

SCTA

Sonoma
County
Transportation
Authority

Keeping Sonoma County Moving

Directors

Robert Jehn, Chair
Cloverdale

Mike Kerns, V. Chair
Sonoma County

Bob Blanchard
Santa Rosa

Stanley Cohen
Sonoma

Patricia Gilardi
Cotati

Mike Healy
Petaluma

Linda Kelley
Sebastopol

Paul Kelley
Sonoma County

Jake Mackenzie
Rohnert Park

Warin Parker
Windsor

Mike Reilly
Sonoma County

Lisa Schaffner
Healdsburg

Transit - Paratransit Coordinating Committee

AGENDA

Tuesday, December 5, 2006 2:00 – 3:30 p.m.
PRMD Conference Room 2550 Ventura Avenue
Santa Rosa

ITEM

- I. Introductions
- II. Public comment on items not on agenda
- III. Consent Items – DISCUSSION/ACTION
 - A. Approval of the agenda
 - B. Approval of July 18, 2006 Minutes
- IV. Reports – INFORMATION
 - A. Transit Agencies
 - B. SCTA Reports
 - C. *Way To Go Expo* 2006 & 2007*
 - D. 2007 Meeting Schedule*
- V. Adjourn – ACTION

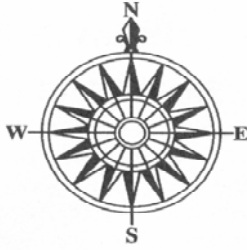
The next **SCTA** meeting is January 8, 2007
The next **TPCC** meeting is January 16, 2007

DISABLED ACCOMMODATION: If you have a disability that requires the agenda materials to be in an alternative format or that requires an interpreter or other person to assist you while attending this meeting, please contact the SCTA at least 72 hours prior to the meeting, to ensure arrangements for accommodation.

Please note that TPCC agendas are available online at the SCTA website: www.sctainfo.org and click on "Agendas".
The TPCC agenda is available in pdf format and in MS Word.

Suzanne Smith
Executive Director

520 Mendocino Avenue
Suite 240
Santa Rosa, CA 95401
PH: 707-565-5373
FAX: 707-565-5370



SCTA Sonoma
County
Transportation
Authority

Keeping Sonoma County Moving

TRANSIT-PARATRANSIT MEETING MINUTES

July 18, 2006

2:00 p.m.

Dennis Battenberg	TPCC
Gail Burge	Petaluma People Services
Jodi Curtis	Sonoma County Transit
Sonja Drown	City of Healdsburg
Jon Gaffney	Whistlestop Wheels
Michael Ivory	City of Santa Rosa
Cynthia B. Petersen	Golden Gate Bridge, Highway & Transportation District
Elizabeth Sutton	North Bay Industries
Katherine Taylor	Sonoma County Area Agency on Aging
Jim Wagner	Sonoma County Transit

Staff present: Nina Donofrio, Lynne March, Janet Spilman.

I. Introductions

Introductions were made.

II. Public Comments on Items not on Agenda

There were no public comments.

III. Consent Items – DISCUSSION/ACTION

- A. Approval of Agenda
- B. Approval of Minutes

The minutes were approved with the following corrections, per Katherine Taylor: Page 6, paragraph two, is to be corrected to read: “The Federal Transportation Authority (FTA) is the sponsor of the Independent Transportation Network, a program based in Portland, Maine...Ms. Taylor added that this is a very innovative program, and that the Area Agency on Aging finds merit in evaluating this model for Sonoma County.”

IV. Reports

- A. Transit Agencies:

Healdsburg:

Sonja Drown reported that the new bilingual brochure is being published. A few corrections have been made from the original, and it is currently in the process of being printed. This is part of an overall plan of updating of new bus stops, benches, and promotion of transit. The Short Range Transportation Plan (SRTP) draft is complete, and will be presented to the City Council next month. A new driver is on staff and is being trained.

Sonoma County Transit:

Jodi Curtis reported that the County has announced a fourth Spare the Air Day thus far this year. The MTC added three more Spare the Air Days to the three days previously allocated. The Petaluma Transit Mall is under way. Surveys are being conducted and supplies are being ordered. The bid for the Windsor facility has been awarded, and this is expected to get under way in the next month. Paratransit is being outfitted with GPS. A new fixed route bus will be on display at the County Fair. Staff will be present to respond to questions or comments from the public. A bus and a paratransit van will also be on exhibit at the upcoming transportation exposition. Ridership was up almost 6% from last year. Paratransit ridership has also increased; however, exact numbers were not available. Ms. Curtis announced that Donald Hughes, former interim director of Volunteer Wheels, is now the permanent director.

City of Santa Rosa:

Mike Ivory announced that the City of Santa Rosa has signed a contract with MV Transportation for three years, and two years optional after this. Surveillance and security camera installation on buses is complete. One of the cameras had wires torn out of it. Mr. Ivory noted that surveillance cameras would prove to be invaluable in providing protection for drivers as well as passengers. Mr. Ivory also noted that he would be contacting the vendor for cameras regarding GPS. A Request for Proposal (RFP) for eligibility certification functional testing will likely go out next month. Mr. Ivory estimated that ridership may have increased, but not to the level of County ridership; he estimated that realistically this may have increased at the most by 1%.

Golden Gate Bridge, Highway & Transportation District:

Cynthia Petersen reported that regional service ridership is down slightly. A fare increase was implemented July 1. This is the eighth consecutive adjustment since 1998. The District elected to make gradual, incremental increases. Whistlestop Wheels will be the paratransit provider for another year. Golden Gate Transit has signed a five-year agreement with the County to provide fixed route local service. Part of that agreement was to maintain a relationship with the County to use their paratransit provider.

The County of Marin has begun collecting revenue from Measure A. A good deal of public outreach has been conducted. GGBHTD adopted their service implementation plan May 30. This is planned to go out to bid this summer. It is

hoped that this will be effective by September 10. Routes and route numbers have been revised. The plan is posted on the Marin County website at www.marintransit.org.

Whistlestop Wheels:

Jon Gaffney reported that they have just completed moving into their new facility.

Petaluma People Services:

Gail Burge reported that their contract has been extended for three years for paratransit service. The fixed route service is still not resolved due to outstanding issues. Jim Ryan is out on leave, and Richard Davis is acting as interim transit management in his absence.

Mr. Battenberg then raised the issue of curb-to-curb paratransit service, and asked Mr. Ivory why Citybus doesn't just adopt a door-to-door policy, as he noted that drivers do go up to the passenger's door anyway. Mr. Ivory confirmed that their policy is to provide curb-to-curb service; however, drivers regularly go above and beyond in assisting passengers. Mr. Battenberg commented that he had had complaints regarding MV Transportation. Mr. Ivory replied that he would not respond to incidents that occurred in the distant past. He did note that the current contract with MV Transportation is much more comprehensive than past contracts. In response to Mr. Battenberg's comment regarding a City program offering straps for wheelchairs, Mr. Ivory announced that he has yellow nylon straps for wheelchairs available at his office.

Mr. Gaffney added that service hours for Whistlestop Wheels have been adjusted effective July 1. Hours for the Scheduling Department are now 8:00 a.m. to 4:00 p.m. This allows staff to better set the schedule for the next day.

B. SCTA:

Ms. Spilman reported that the addition of staff, particularly Lynne March, has been instrumental in keeping up with the workload at the SCTA. As a result, the SCTA has recently had more time to pursue various projects. A contract has been entered with D C & E to do the Community Based Transportation Plan. This is a study from the Metropolitan Transportation Commission (MTC) determined to target specific low-income areas with a good deal of public outreach for the purpose of identifying transportation gaps. A single community meeting has been held, and a great deal of outreach has taken place. The findings of this study will be brought back to the Committee. Once these findings are gathered, it is likely that a Lifeline Transit Program will be implemented.

Consultant interviews will take place in August for the Countywide Bicycle and Pedestrian Plan. It is hoped that a contract can be in place in September or October.

Staff can be contacted for information regarding 101 construction, including detours and road closures.

Katherine Taylor commented on the good job being done by the Press Democrat in keeping the public informed of the latest progress and street closures in connection with the Highway 101 construction.

Ms. Spilman noted that the deadline to complete the Third Street offramp is October. Streets will then be closed sequentially, going north.

Lynne March thanked the Committee for their input and support in preparing for the 2006 transportation exposition. This will be called "Way to Go Expo Transportation Options for Today and Tomorrow." It will take place October 3 at the Santa Rosa Veterans Memorial Hall. Doors will open to the public at 4:30 p.m. and it will run until 6:30 p.m. It will not be limited to transit and paratransit service, but will encompass all alternative modes of transportation. Ms. March commented on the timeliness of this theme, given recent gas price hikes, energy, and environmental concerns. Ms. Spilman announced that the Chair of the SCTA expressed his interest in hosting the event; however, the TPCC is still sponsoring it. Discussion took place regarding the posting of bus cards and brochures on the buses to publicize this event, as well as putting up posters, and other forms of outreach. Ms. Petersen said she would have Kelly, the Marketing Director for GGBHTD, contact Ms. March or Ms. Spilman regarding publicizing the transportation exposition.

Mr. Battenberg thanked Ms. March for her ideas and work on the expo, and noted that new events such as these may have mediocre attendance and participation the first year, and thereafter, public interest and attendance increases over time.

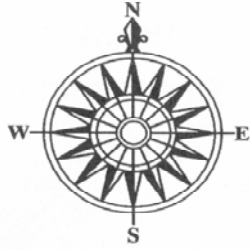
Ms. Petersen observed that the regularly scheduled meeting of the TPCC in November would fall on the Thanksgiving holiday, and inquired as to rescheduling the meeting for November. Ms. Spilman and Ms. Donofrio noted that this had come up at a previous meeting, and that they would check on the exact date of the meeting in November, and update the Committee.

Ms. Spilman suggested to Mr. Ivory that CityBus emphasize the availability of bus service to the Veterans Hall for the Way to Go Expo. Mr. Battenberg invited Mr. Ivory to tour the bus stop located at the site. He also inquired of Ms. Spilman whether a report would be released following the transportation exposition. Ms. Spilman responded that this has yet to be worked out. Past reports on the Transit Forum were based upon a transcript of the Forum and upon public comments made in the format of a public hearing. This year's transportation exposition will have opportunity for public comment, oral and written, but there will not be a transcript of the event.

There being no further business, the meeting was adjourned at 2:47 p.m.

Respectfully submitted,

Nina Donofrio



Staff Report

To: Transit Paratransit Coordinating Committee

From: Lynne March, Transportation Planner

Re: **Way To Go Expo** 2006 and 2007

Date: December 5, 2006

Issue:

Report on SCTA's *Way To Go Expo* at the Santa Rosa Veterans Memorial Building on Thursday October 19th from 3-6PM

Background:

In a departure from past years, SCTA took direction from the TPCC Executive Committee and others involved in prior year's "Transit Forum" public hearings, to create an event significantly transformed in terms of scope, venue, and outreach. Whereas the "Transit Forums" involved people most interested in transit and paratransit services, the recent transportation fair was designed to motivate the general public in learning about the array of transportation options that exist and may exist in the future. Outreach was expanded to include bicyclists, pedestrians, seniors, students, and groups representing neighborhoods, health services, labor, business, seniors, government, community and environmental interests.

The overarching concept was to create a free public event that was informative, interesting and fun.

Report:

The concept of the event was well received and there has been strong encouragement to conduct future such events. Overall everything went well in terms of execution. The mix of entities was interesting, and the displays and demonstrations professional and content laden. Participants seemed generally enthusiastic to be involved and satisfied with the outcome. Feedback has been positive. Attendance was considered good for a first-time event.

SCTA Board Chairman Robert Jehn provided welcoming remarks and spoke about SCTA's support for alternative transportation modes, including for the resultant environmental benefits. SCTA's \$5,000 contribution to the Sonoma County Climate Protection Campaign was also announced.

TPCC Chair Dennis Battenberg and Vice-Chair Larry Henzerling were on hand to greet expo attendees.

Participants:

Sonoma County Transit	Sonoma County Transportation & Land Use Coalition
Santa Rosa CityBus	Sonoma County Agricultural Preservation and Open Space District
Golden Gate Transit	Bay Area Air Quality Management District
Petaluma Transit	Sonoma County Climate Protection Campaign
Healdsburg Transit	American Lung Association
Volunteer Wheels	Highway 101 Improvement Updates
Whistle Stop Wheels	Metropolitan Transportation Commission
Sonoma County Airport	511.org
Sonoma County Airport Express	Council on Aging of Sonoma County
Greyhound	Sonoma County Area Agency on Aging
Sonoma Marin Area Rail Transit (SMART)	Elder Transportation Research
AMTRAK	Natural Gas Honda Civic
Water Transit Authority	Segway Personal Transporters
Sonoma County Bicycle Coalition	Zap World Cars & Scooters
Santa Rosa Bicycle & Pedestrian Planning	North Bay Electric Auto Association
Countywide Transit & Bicycle Mapping	City of Santa Rosa (equipment demo)
Countywide Bicycle & Pedestrian Planning	
Caltrans Bicycling	

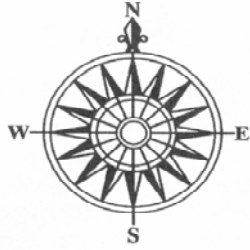
Santa Rosa CityBus provided shuttle service between the Santa Rosa Transit Mall and the event. The Sonoma County Bicycle Coalition provided bicycle valet parking.

Although the Expo was advertised as a “forum,” at which comments were welcomed, the public comment “Intake Cards” were not utilized (surprisingly, zero were received).

Way To Go Expo 2007:

The SCTA Board is enthusiastic in its support to see the event re-staged. Future expo planning will involve considering the feasibilities of location and scheduling changes---as well as increased marketing to “get the word out.” There have been suggestions to “piggy-back” on some other public event, such as the Wednesday Night Market in Santa Rosa.

A considerable number of entities may want to participate in future expos. Examples of new potential contributors include, alternative fuels including bio-fuels; other vehicular mobility options (e.g., other alternative cars, mini-cars and scooters); “Safe Streets;” law enforcement; environmental groups; employers with model transportation options programs (e.g., Kaiser); academic organizations; neighborhood, civic and community groups; business and tourism groups; and health groups promoting the positive lifestyle aspects of using transportation alternatives (e.g., diabetes).



Staff Report

To: Transit Paratransit Coordinating Committee
From: Lynne March, Transportation Planner
Re: TPCC Meeting Schedule for 2007
Date: December 5, 2006

In 2007, the Transit Paratransit Coordinating Committee will be continuing the pattern of meeting on the 3rd Tuesday of every other month between 2:00 PM and 3:30 PM, unless reasons arise for rescheduling. The meetings will be held in the Permit Resource Management Department (PRMD) Hearing Room at 2550 Ventura Avenue, in the County Administrative Complex in Santa Rosa.

The following are the anticipated TPPC meeting dates for 2007:

Tuesdays at 2PM	
January 16	July 17
March 20	September 18
May 15	November 20
*A date for the 2007 Way To Go Expo has not yet been set	