

**AGENDA**  
**Tulare County Regional Transit Agency**

**October 18, 2021, 3:00 p.m.**

**Tulare County Human Resources and Development**  
**2500 West Burrel Avenue**  
**Visalia, CA 93291**

NOTE: This meeting will allow Board Members and the public to participate in the meeting via Teleconference, pursuant to Assembly Bill 361, available at:

[https://leginfo.legislature.ca.gov/faces/billNavClient.xhtml?bill\\_id=202120220AB361](https://leginfo.legislature.ca.gov/faces/billNavClient.xhtml?bill_id=202120220AB361)

**Zoom Meeting | Direct Link:** <https://bit.ly/2Zt4BQY>

**Toll Free Call in:** (888) 475-4499 | **Meeting ID:** 744 710 0343 | **Passcode:** 82243742

**Call in only instructions:** Enter your meeting ID followed by #, Enter # for participant ID, Enter the passcode followed by #.

In compliance with the Americans with Disabilities Act and the California Ralph M. Brown Act, if you need special assistance to participate in this meeting, including auxiliary aids, translation requests, or other accommodations, or to be able to access this agenda and documents in the agenda packet, please contact the Tulare County Association of Governments ("TCAG") office at 559-623-0450 at least 3 days prior to the meeting. Any staff reports and supporting materials provided to the Board after the distribution of the agenda packet are available for public inspection at the TCAG office.

- I. CALL TO ORDER, WELCOME, AND ROLL CALL**
- II. PLEDGE OF ALLEGIANCE**
- III. PUBLIC COMMENT**

**NOTICE TO THE PUBLIC**  
**PUBLIC COMMENT PERIOD**

At this time, members of the public may comment on any item of interest to the public and within the subject matter jurisdiction of TCRTA but not appearing on this agenda. Under state law, matters presented under this item cannot be discussed or acted upon by the Board at this time. For items appearing on the agenda, the public is invited to make comments at the time the item comes up for Board consideration. Any person addressing the Board will be limited to a maximum of three (3) minutes so that all interested parties have an opportunity to speak with a total of fifteen (15) minutes allotted for the Public Comment Period. Speakers are requested to state their name(s) and address(es) for the record.

**IV. COMMITTEE REPORTS:**

- a. Technical Advisory Committee

**V. CONSENT CALENDAR ITEMS:**

**Request Approval of the Consent Calendar Action Items V-A through V-B.**

- A. Action: Approve Minutes of September 27, 2021 (Pages 1-3)

**VI. ACTION AND INFORMATION ITEMS:**

- A. Action: Adoption of Resolution: Approve Remote Attendance at Public Meetings Pursuant to State Assembly Bill 361 (Pages 4-8)
- B. Action: Approve Fare Free 4 All Program Expiration Date (Pages 9-11)
- C. Action: Approve Cal-ITP Contactless Fare Payment Demonstration (Pages 12-13)
- D. Action: #whyIrideTC campaign (Pages 14-27)
- E. Discussion: Title VI Program Update (Pages 28-29)

**VII. OTHER BUSINESS:**

- a. Information: Directors Report (Pages 30-37)
- b. Information: Items from Staff
- c. Information: Items from Board Members
- d. Request from Board Members for Future Agenda Items

**VIII. ADJOURN:**

The next scheduled Tulare County Regional Transit Agency (TCRTA) Board meeting will be held on Monday, November 15, 2021 at 3:00 p.m. at the Tulare County Human Resources & Development, 2500 W. Burrel Avenue, Visalia, CA 93291. The Technical Advisory Committee will meet on Monday, November 1, 2021 at 1:00 p.m. at the Tulare County Association of Governments (TCAG), 210 N. Church Street, Suite B, Sequoia Conference Room, Visalia, CA 93291.

**TULARE COUNTY REGIONAL TRANSIT AGENCY**

<b>BOARD OF DIRECTORS</b>	<b>ALTERNATE</b>	<b>AGENCY</b>
Kuldip Thusu	Armando Longoria	City of Dinuba
Steve Garver	Dave Hails	City of Exeter
Greg Gomez – Vice Chair	Tina Hernandez	City of Farmersville
Ramona Caudillo	Hipolito Cerros	City of Lindsay
Monte Reyes	Milt Stowe	City of Porterville
Jose Sigala – Chair	Terry Sayre	City of Tulare
Rudy Mendoza	Florencio Guerra Jr	City of Woodlake
Eddie Valero	Amy Shuklian	County of Tulare

**EX OFFICIO MEMBERS**

Georgina Landecho, CalVans

**TULARE COUNTY REGIONAL TRANSIT AGENCY – TECHNICAL ADVISORY COMMITTEE**

Greg Gomez ..... City of Farmersville  
Monte Reyes ..... City of Porterville  
Jose Sigala ..... City of Tulare  
Kuldip Thusu ..... City of Dinuba  
Eddie Valero ..... County of Tulare

**TCRTA STAFF**

**OFFICE INFORMATION**

Rich Tree, Executive Director

\*The TCTRA is temporarily receiving support from the Tulare County Association of Governments.

TCAG  
210 N. Church Street, Suite B  
Visalia, CA 93291  
Phone: (559) 623-0450  
Fax: (559) 733-6720  
[www.tularecog.org](http://www.tularecog.org)

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**Tulare County Regional Transit Agency**

**Minutes**

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**September 27, 2021, 3:00 p.m.**

**Members Present:** Thusu, Gomez, Caudillo, Reyes, Sigala, Mendoza, Valero  
**Members Absent:** Garver  
**Alternates Present:**  
**Staff Present:** Rich Tree, Jennie Miller, and Elizabeth Forte  
**Counsel Present:**

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**I. CALL TO ORDER:**

Chair Sigala called the meeting to order at 3:02 p.m.

**III. PUBLIC COMMENT:**

Public comments opened at 3:02

Ms. Leslie Caviglia, Visalia City Manager stated that although Visalia would not be participating in the Cal-ITP pilot program since currently the demands for I.T. Staff to update the real-time general transit feed specifications (GTFS-RT) would overload the current available capacity, that there is interest in the project.

Public comments closed at 3:03 p.m.

**IV. COMMITTEE REPORTS:**

a. Technical Advisory Committee

Mr. Tree shared that the combined sub-committees had met earlier in the month to discuss the following items. Members reaffirmed America's Open / Transit Open Board items and continued the Tule River Tribe assistance/MOU since they are awaiting input from County Counsel. Mr. Tree reviewed the office space and needs for TCRTA. Mr. Tree noted that an agreement for Measure R transit projects, and Cal ITP discussions would be discussed later on the meeting agenda. Mr. Tree also introduced Ms. Jennie Miller, new Staff that would be helping TCRTA with some projects.

**V. CONSENT CALENDAR ITEMS:**

**Request Approval of the Consent Calendar Action Items V-A through V-D**

- A. Action: Approve Minutes of August 16, 2021
- B. Action: Ratification of the September 20, 2021 Meeting Cancellation
- C. Action: Approve Agreement with the City of Visalia for FTA Grant Management Services
- D. Action: Approve Memorandum of Understanding with the San Joaquin Joint Powers Authority for the Cross Valley Rail Corridor

Upon motion by Member Valero and seconded by Member Mendoza the Tulare County Regional Transit Agency unanimously approved the Consent Calendar Action Items V-A through V-D.

**VI. ACTION AND INFORMATION ITEMS:**

- A. Action: Approve Measure R Cooperative Agreement with the Tulare County Association of Governments (TCAG)

Mr. Tree discussed the background of the Measure R sales tax measure and stated that in the expenditure plan 50% was for regional transportation projects. Mr. Tree explained that historically local jurisdictions have provided transit services and approved a Measure R cooperative agreement and submitted supplemental agreements to receive transit operations and capital funding. As of August 2020 TCRTA has assumed transit service responsibilities for the Cities of Dinuba, Exeter, Farnersville, Lindsay, Porterville, Tulare, Woodlake and the County of Tulare. Mr. Tree outlined the transit expansion operations funding that was being proposed.

Upon motion by Member Thusu and seconded by Member Valero the Tulare County Regional Transit Agency unanimously approved the Measure R Cooperative Agreement as presented.

- B. Action: Approve Measure R Program Supplement to Cooperative Agreement for Transit Services

Mr. Tree explained the proposed supplement to the agreement for transit services and outlined the transit funds for the Cities of Dinuba and Tulare.

Upon motion by Member Thusu and seconded by Member Valero the Tulare County Regional Transit Agency unanimously approved the Measure R program supplement for transit services as recommended.

- C. Action: Recommend the Purchase of Electric Shuttle Vans for State of Good Repair Projects.

Mr. Tree outlined the State of Good Repair funds that had been received in fiscal year 2021-2022 and stated that during the August 2021 TCRTA meeting the Board approved the SGR project to purchase battery-electric vans to operate the regional on-demand services and that the City of Porterville would perform the project on behalf of TCRTA. Mr. Tree reviewed the two quotes that had been received for the battery-electric vans and recommended the purchase of three GreenPower Motor Company battery-electric shuttle vans.

Upon motion by Member Sigala and seconded by Member Gomez the Tulare County Regional Transit Agency unanimously approved the recommendations as presented.

- D. Discussion: Cal-ITP Contactless Fare Payment Demonstration Project Update

Mr. Tree discussed the continuous work staff had been doing with Cal-ITP in planning the contactless fare project. Mr. Tree stated that updating the real-time general transit feed specifications had been underway so the deployment of the demonstration project could move forward in January 2022.

**VII. OTHER BUSINESS**

- a. Information: Directors Report

Mr. Tree provided an implementation update highlighting work on the Title VI Plan, Paratransit Plan, and MOUs. Mr. Tree discussed the regional planning with assistance from TCAG and outlined the short range transit plan and zero emissions bus rollout plan. Mr. Tree announced that the Fare Free 4 All campaign had been

going well and showed increase in ridership. Mr. Tree provided a review of funding opportunities through FTA and CalSTA. The Tule River Indian Tribe had been in touch with TCRTA County Counsel but no further discussion was had regarding TCRTA membership or a MOU with the Tribe, Mr. Tree stated that he would follow back up with Counsel to get a status update.

b. Information: Items from Staff.

None

c. Information: Items from Board Members.

d. Request from Board Members for Future Agenda Items.

Chair Sigala noted that he was eager to hear back from County Counsel on the outcome of discussion had with the Tule River Tribe about the possibility of working together or joining TCRTA.

Chair Sigala requested that items C and D be presented together and invited all Members present to comment.

Member Gomez shared that recently while traveling he was able to utilize contactless fare on public transit and would like to offer the service to local residents.

Member Reyes asked that follow up be had with Counsel regarding the Tule River Tribe involvement with TCRTA.

Member Valero requested that the Why I Ride campaign materials be distributed to the TCRTA Committee.

## **VIII. ADJOURN**

The meeting adjourned at 4:12 p.m. Chair Sigala confirmed the next scheduled meeting of the Tulare County Regional Transit Agency (TCRTA) Board of Directors will be held on Monday, October 18, 2021 at 3:00 p.m. in the Tulare County Human Resources & Development Office, 2500 W. Burrell Avenue, Visalia, CA 93291.

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# Tulare County Regional Transit Agency

## **AGENDA ITEM VI-A**

**October 18, 2021**

**Prepared by Richard Tree, TCRTA Staff**

### **SUBJECT:**

**Action:** Adoption of Resolution: Approve Remote Attendance at Public Meetings Pursuant to State Assembly Bill 361

### **BACKGROUND:**

In response to the COVID-19 pandemic, the Governor suspended part of the Brown Act concerning the requirements for allowing Governing Board members to remotely participate in Board meetings. The suspended provisions require that (1) Governing Board meeting agendas allowing remote Board Member participation list each of the specific locations from which Board members will be remotely participating, (2) such agendas be posted at each such location, and (3) members of the general public must be allowed to remotely participate in the meeting from each of the listed locations. The suspension was done to promote social distancing and so to help limit the spread of COVID-19.

### **DISCUSSION:**

The Governor's suspension of these Brown Act provisions expired as of September 30 and was replaced by new AB 361, an urgency statute that became effective as of September 30. Under AB 361, Governing Boards can continue to allow remote Board members participation in Brown Act public meetings if several conditions are met:

1. The meeting is held during a declared State of Emergency (Like the Governor's COVID-19 pandemic State of Emergency that's still in effect in California);
2. The Governing Board adopts findings to the effect that allowing remote meeting participation by Governing Board members promotes social distancing, which in turn helps prevent the spread of COVID-19;
3. The Governing Board confirms these conditions continue to be met every 30 days.

### **RECOMMENDATION:**

Approve members to continue to have the option to participate in its governing board meetings remotely through the use of the teleconferencing provisions of AB 361.

### **FISCAL IMPACT:**

None

### **ATTACHMENT:**

1. Resolution approving remote attendance at public meetings as outlined in AB 361.

BEFORE THE  
TULARE COUNTY REGIONAL TRANSIT AGENCY  
COUNTY OF TULARE, STATE OF CALIFORNIA

In the matter of:

APPROVAL OF REMOTE ATTENDANCE	)	
AT BROWN ACT PUBLIC MEETINGS	)	Resolution No. 2021-xxx
PURSUANT TO STATE ASSEMBLY BILL 361	)	

**WHEREAS**, meetings of this Board are governed by the provisions of California’s open meetings law known as the Ralph M. Brown Act, found at Government Code section 54950, *et seq.* (the “Brown Act”); and

**WHEREAS**, for many years the Brown Act has allowed local legislative bodies such as ours to conduct their meetings, at least in part, through the use of teleconferencing for the benefit of the public and the legislative body in connection with any meeting or proceeding authorized by law; and

**WHEREAS**, as a condition of using teleconferencing in part or in whole for meetings of local legislative bodies, the Brown Act requires that such meeting agendas disclose the precise locations from which teleconferencing will occur, that notices and agendas of the teleconferencing meetings be posted at all of those locations, and that all of the locations be freely accessible by members of the general public during the meetings; and

**WHEREAS**, as part of his response to the COVID-19 pandemic, in March 2020 Governor Newsom issued his Executive Order N-29-20 suspending said posting, noticing, and public access conditions for teleconferencing in order to allow local legislative bodies to carry out their important work while promoting social distancing and combatting the spread of COVID-19; and

**WHEREAS**, Executive Order N-29-20 expired on September 30, 2021; and

**WHEREAS**, the newly-enacted AB 361 allows local legislative bodies to continue meeting remotely to the extent possible upon making certain findings; and

**WHEREAS**, a state of emergency, declared by the Governor pursuant to Government Code section 8625, remains in effect in the State of California due to the continued effects of the COVID-19 pandemic; and

**WHEREAS**, this Board wishes to allow its members to continue to have the option to participate in its governing board meetings remotely through the use of the teleconferencing provisions of AB 361.

**NOW, THEREFORE**, the Governing Board of the Tulare County Regional Transit Agency hereby finds and declares the following,

1. The above-listed recitals are adopted as being true and correct.

2. COVID-19 continues to threaten our community. The unique characteristics of public governmental meetings (such as the increased mixing associated with bringing together people from across the community, the need to enable those who are immunocompromised or unvaccinated to be able to safely continue to fully participate in public governmental meetings, and the challenges with fully ascertaining and ensuring compliance with vaccination and other safety recommendations at such meetings), and the continued increased safety protection that social distancing provides is one means by which to reduce the risk of COVID-19 transmission.

3. Relaxing the requirements for remote meeting attendance by Board members through teleconferencing will promote social distancing and allow potential governing board meeting attendees to maintain the privacy of their vaccination status, which will reduce the health and safety risk inherent in personal attendance at public meetings.

4. Based on these findings and pursuant to Government Code section 54953 (e)(1)(A), members of the Board may use teleconferencing for meeting attendance without complying with the provisions of Government Code section 54953 (b)(3), so long as the requirements of AB 361 and this Resolution are met.

5. Pursuant to Government Code section 54953(e)(2), if meetings of this Board allow for remote participation by members through teleconferencing as described above, then all of the following shall apply to such meetings:

- (A) The Board shall give notice of the meeting and post agendas as otherwise required by the Brown Act.
- (B) The Board shall allow members of the public to access the meeting and the agenda shall provide an opportunity for members of the public to address the Board directly pursuant to Government Code section 54954.3. In each instance in which notice of the time of the teleconferenced meeting is otherwise given or the agenda for the meeting is otherwise posted, the Board shall also give notice of the means by which members of the public may access the meeting and offer public comment. The agenda shall identify and include an opportunity for all persons to attend via a call-in option or an internet-based service option. This subparagraph shall not be construed to require the Board to provide a physical location from which the public may attend or comment.
- (C) The Board shall conduct teleconference meetings in a manner that protects the statutory and constitutional rights of the parties and the public appearing before the Board.
- (D) In the event of a disruption which prevents the Board from broadcasting the meeting to members of the public using the call-in option or internet-based service option, or in the event of a disruption within the Board's control which

prevents members of the public from offering public comments using the call-in option or internet-based service option, the Board shall take no further action on items appearing on the meeting agenda until public access to the meeting via the call-in option or internet-based service option is restored. Actions taken on agenda items during a disruption which prevents the Board from broadcasting the meeting may be challenged pursuant to Government Code section 54960.1.

- (E) The Board shall not require public comments to be submitted in advance of the meeting and must provide an opportunity for the public to address the Board and offer comment in real time. This subparagraph shall not be construed to require the Board to provide a physical location from which the public may attend or comment.
- (F) Notwithstanding Government Code section 54953.3, an individual desiring to provide public comment through the use of an internet website, or other online platform, not under the control of the Board, that requires registration to log in to a teleconference may be required to register as required by the third-party internet website or online platform to participate.
- (G)
  - (i) If the Board provides a timed public comment period for each agenda item, then it shall not close the public comment period for the agenda item, or the opportunity to register, pursuant to subparagraph (F), to provide public comment until that timed public comment period has elapsed.
  - (ii) If the Board does not provide a timed public comment period, but takes public comment separately on each agenda item, then it shall allow a reasonable amount of time per agenda item to allow public members the opportunity to provide public comment, including time for members of the public to register pursuant to subparagraph (F), or otherwise be recognized for the purpose of providing public comment.
  - (iii) If the Board provides a timed general public comment period that does not correspond to a specific agenda item, then it shall not close the public comment period or the opportunity to register, pursuant to subparagraph (F), until the timed general public comment period has elapsed.

6. If a state of emergency remains active, then in order to continue to teleconference without compliance with Government Code section 54953 (b)(3), this Board shall, not later than 30 days after teleconferencing for the first time pursuant to this Resolution, and every 30 days thereafter, make the following findings by majority vote:

- (A) The legislative body has reconsidered the circumstances of the state of emergency.

(B) Any of the following circumstances exist:

(i) The state of emergency continues to directly impact the ability of the members to meet safely in person.

(ii) State or local officials continue to impose or recommend measures to promote social distancing.

7. If this Board does not meet within thirty days of this meeting, or any subsequent meeting where these findings are ratified, and a state of emergency pursuant to Government Code section 8625 remains in effect, then the Board will be deemed to have delegated to its Executive Director the authority to call a meeting pursuant to these provisions, provided that official also places on the agenda of that meeting an item calling for the Board to ratify that action and readopt this Resolution.

8. For purposes of this Resolution, a “state of emergency” means a state of emergency proclaimed pursuant to Section 8625 of the California Emergency Services Act found at Article 1 (commencing with § 8550) of Chapter 7 of Division 1 of Title 2 of the Government Code.

The foregoing Resolution was adopted upon motion of Member \_\_\_\_\_, seconded by Member \_\_\_\_\_, at a regular meeting held on the 18th day of October 2021, by the following vote:

AYES:

NOES:

ABSTAIN:

ABSENT

TULARE COUNTY REGIONAL TRANSIT AGENCY

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Jose Sigala  
Chair, TCRTA

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Richard Tree  
Executive Director, TCRTA

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## Tulare County Regional Transit Agency

### **AGENDA ITEM VI-B**

**October 18, 2021**

**Prepared by Richard Tree, TCRTA Staff**

#### **SUBJECT:**

**Action:** Approve Fare Free 4 All Program Expiration Date

#### **BACKGROUND:**

At the Board meeting of March 15, 2021, the Board authorized member agency, County of Tulare, to be the direct recipient of Fiscal Year 2020-2021 Low Carbon Transit Operations Program (LCTOP) funding to expand the 18 and Younger Free Fare Program. The total LCTOP funding for the project is \$355,698. The grant funding would reimburse TCRTA for passenger fares for each trip, while assisting the Agency in meeting the required farebox ratio.

At the Board meeting of May 17, 2021, the Board approved a program modification to include free fares for all fixed route and ADA paratransit passengers, creating the Fare Free 4 All campaign. During that meeting, staff estimated that the LCTOP funding would last for a period of eight months, starting July 1, 2021, through February 2022.

#### **DISCUSSION:**

The Transportation Development Act (TDA) of 1971 originated as an effort to modernize and expand public transit in California with dedicated revenue sources, while also holding individual transit agencies accountable for their public expenditures by setting specific performance requirements.

The most notable of these was the farebox ratio recovery requirement, which require urban transit providers to achieve a 20% minimum farebox recovery and rural transit providers to achieve a 10% minimum farebox recovery. Failure to meet the minimum farebox recovery would require the transit operator to make up the difference with local money.

On July 16, 2021, the Governor approved Assembly Bill No. 149, in response to the COVID-19 pandemic and declining transit ridership, exempting transit agencies from penalties, as a result of failing to meet farebox ratios, for fiscal years 2019-20 through 2021-22. Additionally, the bill also exempts farebox ratios and eligibility standards until 2026 if the transit operator expends the same amount for transit operations as they did in fiscal year 2018-19. Therefore, most transit agencies stopped collecting passenger fares to encourage the use of public transportation.

Additionally, federal and state operating grants have local match requirements. For example, urban transit service has an operating local match requirement of 50% of the net project cost. Rural transit service has a slightly less operating local match requirement of 47.77% of the net project cost. Net operating cost is the total operating expense less passenger fare revenues.

Sources of local match must be provided from a nonfederal source, such as local transportation funds (LTF), state transit assistance funds (STAF), local sales tax measures (Measure R), and net-income generated from advertising and concessions.

As of October 2021, the Fare Free 4 All program has been considered a successful ridership recovery campaign, in which ridership across TCRTA properties have increased 39%. Based on an average \$1.61 passenger fare recovery, 68.37% of the grant funding has been expended. Staff is now estimating that the remaining grant funds for the program will be expended by the end of November 2021.

TCRTA Fare Free 4 All ridership account for 40% of the total ridership, while the County of Tulare and City of Porterville account for 60%. Based on a 40% TCRTA ridership, staff estimates that TCRTA passenger revenues would be approximately \$142,000 of the \$355,698 grant funding.

**RECOMMENDATION:**

That the Tulare County Regional Transit Agency Board approve the Fare Free 4 All Program expiration date of December 31, 2021.

**FISCAL IMPACT:**

Extending the Fare Free 4 All program through the end of the calendar year would cost approximately \$32,000 in lost passenger revenues. Due to AB 159, there is no financial penalty for not meeting the required farebox recovery ratio.

**ATTACHMENT:**

1. Fare Free 4 All Program Summary

**LCTOP Free Rides Campaign**

	TCaT*		DART		TIME		WOODLAKE		P-VILLE		RIDERSHIP
	Fixed Fare	DAR Fare									
	\$ 2.00	\$ 3.00	\$ 1.50	\$ 1.50	\$ 1.50	\$ 0.75	\$ 1.00	\$ 0.25	\$ 1.50	\$ 2.50	
Jul-21	10,289	184	2,596	425	15,271	494	-	262	12,846	271	42,638
Aug-21	13,064	174	3,494	256	18,424	543	-	673	16,472	410	53,510
Sep-21	13,427	159	3,676	208	17,984	544	-	706	17,655	335	54,694
Oct-21											
Nov-21											
Dec-21											
Ridership	36,780	517	9,766	889	51,679	1,581	-	1,641	46,973	1,016	150,842
Amount Payout	\$ 73,560	\$ 1,551	\$ 14,649	\$ 1,334	\$ 77,519	\$ 1,186	\$ -	\$ 410	\$ 70,460	\$ 2,540	\$ 243,208

\*TCaT ridership includes Lindsays passenger count.

Grant Revenue	\$ 355,698
Expense	\$ 243,208
Balance	\$ 112,491

39% Increase in ridership

Months until funds deplete	1.5
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**Fixed and DAR Ridership**

Agency	6/30/2021	9/30/2021
Dinuba	2,717	3,884
Lindsay	81	113
Porterville	12,870	17,990
Tulare City	13,080	18,528
County	9888	13,473
Woodlake	589	706
<b>Total</b>	<b>39,225</b>	<b>54,694</b>

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## Tulare County Regional Transit Agency

### **AGENDA ITEM VI-C**

**October 18, 2021**

**Prepared by Richard Tree, TCRTA Staff**

#### **SUBJECT:**

**Action:** Approve Cal-ITP Contactless Fare Payment Demonstration

#### **BACKGROUND:**

At the Board meeting of March 15, 2021, the Board authorized the Executive Director to execute a non-binding agreement between the TCRTA and Cal-ITP, in which the TCRTA agrees to begin updating its trip planning information system to Real-Time General Transit Feed Specification (GTFS-RT) and upgrading its fare system to allow for acceptance of EMV contactless payments.

Cal-ITP agreed to provide technical assistance to support a successful implementation for both GTFS-RT and EMV contactless payments. Cal-ITP also established a procurement mechanism so that the TCRTA can procure the necessary components for enabling EMV contactless payments through cooperative purchases in the Cal-ITP Mobility Marketplace.

On April 14, 2021, TCRTA member agencies met with Cal-ITP staff to begin pursuing compliance with the GTFS guidelines. TCAG has been assisting TCRTA and Visalia Transit to ensure the GTFS feeds are up to date, accurate, and compliant.

In September 2021, TCAG submitted TCRTA's GTFS feed to Cal-ITP for validation. Once the TCRTA GTFS file has been validated, staff will begin testing the feed on each fixed route for real-time accuracy.

On October 4, 2021, the Technical Advisory Committee met with Cal-ITP to discuss the project timeline, merchant service agreements, and required equipment to participate in the demonstration project.

#### **DISCUSSION:**

The Contactless Fare Payment Demonstration aligns with the Agency's 10 Steps to Renew Ridership strategy, in which this project provides modern fare payment capabilities. The demonstration period will be for six months and projected to be operational in early 2022.

To move forward with the Contactless Fare Payment Demonstration, Cal-ITP requests a formal approval to participate. This will allow the Cal-ITP to secure project partners, draft agreements, and begin ordering payment validators.

TCRTA's responsibility will require the Agency to purchase cellular routers for the Dinuba fleet and tablets for each of the 80 vehicles.

**RECOMMENDATION:**

That the Tulare County Regional Transit Agency Board approve the participation in the Cal-ITP Contactless Fare Payment Demonstration and authorize staff to work with Cal-ITP in drafting Agreements, obtain quotes on required hardware, draft TCRTA Fare Policies, and secure local funding needed for the demonstration project.

**FISCAL IMPACT:**

The fiscal year 2021-2022 Operating Budget did not include funding for the demonstration project. Additional funding will be required to purchase in-bus equipment for the demonstration project.

**ATTACHMENT:**

None

# Tulare County Regional Transit Agency

## **AGENDA ITEM VI-D**

**October 18, 2021**

**Prepared by Richard Tree, TCRTA Staff**

### **SUBJECT:**

**Action:** Approve #whyIrideTC Campaign

### **BACKGROUND:**

The #whyIrideTC social media campaign was developed by Director Valero to encourage Tulare County residents to ride public transportation; and share their experience and why they ride with the community.

On October 4, 2021, the Technical Advisory Committee approved the #whyIrideTC social media campaign and requested that it be brought to the Board for approval.

### **DISCUSSION:**

Recent survey's have indicated that 84% of people with access to the internet use social media. Although social media marketing seems straightforward, it's an incredibly sophisticated marketing discipline. In this day and age, social media advertising is a valuable tool, but it is by no means guaranteed.

One of the most important ways a social media marketing campaign will be impactful is by having a social media marketing agency develop a proper campaign structure tailored to our Agency. Social media marketing experts know how to maximize a budget to accomplish a goal because they understand the ins-and-outs of the various social media platforms.

Staff requested a proposal from Rethought Reborn Media, a local marketing company with transit experience, for social media marketing services to assist the Agency with the #whyIrideTC campaign.

The attached Rethought Reborn Media's turnkey proposal includes setting up TCRTA social media pages, ongoing management of the social media platforms, professional photography of each Director, and two months of campaign management.

To enhance the #whyIrideTC social media campaign, staff recommends purchasing gift cards that will be randomly distributed to Tulare County residents who participate in the campaign.

### **RECOMMENDATION:**

That the Tulare County Regional Transit Agency Board:

1. Authorize the Executive Director to enter into an agreement with Rethought Reborn Media for social media marketing services at a total cost of \$2,900; and
2. Authorize staff to purchase \$10 gift cards at a cost not to exceed \$2,100.

**FISCAL IMPACT:**

The #whyIride campaign will be paid by transit operations funding that have been budgeted for this fiscal year.

**ATTACHMENT:**

1. Rethought Reborn Media Proposal

Project proposal: Social Media Management

Client: TCRTA

Delivered on: 10/01/21

Submitted by: Jenna Salazar





# WHY RETHOUGHT REBORN MEDIA?

We here at Rethought Reborn Media combine business, marketing, communications, and design thinking to develop meaningful, differentiated, and authentic brands for organizations big and small. We don't just come up with what's cool; we craft the message that tells your story. We've seen firsthand how the power of brand can elevate a company from a commodity to a valued partner and how it can motivate employees and customers alike to become full-fledged fans. We develop the tools and show you how to use them. The rest is up to you.

# SCOPE OF SERVICES

## Social Media

The first step involves our team setting up social media pages on Facebook and Instagram on behalf of Tulare County Regional Transit Agency (TCRTA). These will be the primary platforms utilized for growing and sustaining engagement with riders, local businesses, government entities, and community at large throughout Tulare County. Through these, we can incorporate TikTok, YouTube, etc. as applicable.

Ongoing management of social media pages on behalf of TCRTA will be focused on growing followers, community engagement and real-time interaction with post activities. *2 posts per week (minimum)*. Additionally, TCRTA pages will share participating agency posts, announce upcoming events, etc. as directed by TCRTA.

## Photography

Professional photo shoot of TCRTA Board member, staff, or designee, etc. at each of the (5) agencies in the TCRTA network: Porterville (PT), Tulare (TIME), Dinuba (DART), Woodlake and Tulare County (TCaT). Photographer will use professional camera setup as well as mobile phone so there is a good mix of images on multiple platforms for ease of use while allowing for quality edits for key campaign posts. Estimating (5) key images per location.

## Content

Proposed images for each location:

- Supervisor (or designee) holding blank sign (masked & unmasked)
- Supervisor (or designee) action shot (masked & unmasked)
- Bus and/or transit center for general use

Supervisors holding blank signs can be used for #ILoveTransit, Fare Free 4 All and other campaigns in the future. *Action shots can be used as needed for filler posts so stock images can be phased out.*

## Campaigns

**#WhyIRideTC (2 months: Nov-Dec)** This campaign includes promotion including multiple giveaways

- “Like, comment, tag a friend, share” - growing community awareness and following
- Posts to receive the highest number of likes - encouraging active engagement with brand/service

**#FareFree4All (until program ends)**

**#ILoveTransit (ongoing)** This campaign is ongoing and can be emphasized in future promotions

# TIMEFRAME

Social Media Page Creation	10/13/21
Social Media Management	10/13/21 - 1/13/21*
Photography Mini-Shoot	10/25/21 - 10/26/21
Social Media Campaign: #WhyIRideTC (promotions)	11/1/21 - 12/31/21
Add'l Social Media Campaigns: #FareFree4All #ILoveTransit	Ongoing

*\*Or until TCRTA assigns another designee to assume these duties.*

# Your Investment

Description	Price	Qty	Subtotal
<b>Social Media Setup</b> Facebook, Instagram, incorporating existing branding	\$250	1	\$250
<b>Social Media Management, Monthly</b> Oct. 13, 2021 - Jan. 13, 2022* Perform duties as outlined in scope of service, including content generation and curation as well as promotion management with an emphasis on growing community awareness and engagement	\$650	3	\$1,950
<b>Photography Mini-Shoot</b> Multiple digital platforms, (5) locations, approx. (5) images per location. Licensing includes use by TCRTA & Rethought Reborn Media for social media	\$700	1	\$700
<b>Total</b>			<b>\$2,900</b>

\*Or until TCRTA assigns another designee to assume these duties.

# MIGHTY 190

## PROJECT GOALS

The Mighty 190 project is a collaboration between the City of Porterville, Tulare County, Sequoia National Forest, Giant Sequoia National Monument, Porterville Chamber of Commerce, Tule River Tribal Council, and other community organizations throughout the county. The goal is to promote the areas along the Highway 190 (the Mighty 190) corridor, including Porterville, Springville, Success Lake, Eagle Mountain Casino, Pierpoint, Camp Nelson, Ponderosa, Balch Park, Sequoia National Forest, Giant Sequoia National Monument, and everything/everywhere in between.

## OUR SOLUTION

Rethought Reborn Media created a robust branding package to communicate the narrative to the target market, including:

- Full branding & identity package, including logo, photography coordination with local photographers, student interns and professional marketing photographers
- Website: [themighty190.com](http://themighty190.com), including content curation, design and ongoing management
- Social media (Facebook & Instagram), including content curation and ongoing management



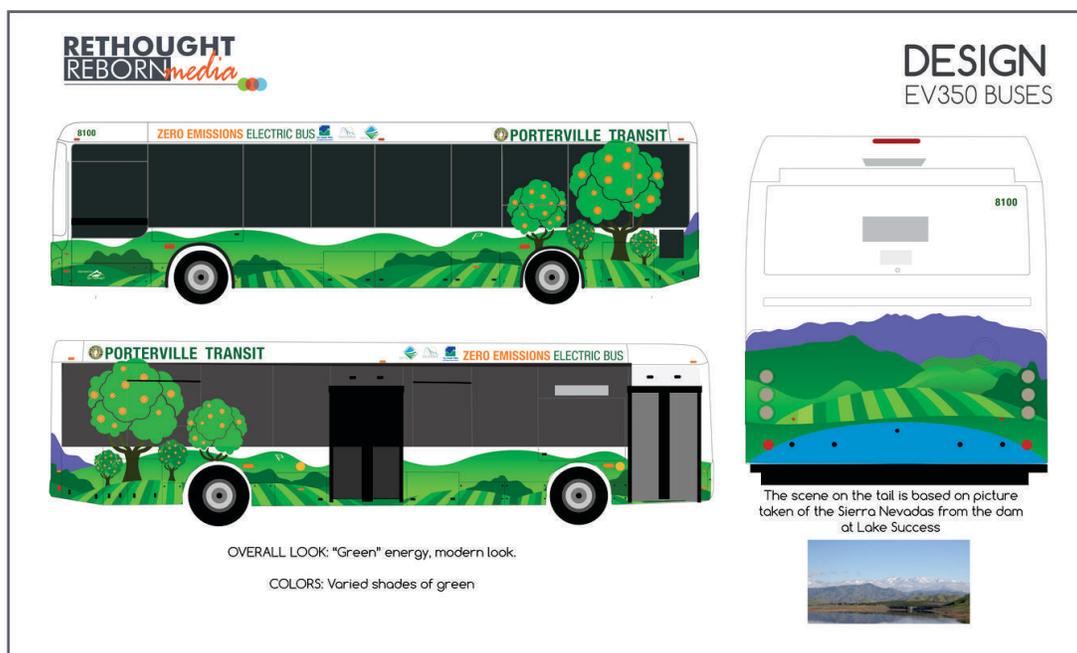
# PORTERVILLE TRANSIT

## PROJECT GOALS - ZERO EMISSION FLEET

When Porterville Transit acquired the zero emission electric buses, they wanted a fresh, “green” concept design for the new fleet.

## OUR SOLUTION

Rethought Reborn Media created a fleet wrap design encompassing elements of the City of Porterville city seal, community-specific landmarks, agriculture industry, and proximity to the Sierra Nevada mountains.



## PROJECT GOALS - TRANSPORT ON-DEMAND SERVICE

Porterville Transit's newest service, transPORT, was to have a modern, corporate transportation vibe.

## OUR SOLUTION

Rethought Reborn Media created a fleet wrap design encompassing elements of the City of Porterville seal, Porterville Transit system map.

**designs** [TRANSPORT]

concept 1

This design features a Porterville Transit service area map in muted blue in the background.

**RETHOUGHT**  
**REBORN**media

559.783.9545  
www.transit-advertising.com

# PORTERVILLE CHAMBER OF COMMERCE

## PROJECT GOALS

The Porterville Chamber of Commerce wanted to undergo a rebrand showing a modern, vibrant approach to serving the local businesses and community at large.

## OUR SOLUTION

Rethought Reborn Media created branding package to communicate the narrative to the target market, maintaining community-specific symbolism through shapes and colors. Full branding & identity package including logo variations, business cards, social media graphics, branded QR code, printed collateral.

**RETHOUGHT REBORN**media

BRAND GUIDE  
for Porterville Chamber of Commerce

font pairings

palette

CMYK	Color	CMYK	Color	CMYK	Color
#588ECA	Blue	#69BESD	Green	#F48134	Orange
#5087CE	Blue	#4CC031	Green	#FF8004	Orange

RGB	Color	RGB	Color	RGB	Color
#717A73	Grey	#595F5A	Black	#EE4177	Pink
#6F7A71	Grey	#505751	Black	#FF0066	Pink

font pairings

**TITLE PAIRING** Tw Cen MT Condensed  
Tw Cen MT Extra Bold Condensed  
Paragraph text Futura Bk BT

logo shapes

PORTERVILLE CHAMBER

PORTERVILLE CHAMBER

PORTERVILLE CHAMBER

PORTERVILLE CHAMBER

PORTERVILLE CHAMBER

PORTERVILLE CHAMBER

# OTHER BRANDING PROJECTS

- Kings Area Rural Transit (KART)
- Branding & identity refresh
  - Fleet design



- Staff-Worthy
- Branding & identity
  - Vehicle wrap design



- City of Porterville, Field Services
- Vehicle wrap design for Water Conservation enforcement ("Bubbles")



- Porterville Library
- Branding & identity refresh
  - Mobile Library design





# NEXT STEPS

1. If you have any questions at all, please let us know. We're happy to clarify any points and there may be some items we can sort out together. We're committed to finding the best way to work together.
2. Once you feel confident about everything and are ready to move forward, please sign below to make the acceptance official.
3. Once we receive a copy of your acceptance, we'll contact you shortly to sort out the next steps and get the project rolling.
4. If you'd like to speak to me by phone, don't hesitate to call me at (559) 783-9545 ext. 101 or (540) 454-9533 mobile.

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Jenna Salazar

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Rich Tree  
Tulare County Regional Transit Agency

# Tulare County Regional Transit Agency

## **AGENDA ITEM VI-E**

**October 18, 2021**

**Prepared by Richard Tree, TCRTA Staff**

### **SUBJECT:**

**Discussion:** Title VI Program Update

### **BACKGROUND:**

Executive Order 12898, "Federal Actions to Address Environmental Justice in Minority Populations and Low-Income Populations," was signed by President Clinton on February 11, 1994. The Presidential memorandum accompanying EO 12898 identified Title VI of the Civil Rights Act of 1964 as one of several Federal laws that should be applied "to prevent minority communities and low-income communities from being subject to disproportionately high and adverse environmental effects."

According to the U.S. Department of Justice, "...the core tenet of environmental justice – that development and urban renewal benefiting a community as a whole not be unjustifiably purchased through the disproportionate allocation of its adverse environment and health burdens on the community's minority – flows directly from the underlying principle of the Title VI itself."

Title VI prohibits discrimination by recipients of Federal financial assistance on the basis of race, color, and national origin, including the denial of meaningful access for limited English proficient (LEP) persons. Under DOT's Title VI regulations, recipients of Federal financial assistance are prohibited from, among other things, using "criteria or methods of administering its program which have the effect of subjecting individuals to discrimination based on their race, color, or national origin."

In accordance with 49 CFR Section 21.7(a), every application for financial assistance from the Federal Transit Administration must be accompanied by an assurance that the applicant will carry out the program in compliance with DOT's Title VI regulations. First-time applicants, such as TCRTA, must submit a Title VI Program that is compliant with FTA Circular 4702.1B: Title VI Requirements and Guidelines for Federal Transit Administration Recipients.

### **DISCUSSION:**

The Tulare County Association of Governments (TCAG) has drafted the TCRTA Title VI Program to comply with Title VI of the Civil Rights Act of 1964, including provisions detailed in the FTA's Circular 4702.1B. The TCRTA Title VI Program includes the following sections:

1. Introduction to Tulare County Regional Transit Agency
2. TCRTA's Title VI Notice to the Public
3. Title VI Complaint Procedures
4. Public Participation Plan
5. Limited English Proficiency Plan (LEP)

6. Minority Representation on Non-Elected Transit Advisory Council
7. TCRTA Determination of Site or Location of Facilities
8. TCRTA System-wide Standards & Policies
9. Board Resolution

TCRTA Title VI Program Highlights:

- TCRTA's Title VI Notice to the Public will be posted on every vehicle, transit facility, and website.
- Title VI Complaint Procedures and forms will be posted on the TCRTA website.
- Minority populations comprise over 78% of the population within the TCRTA service area.
  - Hispanics are the largest minority, with nearly 67%
  - Asians comprise the next largest minority group at 3.6%
- TCRTA Public Participation Plan includes:
  - Encourage broad comment and input, including complaints, on any proposed fare changes, service changes, and any transit policies.
  - Public participation will be considered at the earliest stages of any TCRTA decision that may impact riders and potential riders.
  - Public meetings will be held in locations accessible to transit riders.
- TCRTA Language Assistance Plan:
  - Public meetings will be advertised in both English and Spanish.
  - Spanish interpretation or translation at public meetings will be provided.
  - TCRTA service information will be available in English and Spanish.
  - TCRTA staff will be bilingual at all transit facilities.
  - TCRTA staff will be trained on Title VI procedures and LEP responsibilities
- TCRTA System-wide Standards & Policies:
  - Vehicle loads
  - Vehicle assignments
  - On-time performance
  - Service Standards
  - Bus stop amenities

A requirement of the FTA's Circular 4702.1B is that the Title VI Program be approved by the TCRTA Board; and provide a Title VI Program Update every 3 years. Staff is reviewing the draft Title VI Program and will be presenting the Title VI Program at a future meeting for approval.

**RECOMMENDATION:**

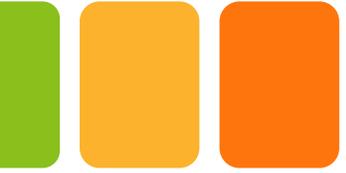
None

**FISCAL IMPACT:**

None

**ATTACHMENT:**

None



# Director's Report

October 2021





# Implementation Update

- TCRTA is now FTA Grantee # 7405
  - National Transit Data (In Process)
  - Title VI Plan (Staff Review)
  - Paratransit Plan (In Process)





# Implementation Update

- Third-Party Contractor (Joint RFP)
  - Next TAC





# Regional Planning

- TCAG Assistance
  - Short Range Transit Plan (Full)
  - Branding & Marketing

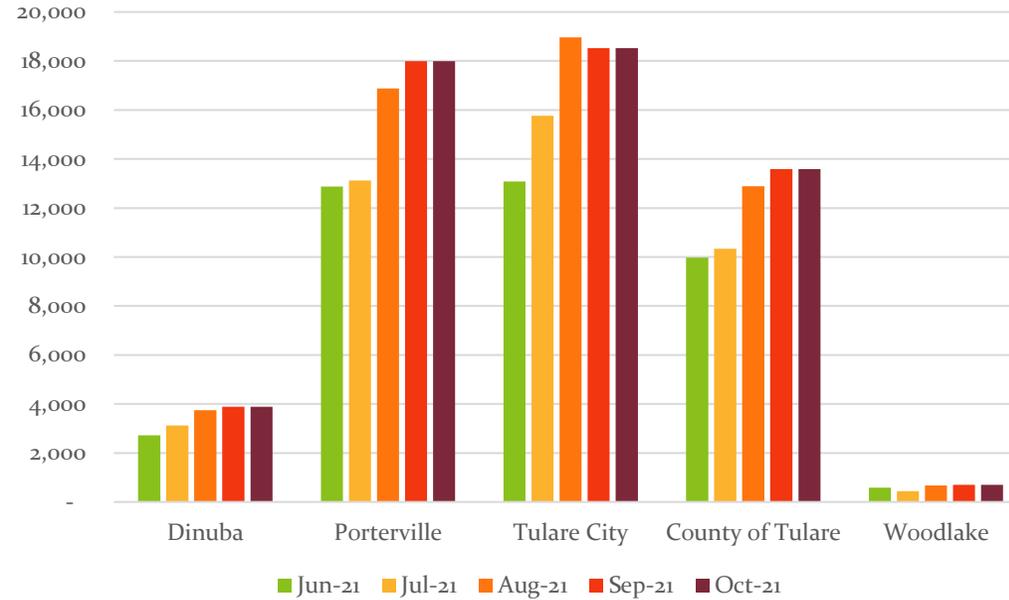


# Fare Free 4 All

**FARE FREE 4 ALL**  
TCRТА  
Ride for free - all day, every day!

beginning  
**JULY 1, 2021**

**FREE RIDES** on TCaT, TIME, Dinuba Transit, Porterville Transit and Woodlake Transit all day, every day during regular service hours.





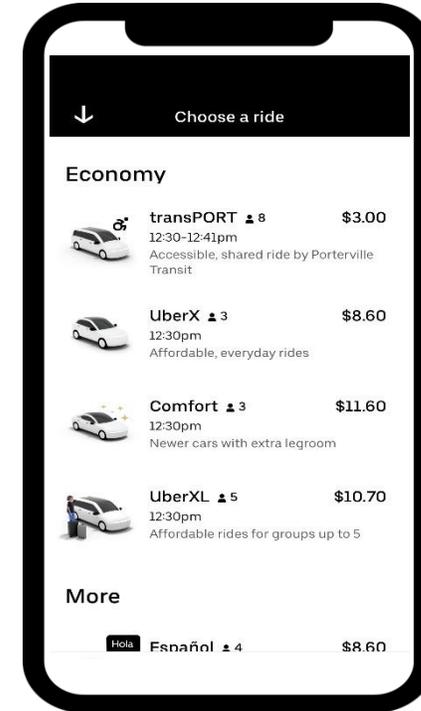
# Funding Opportunities

- FTA - \$2.2 Billion for Pandemic-Associated Needs
- FTA - \$410 Million for Buses and Bus Facilities Program
- CalSTA - \$1 Billion Transit & Intercity Rail Program



# On Demand Update

- Expansion of Porterville Service
  - Lindsay
  - Woodlake
  - Exeter
  - Farmersville
  - Dinuba
- Uber App
- Mix of electric shuttle vans and minivans





Now available  
on Uber



Uber

In collaboration with transPORT

Now available  
on Uber

