

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

**March 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](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 February 7, 2022, Meeting Minutes (Pages 01-03)

## IV. TAC ACTION/DISCUSSION ITEMS:

1. DISCUSSION: California Integrated Travel Project Update (Pages 05)
2. DISCUSSION: Request for Proposals for Transit Operations Update (Pages 07)
3. ACTION: Outreach for Fares and Service Changes (Pages 09)
4. ACTION: Tule River Tribe of California Membership (Pages 11)

## IV. ADJOURN

The next scheduled meeting of the Tulare County Regional Transit Agency (TCRTA) Subcommittees will be held on Monday, April 4, 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

Vacant  
Kuldip Thusu

### TCRTA STAFF

Rich Tree, Executive Director

\*The TCTRA 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](http://www.tularecog.org)

*This page intentionally left blank.*

Item III-1  
**TULARE COUNTY REGIONAL TRANSIT AGENCY  
(TCRTA) TECHNICAL ADVISORY COMMITTEE  
MINUTES**

**February 7, 2021, 3:00-4:30 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](mailto:tcaginfo@tularecag.ca.gov).  
Si se necesita esta información en español, llame (559) 623-0450/ [tcaginfo@tularecag.ca.gov](mailto:tcaginfo@tularecag.ca.gov).  
Kung ang kailangang impormasyon ay sa Tagalog, tawagan ang (559) 623-0450 / [tcaginfo@tularecag.ca.gov](mailto: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 3:14 pm**
- II. PUBLIC COMMENTS**

Public comments opened and closed at 3:14pm. No public comments were heard.

- III. TAC CONSENT ITEMS**

- 1. ACTION: Approve the February 7, 2022, Meeting Minutes**

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

**IV. TAC ACTION/DISCUSSION ITEMS:**

**1. DISCUSSION: California Integrated Travel Project Update**

Mr. Tree gave an update on the Cal-ITP project. Mr. Tree introduced Lauren Gilbert and Ali from Cal-ITP. Ms. Gilbert gave a presentation and update on the Cal-ITP.

**2. DISCUSSION: Regional Fare System Project Update**

Mr. Tree stated that TCRTA and the City of Visalia had come to terms and agreed to move forward for cash collection Genfare system that would also provide additional functionalities like account based smart cards and identified a funding source from Measure R to help this joint project with the City of Visalia. Mr. Tree also gave a presentation and update on Genfare.

**3. DISCUSSION: Branding and Communications Plan Update**

Mr. Tree gave an update on the Request for Proposal (RFP) for the branding and communication plan. Mr. Tree stated that there were two tasks included in the RFP, task 1 of the RFP was to provide the design and development of a public identity for the TCRTA. It also included the development of three branding vision samples, logo design concepts, and bus wrap design concepts and finally, included the preparation of a Marketing Strategy Report.

Mr. Tree summarized task 2 of the RFP that would focus on community engagement and outreach strategy with the development of comprehensive community engagement, passenger facing materials, a community engagement assessment report, and finally community engagement methods to identify low-ridership populations and encourage new participation.

**4. DISCUSSION: Request for Proposals for Transit Operations Update**

Mr. Tree stated that there were currently two current contracts with MV and Sierra Management providing services and contracts would be ending and would need to go out for bid. Mr. Tree also stated that the county HR staff had been reassigned to Covid-19 related tasks that had prolong hiring TCRTA staff. Mr. Tree noted that TCRTA would be expecting to bring a recommendation for transit operations services to the Board meeting on April 18, 2022.

**V. ADJOURN**

The meeting adjourned at 4:21 pm.

The next scheduled meeting of the Tulare County Regional Transit Agency (TCRTA) Technical Advisory Committee 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   | P | Monte Reyes  | NP |
| Eddie Valero | P | Kuldip Thusu | P  |
| Jose Sigala  | P |              |    |

P= Present NP= Not Present

**Others Present:** Teres Ortega, Angelina Soper, 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 |
| Holly Gallo, TCAG Office Assistant III                 | P  |

P= Present NP= Not Present

**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  
Technical Advisory Committee (TAC)

**AGENDA ITEM IV-1**

**March 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 contactless payment phase of the 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-2**

**March 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, bust 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

*This page intentionally left blank.*

Tulare County Regional Transit Agency  
Technical Advisory Committee (TAC)

**AGENDA ITEM IV-3**

**March 7, 2022**

**Prepared by Richard Tree, TCRTA Staff**

**SUBJECT:**

**ACTION:** Outreach for Fare and Service Changes

**BACKGROUND:**

The Federal Transit Administration's Office of Civil Rights works with transit providers to ensure that the impacts of service and fare changes are not discriminatory and are distributed equitably to minority and low-income populations. The FTA also seeks to ensure that minority, low-income, and limited English proficient communities have an equal opportunity to participate in the public involvement process that often precedes a decision to change service and fares.

**DISCUSSION:**

Staff from TCRTA and Rethought Reborn Media will provide the Technical Advisory Committee a discussion on some outreach options to consider to ensure the public involvement process is included in the decision when discussing proposed fare and service changes.

**RECOMMENDATION:**

That the Technical Advisory Committee:

1. Provide staff direction on the outreach efforts to include public involvement process;  
and
2. Authorize a budget for the outreach efforts.

**FISCAL IMPACT:**

None

**ATTACHMENT:**

None

*This page intentionally left blank.*

Tulare County Regional Transit Agency  
Technical Advisory Committee (TAC)

**AGENDA ITEM IV-4**

**March 7, 2022**

**Prepared by Richard Tree, TCRTA Staff**

**SUBJECT:**

**ACTION:** Tule River Tribe of California Membership

**BACKGROUND:**

On March 2, 2022, Staff and Directors meet with the Tule River Tribe of California Tribal Council to discuss federal funding that the Tule River Tribe of California has been awarded for its Tribal Transit Program. The meeting also included a discussion on the Tule River Tribe of California's membership and a commitment to work together to improve mobility for the Tribal community.

**DISCUSSION:**

The Tule River Tribe of California currently has 4 open awards totaling \$594,430, of which a balance of \$302,094 is available to complete their projects as soon as possible. Additionally, the Tule River Tribe of California has been apportioned \$25,442 in CARES Act funding that must be applied for prior to June 30, 2022.

Staff and County Council will lead a discussion on options to assist and consideration membership for the Tule River Tribe of California.

**RECOMMENDATION:**

That the Technical Advisory Committee:

1. Approve the membership of the Tule River Tribe of California; and
2. Authorize County Council and staff to work with Tule River Tribe of California staff to develop a Tribal Transit Service Plan and budget for their operations.

**FISCAL IMPACT:**

None

**ATTACHMENT:**

None