

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

**October 4, 2021, 1:00-3:00 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:** <https://us02web.zoom.us/j/86088775988?pwd=eWFJU0JCvFUwMTSS3FnMU5pQXI5QT09>

**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**

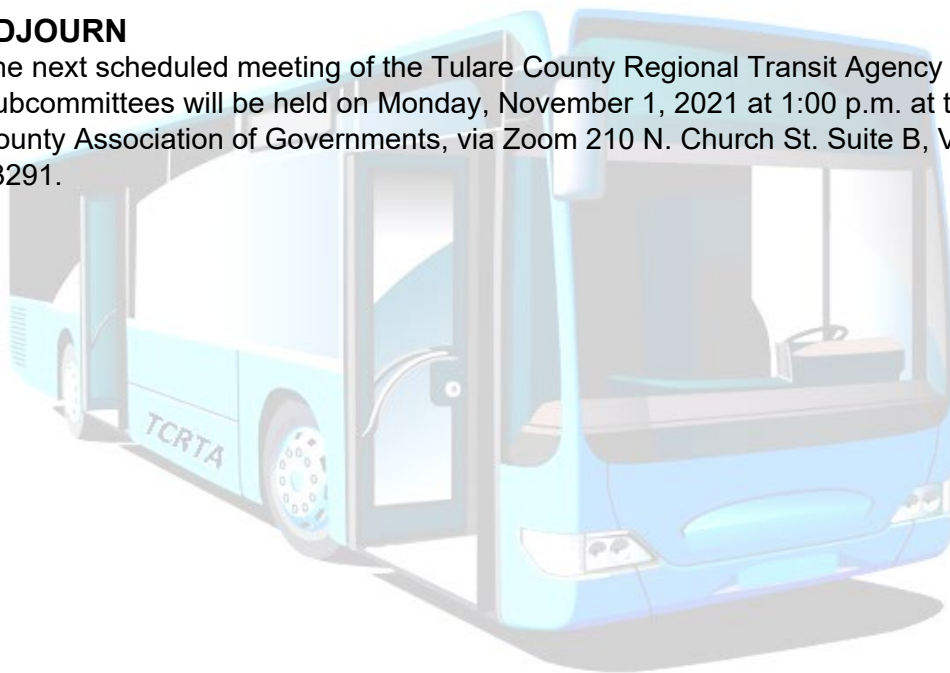
1. ACTION: Approve the September 13, 2021 Meeting Minutes (Pages 1-4 )

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

1. DISCUSSION: Cal-ITP Contactless Fare Payment Demonstration (Pages 5-6 )
2. DISCUSSION: #whyIrideTC Campaign (Pages 7-16 )

## **IIV. ADJOURN**

The next scheduled meeting of the Tulare County Regional Transit Agency (TCRTA) Subcommittees will be held on Monday, November 1, 2021 at 1:00 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

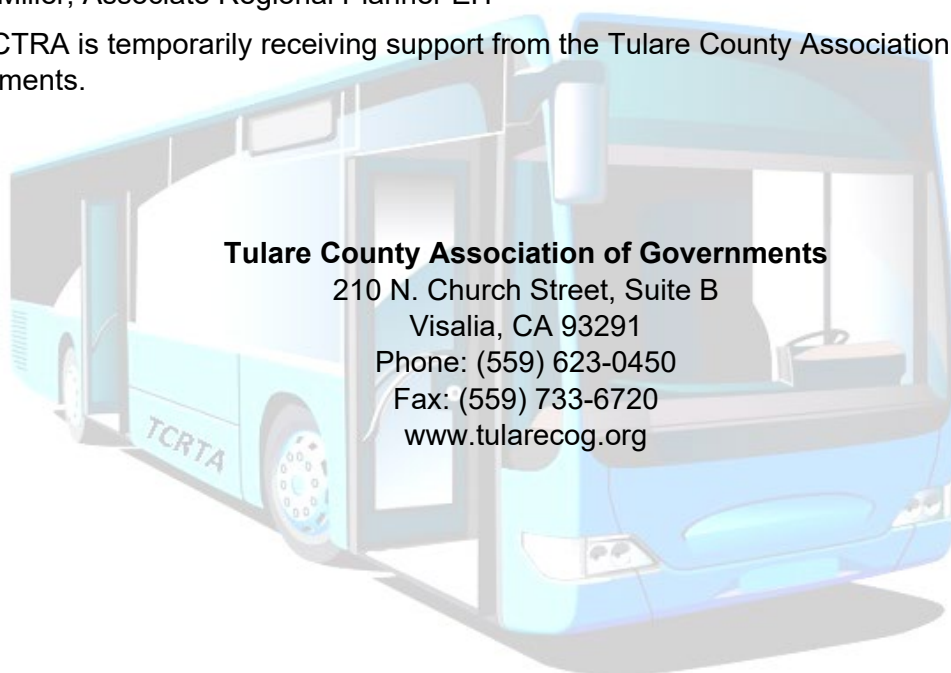
## **TCRTA STAFF**

Rich Tree, Executive Director

Jennie Miller, Associate Regional Planner EH

\*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)

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

**September 13, 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](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 1:01pm**

### **II. PUBLIC COMMENTS**

No public comments were heard.

### **III. TAC CONSENT ITEMS**

- 1. ACTION: Approve the June 7, 2021 Finance Minutes, all committee July 12, 2021 and August 2, 2021 Meeting Minutes**  
Upon Motion by Member Valero and Second by Member Thusu, the minutes were unanimously approved.

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



1. **ACTION: Reaffirmation of America's Open and Transit's Open – Strategies to Renew Ridership**

Mr. Tree provided an overview of what happened at the previous meeting, discussed details regarding the ten steps and comments provided by board members.

Upon motion by Member Reyes and second by Member Thusu, the item was reaffirmed.

2. **ACTION: Continuance - Tule River Tribe of California Membership**

Mr. Tree provided an overview of what was discussed at the previous meeting. He stated that the matter was discussed with County Counsel. He stated that he didn't know what the legalities were at this time, but they had introduced the two parties to start the process.

Discussion ensued regarding the attorney for the tribe and how many members are allowed to meet in compliance with Brown Act. Members present agreed to move forward with the matter.

3. **ACTION: Reaffirmation of Planning, Staffing and Office Update**

Mr. Tree stated that the item was a house keeping item and it had been presented to the Board previously for review and consideration.

Upon motion by Member Sigala and second by Member Valero, the item was reaffirmed.

4. **ACTION: Measure R Cooperative Agreement**

Mr. Tree discussed the amendments and activities in the Measure R funding table. He discussed the transfer of transit specific funding and a cooperative agreement with TCAG and provided an overview of what the agreement would entail. The Measure R Expenditure Plan was reviewed on screen with members present and discussion ensued regarding timelines and agreement responsibilities for respective agencies.

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

5. **DISCUSSION: Cal-ITP Contactless Fare Payment Project Update**

Mr. Tree discussed the background of the Cal-ITP Contactless Fare Payment Project. He provided details regarding wanting to collaborate with city of Visalia, but their procurement didn't work out and they would not be participating. Mr. Tree shared that Mastercard would perform credit card processing and would purchase card readers for 70 busses and there would be some responsibility on the agency to add technology that they don't have currently have which would come at a price. He shared that there were funds in Measure R to help and that he would like to go live at the beginning of the year. Mr. Tree stated that he would like to get feedback from the committee.

Discussion ensued regarding details of the project, the potential agreements and possibly inviting them to the next meeting. The group discussed ways to invite Visalia to join TCRTA.

Ms. Forte stated that TCAG has a good working relationship with Visalia and further discussed farebox systems.

6. **DISCUSSION: SRTP and Staffing Plan**

Mr. Tree introduced Jennie Miller as the newest member to the TCRTA team. He discussed meeting with Caltrans regarding the call for projects, getting

started on the SRTP and five-year capital plan to be submitted to the committee at various stages.

He further discussed having a marketing plan and RFP. TCAG will go to the Board to lease additional office spaces.

Additionally, Member Valero discussed the Why we ride campaign. He discussed some of the challenges with riding the bus and presented materials for the campaign. He further discussed how it worked and materials available for member agencies to use for social media.

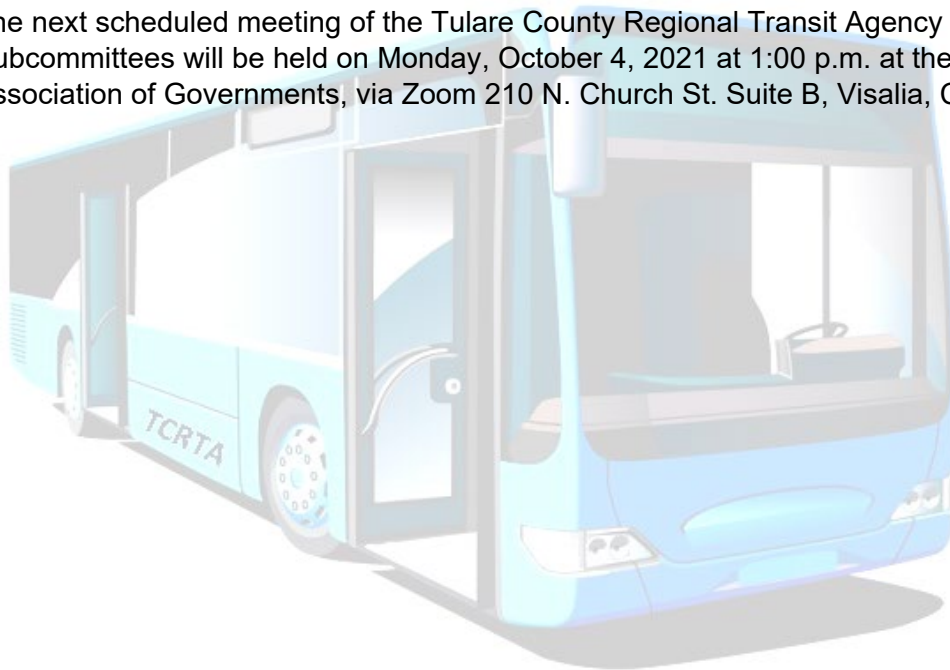
**7. DISCUSSION: 2021-22 TAC Calendar**

Chair Sigala outlined the staff calendar and gained consensus from the group that the dates and times were acceptable.

**IV. ADJOURN**

The meeting adjourned at 2:15pm.

The next scheduled meeting of the Tulare County Regional Transit Agency (TCRTA) Subcommittees will be held on Monday, October 4, 2021 at 1:00 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	NP	Monte Reyes	P
Eddie Valero	P	Kuldip Thusu	P
Jose Sigala	P		

P= Present NP= Not Present

### **TCRTA STAFF\***

### **OFFICE INFORMATION**

- ❖ Rich Tree, Executive Director
- ❖ Jennie Miller, Associate Regional Planner EH

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

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

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

TULARE COUNTY REGIONAL TRANSIT AGENCY  
TECHNICAL ADVISORY COMMITTEE

**AGENDA ITEM IV-1**

**October 4, 2021**

**Prepared by Richard Tree, TCRTA Staff**

**SUBJECT:**

**DISCUSSION:** Cal-ITP Contactless Fare Payment Demonstration

**DISCUSSION:**

Cal-ITP staff have been invited to participate in a discussion regarding the Cal-ITP Contactless Fare Payment Demonstration project. Staff will be discussing the specific phases to the project, outlined below:

**Phase 1 – GTFS Validation**

1. Merge individual GTFS feeds into TCRTA feed
2. GTFS – Real Time Testing
  - a. Cal-ITP to provide test hardware
  - b. TCRTA to test GTFS-RT on each fixed route for accuracy
3. GTFS-RT Validation with Third Parties (Google, Apple, Transit App, etc.)

**Phase 2 – Fare Policy**

1. Uniform Fare Policy and Structure
  - a. Fixed Fare Urban Routes
  - b. Fixed Fare Commuter Routes
2. Fare Capping Policy
3. Hold Public Hearing for TCRTA Fare Policies

**Phase 3 – Hardware & Agreements**

1. Review and Approve Agreements
  - a. MasterCard
    - i. Validators
    - ii. Back Office
  - b. Merchant Services
    - i. Transaction Fees
    - ii. Revenues
2. TCRTA Purchase and Install Required Hardware
  - a. Cellular Router – (10 Buses)

- i. Cellular Service
  - b. GPS Enabled Tablet – (80 Buses)
  - a. Tablet Mount – (80 Buses)
- 4. Cal-ITP Purchase Required Hardware
  - a. Validator – (80 Buses)

#### **Phase 4 – Demonstration**

- 1. Establish Start Date – TBD
- 2. Prepare Marketing Plan and Materials
- 3. Host Media Event
- 4. Establish Monthly Project Status Update Meetings

#### **ATTACHMENT:**

None

TULARE COUNTY REGIONAL TRANSIT AGENCY  
TECHNICAL ADVISORY COMMITTEE

**AGENDA ITEM IV-2**

**October 4, 2021**

**Prepared by Richard Tree, TCRTA Staff**

**SUBJECT:**

**Discussion:** #whyIrideTC Campaign

**DISCUSSION:**

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

The attached draft #whyIrideTC Media Kit has been developed to further the discussion and consideration of the Technical Advisory Committee for Board approval.

**ATTACHMENT:**

Draft #whyIrideTC Media Kit





## TCRTA “Why I Ride” TC Social Media Toolkit

Thank you for your cooperation with Why I Ride TC. Listed below are a few examples of posts that you can use to promote on your organization’s social media. In combination with any of these examples, you may use your own selfies or photos, or you can use any of the graphics included in this [Google DRIVE folder](#).

### Facebook/Instagram

- Save the Environment. Reduce your Carbon Footprint by taking TCRTA Public Transportation instead of your car. Learn more at <https://ridetcat.org>. Share your experiences using the Hashtag #whyirideTC
- Save money. Taking the bus to work or school saves money by reducing fuel and maintenance expenses. Learn more at <https://ridetcat.org>. Share your experiences using the Hashtag #whyirideTC

### Twitter

- Save the Environment. Reduce your Carbon Footprint by taking TCRTA Public Transportation instead of your car. Learn more at <https://ridetcat.org>. Share your experiences using the Hashtag #whyirideTC
- Save money. Taking the bus to work or school saves money by reducing fuel and maintenance expenses. Learn more at <https://ridetcat.org>. Share your experiences using the Hashtag #whyirideTC

### Reminder!

When posting on social media remember to use the hashtag, #whyirideTC. Using the hashtag will help people find other photos people have shared and will also help with sharing photos on the #whyirideTC website. Also, be sure to tag TCRTA and other partner organizations

Why I Ride TC Social Media:

- Facebook -TBA
- Instagram - TBA
- Twitter - TBA
- LinkedIn – TBA

If you’d like any additional help or resources, please email TCRTA Communications Manager

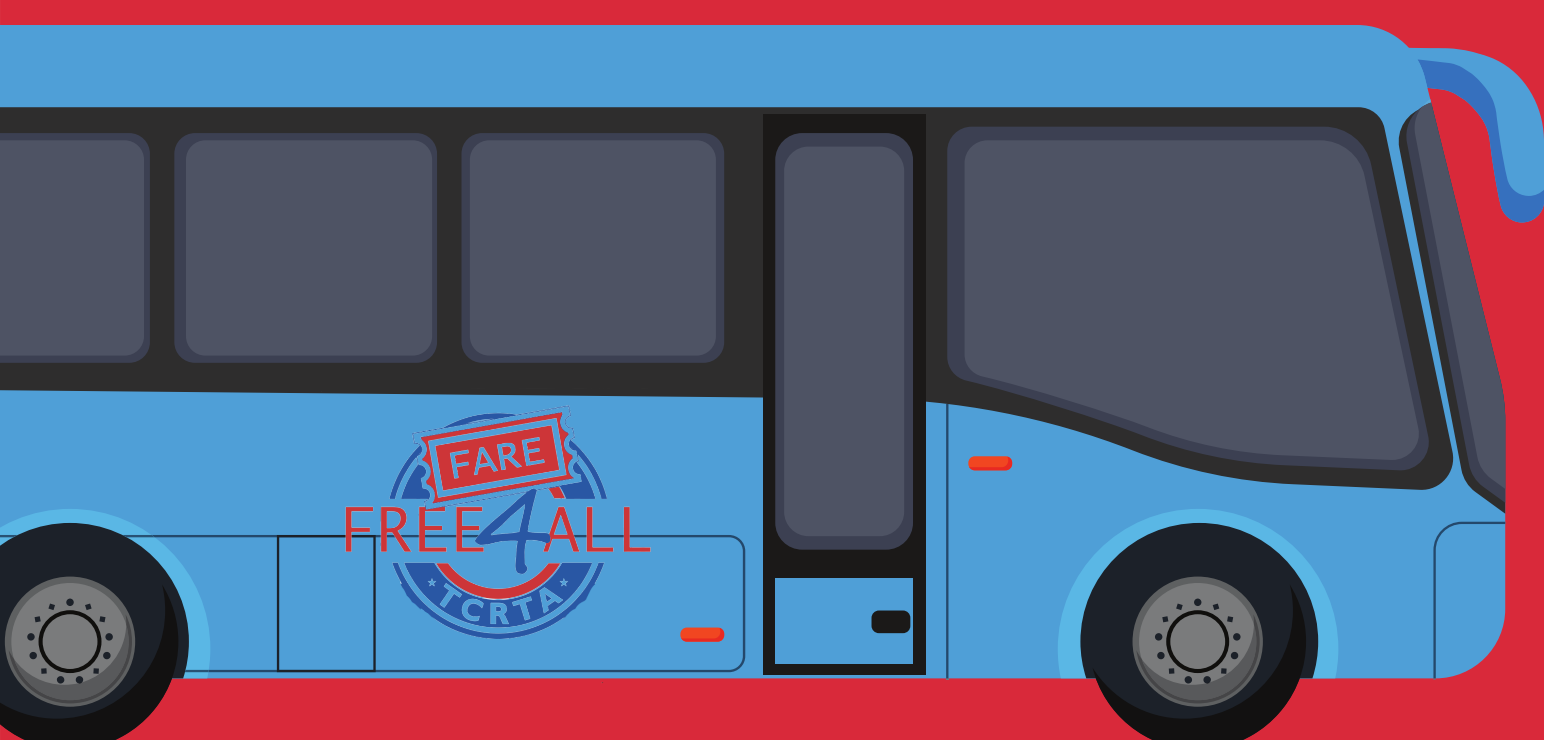


# Join the Campaign!

Our new and improved safe way to  
travel in Tulare County.  
Helping you get from here to there.

# #whyirideTC

Ride for Free on All TCAT and local buses  
from now until February 2022 and get a chance to  
win gift cards from local businesses in  
Tulare County! Just hashtag **#whyirideTC**







## Ride for free on all TCAT & local buses now until February 2022!

- Save money and the environment by taking TCAT public transportation. See why others ride **#whyirideTC**.
- Support your local transit by sharing your stories with us using the hashtag **#whyirideTC**.
- Until February 12th, all TCAT and local bus routes are free. Plan out your day at <https://ridetcat.org/> to find a route and time schedule that can travel with you.





**Save Money, Time, and  
Reduce your Carbon Footprint  
by taking TCRTA Public  
Transportation**

**Learn more at <https://ridetcat.org>**

**Share your experiences using the Hashtag #whyirideTC**



**Save the Environment. Reduce  
your Carbon Footprint by taking  
TCRTA Public Transportation  
instead of your car.**

**Learn more at <https://ridetcat.org>  
Share your experiences using the Hashtag #whyirideTC**



**Save money. Taking the bus to work or school saves money by reducing fuel and maintenance expenses .**

**Learn more at <https://ridetcat.org>  
Share your experiences using the Hashtag #whyirideTC**

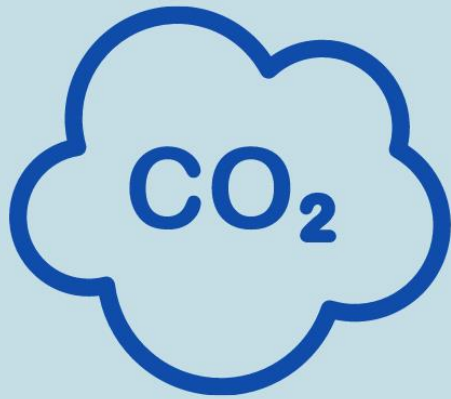




**Save time. Taking public transportation reduces the time you spend in traffic, finding parking, and buying gas.**

**Learn more at <https://ridetcat.org>  
Share your experiences using the Hashtag #whyirideTC**





**Save Money, Time, and the environment  
by taking TCRTA Public Transportation.**

**Learn more at <https://ridetcat.org>  
Share your experiences using the Hashtag #whyirideTC**



**Save the Environment. Reduce your Carbon Foot Print by taking TCRTA Public Transportation instead of your car.**

**Learn more at <https://ridetcat.org>  
Share your experiences using the Hashtag  
**#whyirideTC****

