

TULARE COUNTY REGIONAL TRANSIT AGENCY (TCRTA) TECHNICAL ADVISORY COMMITTEE

February 7, 2022, 3:00-4:30 P.M.

**Tulare County Association of Governments
210 N. Church St. Suite B
Visalia, CA 93291
(559) 623-0450**

NOTE: This meeting will allow Board Members and the public to participate in the meeting via Teleconference, pursuant to Assembly Bill 361 at https://leginfo.legislature.ca.gov/faces/billNavClient.xhtml?bill_id=202120220AB361.

Zoom Meeting | Direct Link: [Zoom Link](#)

Toll Free Call in: (888) 475-4499 | **Meeting ID:** 860 8877 5988 | **Passcode:** 920816

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.

If information is needed in another language, contact (559) 623-0450.

Si se necesita esta información en español, llame (559) 623-0450.

Kung ang kailangang impormasyon ay sa Tagalog, tawagan ang (559) 623-0450

NOTICE TO THE PUBLIC **PUBLIC COMMENT PERIOD**

During public comment period, members of the public may comment on any item of interest to the public and within the subject matter jurisdiction of TCRTA Subcommittees 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.

TULARE COUNTY REGIONAL TRANSIT AGENCY TECHNICAL ADVISORY COMMITTEE (TAC)

I. CALL TO ORDER, WELCOME, AND ROLL CALL

II. PUBLIC COMMENTS

III. TAC CONSENT ITEMS

1. ACTION: Approve the January 3, 2022, Meeting Minutes (Pages 01-04)

IV. TAC ACTION/DISCUSSION ITEMS:

1. DISCUSSION: California Integrated Travel Project Update (Pages 05)
2. DISCUSSION: Regional Fare System Project Update (Pages 07)
3. DISCUSSION: Branding and Communications Plan Update (Pages 09)
4. DISCUSSION: Request for Proposals for Transit Operations Update (Pages 11)

IIV. ADJOURN

The next scheduled meeting of the Tulare County Regional Transit Agency (TCRTA) Subcommittees will be held on Monday, March 7, 2022, at 3:00 p.m. at the Tulare County Association of Governments, via Zoom 210 N. Church St. Suite B, Visalia, CA 93291.



TULARE COUNTY REGIONAL TRANSIT AGENCY

TECHNICAL ADVISORY COMMITTEE

Greg Gomez
Eddie Valero
Jose Sigala

Monte Reyes
Kuldip Thusu

TCRTA STAFF

Rich Tree, Executive Director

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

OFFICE INFORMATION



Tulare County Association of Governments

210 N. Church Street, Suite B

Visalia, CA 93291

Phone: (559) 623-0450

Fax: (559) 733-6720

www.tularecog.org

This page intentionally left blank.

TULARE COUNTY REGIONAL TRANSIT AGENCY (TCRTA) TECHNICAL ADVISORY COMMITTEE MINUTES

January 3, 2021, 1:00-3:00 P.M.

**Tulare County Association of Governments
210 N. Church St. Suite B
Visalia, CA 93291
(559) 623-0450**

Any staff reports and supporting materials provided to the Board at Board meetings are available for public inspection at the TCAG office.

**If information is needed in another language, contact (559) 623-0450 / tcaginfo@tularecag.ca.gov.
Si se necesita esta información en español, llame (559) 623-0450/ tcaginfo@tularecag.ca.gov.
Kung ang kailangang impormasyon ay sa Tagalog, tawagan ang (559) 623-0450 / tcaginfo@tularecag.ca.gov.**

NOTICE TO THE PUBLIC **PUBLIC COMMENT PERIOD**

During public comment period, members of the public may comment on any item of interest to the public and within the subject matter jurisdiction of TCRTA Subcommittees 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.

TULARE COUNTY REGIONAL TRANSIT AGENCY TECHNICAL ADVISORY COMMITTEE (TAC) MINUTES

- I. CALL TO ORDER, WELCOME, AND ROLL CALL 1:00pm**
- II. PUBLIC COMMENTS**

Public comments opened and closed at 1:01pm. No public comments were heard.

III. TAC CONSENT ITEMS

1. ACTION: Approve the December 13, 2021 Meeting Minutes

Upon motion by Member Thusu and second by Member Sigala, the minutes were unanimously approved by members present.

IV. TAC ACTION/DISCUSSION ITEMS:

1. ACTION: Approve Draft TCRTA and TAC Meeting Schedule

Mr. Tree discussed that to accommodate Directors who also serve on Tulare County Association of Governments (TCAG) or Tulare County Transportation Authority (TCTA) Boards, the TCRTA had generally scheduled its Technical Advisory Committee meeting on the first Monday at 3:00 pm and the Board Meeting on the third Monday at 3:00 pm of each month and would change dates due to conflicting holidays.

Upon motion by Member Gomez and second by Member Thusu, the item was unanimously approved.

2. ACTION: Approve Draft Fare Model

Mr. Tree discussed the transit industry had debated the advantages and disadvantages of the flat versus distance-based and zone-based fare models, and it is argued that distance-based is beneficial because it can enable generation of higher revenues associated with serving longer trips and/or providing premium service. Mr. Tree also stated that the industry had leaned toward flat-fare schemes with market-based elements. The following is a list of distance-based fare models typical in the transit industry. Mr. Tree explained the differences of the following models: Distance-based – fare is charged based on the distance traveled, Zone-based – fare is charged based on the number of geographical “zones” traveled, Flat Fare – a constant fare is charged regardless of distance traveled.

Upon motion by Member Thusu and second by Member Valero, the item was unanimously approved.

3. ACTION: Approve Draft Fare Changes

Mr. Tree stated that since TCRTA does not currently meet the threshold of operating 50 or more fixed route vehicles in peak service, 27 TCRTA vehicles, and is not located in an urbanized area of 200,000 or more in population, TCRTA is only required to set system-wide standards and policies in its Title VI Plan and these system-wide requirements state the general prohibition of discrimination on the grounds of race, color, or national origin and additionally, TCRTA shall include the public participation when considering service, fare changes and other recommendations from the committee.

Upon motion by Member Thusu and second by Member Gomez, the item was unanimously approved.

4. ACTION: Approve Draft Service Changes

Mr. Tree stated that TCRTA would introduce innovative mobility and improve efficiencies of the transit system, staff is proposing the following service changes: Interchange local fixed routes with on-demand service in the City of Dinuba, interchange the local flex route with on-demand service in the City of Lindsay, create uniformity in the local fixed route schedule across the TCRTA system, create uniformity in the ADA paratransit schedule across the TCRTA system. ADA regulations require that ADA paratransit operate on the same days and hours of the local fixed route system, create uniformity in the On-Demand schedule across the TCRTA system. On-Demand service is being planned to expand to all member agencies starting next fiscal year. Mr. Tree stated that it is staff recommendation to approve the draft services; and authorize staff to propose service changes to member agencies.

Upon motion by Member Reyes and second by Member Valero, the item was unanimously approved.

5. DISCUSSION: Public Transportation Agency Safety Plan

Mr. Tree stated that TCRTA is an FTA grantee, TCRTA is required to develop its own plan, have the plan approved by the Board, and certify to FTA that those plans are in place. At a minimum, the Public Transportation Agency Safety Plan must include the documented processes and procedures for the transit agency's Safety Management System, which consists of four main elements: 1) Safety Management Policy, 2) Safety Risk Management, 3) Safety Assurance, and 4) Safety Promotion and these procedures allow management and labor to come together, addressing risk, and provide a safer ride for passengers, while protecting workers and operators. Mr. Tree stated that staff recommends that the Technical Advisory Committee authorize staff to work with operators (including labor unions) to develop a Tulare County Regional Transit Agency Public Transportation Agency Safety Plan.

V. ADJOURN

The meeting adjourned at 3:05pm.

The next scheduled meeting of the Tulare County Regional Transit Agency (TCRTA) Technical Advisory Committee will be held on Monday, February 7, 2022, at 3:00 p.m. at the Tulare County Association of Governments, via Zoom 210 N. Church St. Suite B, Visalia, CA 93291.

TULARE COUNTY REGIONAL TRANSIT AGENCY

TECHNICAL ADVISORY COMMITTEE

Greg Gomez	P	Monte Reyes	P
Eddie Valero	P	Kuldip Thusu	P
Jose Sigala	P		

P= Present NP= Not Present

Others Present: Ross Miller

TCRTA STAFF*

OFFICE INFORMATION

Rich Tree, Executive Director

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

Rich Tree, TCRTA Executive Director	P
Jennie Miller, TCAG Associate Regional Planner EH	P
Elizabeth Forte, TCAG Principal Regional Planner	NP
Servando Quintanilla Jr., TCAG Administrative Clerk II	P
Brideget Moore, TCAG Analyst III	NP
Leslie Davis, TCAG Finance Director	NP
Holly Gallo, TCAG Office Assistant III	P
Giancarlo Bruno, Regional Planner	NP

Tulare County Association of Governments

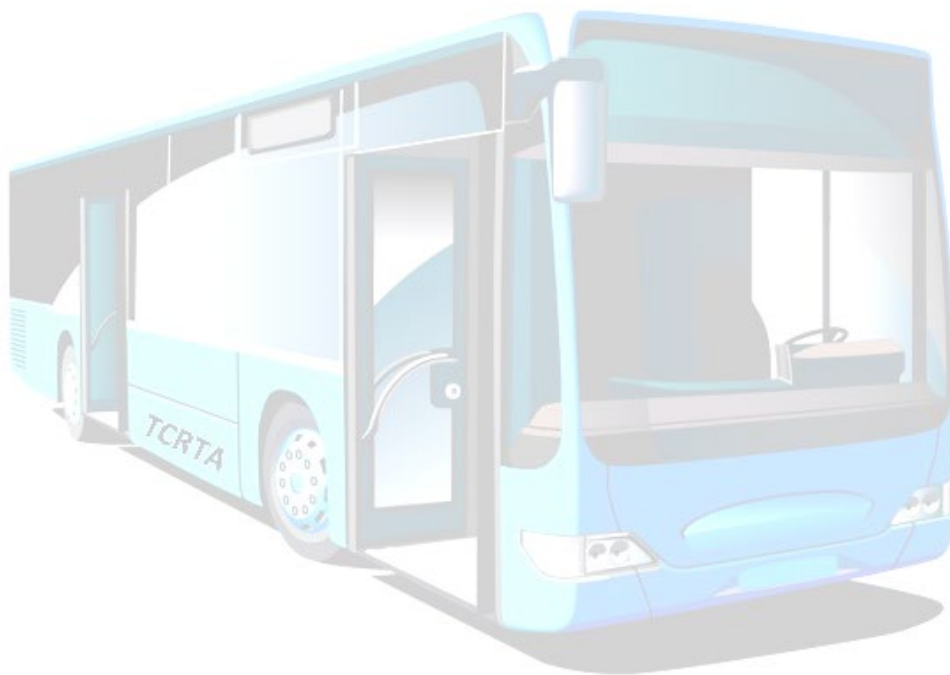
210 N. Church Street, Suite B

Visalia, CA 93291

Phone: (559) 623-0450

Fax: (559) 733-6720

WWW.TULARECOG.ORG



Tulare County Regional Transit Agency
Technical Advisory Committee (TAC)

AGENDA ITEM IV-1

February 7, 2022

Prepared by Richard Tree, TCRTA Staff

SUBJECT:

DISCUSSION: California Integrated Travel Project Update

BACKGROUND:

On March 15, 2021, the TCRTA Board of Directors authorized the Executive Director to sign a letter of intent to participate in the California Integrated Travel Project (Cal-ITP). Cal-ITP is dedicated to making travel simpler and cost-effective for all. The two primary goals of Cal-ITP are (a) standardization of trip planning information systems on the Real Time General Transit Feed Specification (GTFS-RT) and (b) standardization of payment on EMV contactless payment acceptance for all transportation providers in California.

Cal-ITP has established a procurement mechanism to allow the Tulare County Regional Transit Agency and the City of Visalia to procure the three components necessary for enabling EMV contactless acceptance through a cooperative purchase.

The three components are available through the Cal-ITP Mobility Marketplace and include: (a) Payment Acceptance Devices (validators), (b) Transit Processing services and (c) Payment Processing services.

DISCUSSION:

Staff from TCRTA and the Cal-ITP project management team will provide the Technical Advisory Committee an update on the project tasks and estimated timeline.

RECOMMENDATION:

None

FISCAL IMPACT:

None

ATTACHMENT:

None

This page intentionally left blank.

Tulare County Regional Transit Agency
Technical Advisory Committee (TAC)

AGENDA ITEM IV-2

February 7, 2022

Prepared by Richard Tree, TCRTA Staff

SUBJECT:

DISCUSSION: Regional Fare System Project Update

BACKGROUND:

Fare policy is among several factors that have constrained the growth of transit ridership in recent years. Current fare policies are informed by funding and governance models that incentivize locally focused fares. Historically, each transit provider sets its own fare structure, prices, products, customer experience goals, and policies. These components, managed in an isolated manner, create barriers in terms of affordability and complexity of navigating the systems, particularly for multi-agency trips.

The Tulare County Association of Governments (TCAG) has encouraged transit providers to work together and plan for regional fare coordination and integration policies that can increase ridership and improve the rider experience throughout the region.

DISCUSSION:

Staff will provide the Technical Advisory Committee a presentation on a regional fare system that TCRTA and Visalia Transit, the two transit providers in Tulare County, have been working on. Staff will also provide an estimated timeline, budget, and funding source for a regional fare system.

RECOMMENDATION:

None

FISCAL IMPACT:

None

ATTACHMENT:

None

This page intentionally left blank.

Tulare County Regional Transit Agency
Technical Advisory Committee (TAC)

AGENDA ITEM IV-3

February 7, 2022

Prepared by Richard Tree, TCRTA Staff

SUBJECT:

Action: Branding and Communications Plan Update

BACKGROUND:

On October 26, 2021, the Tulare County Association of Governments (TCAG) issued a request for proposals (RFP) for the development of a Branding and Communications Plan for the Tulare County Regional Transit Agency. Proposals were received on December 15, 2021, and Consultant interviews were conducted on January 5, 2022.

The RFP included two tasks, Task 1 of the RFP is to provide for the design and development of a public identity for the TCRTA, which included an assessment of bus systems and goals, branding workshops, and a Branding Assessment Report. Task 1 also included the development of three branding vision samples, logo design concepts, and bus wrap design concepts. Finally, Task 1 included the preparation of a Marketing Strategy Report.

Task 2 of the RFP focused on Community Engagement and Outreach Strategy with the development of comprehensive community engagement platforms (website, social media, etc.), passenger facing materials (rider's guides, brochures, etc.), a Community Engagement Assessment Report, and finally community engagement methods to identify low-ridership populations and encourage new participation.

DISCUSSION:

Based on the rapid growth of TCRTA and its services, staff will provide the Technical Advisory Committee an update on the progress of the Branding and Communication Plan and an estimated timeline for this project.

RECOMMENDATION:

None

FISCAL IMPACT:

None

ATTACHMENT:

None

This page intentionally left blank.

Tulare County Regional Transit Agency
Technical Advisory Committee (TAC)

AGENDA ITEM IV-4

February 7, 2022

Prepared by Richard Tree, TCRTA Staff

SUBJECT:

DISCUSSION: Request for Proposals for Transit Operations Update

BACKGROUND:

On June 30, 2022, several member agencies have expiring Transit Operations contracts. In an effort to consolidate transit operations, TCRTA issued a request for proposals (RFP) on December 15, 2021, seeking a third-party contract that is interested in a spirit of partnership and cooperation to operate the TCRTA system on a turn-key basis.

TCRTA is requesting proposals for the provision of local fixed route, commuter route, ADA complementary paratransit, on-demand, customer service/ticket sales, fleet cleaning and maintenance, bus stop janitorial and maintenance, transit center janitorial, and innovative technology. The project was originally scheduled to recommend an award at the March 21, 2022, board meeting.

DISCUSSION:

The COVID-19 pandemic has caused some disruption to the RFP activities. Maintenance at the Central County Yard was originally intended to be performed by TCRTA, however due to staffing shortages this responsibility has shifted to the contractor. Additionally, the Central Call Center responsibility has shifted to the contractor as well.

Staff will provide an update to the RFP process, changes to the scope of work, and the anticipated completion date.

RECOMMENDATION:

None

FISCAL IMPACT:

None

ATTACHMENT:

None