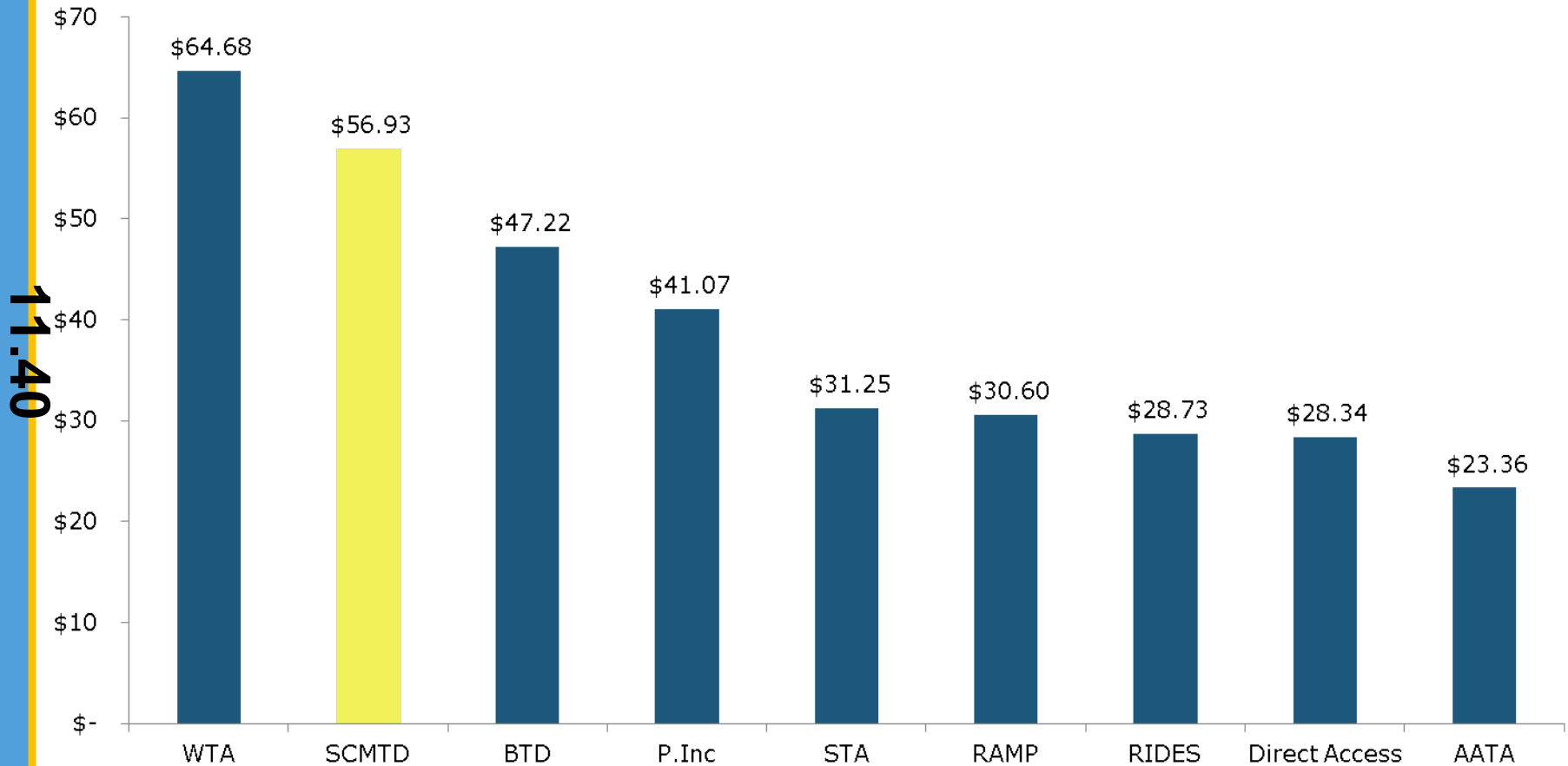
ParaCruz Performance vs. Our Peers

Farebox Recovery Ratio



ParaCruz Performance vs. Our Peers

Cost Per Trip



Paratransit Operating Efficiency Options

- ***Aligning the days and hours of paratransit service with the days and hours fixed route service operates***
 - *Affects approximately 10% of rides overall*
 - *30- 40 rides per weekday*
 - *Estimated savings of approx. **\$520K per year***
- *Average weekend number of rides is 125.*
- *Passengers may align their current rides to available times; so impact could be less than 10%.*

Paratransit Operating Efficiency Options

- *Aligning non-school term service to fixed route service*
 - *Inactivate service during non-school term in South Felton (Rte 34) and Lompico (Rte 33)*
 - *460 rides performed on paratransit during non-school term time in 2014*
 - *Cost reduction of approximately **\$24K per year***

Paratransit Operating Efficiency Options

- **Holiday Service**
- *Inactivate paratransit service on three holidays that fixed route currently does not operate-*
 - *Memorial Day- paratransit savings=\$5K*
 - *Fourth of July- paratransit savings=\$7K*
 - *Labor Day- paratransit savings=\$6K*
- *Total savings approximately - **\$18K per year***

Paratransit Fare Structure Option

• **'Full Fares'**

- Charging a 'full fare' as described in ADA law
- ADA law states fares charged for complementary paratransit service can be no more than twice the fare for a 'comparable' trip made by a person without a disability on the fixed route system
- If a fixed route rider takes three buses to arrive at their destination, in our system which does not have 'transfers', the 'full fare' paid would be \$6.00
- A ride utilizing three different bus routes to arrive at a destination would translate to a single ride on paratransit, which could cost the rider \$12.00

Paratransit Peer fare structures - Examples

Victor Valley, CA	Direct Access	Zone 1. \$2.50 Zone 2. \$4.50 Zone 3. \$6.00
Monterey, CA	MST	2.7 miles or less \$3.00 2.7miles or < 19.7 \$5.00 more than 19.7 \$7.00
Oakland, CA	AC Transit	0-12 miles \$4.00 >12 miles, up to 20 miles \$6.00 > 20 miles \$7.00

Staff proposes a mileage based fare structure.

*From 0-10 miles - \$4.00
From 10 to 20 miles - \$2.00 additional fare
Over 20 miles - \$2.00 additional fare
Total cost of ride over 20 miles = \$8.00*

❖ Using 2014 ride statistics, aprox. **\$41K** in additional fares would have been generated using this fare structure.

Items for Public Comment Consideration (cont.)

Paratransit

- Alignment to fixed route service - **\$520K/year**
- Alignment with non-school term service - **\$24k/yr**
- Holidays - **\$18K/yr**
- Full Fare/mileage based concept - **\$41K**

Items *not* Budgeted But Working On (cont.)

Paratransit Operating Efficiency Options

- **Enforcement of trip-by-trip restricted eligibility**
 - *Allowing clients to book rides on paratransit only when they are unable to functionally make the same trip on an accessible fixed route bus*
 - *Example: Inability to climb a hill, to see in the dark, or to tolerate hot weather*
- **Offering curb-to-curb service upon request**
 - *Currently, all ParaCruz rides include door-to-door escort*
 - *Operators estimate that up to 50% of clients do not wish to be escorted to the door of their destination*

AGENDA: February 10, 2015

TO: Elderly & Disabled Transportation Advisory Committee
FROM: Grace Blakeslee, Transportation Planner
RE: Preliminary Draft Unmet Paratransit and Transit Needs List

RECOMMENDATION

Staff recommends that the Elderly & Disabled Transportation Advisory Committee:

1. provide input into the preliminary draft unmet paratransit and transit needs list and updated standards for prioritizing needs (Attachment 1);
 2. review the plan and schedule for the unmet paratransit and transit needs list development; and,
 3. review unmet paratransit and transit needs outreach distribution list (Attachment 2).
-

BACKGROUND

Local sales taxes in the amount of ¼ cent per dollar are collected by the State and allocated to the region according to the Transportation Development Act (TDA). The Regional Transportation Commission (RTC) allocates these funds according to formula as adopted in its Rules and Regulations. The majority of TDA funding is apportioned to the Santa Cruz Metropolitan Transit District, and RTC's planning activities. Other amounts are apportioned to Community Bridges, the Volunteer Center and to local jurisdictions for bicycle and pedestrian projects.

TDA statutes require transportation planning agencies allocating TDA funds to local streets and roads, to implement a public process, including a public hearing, to identify unmet transit needs of transit dependent or disadvantaged persons, and determine if unmet transit needs can be reasonably met. TDA statutes also require transportation planning agencies to consult with their designated social services transportation advisory councils to annually identify transit needs. Although the RTC does not allocate TDA funds to local streets and roads, and therefore is not required to perform this analysis, the RTC endeavors to solicit regular input on unmet transit and paratransit needs to provide a useful tool to assess and prioritize needs in the region. The *Unmet Needs List* related to paratransit and transit needs is used to prioritize projects as funds become available. The *Unmet Needs List* has also been included in the E&D TAC Annual Report, which outlines the Committee's accomplishments from the last year.

DISCUSSION

Serving as the social services transportation advisory council, the E&D TAC regularly hears and considers unmet paratransit and transit needs in Santa Cruz County. Unmet paratransit and transit needs are those transportation requests which are not being met by the current public transit system as identified at a public hearing or E&D TAC meeting, a transportation request that has community support, and transportation request that does not duplicate transit services provided publically or privately.

2013 Assessment

Unmet paratransit and transit needs were most recently assessed in coordination with development of the 2014 Regional Transportation Plan (RTP). The unmet needs assessment involved demonstrating how unmet paratransit and transit needs advanced all of the region's transportation goals identified in the 2014 RTP. The result of the combined 2014 RTP transportation needs and unmet needs assessment was the identification of unmet needs that could simultaneously meet unmet paratransit and transit needs and advanced multiple regional transportation goals. The prioritization of projects that resulted from the RTP needs assessment differed from the previous rankings.

Prioritization

Historically, unmet paratransit and transit needs have been prioritized based on a high, medium and low as determined by the availability of transportation services. To provide a link between the existing method of prioritization of unmet needs and the region's transportation goals, **RTC staff recommends that the high, medium and low definitions be amended as shown in Attachment 1.**

The *2015 Preliminary Draft Unmet Paratransit and Transit Needs List* (Attachment 1) reflects:

- the 2012 adopted Unmet Needs List;
- unmet transit needs identified during the 2013 Assessment of Unmet Needs to support development of the 2014 RTP project list;
- small organization changes to group "general", "paratransit needs", "transit service needs" and "transit capital needs";
- inclusion of strategies to assist with the identification and future analysis of projects for funding to address unmet paratransit and transit needs.

RTC staff recommends that the E&D TAC provide input on the *2015 Preliminary Draft Unmet Paratransit and Transit Needs List* for Santa Cruz County and identify strategies for addressing each of the unmet paratransit and transit needs.

Schedule for development of *2015 Unmet Paratransit and Transit Needs List*:

- Feb 10 - *2015 Preliminary Draft Unmet Paratransit and Transit Needs List* reviewed by the E&D TAC
- Feb 11 – RTC staff circulates the list to the Santa Cruz Metropolitan Transit District staff and partner agencies
- April 14 – *2015 Draft Unmet Paratransit and Transit Needs List* reviewed by the E&D TAC
- April 15 – *2015 Draft Unmet Paratransit and Transit Needs List* released for public review
- April 15- May 7: Outreach for *2015 Draft Unmet Paratransit and Transit Needs List* including public notice of availability and public hearing on RTC website, in local newspapers, to RTC elderly and disabled stakeholders and transportation providers (Attachment 2)
- May 7 – Public hearing and RTC considers adoption of the *2015 Final Unmet Paratransit and Transit Needs List*

It is recommended that the April E&D TAC meeting be held at Aptos Library to encourage members from mid and south county to provide input on the *2015 Draft Unmet Paratransit and Transit Needs List*. The *2015 Final Unmet Paratransit and Transit Needs*

List is scheduled for adoption by the RTC at the May 7, 2015 meeting. **RTC staff recommends that the E&D TAC provide input on the schedule for developing the 2015 Unmet Paratransit and Transit Needs List.**

Staff does not plan to develop a committee report in conjunction with development of the unmet needs list this year. In addition to regular activities undertaken by RTC staff in support of specialized transportation in Santa Cruz County, including review of Section 5310 grants, staff is currently involved in development of a travel reimbursement policy for committee members, and a new E&D TAC member outreach plan. Staff recommends postponing development of the next committee report until the activities currently underway are complete.

SUMMARY

TDA statutes require transportation planning agencies to consult with their designated social services transportation advisory councils to annually identify transit needs. Although the RTC does not allocate TDA funds to local streets and roads, and therefore is not required to perform an analysis of unmet transit needs, the RTC endeavors to solicit regular input on unmet paratransit and transit needs to provide a useful tool to prioritize needs in the region. RTC staff recommends that the E&D TAC provide input on the *2015 Preliminary Draft Unmet Paratransit and Transit Needs List* for Santa Cruz County and identify strategies for addressing each of the unmet needs.

Attachment 1: Preliminary Draft Unmet Transit Needs List

Attachment 2: Unmet Transit Needs Outreach Distribution List

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Unmet Paratransit and Transit Needs List , Preliminary Draft - February 2015

Prioritization:

H - High priority items are those items that fill a gap or absence of ongoing service. ~~There are three levels of high priority with H1 being the top priority.~~

M - Medium priority items are items that supplement existing service.

L - Low priority items should become more specific and then be planned for, as funds are available.

The graduated scale of needs should consider if one or more of the following: increase the number of seniors and disabled individuals who are within a 30 minute transit trip to key destinations; improve safety; support economic vitality by way of decreasing transportation costs; and, improve cost-effectiveness of transportation services.

General			
Item	Priority	Need	Strategy
1	H1	Fully accessible transit stops and safe travel paths between senior and/or disabled living areas, medical facilities, educational facilities, employment locations, retail centers, entertainment venues and/or bus stops (examples: Capitola Road and side streets, trailer park at Antionelli, Santa Cruz Skilled Nursing facility)	<ul style="list-style-type: none"> • Improve bus stop to increase accessibility - such as, but not limited to, sidewalk and crosswalk improvements connecting destinations frequented by senior and disabled individuals and transit stops such as, but not limited to, those identified in the RTC Safe Paths of Travel Final Report • Expansion of the program currently in place in some jurisdictions to all jurisdictions in the county that requires homeowners to make improvements to sidewalks adjacent to their property when the property is sold • Secure funding assistance to make Safe Paths of Travel improvements • Expand publicity regarding sidewalk maintenance
2	H2	Publicity about existing specialized transportation services including ADA paratransit, non-ADA paratransit, Medi-Cal rides and mobility training for people to use regular fixed route buses	
3	H2	Transportation services for low-income children and their families, including a lack of transportation for people transitioning from welfare to work	

General- continued

Item	Priority	Need	Strategy
4		Expansion of the program currently in place in some jurisdictions to all jurisdictions in the county that requires homeowners to make improvements to sidewalks adjacent to their property when the property is sold (CHANGED TO STRATEGY)	
5		Amend local taxi ordinances to facilitate improved service to seniors and individuals with disabilities(CHANGED TO STRATEGY)	
6		Funding assistance needed for some to make Safe Paths of Travel improvements (CHANGED TO STRATEGY)	
7		Expanded publicity necessary regarding sidewalk maintenance requirements and reporting tools (CHANGED TO STRATEGY)	

Paratransit/Specialized Transit

Item	Priority	Need	Strategy
8	H1	Specialized transportation for all areas outside the ADA paratransit service area, with special emphasis on priority destinations	<ul style="list-style-type: none"> • Identify priority origins and destinations outside the ADA service area • Secure funding for voucher programs • Prioritize funding for paratransit outside ADA paratransit service area • Provide affordable and desirable housing for seniors and disabled individuals within ADA paratransit service area • Provide incentives for senior and social services to be located in more populated areas • Identify specific transportation needs for people needing specialized transportation services outside the hours of ADA-mandated paratransit service • Seek funds to provide feeder service or alternative transportation services from areas not serviced by transit or ADA-mandated paratransit.

Paratransit/Specialized Transit- continued			
<i>Item</i>	<i>Priority</i>	<i>Need</i>	<i>Strategy</i>
9	H1	Coordinated and seamless-to-the-public system of specialized transportation with a Mobility Management Center (central information point, one stop shop)	<ul style="list-style-type: none"> Assess feasibility and seek funds for development/start-up of the center, and assess entities already providing information and referral services, (See page 35-36 of Monterey Bay Region Coordinated Public Transit-Human Services Transportation Plan)
10	H1	Affordable transportation for dialysis and other medical appointments	<ul style="list-style-type: none"> Ongoing for transportation to medical service
11	H2	Projected funding for all specialized transportation (including fixed route, ADA and non-ADA Paratransit) to meet the needs of the senior population expected to increase over the next 15 to 30 years	<ul style="list-style-type: none"> Identify funding s needs for paratransit over a 15-30 year horizon Designate funding source for paratransit service
12	H2	Direct paratransit and accessible transit connections with neighboring counties — including Monterey (Pajaro), San Benito, Santa Clara and other points north	
		Identify and obtain funding to support the future levels of paratransit service that will be required. (CHANGED TO STRATEGY)	
13	H2	Accessible local taxi services for seniors and disabled persons	
14	H3	Equip ParaCruz Vehicles with Mobile Data Terminals (MDT) for improved manifest display, immediate changes and confirmation to trips, improved communication and tracking.	
15	M	Programs and operating funds for 'same day' medical trips on paratransit	
16	M	Programs and operating funds for 'same day' non-medical trips	
17	M	Volunteer drivers in Santa Cruz County including for the Volunteer Center Transportation Program and the out-of-county medical ride program, particularly in south county.	

Paratransit/Specialized Transit- continued			
<i>Item</i>	<i>Priority</i>	<i>Need</i>	<i>Strategy</i>
18	M	Assure the availability of taxi scrip to meet need for “safety net” services	
19	L	Consolidated Transportation Services Agency to acquire an improved operations and maintenance facility	
20	L	Ongoing provision of ADA Paratransit certification, provided by Metro, at group facilities	
Transit- Route Service			
<i>Item</i>	<i>Priority</i>	<i>Need</i>	<i>Strategy</i>
21	H1	Restore transit service to 2009 levels.	
22	H1	Complete MetroBase Facility Phase 1 and Phase 2 including Operations building and Parking Structure	
23	H1	Restore service to Gault Street and La Posada, Blackburn Street (Santa Cruz), Independence Square (Watsonville), simultaneously with the restoration of service to senior residences and centers and areas of high density concentrations of mobility-challenged individuals.	
24	H2	Increased frequencies for Route 71 evening service: 2x an hour until 9PM vs. 7PM.	
25	H3	Extend highway 17 service to Watsonville.	
26	H3	Add AM/PM and weekend Route 79 service.	
27	H3	Increase weekend Hwy 17 service frequencies	
28	H3	Expanded service to new residential and commercial areas in Watsonville	
29	H3	Continue to improve bus stops to be ADA accessible.	
30	H3	Route 66 using 7th Avenue inbound and outbound (between Capitola Road and Soquel Avenue)	
31	H3	Add early morning Route 35 service	

32	H3	Implement circulator service in Santa Cruz, Watsonville, Capitola, and Scotts Valley	
33	H3	Service from Santa Cruz County to Los Gatos	
34	H3	Increase window of service on Route 4	
35	H	Continued need for transit to unserved low income and senior housing areas in south county (examples: Stonecreek Apartments in Watsonville and the San Andreas Migrant Labor Camp)	
36	H	Bus and ParaCruz service on all holidays	
37	M	Expanded evening and late night service on major fixed routes to improve service accessibility.	
38	M	30-minute peak frequencies on collector and arterial routes	
39	L	Bi-directional service on local Watsonville and Aptos/Rio Del Mar routes.	
40	L	Fare free service to students under the age of 13.	

Transit- Route Service- UCSC & Cabrillo

Item	Priority	Need	Strategy
41	H3	Add early morning Route 70 service to Cabrillo College.	
42	H3	Additional night UCSC service, including Route 20.	
43	H3	Extension of Highway 17/Amtrak service to UCSC at key times.	
44	H3	East/West Express service to UCSC and Cabrillo and from Watsonville on 69W.	
45	H3	Express service between San Lorenzo Valley and both UCSC and Cabrillo College.	
46	H3	Expanded service between UCSC and Westside University activity centers such as Long Marine Lab, Wrigley building offices, Texas Instruments building offices.	
47	H3	Service from the UC Inn to UCSC.	

Transit- Capital Improvements

Item	Priority	Need	Strategy
48	H1	Need to prioritize bus stop improvement and shelter replacement based on high usage by seniors and people with disabilities.	

49	H2	Redevelop Santa Cruz Metro Center as mixed use facility incorporating local transit service, regional transit service, paratransit service, intercity bus service, commercial office functions, passenger service facilities, parking facilities, and both market rate and affordable housing and potentially for child-care facilities.	
50	H1	Funding to maintain existing services and facilities.	
51	H2	Complete conversion of vehicles (revenue and non-revenue) to alternate fuels.	
52	H2	Four (4) small fixed route replacement buses for rural service.	
53	H2	Acquire and develop permanent operation and maintenance facility for ParaCruz to accommodate increased fleet size and growth in future service.	
54	H2	Replace thirty (30) 1998 fixed route buses.	
55	H3	Implement “yield to bus” program to improve travel times.	
56	H3	Purchase Automated Vehicle Location/Passenger (AVL) Counting System.	Seek funding to procure new equipment to assist with real-time operations, security and scheduling.
57	H3	Installation of transponders on all buses for Preemptive Signal Control on major corridors improving traffic flow, reducing travel time, and improving on-time performance.	
58	M	Braille and raised numbers on bus signage at bus stops indicating which bus routes are being offered at each stop.	
59	M	Non-revenue electric hybrid vehicle replacement (supervisor staff cars)= 14 cars, approximately \$425	
60	M	Electric charging stations (at least 3-4 at transit stations)= \$40 k	
61	L	Install audio and video surveillance system for all buses.	
Transit- Other			
<i>Item</i>	<i>Priority</i>	<i>Need</i>	<i>Strategy</i>
62	M	Automated phone-based trip planning providing Metro route information and or trip planning coordination via telephone and voice activated menu.	

Unmet Transit Needs Outreach List, February 2015

- Elderly and Disabled Transportation Stakeholders:** AARP, Access Options, Inc., Advocacy Inc., Alcoholics Anonymous, Alzheimer's Association, American Red Cross, Apria Healthcare, Big Brothers Big Sisters of Santa Cruz, Cabrillo College, Cabrillo College Stroke, California Grey Bears, California Senior Alliance, Californians for Disability Rights, Capitola/Soquel Community Activities, CCCIL, Central Coast Alliance for Health , Community Action Board of Santa Cruz County, Energy Services, Inc., Central Coast Surgery Center, Cindy's Celebrations Inc, Community Action Board of Santa Cruz County, Community Bridges, Community Foundation of Santa Cruz County, Community Options, Companion for Life Project/Lifeline Project, Conflict Resolution Center, Country Villa Watsonville East Nursing Center, Country Villa Watsonville West Nrsng & Rehab Center, County of Santa Cruz/HRA, Courtesy Cab, Cresthaven Nursing Home, De Un Amor, Del Mar Caregiver Resource Center, Dominican Hospital, Dominican Hospital D/P SNF, Dominican Hospital Pep, Dominican Hospital, Education Building, Driftwood HealthCare Center, Easter Seals, Easter Seals Central California, Easter Seals Society, Ecology Action, Elderly Day, El Dorado Center, Employment and Community Options, Employment Development Department, Family Service Agency of the Central Coast, First Transit Services, Friend of Rail Trail, Foster Grandparent/Senior Companion Program, Front Street Residential Care, Greenways to School, Goodwill Industries, Head Start Administration, Hope Services, Horsnyder's Pharmacy, Imagine, Joe's Wheelchairs, La Selva Beach Improvement Association, Legal Aid Society of Santa Cruz County, Leukemia Society of America, Lifespan Care, Lincare, Inc., Loudon Nelson Community Center, Meals on Wheels, Mental Health In Patient Services, Mental Health Resource Center, Metro Advisory Committee, Mid-County Senior Center, Mission Pedestrian, Monterey Salinas Transit, NovaCare , Orthotics & Prosthetics, Office of The Public Guardian, Ombudsman Advocate, Inc., Pajaro Valley Community Health Trust, Pajaro Valley Unified School District Office, People Power, Planned Parenthood Health Centers, Project Scout, Pula Services, Salud Para La Gente, Inc., Salvation Army, Salvation Army Corps Community Center, San Andreas Regional Center, San Lorenzo Valley Unified School District, Santa Cruz City Schools, Santa Cruz County Commission on Disabilities, Santa Cruz County Immigration Project, Santa Cruz County Office of Education, Santa Cruz County Veterans Center, Santa Cruz Healthcare Center, Santa Cruz Host Lions Club, Santa Cruz Women's Health Center, Satellite Dialysis, SCCCC, SCMTD, Second Harvest Food Bank, Senior Citizens Legal Services, Seniors Citizens Opportunity, Senior Network Services, Seniors Council, Shoreline Work Force Development, Services, Skills Center-Mobile Work Group, Skills Center-Pajaro Valley Training Center, State of California, Sutter Maternity & Surgery Center, The Shelter Project, United Way of Santa Cruz County, Valley Churches United Missions, Valley Convalescent Hospital, Veterans Employment, Veterans Services Office Watsonville, Victorian Home Care Inc., Vista Center, Volunteer Center of Santa Cruz

,Family Service Association, SC, Fenix Services ,Food & Nutrition Services, Homeless Community Resource Center, Homeless Garden Project, League of Women Voters, Loaves and Fishes, Lomak Property Group, Mission Pedestrian, Nat'l Bike Greenway/Cycle America, Pajaro Valley Art Council, Pajaro Valley Children's Center, Pajaro Valley Ohlone Indian Council, Pajaro Valley Shelter Services, Parents Center, Peace , Coalition of Monterey County, Planned Parenthood Health Center, Planned Parenthood/Westside, Salvation Army, Santa Cruz Action Network, Santa Cruz Aids Project, Santa Cruz Community Counseling , tr., Santa Cruz County Farm Bureau, Santa Cruz Greens, Second Harvest Food Bank, Senior Network Services, Senior Services, Seniors Council, Si Se Puede, South County Property Management, United Way of Santa Cruz County, Valley Churches United, Volunteer Center, YMCA, Youth Services

- **Spanish Interest Groups:** Santa Cruz Community Counseling Center, Barrios Unidos, El Pajaro Community Development Corporation, Community Action Board of Santa Cruz County, Workforce Investment Board, La Manzana Community Resources ,Catholic Charities
- **RTC Commissioners and Alternates**
- **RTC Interagency Technical Advisory Committee Members and Alternates**
- **RTC E&D TAC Members and Alternates**
- **SCMTD Board & Staff**
- **Legislators:** State and Federal
- **Media:** Newspaper, Radio, TV
- **Schools:** Cabrillo, UCSC, District, K-12, Districts, Adult
- **Chambers of Commerce**
- **RTP Enews:** Individuals, interest groups, transportation partner agencies

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AGENDA: February 10, 2015

TO: Elderly & Disabled Transportation Advisory Committee

FROM: Rachel Moriconi, Senior Transportation Planner

RE: Identification of Priority Pedestrian Projects

RECOMMENDATIONS

Staff recommends that Elderly & Disabled Transportation Advisory Committee members identify and inform staff of priority pedestrian projects throughout the region by February 27, 2015.

BACKGROUND

Through development of the Regional Transportation Plan (RTP), the Unmet Needs list, and special planning efforts, project sponsors, committee members, and the public identify transportation needs for Santa Cruz County. The 2014 RTP identified over 500 projects or categories of projects for the region through 2035. While the RTP identifies general priorities and targets for the transportation system, the RTP does not prioritize specific projects. However, since transportation funding rarely keeps pace with transportation needs, project sponsors and funding agencies are continually confronted with the challenge of deciding which limited number of projects to move forward.

DISCUSSION

There are several grant opportunities forthcoming for pedestrian projects, including the State's Active Transportation Program, ongoing local Transportation Development Act claims, and access to transit programs. Given the limited funds available for transportation projects, committee members may wish to identify a few priority projects in each area of the county that members consider the most important to pursue in the next few years. This prioritized list could help local agencies and the RTC focus on certain projects as funding becomes available. This list is advisory in nature only.

Identifying Priority Projects

As a starting point, the committee may want to consider issues identified in the Unmet Paratransit and Transit Needs List (see separate agenda item) and popular origins and destinations for seniors and people with disabilities (Attachment 1).

In addition, over 300 transportation projects in the 2014 RTP include pedestrian components and have been identified by local jurisdiction and members of the public as transportation needs.

Other criteria often used when prioritizing pedestrian projects is included as Attachment 2.

Based on previous discussions this list may include:

- sidewalks/pedestrian improvements that provide universal access near transit stops;
- filling missing pedestrian links to high traffic residential and activity areas;
- other gaps in the pedestrian network, including areas where sidewalks or access ramps are needed to improve access to key destinations for seniors, people with disabilities, or economically disadvantaged communities;
- ongoing sidewalk maintenance, especially to prevent trips and tips.

Staff will also meet with the Pedestrian Safety Workgroup later this month to identify critical projects.

SUMMARY

Given that available state, federal and local funding is insufficient to fund all of the transportation projects needed to maintain and improve the transportation system, staff recommends that the Committee identify some of the most significant projects needed to improve the pedestrian network in Santa Cruz County.

Attachment:

1. Popular origins and destinations for seniors and disabled individuals
2. Sample Issues Considered When Prioritizing Projects

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Popular Origins and Destination for Seniors and People with Disabilities- Safe Paths of Travel Project

Note: Recommended pedestrian improvements identified in Safe Paths of Travel Project Report , (pg 189-231),

<http://sccrtc.org/wp-content/uploads/2012/03/Safe-Paths-of-Travel-Report-Complete.pdf>,

Origins

Aegis Retirement Community
 Arbor Cove Senior Commons
 Capitola Manor
 Dominican Oaks
 Garfield Park Village
 Independence Square
 La Posada
 Mercy Housing California
 Oak Tree Villa
 Pajaro Vista
 Santa Cruz Healthcare Center
 Santa Cruz Mission Gardens
 Santa Cruz Skill Nursing Center
 Sunny Meadows Apartments
 Sunshine Villa
 Valley Convalescent Hospital
 Via Pacifica Gardens Inc.

Destinations

Cabrillo College
 Dominican Hospital
 Dominican Hospital Rehabilitation Services
 Hope Seniors Facility
 Louden Nelson Center
 Radiation Oncology Medical Center
 Salud Para La Gente
 Santa Cruz Clinics
 Santa Cruz Dental Group
 Santa Cruz Health Center
 Santa Cruz Medical – Endocrinology
 Santa Cruz Medical Clinic Palo Alto
 Medical Foundation of Santa Cruz Palo Alto
 Medical Foundation of Santa Cruz Palo Alto
 Medical Foundation of Santa Cruz Palo Alto
 Physical Therapy
 Senior Citizens Legal Services
 Sutter Maternity & Surgery Center
 Vista Center for the Blind
 Watsonville Community Hospital
 Watsonville Nursing and Rehabilitation Centers
 Watsonville Pharmacy
 Watsonville Senior Center

Attachment 2

SAMPLE CRITERIA USED TO PRIORITIZE PROJECTS

Different criteria may be used for different types of projects or goals and criteria may include project benefits, as well as potential issues associated with a project (such as environmental impacts – including impacts on air quality/greenhouse gas emissions; safety; ongoing maintenance cost of new or expanded facilities). To reduce greenhouse gas emissions and congestion – projects may be evaluated based on their ability to reduce delay or reduce the number of vehicle miles traveled. To prioritize maintenance some entities look at the number of people using a facility, the cost of minor repairs to extend the useful life of a facility as compared to replacement or major rehabilitation costs, or other factors. Prioritization of pedestrian projects may be based on measures such as proximity to schools, senior housing or bus routes. Transit and paratransit projects may be based on increasing riders and farebox recovery ratios, reducing travel times, and other measures.

Active Transportation Program

- Increase the proportion of trips accomplished by biking and walking and mobility for nonmotorized users. Potential for increased walking and bicycling, especially among students, including the identification of walking and bicycling routes to and from schools, transit facilities, community centers, employment centers, and other destinations; and including increasing and improving connectivity and mobility of non-motorized users. (0 to 30 points)
- Increase safety: Potential for reducing the number and/or rate of pedestrian and bicyclist fatalities and injuries, including the identification of safety hazards for pedestrians and bicyclists. (0 to 25 points) (especially among students, to transit facilities, community centers, employment centers, and other destinations; and including increasing and improving connectivity and mobility)
- Enhance public health: Improved public health through the targeting of populations with high risk factors for obesity, physical inactivity, asthma or other health issues. (0 to 10 points)
- Ensure disadvantaged communities fully share in the benefits of the program. Benefit to disadvantaged communities. (0 to 10 points)
Disadvantaged communities (for the ATP program) defined as meeting one of the following:
 - The median household income is less than 80% of the statewide median based on the most current census tract level data from the American Community Survey.
 - An area identified as among the most disadvantaged 25% in the state according to the CalEPA's California Communities Environmental Health Screening Tool (CalEnviroScreen) scores.

- At least 75% of public school students in the project area are eligible to receive free or reduced-price meals under the National School Lunch Program.
- Public participation and Planning. (0 to 15 points): Identification of the community-based public participation process that culminated in the project proposal, which may include noticed meetings and consultation with local stakeholders. Project applicants must clearly articulate how the local participation process resulted in the identification and prioritization of the proposed project. If over \$1M project should be in a plan.
- Cost-effectiveness. (0 to 5 points)
 - Relative costs and benefits of the range of alternatives considered.
 - Quantification of the safety and mobility benefit in relationship to both the total project cost and the funds provided.
- Leveraging of non-ATP funds for ATP eligible expenses on the project or project segment proposed. (0 to 5 points)
- Willingness to use the California Conservation Corps or a qualified community conservation corps (0 to -5 points)
- Applicant's performance on past grants. Applications from agencies with documented poor performance records on past grants may be excluded from competing or may be penalized in scoring. (0 or -10 points)

Key issues considered by project sponsors

- Safety/collision data
- Congestion hot spots
- Capacity needs
- Priorities identified in adopted plans (Bike Plan, Beach Area, UCSC/MST, etc)
- Geographic balance
- Demographics: Population being served
- Number of potential users (ADT, residents with access to facility/likely to use facility)
- Ongoing cost to maintain new/expanded facility
- Level of benefit to the region's transportation system
- Popularity of a program (for TDM)
- Identified needs
- Council, public feedback --- especially for streetscaping, sidewalks, etc
- Timing of other projects (ability to consolidate/piggy back, even if one project might otherwise on it own be constructed several years later)
 - Ex. timed utility upgrades, new development, etc
- Requirements (from LRDP, EIR, development review, mitigation plans, etc)
- Financing, full funding
- Overall goals: Sustainability focus, reducing number of subsidies
- Public input via surveys, committees
- Age of facility/equipment--replacement needs
- Grant eligibility criteria (ID project that fits grant)
- System preservation, PMI

- Ability to complete project/deliverability/full funding
- Address environmental concerns
- Projects that yield greatest GHG emission reductions
- Review of existing program success
- Challenge to prioritize when huge backlog of needs (ex. large number of roads in bad condition)

DATE: February 10, 2015

TO: RTC's Elderly & Disabled Transportation Advisory Committee
FROM: Karena Pushnik, Senior Transportation Planner
RE: Monterey Bay Area Public Participation Plan Update

RECOMMENDATION

Staff recommends that the Elderly & Disabled Transportation Advisory Committee:

Review and provide comments on the draft *2015 Monterey Bay Area Public Participation Plan*.

BACKGROUND

The federally required *Monterey Bay Area Public Participation Plan (PPP)* is a comprehensive document that aims to guide the public participation process for regional planning agencies and local jurisdictions in the tri-county Monterey Bay Region that either receive federal transportation funds or are subject to a federally required action. The Association of Monterey Bay Area Governments (AMBAG), as the federally designated Metropolitan Planning Organization (MPO) for the Monterey Bay Region, prepares and adopts the PPP at least once every four years in coordination with regional agencies and project sponsors. The *Monterey Bay Area Public Participation Plan* was last adopted in April 2011. The PPP emphasizes expanded public participation for all stakeholders, to the greatest extent possible. It also emphasizes the transportation decision making process, including the expanded use of visualization techniques and online marketing strategies in public outreach.

AMBAG is required to utilize the Public Participation Plan as a guide for all public involvement activities conducted by the MPO. Therefore, the PPP contains the procedures, strategies and techniques used by AMBAG, RTC, and other entities for public involvement in programs and projects that utilize federal transportation funds. Development of the PPP includes involvement and collaboration with planners and decision makers from all local jurisdictions within the region. Projects utilizing state and federal funds should include public participation components consistent with the Public Participation Plan.

DISCUSSION

The *2015 Public Participation Plan* will cover a four-year period from 2015-2019 and is being updated to comply with the federal transportation act - Moving in Progress for the 21st Century (MAP-21). The *Draft 2015 Public Participation Plan* is currently being prepared in coordination and consultation with the following partner agencies to help enhance transportation decision making and to create a more inclusive public participation process within the Monterey Bay Region: Santa Cruz County Regional Transportation Commission (SCCRTC), San Benito County Council of Governments (SBtCOG), Transportation Agency for Monterey County (TAMC), Santa Cruz Metropolitan Transit District (SCMTD) and Monterey-Salinas Transit (MST).

In addition to complying with requirements, the PPP is an excellent opportunity to reevaluate outreach and engagement strategies to determine where to get the “best bang for the buck.” Not only is it good public policy, but also many, if not all, funding sources require a level of public engagement. The more the PPP can provide meaningful participation tools, the better competitive position our region will be in to secure funding.

Below are key dates for developing the 2015 Public Participation Plan (*currently at the arrow*):

- **January 15, 2015:** Overview of the Draft 2015 PPP and Timeline at SCCRTC’s ITAC Meeting
- **February 11, 2015:** AMBAG Board of Directors asked to release the Draft 2015 PPP for public comment
- **February 2015:** Announce release of the PPP’s public comment period and seek input from SCCRTC’s Advisory Committee Meetings (Bike, E&D, ITAC)
- **March 11, 2015:** Public Hearing on Draft 2015 PPP at AMBAG’s Board Meeting (anticipated)
- **March 27, 2015:** Close of the public comment period
- **April 8, 2015:** AMBAG Board of Directors scheduled to adopt the Final 2015 PPP

The outline for the PPP is attached ([Attachment 1](#)). At the time of writing this staff report, the full PPP document is being prepared with agenda materials for the February 11 AMBAG. However it is assumed that the AMBAG packet will be available and posted when E&D TAC committee members receive this agenda packet. To view the full document, please log onto the [AMBAG website](#) and search the 2/11/15 packet for the Draft PPP item.

A summary of public outreach activities utilized by the RTC to provide information and solicit public input on the RTC’s plans, programs and projects is attached ([Attachment 2](#)). The RTC’s existing outreach process includes conducting open public meetings and hearings to consider transportation issues with its standing committees and commissioners, opportunity to comment on plans, programs and projects, as well as outreach through the RTC’s websites, social media, new releases and informational materials prepared for public presentations. Public participation activities can provide a feedback loop to projects to inform and vet issues in the project planning and development stages which help mitigate potential issues early on. **The E&D TAC is encouraged to provide feedback on the full Public Participation Plan, the RTC public participation activities, as well as suggest other strategies to engage the community.**

SUMMARY

The Association of Monterey Bay Area Governments (AMBAG) is required by federal regulations to prepare and maintain a public participation plan for the tri-county region, which describes how public participation will be structured for federally-funded transportation plans, programs and projects in the region.

Attachments

1. Draft 2015 Public Participation Plan Outline
2. SCCRTC Public Participation Practices

DRAFT
Monterey Bay 2015 Public Participation Plan (PPP) Update
Outline

I. Introduction

- A. About AMBAG and Coordination with Agency Partners
- B. Purpose & Guiding Principles of PPP
 - o 2015 PPP

II. Regional Roles and Responsibilities

- A. California Department of Transportation (Caltrans District 5)
- B. AMBAG's role and recent major documents that enabled public participation
 - o MTP/SCS, MTIP, OWP
- C. Regional Transportation Planning
 - o AMBAG's partner agencies (RTPAs and Public Transit Operators)
 - o Partner Agency Planning/Outreach Documents (RTP, RTIP, S RTP, etc.)
- D. Local Planning Coordination

III. PPP Requirements

- A. AMBAG's previous PPP and past outreach efforts, current PPP policy
- B. Required and optional activities for outreach
 - o Public Meetings, Workshops, Surveys, etc.
 - o Innovative outreach approaches (mapping, visualization, social media, etc.)

IV. PPP Procedures and Development Process

- A. Preparation of PPP
- B. 7 Guiding Principles of PPP
 - o Goal and Activity for each guiding principle
- C. 2015 PPP
 - a. Major changes from 2011 PPP
 - b. Engagement of Minority, Low-Income, and Limited-English Proficiency (LEP) Populations
 - Tie into 2015 Title VI/LEP Plan

V. Interested Parties and Public Engagement

- A. SB 375 and SCS Public Outreach
- B. Engagement of Minority, Low-Income, and Limited English Proficiency (LEP) Populations
- C. Optional Methods for Public Participation

- a. Deliberative Polling, Public Workshops and Meetings, Community Outreach Events & Strategies, Other Activities
- D. Additional Strategies to Increase Involvement
 - a. Marketing and Visualization Strategies, Coordination Strategies, Feedback and Evaluation Strategies
 - b. Online Accessibility
- E. PPP Evaluation Methods
 - a. Public involvement tools/strategies and how we evaluate each one
 - o What we do to evaluate outreach and how often
 - b. How input is factored into the decision making process
 - o Create PPP Timeline on Adobe Illustrator (use AMBAG's 2040 MTP/SCS Timeline as a model)
- F. Advisory Committees, Commissions, Community Outreach Groups, etc.
- G. PPP Techniques - Online Outreach and Physical Publications

VI. Accountability

- A. Intent of the PPP and Future Actions
 - a. 2015 PPP and Future PPP
 - b. Encouraging Involvement and Continued Engagement
 - c. Monitoring Future Engagement Trends

Appendices

Appendix A: List of Acronyms

Appendix B: Public Participation Practices by Agency

Appendix C: Partner Transportation Agency Contacts

Appendix D: List of Stakeholders and Community Groups

Appendix E: Federal and State Regulations Concerning Interested Parties, Public Involvement and Consultation

Appendix F: PPP Public Comments and Staff Responses

Appendix G: Public Notice for Draft 2015 PPP

Santa Cruz County Regional Transportation Commission (SCCRTC)

Website: www.sccrtc.org Phone: 831 460-3200 Fax: 831 460-3215 E-mail: info@sccrtc.org

Item	Frequency	Web	Email	Mail	Media	Other
SCCRTC Meetings/ <u>Agenda</u> Packets	1-2 times per month, second meeting in a workshop format	Posted 3-6 days prior to meeting	Notification sent to distribution list and interested parties (e-news) when packet posted on web	Packet mailed to Commissioners and major libraries.	Main meeting is televised and rebroadcast on Community TV, media notified by email when packet is posted on web	Meetings are held throughout the County; hard copy of packet available in agency office, major libraries and -some partner agency offices
SCCRTC Actions	As needed for high profile program/project decisions	Press release and/or news feed posted	Notification to interested parties (e-news), if appropriate	None generally	Press release distributed before and /or after key SCCRTC actions (meeting)	Notification included in committee packets as appropriate
SCCRTC Highlights	Following main monthly meeting	Posted day or twos following meeting	Notification sent to all -city councilmembers, transit district board members, media, chambers of commerce and SCCRTC committee members	None	(see email)	--

Public Hearings	As needed for high profile program/project decisions	Notice posted 10 days or more 1-2 weeks prior to hearing, materials posted with packet (at least 4 days prior)	Notification to interested parties (e-news) and those who receive the SCCRTC packets	(see SCCRTC packets)	Press release sent 1-2 weeks in advance, media advisory sent the day before if a public event, paid ads may also be placed as appropriate 1-2 weeks in advance	Notification included in committee packets as appropriate, signs may also be placed on A-frame barricades on major thoroughfares.
Correspondence from the Public	Varies	Entry included in correspondence log posted with packets	If correspondence is received via email, it is acknowledged via email.	None	None	Correspondence addressing specific SCCRTC projects may be included with that item in the SCCRTC meeting packets.
SCCRTC Committees	Every 1-2 months	Packets posted on web	Packets emailed, notification about packet availability emailed to interested parties (e-news)	Packets mailed to committee members that request it, fees may apply per SCCRTC Rules and Regulations	None, unless included in an important recommendation to the SCCRTC	--
Approved SCCRTC plans, documents and/or project	As available (examples would be completed environmental analyses, RTPs,	Plans, documents, info posted on the web	Link to posted document E mailed to interested parties	Documents mailed to major libraries, if public comment is	Press release sent out when document available with information about the public	Hard copies available in RTC offices and public libraries, as appropriate.

information		feasibility analyses, Traffic Monitoring Reports, <u>Regional Transportation Improvement Program (RTIP)</u> , etc.)		(e-news)	solicited	hearing, if one planned	
Social Media		Infrequent, greater use is planned in the future <u>Several times per month</u>	<u>Post Facebook, Twitter, events, and post</u> videos, as available	None	None	None	--
Language Assistance		Alternate formats (Spanish, hearing or sight impaired, etc) as appropriate	New website will be fully accessible for disabled users and have Spanish translation options	Currently limited	Currently limited	Coordinate with Spanish language media, as appropriate.	--

TO: Elderly and Disabled Transportation Advisory Committee

FROM: Grace Blakeslee, Transportation Planner

RE: Committee Member Recruitment

RECOMMENDATION

RTC staff recommends that the Elderly and Disabled Transportation Advisory Committee review the draft materials and distribution for notices to recruit new committee members.

BACKGROUND

The FY 2009-2010 to 2011-2012 Triennial Performance Audit recommends that the RTC enhance recruitment efforts to fill vacant positions on the Elderly & Disabled Transportation Advisory Committee (E&D TAC). At the June 2014 meeting, the E&D TAC discussed strategies to fill vacant positions. The E&D TAC recommended that the RTC staff conduct efforts to recruit new members including contacting agencies representing elderly and disabled agencies not currently on the committee, develop a flyer for posting on paracruz and metro vehicles, at senior centers and assisted living facilities, place ads in local newspapers, submit a press release to media partners, place public service announcement on local radio stations, inform RTC members without representation on the committee to encourage participation from their constituents, and request that partner agencies place a recruitment notice on their websites. E&D TAC also recommended that staff consider introducing a policy to provide travel assistance to committee members who are not agency staff. A policy to provide direct reimbursement for travel expenses incurred by committee members, not staff to agencies, is under consideration.

DISCUSSION

Active recruitment is underway for vacant member and alternate positions representing:

- Vacant positions include Social Service Provider Representing Seniors (County)
- Potential Transit User (Disabled)
- Potential Transit User (60+)
- Private Operators
- 2nd Supervisorial District

E&D TAC Member Recruitment Flyer

RTC staff requests that the E&D TAC review the draft E&D TAC member recruitment flyer (Attachment 1). RTC staff recommends E&D TAC member recruitment flyers are:

- mailed and emailed to elderly and disabled transportation stakeholders, senior centers, senior living facilities, community interest groups, economic justice interest groups, Spanish speaking interest groups as shown in the Unmet Needs Outreach list on page 41 of this packet;
- request that the E&D TAC member recruitment flyers are posted in visible locations;
- distributed at RTC attended events, including Open Streets;
- participate in E&D TAC stakeholder meetings to inform participants of the E&D TAC member opportunity;
- mailed to RTC Commissioners with vacant positions; and,
- posted in Santa Cruz Metro paratransit and transit vehicles.

RTC staff requests that E&D TAC provide input on how to widely distribute the E&D TAC member recruitment flyer.

Newspaper Ads

RTC staff requests that the E&D TAC review the draft E&D TAC member recruitment newspaper ad (Attachment 2). RTC staff recommends that the E&D TAC member recruitment news ad run in English and Spanish monthly from March through June 2015 in the Register Pajaronian, Aptos Times, Scotts Valley Banner and La Ganga.

Public Service Announcements

RTC staff requests that the E&D TAC review the draft E&D TAC member recruitment public service announcement (Attachment 3). RTC staff recommends that the E&D TAC member recruitment public service announcement or paid ad run in English and Spanish and air on at least two radio stations, one being a Spanish speaking station.

Press Release

RTC staff request that E&D TAC review the draft E&D TAC member recruitment press release. RTC staff recommends that the E&D TAC member recruitment press release be distributed in March 2015 to all media partners including newspaper, radio, and TV outlets.

Social Media Outreach

RTC staff recommends that the RTC and partner agency websites post the following:

“Serve your community by becoming a member of the Elderly & Disabled Transportation Advisory Committee. Hosted by the Santa Cruz County Regional

Transportation Commission, the advisory committee is seeking both members and alternates to serve the elderly and disabled communities with specialized transportation needs. Committee members are eligible to receive reimbursement for direct travel expenses associated with travel to and from committee meetings. Visit <http://www.sccrtc.org/edtac-app>"

RTC staff also recommends that RTC post E&D TAC committee member recruitment notices and the RTC website newsfeed and Facebook page monthly from March through June 2015.

RTC staff request that E&D TAC identify additional strategies for disseminating information about E&D TAC member recruitment.

SUMMARY

The FY 2009-2010 to 2011-2012 Triennial Performance Audit recommends that the RTC enhance recruitment efforts to fill vacant positions on the E&D TAC. At the June 2014 meeting, the E&D TAC recommended that the RTC staff conduct efforts to recruit new members. RTC staff recommends that the E&D TAC review the materials and distribution develop for the purposes of recruiting new committee member.

Attachment 1: Draft Flyer
Attachment 2: Draft News Ad

I:\E&DTAC\MEMBERS\Recruitment\2015\SR_recruitment.docx

GET INVOLVED

Join the Elderly and Disabled Transportation Advisory Committee!

Now Accepting Applications

Your participation in the Elderly and Disabled Transportation Advisory Committee (E&D TAC) means you will speak up about the transportation needs of seniors and disabled individuals and focus on supporting transportation services to help seniors and disabled individuals to be independent, involved and connected.

Recent Committee activities include identification of unmet transit needs, creating accessible pedestrian infrastructure and printing a booklet listing all transportation service providers and supporting “safety-net” services.

HOW MEMBERS ARE SELECTED.

RTC will select candidates who are senior and/ or have a disability with a range of transportation needs and reflect a broad representation of people from different geographical locations in Santa Cruz County. All applications will be retained for 2 years from the date submitted for future consideration.

WHAT YOU GIVE AND WHAT YOU GET.

If selected, you will advise the Regional Transportation Commission on transportation policy, planning and funding as part of the Elderly and Disabled Transportation Advisory Committee. You will attend **E&D TAC meetings on the 2nd Tuesday of every other month between 1:30 p.m. and 3:30 p.m.** In order to encourage meeting attendance, committee members are eligible to receive reimbursement for direct travel expenses associated with travel to and from committee meetings.

DO YOU QUALIFY?

- Have a disability OR are a senior (65+)
- Regularly ride transit or paratransit
- Live within Santa Cruz County
- Not an elected official

SUBMIT YOUR APPLICATION

Download the application online at **www.sccrtc.org/edtac-app**. Submit your application via email to **info@sccrtc.org** or mail it to:

**Accessibility Advisory
Committee RTC
1523 Pacific Avenue
Santa Cruz, CA 95062**

Questions? Call (831) 460-3200



Member Openings
**Elderly & Disabled Transportation Advisory
Committee**

- ☐ Speak up about the transportation needs of seniors and disabled individuals
- ☐ Guide and review planning, policy and funding for transportation programs
- ☐ Communicate with public and private agencies, service providers and community members
- ☐ Receive reimbursement for direct travel expenses associated with travel to and from committee meetings.

*For information on membership positions, view the membership application <http://www.sccrtc.org/edtac-app> or contact the
Santa Cruz County Regional Transportation Commission
RTC, 1523 Pacific Ave, Santa Cruz, 95060
www.sccrtc.org, info@sccrtc.org, (831)460-3200*

TO: Elderly and Disabled Transportation Advisory Committee (E&D TAC)
FROM: Grace Blakeslee, Senior Transportation Planner
RE: Committee Chair and Vice Chair Election at the April Meeting

RECOMMENDATIONS

This is for your information only.

BACKGROUND

Below is an excerpt from the RTC/Committee's rules and regulations:

A Chairperson and Vice Chairperson for each Committee shall be elected to serve for a term of one year. The Committee shall elect its officers at the first meeting following the March SCCRTC meeting of every year. The Chairperson shall preside at all meetings of the Committee. The Chairperson shall maintain order and decorum at the meetings, decide all questions of order, and announce the Committee's decisions. The Vice Chairperson shall perform the duties of the Chairperson in his or her absence. In the event both officers are absent from the Committee, the majority of quorum may appoint a presiding officer for that meeting. All officers shall continue in their respective offices until their successors have been elected and have assumed office.

DISCUSSION

At your April 14, 2015 E&D TAC meeting, elections will take place for the E&D TAC chair and vice chair. As noted in the bylaws, the term is one year and elections take place annually on the first meeting following the March RTC meeting which is April 14, 2015.

Members are encouraged to forward nominations, including self nomination, to the RTC staff prior to the April meeting. Chairing the E&D TAC is an excellent opportunity and staff recommends that all members strongly consider deepening their committee experience by taking a turn as chair. The April staff report will include all nominations received. An election will be held, and the chair will begin presiding immediately.