



# SAN JOAQUIN COUNCIL OF GOVERNMENTS

## SOCIAL SERVICES TRANSPORTATION ADVISORY COMMITTEE/INTERAGENCY TRANSIT COMMITTEE

### SJCOG Conference Room

555 E. Weber Avenue, Stockton, CA 95202

**Monday, January 7, 2019**

**3:00 P.M.**

**Teleconference Number: 1-650-479-3208**

**Participant Code: 805 672 442**

**Attention Callers: Please mute the call unless speaking.**

## A G E N D A

1. Call to Order / Introductions / Roll Call
2. Minutes: December 3, 2018
3. Public Comments
4. **STAFF ITEMS FOR SSTAC:**

No Items

5. **STAFF ITEMS FOR ITC:**

**Action:** A. Draft Transit System Performance Objectives for the Cities of Lodi and Manteca for FY 2018/19 – 2020/21 – Niblock

**Discussion:** B. Proposed Modifications to Draft Paper on Potential of Local Transportation Fund Policy Change Regarding Public Transit and Road and Street Claims – Chesley

**Discussion:** C. San Joaquin Regional Integrated Ticketing Study - Cunningham

6. Other Matters of Business

Meeting Adjourned to Monday, February 4, 2019 at 3:00 p.m.

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**PARKING:**

For your convenience, parking is available at the COG Regional Center. There is additional parking available at Public Parking Lot K, located on American Street, just south of Weber Avenue. Additional meter parking is available on Weber Avenue.

# AGENDA ITEM 2



**INTERAGENCY TRANSIT COMMITTEE (ITC) / SOCIAL SERVICES  
TRANSPORTATION ADVISORY MEETING (SSTAC)**

**San Joaquin Council of Governments  
555 E Weber Avenue, Stockton, CA 95202  
Monday, December 3, 2018**

**MINUTES**

**1. Call Meeting to Order/Introductions**

The ITC meeting was called to order at 3:02 p.m. by Michelle Prince. Introductions were made.

**Committee Members Present**

George Lorente	San Joaquin Regional Transit District
Georgia Lantsberger	City of Lodi
Julia Tyack	City of Lodi
Jordan Peterson	San Joaquin Regional Rail Commission
Armando Valerio	Public Health Services
John Andoh	City of Escalon
Joni Bauer	Community Center for the Blind and the Visually Impaired
Juan Portillo	City of Manteca
Ed Lovell	City of Tracy

**Committee Members Not Present**

Wilma Murray	Valley Mountain Regional Center
Michael King	City of Lathrop
James Pease	City of Ripon
Kevin Werner	City of Ripon
Brian Schmidt	San Joaquin Regional Rail Commission
Toan Tran	San Joaquin Regional Transit District
Karl Knodt	San Joaquin Regional Transit District
Robert Balderama	State Council on Development Disabilities
Deborah Gurley	Transit user 60 years or older

**SJCOG Staff Present**

Ryan Niblock	Senior Regional Planner
Rob Cunningham	Senior Regional Planner
Michelle Prince	Assistant Regional Planner
Joel Campos	Assistant Regional Planner
Stephanie Maynard	Administrative Analyst
Melissa Ablang	Administrative Clerk II

**Others Present**

Kelly Mraz	First Five of San Joaquin
Jayne Pramod	City of Tracy

**2. Minutes from September 17, 2018**

It was moved/seconded (Lorente/Bauer) to approve the minutes from September 17, 2018. Motion passed unanimously by voice vote.

**3. Public Comments**

Rob Cunningham introduced, Joel Campos, the new Assistant Regional Planner for SJCOG.

Juan Portillo introduced himself as the new City of Manteca representative.

**4. STAFF ITEMS FOR SSTAC:**

**A. Unmet Transit Needs Public Hearing**

Michelle Prince summarized the unmet transit needs cycle for fiscal year 2019-20. Ms. Prince opened the public hearing and seeing that there were no comments received, she closed the public hearing. Feedback was requested.

Ryan Niblock asked if the transit operators are hearing any unmet transit needs from their riders and/or operators in their jurisdictions.

The members indicated that their public hearings have went well, so they are not aware of any unmet transit needs at this time. However, Juan Portillo stated the City of Manteca received a comment regarding more services for the eastern part of the city, which is a service that is going to be included in the Short-Range Transit Plan.

George Lorente stated he is not aware of any unmet transit needs at this moment. RTD just had an Access Advisory Committee meeting last week and will be having another one on Wednesday, so they will see if there are any unmet transit needs.

Mr. Portillo asked if SJCOG has received any emails from the transit agencies, and Ms. Prince confirmed that she has not received any specific emails or calls relating to unmet transit needs. Although, there has been a spike in online surveys being submitted due to the informational video simplifying unmet transit needs.

Mr. Cunningham stated he attended a public transportation forum in Mountain House, with RTD, ACE and county staff, and there were sixty-nine comments made. About twenty of the comments were geared toward a bus going straight from Mountain House to the Vasco ACE station. There is a follow up meeting this week to discuss some options.

Joni Bauer thanked Michelle Prince for going to the ASC meeting. Ms. Prince stated she enjoyed the crowd.

Kelly Mraz announced that she will be picking up surveys from 211 today.

This item was for information only. No action was needed.

**B. Implementation of Unmet Transit Needs and Performance Data (No Staff Report)**

Rob Cunningham announced that George Lorente has performance data to report on for: (1) Non-Emergency Medical Transportation (NEMT) service; (2) service to Mountain House, Tracy, and Delta College; and (3) weekend service to BART. RTD just kick-started the last two services due to discussions between SJCOG, RTD, Kelly Mraz and Armando Valerio on how to get those up and running and how to encourage more ridership. As for the NEMT service, RTD kick-started that service in April of 2018, which will have more of a track record to disclose; although, it has been a slow start. The group (RTD, Kelly Mraz, Armando Valerio and SJCOG) plan to analyze all three services and present information to the Board in March or April before the next unmet transit needs findings.

George Lorente stated he has numbers for the NEMT service, since the other two services have only been running for about 30 days. However, is happy to provide numbers after about two months of service.

John Andoh asked why the numbers are premature and stated they're just numbers.

Mr. Lorente indicated they just got the request last week and the numbers won't report performance yet, since the service has just begun.

Mr. Andoh suggested RTD share the numbers if there are any to report. The committee understands they are new services, but an idea of what has happened the first month would be beneficial.

As for NEMT performance, Mr. Lorente stated the program currently has a low ridership with two rides in September and one ride in October.

Kelly Mraz stated she was under the impression NEMT started in June and not April.

Mr. Cunningham and Mr. Lorente confirmed that it was probably when the Sacramento/Bay area service started.

Ms. Mraz stated she doesn't believe they have the same start date.

Mr. Cunningham stated the NEMT service doesn't have ongoing costs. There are only costs when riders are utilizing the service. With that being said, SJCOG did invest in the service to get started and get it going more.

Mr. Lorente stated they did outreach to all the clinics and did radio ads, TV ads, online postings on RTD's front page, and social media advertisements.

Ms. Bauer asked what registration submitted means, and Mr. Lorente stated that you have to register for the service to be a rider.

Joel Campos asked if RTD has reached out to the Palo Alto population because a lot of veterans go to Palo Alto for the VA hospital, and Armando Valerio and Kelly Mraz confirmed.

Ms. Mraz indicated it was reported that there were 60 inquiries, 12 registrations and 3 riders during a presentation with Toan Tran.

Mr. Andoh asked if people understand how to use the service because the service seems highly complex when reading the brochure. Stanislaus has a simple brochure. He provided examples and suggested that more outreach be done.

Georgia Lantsberger indicated they have not seen a flyer in Lodi.

The members stated the information isn't easily accessible on the website.

This item was for information only. No action was needed.

## **5. STAFF ITEMS FOR ITC:**

### **A. Intercity and Interregional Transit in San Joaquin County (No Staff Report)**

John Andoh asked SJCOG to consider the limits outside of the Stockton metropolitan area as part of the Local Transportation Fund discussion, because, since the reductions were made in 2009, he has questioned whether the services on the street are for the cities. He suggested demonstrating the value of a service by reporting operating costs of the services, ridership, origins, destinations (if available), the last time a survey was done (to validate the routes are being used), and whether there are duplication of these services by other providers. Lastly, he proposed a Short-Range Transit Plan (SRTP) be in order, so the committee can view because

they haven't seen one since the cuts in 2009.

Mr. Cunningham asked if he's looking for a SRTP that is specific to intercity, and Mr. Andoh confirmed.

Ms. Lantsberger commented that the transit agencies have been asking for that report since September of 2017 and were told it's in the works and still have not seen it.

Mr. Andoh asked if this item can be a continuous discussion, and Mr. Cunningham confirmed.

This item was for discussion only. No action was needed.

**B. Integrated Ticketing Feasibility Study (No Staff Report)**

Rob Cunningham announced that SJCOG re-released a Request for Proposals (RFP) for the Integrated Ticketing Study and refined it to focus on developing a mobile platform for integrating ticketing. Proposals are due Friday, December 7, 2018. He requested volunteers from the transit agencies to have some representation outside of SJCOG.

John Andoh, Juan Portillo, Julia Tyack, and Ed Lovell volunteered. George Lorente indicated that if someone else is needed, he is willing to volunteer.

Ms. Bauer requested that the mobile platform be accessible to people who use screen readings.

Mr. Niblock asked the agencies if they could notify their consultants of the RFP.

Mr. Andoh requested for the link to be sent to the agencies, and Mr. Cunningham stated he would send it.

Mr. Andoh asked if the RFP is comprehensive, and Mr. Cunningham stated they will need to submit a scope of work.

Mr. Cunningham said they had a comprehensive list of firms that it was sent to.

This item was for information only. No action was needed.

**6. Other Matters of Business**

John Andoh asked when the group should be seeing the Transit Systems Performance Measures.

Mr. Niblock said he hasn't heard back from anyone. Therefore, the plan is to aim for January. He will be calling transit agencies in the next couple of weeks.

Ms. Lantsberger asked for an update on the LTF white paper. Mr. Cunningham indicated Andy Chesley wants to bring that back to the committees (including SSTAC/ITC) and Board in January.

**Adjournment**

There being no further business to discuss, the SSTAC/ITC meeting was adjourned at 3:32 p.m. The next meeting will adjourn to Monday, January 7, 2019 at 3:00 p.m.

# AGENDA ITEM **5A**



# AGENDA ITEM **5B**



# AGENDA ITEM **5C**



# STAFF REPORT

**SUBJECT:** San Joaquin Regional Integrated Ticketing Study

**RECOMMENDED ACTION:** Discussion

## SUMMARY:

San Joaquin County has an abundance of transit options available, with seven local and regional providers serving the region. Yet, for journeys that pass through multiple jurisdictions, the process can be confusing for potential travelers. Questions that may arise include: “What transit systems do I need to use to get from point A to point B? Are there any options or trade-offs available (e.g. faster service vs. more frequency)? How much will it cost? Will I need to pay separate fares on each leg of the journey, and carry varying amounts of exact change for this purpose?” After considering the dizzying array of questions, many travelers may give up and choose a different mode of transportation, if one is available to them. Thus, the complexity of the transit system can be a barrier to increasing mobility options for San Joaquin residents.

To address these issues, in FY 2018/19 SJCOG is utilizing the Caltrans Sustainable Communities Planning funds to study the feasibility of Integrated Ticketing among San Joaquin County’s seven local and regional transit providers. The Mission Statement is as follows:

### **Integrated Ticketing Mission Statement:**

For potential transit riders, figuring out the options to get from Point A to Point B and paying for the journey will be just as easy as it is for driving.

To date, SJCOG issued two RFPs for the Integrated Ticketing Feasibility Study but did not receive any responsive proposals. SJCOG staff determined that many firms with the required technical expertise place a greater focus on implementing a proprietary mobile ticketing app (which requires capital investment) rather than engaging in a more intensive, collaborative discussion among transit partners on how best to accomplish the above mission statement.

SJCOG is proposing a new approach to the San Joaquin Regional Integrated Ticketing Study, outlined below:

### **SJCOG Staff-led Study**

SJCOG staff will lead the study as the prime investigator rather than hire a consultant for the study. SJCOG will form a Subcommittee of the ITC to assist in the evaluation. The subcommittee will meet bi-weekly for an estimated timeframe of 2-3 months. Through these

meetings, SJCOG staff and the subcommittee will determine the need to bring out technical experts to assist with any study deliverables, on an as needed basis.

As an example--after developing the Preferred Phased Scope of Services for Integrated Ticketing described below--the group may recommend the issuance of a focused RFP for a technical subconsultant to provide further information on the cost, timeframe, and feasibility of each of the specific tasks identified.

### **Development of a Preferred Phased Scope of Services**

SJCOG and the Subcommittee will develop a preferred phased scope of services to implement Integrated Ticketing in San Joaquin County. Topics to be evaluated include:

- Mobile Ticketing App – Integration of smaller transit operators with existing apps used by regional providers: RTD (Token Transit) and ACE (Masabi). Ideally passengers would be able to access all transit providers within a single “regional” interface on the front end, even if multiple applications are utilized on the back end.
- “One stop shop” customer service approach, e.g. the ability to purchase all necessary fares within a single transaction, and then receive a single ticket that is accepted on all transit vehicles necessary for the journey.
- Evaluation of ticket validation options, including but not limited to: mounted, handheld, Bluetooth, and visual validation. Factors to be considered include capital costs, operating costs, ease of use, and security.
- Trip planning functions directly integrated with ticketing process, providing information such as bus/rail routes needed for the journey, travel time, frequency, cost, bus stop locations, accessibility, etc.
- Standardization/simplification of fares and fare types across the region.
- Discounted transfers to reduce the cost of multi-operator transit trips.

In addition to evaluating each topic above, a preferred phasing approach will also be identified in order to allow the flexibility to move forward with Integrated Ticketing even if limited funding is initially available for implementation. As stated earlier, all approaches will include estimated start up and ongoing costs in order to evaluate financial feasibility.

### **After the Study: Phased Implementation**

Upon completion of the project steps outlined above and achieving consensus among transit operators on the preferred implementation alternative, SJCOG staff will make recommendations on how to fund project implementation and operations. This will include exploring grant opportunities and transit partnerships.

### **RECOMMENDATION:**

SJCOG is seeking volunteers to serve on the Integrated Ticketing Subcommittee.

## **NEXT STEPS:**

SJCOG will coordinate with the subcommittee to set a series of bi-weekly meeting dates starting in early 2019. SJCOG will provide additional background information on the topics to be addressed prior to the first meeting.

*Prepared by: Rob Cunningham, Senior Regional Planner*