

**San Luis Obispo County MSAA Project –
Transportation Provider Subcommittee Meeting -AND-
Joint Transportation Provider and Technology Subcommittee Meeting
Wednesday, June 1, 2016 - RTA Conference Room
1:30 – 3:00 pm PDT
Conference Call: 1-866-730-7512; Password: 236145#**

Transportation Provider Subcommittee Chair: Geoff Straw, RTA

Technology Subcommittee Chair: Justin Bradshaw

AGENDA & Notes

1. Transportation Provider Subcommittee Meeting (1:30-2:00 pm PDT)

- a. Introductions Geoff Straw, RTA
- Geoff Straw, Omar McPherson, RTA; Mark Shaffer, Ride-On; Fred Monroe, consultant; Janeen Burlingame, City of Morrow Bay; Charlene Wilder, USDOT/FTA; Murat Omay, Battelle; Bobby Babaeian, Yellow Cab; Sara Pontecchi, Smart Shuttle; Gamaliel Anguiano (“G”), City of SLO Transit; Todd Allen, RouteMatch Software
- b. MSAA Project Update Mark Shaffer, Ride-On
- Draft Concept of Operations submitted to FTA. Charlene stated the FTA will provide comments to the team in the next week.
 - Subcommittee work plans/tasks. Mark stated that he is working on a schedule of project goals/tasks and their relation to each subcommittee to work on for the next year.
- c. Inter-Local Agreement Mark Shaffer, Ride-On
- Mark stated they are interest in developing agreements between providers. He suggested agreements in place between all partners by October/November.
- d. Provider Telephone Connections – Transfers Mark Shaffer, Ride-On
- Mark discussed the project task to allow partners to transfer calls to one another. RTA, Ride-On, SLO Transit, Yellow Cab, and Smart Shuttle.
 - G stated that SLO Transit is interested in working with the partners to potentially provide other transportation options for residents.
 - Mark said that Ride-On could also leverage Yellow Cab in partnership as well.

- Bobby stated that SLO Transit riders may not be used to paying taxi fares rather than public transit fares. Sara
- Mark referenced Via Transportation in Boulder, CO, raises \$5M for senior transportation needs.
- Discussed models in downtown Los Angeles, Portland, and Denver of first mile/last mile resources.
- 1-hour demand response commitment. Mark stated the project has a goal of providing this level of service. The committee discussed this option and Yellow Cab being in a position to provide these services.
- Discussed the interest in knowing provider resource availability for trip sharing opportunities.
- G stated that SLO city is the only entity regulating taxi services in SLO County.
- Voucher cabs – Paso and Arroyo provided subsidized taxi trips for \$6 approximately 20 years ago. Lack of sustainable funding was an issue.
- Jason Portugal stated that in speaking with seniors there is an interest in

2. Transportation Provider - Technology Subcommittee Meeting (2:00 – 3:00 pm)

a. Introductions

Geoff Straw, RTA

Jason Portugal, Ride-On

- Omar McPherson, RTA; Mark Shaffer, Jason Portugal, Ride-On; Fred Monroe, consultant; Charlene Wilder, USDOT/FTA; Murat Omay, Battelle; Bobby Babaeian, Yellow Cab; Sara Pontecchi, Smart Shuttle; Gamaliel Anguiano (“G”), City of SLO Transit; John Osumi, Bishop Peak Technology; Todd Allen, RouteMatch Software

b. MSAA Project Update

Mark Shaffer, Ride-On

- Draft Concept of Operations. Mark stated this document was submitted to FTA in mid-May.

c. Proposed TMCC Technology Platform

Jason Portugal, Ride-On

- Jason provided an overview of the Technology Subcommittee’s “technologist” development of the TMCC’s architecture.
- Jason and John discussed the potential elements in the database.
- Runabout has about 600-700 eligible clients.
- Keep HIPPA-sensitive customer information out of the master database.
- Customer eligibility.
 - Runabout. Everyone is initially temporarily certified – the customer may be permanent or only temporary.
 - Tiers for client eligibility? Depends by agency.
 - Omar stated the client eligibility data for Runabout and Ride-On is available in RouteMatch. Omar stated the bigger issue is related to the new customers visiting the system.
 - Omar – format and is the system capable of providing data (sharing).

- Omar suggested this topic be addressed as part of the inter-local agreements.
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- d. Customer Solution Technology Requirements Jason Portugal, Ride-On
- i. Customer solutions: Website, App, Web Portal (for in-person and telephone)
- Jason reviewed the project’s proposed customer access solutions. The concept is to make the project’s services available through multiple methods.
 - Use of 511. The group discussed how to leverage 511. Fred said that there are people that call 511 who do not know about the “Know how to go” information.
 - Mark suggested a newly branded community service that includes 511 and is complementary. Mark suggested that there be a community contest for the brand and a new logo for all provider partner vehicles.
 - Mark suggested completing a mock-up of the proposed initial website to share with all committee members by this September.
 - Omar reminded the committee to keep the product simple. The initial project phase is budget neutral.
 - Charlene stated the FTA has remaining MSAA monies that was not utilized by other projects that may be available for potential future options. Charlene stated that FTA was looking at all three MSAA recipients to identify best case projects.
 - RTA ticketing machines. Omar stated the RTA is deploying a Genfare/GFI fare ticketing machine at the SLO transit center.

- e. Questions and Comments Committee Members
- None

- f. Next Steps Mark Shaffer, Ride-On
- Mark stated the next subcommittee meeting will occur the last week of June and the full Advisory Committee will meet the last week of July. Mark will send out an e-mail with these dates soon.

- g. Closing Remarks Geoff Straw, RTA
Jason Portugal, Ride-On