**FACT Board of Directors Meeting**

**March 29, 2018, 9:00 am**

Carnation Room, Encinitas City Hall

505 S. Vulcan Avenue, Encinitas, CA 92024

Board members LaVonna Connelly and Dave Roberts will join the meeting via telephone.

**Meeting call to order 9:00 a.m.**

1. Introductions

1. Public Comment                                                                                                          INFORMATION

1. Approval of February 22 Board Retreat Minutes     p-2      ACTION

1. Review of Veterans’ fare promotion p-6       ACTION
2. CTSA contract review committee report p-7 ACTION
3. FACT Services Updates                                                                                    p-14     INFORMATION

* Report on Braille Institute service
* Update on City of San Marcos service implementation
* Update on vehicle sharing

1. Quarterly Board Updates on Innovative Services p-11 INFORMATION/ACTION
2. FACT’s identity, trademark, and brand awareness p-13 INFORMATION/ACTION
3. Review Board Meeting schedule p- ACTION

10. Monthly Financial Reports                                                                                    INFORMATION

11. Standing Item – Updates on initiatives                                                                   INFORMATION

* proposed meeting with City of Escondido

12. Board member updates / proposed agenda items                                                INFORMATION

1. CLOSED SESSION POSSIBLE ACTION

* Updates on contract negotiations
* RouteMatch contract
* New Contracted Service Opportunity

14.   Executive Director’s Report                                                                   p-15 INFORMATION

* Discussions with ACTC, Mountain Transit, San Antonio Transit, Jacksonville Transit Authority
* SANDAG meeting and other updates

**ADJOURNMENT**

# FACT’s Mission *Assist San Diego County residents with barriers to mobility to achieve independence through coordination of transportation services*

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**FACT Board of Directors Annual Retreat Minutes**

February 22, 2018

Jewish Family Services

8804 Balboa Avenue, San Diego 92123

|  |  |
| --- | --- |
| Board Members Attending | Bob Campbell, George Gastil, Phil Monroe, LaVonna Connelly, Hon. John Aguilera, Susan Hafner, and Dave Roberts. |
| TAC Members Attending | See sign in sheet |
| Board Members Absent | Hon. Lorie Zapf |
| Staff Attending | Arun Prem, Meagan Schmidt, Budd Anderson, Brooke Connell, and Julius Burgos |
| Public/Guests | See sign in sheet |
| Introductions | Michael Hopkins, CEO of Jewish Family Services welcomed everyone to the meeting and provided a brief history of JFS and its current focus. Dave Roberts recognized JFS as a great partner for the County of San Diego and recommended staff and board members take a tour of the facility.  Chair Bob Campbell thanked everyone for their attendance and called the meeting to order at 9:00AM. He thanked staff for all their hard work in putting together the meeting. |
| Public Comments | No public comment was made. |
| Approval of January Meeting Minutes | **Motion to approve the January 25, 2018 meeting minutes made by Dave Roberts. Second by LaVonna Connelly. The motion passed unanimously.** |
| Cam Member Appointments | Arun Prem informed the Board that The Council on Access Mobility (CAM) members voted to approve the appointment of two members: Daniel Earnest, Transportation Manager, Home of Guiding Hands (HGH) and Ellen Schmeding, Chief Operating Officer, St. Paul’s Senior Services. HGH is a brokerage partner with FACT and St. Paul’s is a recent recipient of a FACT 5310 vehicle.  Phil recommended Board members attend CAM meetings if possible. Budd Anderson will add Board members to the invitation list.  **Motion to approve CAM’s recommendation to appoint two new CAM members made by Dave Roberts. Second by Phil Monroe. The motion passed unanimously.** |
| County Grant Application | Budd Anderson discussed the County Enhancement Grant. Staff recommends applying for $100,000. The funds would be used to match the SMG match requirement for year one (1) year. The application is due on March 1, 2018. Phil and Dave recommended reaching out to Supervisors and their grant staff in advance. LaVonna Connelly discussed the best way to sell the FACT story and the benefits/cost savings to the District.  **Motion to authorize staff to submit the Community Enhancement (CE) 2018-2019 application and signed resolution to assist with RideFACT operating costs made by Phil Monroe. Second by Susan Hafner. The motion passed unanimously.** |
| Overview of FACT Services and Budget | Arun Prem gave a brief overview of FACT Services. Over the last fiscal year there have been a few highlights worth noting:   * Free rides to County flu shots * Free rides to Parkinson’s Association fundraising walk * Free Veteran’s fare promotion * Marketing campaign * FACT’s transportation model for dialysis is being used in TCRP Project * League of Cities presentation * Elected positions on APTA, CalACT, SSTAC * New Services   + Braille Institute   + City of San Marcos * Completed 119,720 rides, 140, 903 referrals, 156 programs in database * No employee/Board turnover * 4 New CAM members * SANDAG grants total $1.6m through FY ‘19 * Caltrans grant $0.8m through FY ‘20 |
| Financial Status | Arun briefly discussed the YTD 2017-2018 budget before turning over the Financial discussion to Phil Monroe. Arun mentioned the Budget variance is due to both less income and less expenses than projected from the MV contract.  Phil Monroe explained the two types of reserve funds: restricted reserve funds and unrestricted reserve funds. The restricted reserve funds are derived from the TDA 4.5 funds while the unrestricted reserve funds from contracted services. From July 2015 to December 2017, there was a net reserve of $154,607.14 from contracted services. Bob requested updated charts with projections. |
| Guest Presentation | Andre Colaiace, Executive Director, Access Services presented the background, structure, issues, and challenges his organization faces. Unique aspects of the system include:   * No transfer policy in the LA basin * Grant funded projects   + Parents with disabilities   + Access to work * Where is My Ride APP (WMR) * Extended reservation hours * CTSA for Los Angeles   + $550,000 CTSA budget   + Education and training   + Provide transportation and transit   + Volunteer Driver Coalition   + Medi-Cal reimbursement   Andre agreed to share his CTSA MOU with FACT. He answered questions from Board members. |
| CTSA Discussion | Arun started the CTSA discussion by quoting the State CTSA regulations, Social Service Transportation Improvement Act – Section 15951. The CTSA law allows flexibility and CTSA’s do not have to do all prescribed activities. The current contract provisions with SANDAG include the following:   * Provide referral assistance * 4 CAM meetings/year * Participate in Coordinated Plan Development * Maintain database * Submit annual Certified fiscal audit * Submit annual report of operations * Quarterly Operating statistics consistent with regional reporting system * Annually update Business Plan * Ensure 3 governing board members are elected officials * Expand initial coordination pilot project beyond North County   As a result of the Triennial audit, there were two major changes. FACT is now required to spend all of the TDA money and not carry a balance forward. Secondly, FACT was asked to exclude any expenses which pertain to rides. During discussions with SANDAG it was determined that transportations services do not qualify as CTSA activities. The consequence is FACT can no longer use the money towards matching grants and has to use reserve funds. FACT is no longer able to grow the reserves and instead has to dip into the reserves to match grants and it is effecting the reserve balance.  Arun pointed out in the SANDAG FY 13-15 Triennial Audit both prior and current recommendations included SANDAG and FACT working together to pursue additional funding sources. He turned the CTSA discussion over to Muggs Stoll.  Muggs addressed finding secure funding, CTSA Regulations, current contract provisions, recommendations, the internal review, the TDA audit, and Brian discussed performance measures. Muggs acknowledged FACT is doing more than $137,000 of qualifying CTSA activities. Muggs will check with the SANDAG legal team to verify if TDA money could be used as matching funds for RideFACT. SANDAG has concerns about adding the brokerage as a CTSA activity. Phil asked Muggs if he could ask the legal team if the current balance in restricted reserves could be used towards a match by moving it to unrestricted. Muggs clarified his statement that he will ask legal if the $137,000 that is spent could be counted as a match.  Muggs stated a new Board member appointment from the transportation committee is in progress. The member should be appointed in the next few weeks.  Brian Lane discussed the existing scope of work and his draft version. The core functions include referral assistance, CAM, and the website. The proposed performance measures for each item to be evaluated were briefly discussed. Board members were concerned with performance measures that had variables outside of FACT’s control. Bob recommended the list be scrubbed by staff. There was a discussion if rides are being counted or not since referrals to RideFACT are and it is assumed those referrals result in a ride.  Arun presented some of his suggestions for the new contract. He suggested coordination should have a higher weight in grant scoring; this would help coordination with specialized services and increase efficiency. Arun would like to coordinate with four cities each year either to educate on transportation services or propose more cost effective transportation solutions.  Phil will Chair a CTSA Committee to discuss the CTSA contract prior to meeting with SANDAG. FACT and SANDAG will work together to develop these performance measures prior to incorporating them in the contract. They hope to reach an agreement and take a version to the transportation committee soon. The next audit will begin in the fall. Muggs reiterated that these are CTSA goals and responsibilities only, and FACT should continue to have other goals such as the rides. |
| Board Development | George Gastil facilitated the Board Development portion of the meeting. Topics of discussion included ideal number of board members, background of board members, location of board members, meetings with members via phone, and the recruitment process. Board members shared stories of how they were recruited. Dave Roberts shared that elected officials compete for transportation qualifications and FACT could be of interest to electeds for that reason, they just need to be asked. George mentioned that Board Development includes educating members and retaining current members. The importance of representation of elected officials, possibly from a hospital Board, and other parts of the county (South Bay) was also discussed. Susan Hafner asked if elected officials could receive a per diem for attending meetings as an incentive to attend FACT meetings. There was discussion on if elected officials could send a staff member as an alternate.  The meeting location and date was discussed as a possible barrier for attendance. A more central location may increase attendance. There was concern that several Board members have been on the Board for many years and there could be turnover in the future. |
| Adjournment | The meeting adjourned at approximately 1:30 PM. |

**ITEM #4**

**TO: BOARD OF DIRECTORS**

**FROM: Arun Prem, Executive Director and Meagan Schmidt, Operations Manager**

**RE: Review of RideFACT promotion for Veterans**

**ISSUE:**

This item provides an update on FACT’s Veterans fare promotion from September 1, 2017 – present.

**BACKGROUND:**

In June 2017 the Service Development Committee (FACT Board Members LaVonna Connelly and George Gastil, SANDAG representatives Brian Lane and Danielle Kochman and JFS Director of Social & Wellness Services Meredith Morgenroth) met to discuss service promotion and outreach for FACT’s services. Several ideas were discussed, including bringing attention to the implementation of the VTCLI (Veterans Community Living Initiative) project. The committee discussed a pilot for free trips for veterans, a timeline, trip purposes and number of free trips per day.

FACT and the Service Development Committee brought the item to the FACT Board of Directors on July 27, 2017. The recommendation to provide free trips for veterans as a four month pilot promotion was approved. The implementation process included outreach to CAM (Council on Access & Mobility), a media release, FACT’s call center outreach, outreach to stakeholders including the VA (Veterans Affairs), DAV (Disabled American Veterans), San Diego Veterans’ Coalition and 2-1-1, and announcements during Veterans and other community meetings. The promotion included a limit of one free roundtrip per week per veteran. The results of the pilot were briefly reviewed in January 2018. The Board asked for a detailed discussion and review at the Board Retreat and extended the pilot through the month of February.

**OUTCOMES:**

Between September 1 – February 9, 2018, 923 free trips were provided for veterans throughout San Diego County. A total of 182 unique veterans participated in the pilot. Overall feedback from veterans was very positive, with an appreciation for the free trips and perception of the promotion as acknowledgement of their service to the Country. FACT received media coverage of the promotion from NBC San Diego, the San Diego Union Tribune, San Diego County News, and Village News.

**EXTENSION:**

While the promotion was successfully covered by media and had positive outcomes, a discussion is needed to ascertain if the pilot should end or be extended. At the outset the objective was to promote RideFACT to veterans, no other objectives, or metrics for assessing the outcomes were discussed. It was expected that VA and other veterans organization would assist with the assessment of the need and status of transportation resources.

Due to lack of feedback from organized Veterans groups including the VA, it has been difficult to get perspective on the impact or potential outcomes due to the fare promotion. The objective of getting the word out to the veterans community was met to an extent due to the media reports that relayed information about the promotion.

**RECOMMENDATION:**

Staff recommends discontinuing the promotion as of March 31, 2018.

**ITEM #5**

**TO: BOARD OF DIRECTORS**

**FROM: Arun Prem, Executive Director**

**RE: CTSA Discussion**

**ISSUE:**

This item provides a Report on the recent CTSA Contract Review Committee meeting; the meeting was held on March 12, 2018 at SANDAG. The Committee followed up on the discussions held during the Board Retreat in February 2018. Proposals for the CTSA contract scope and some metrics, developed by FACT and SANDAG staff were reviewed during the meeting.

**BACKGROUND:**

The SANDAG FY 13-15 TDA triennial audit reported the following Recommendation **(please see page - 10):**

*TDA Recommendation 1: As a carryover from the prior SANDAG performance audit for full implementation, SANDAG and FACT should continue working together to review and update the scope of FACT’s contractual responsibilities and to identify and pursue additional funding sources to support its activities as the CTSA.*

Following the Triennial Audit SANDAG conducted a detailed CTSA Review performed by Ms. Diane Eidam. The recommendations from that review were discussed by FACT’s Board; most of those recommendations were implemented.

In order to fully comply with the Audit recommendations, SANDAG proposed some language which was reviewed during the recent committee meeting. Some other language developed by FACT were also reviewed. This items reports on the discussion, status and next steps.

Board Retreat Feb 22:

FACT Board, staff and SANDAG staff (Muggs Stoll, Brian Lane) reviewed the TDA audit findings during the Board of Directors Retreat on Feb 22, 2018. There was discussion on the CTSA regulations’ scope, the current contract, some ideas about the new project scope and a look at some metrics based on the revised contract proposed by the Auditors, SANDAG and FACT.

Due to the time constraints with respect to the Retreat agenda, it was recommended that a subcommittee of the Board continue the discussion with staff and SANDAG and bring back a report to FACT’s Board. Board members Phil Monroe and Susan Hafner were appointed to the committee. The committee and FACT staff met with SANDAG staff on March 12.

**Detailed TDA Triennial Audit Issue and response:**

**TDA Recommendation 1: As a carryover from the prior SANDAG performance audit for full implementation, SANDAG and FACT should continue working together to review and update the scope of FACT’s contractual responsibilities and to identify and pursue additional funding sources to support its activities as the CTSA.**

Issues and Opportunities – It is recognized that the existing agreement dating from 2006 between FACT, serving as the CTSA, and SANDAG is broad and largely outdated. In audit discussions about FACT’s role as the CTSA for San Diego County, it has become apparent that FACT’s original scope of work under its contract with SANDAG is broad and that as a result of the growth in services provided by FACT, there may be some ambiguity about FACT’s specific responsibilities to SANDAG. It is recognized that the contract was written at a time when FACT was a new organization and interested in expanding its role in coordinating transportation services and mobility management in the region, an interest which continues today. However, although FACT’s broad range of services, including trip referrals, could fall under the umbrella terms of a CTSA that fulfills the intent of Government Code Section 15951 (Social Service Transportation Improvement Act), the current contract makes it challenging to distinguish between FACT’s CTSA responsibilities under the SANDAG contract and the broader mobility management and operational services FACT provides. SANDAG recently commissioned a study to determine how well FACT was complying with the terms of the agreement.

SANDAG is in the process of designing an updated agreement that is focused on specific CTSA activities and that will be consistent with current strategies including those in the Coordinated Plan update. Some contract provisions being considered by SANDAG include a specific scope of work for CTSA consistent with SANDAG goals and objectives including strategies in the Coordinated Plan update and specific performance measures to evaluate the progress of the CTSA function. Performance measures for a CTSA are being explored by SANDAG. Potential measures for trip referrals suggested in this audit include (1) number of customer calls for referrals fielded per month; (2) number of customer call backs for a referral that was not met; (3) ratio (or percentage) of successful referrals relative to number of customer calls; and (4) ratio (or percentage) of customer calls for referrals relative to total rides (combining referrals and brokerage rides). Collection of reliable data to develop such measures will need to be discussed given FACT’s staffing constraints, limited outreach budget, and the reliance on external agencies that are not obligated to report to FACT.

FACT claims TDA Article 4.5 funds to cover expenditures incurred in meeting its contractual CTSA responsibilities. The SANDAG contract also encourages FACT to leverage its TDA dollars to obtain additional funding sources to support its CTSA-related goals and activities. FACT has accomplished this through being awarded Federal New Freedom grants and *TransNet* Senior Mini-Grants. As the RTPA, one of SANDAG’s responsibilities is to provide assistance with grants. Given these responsibilities and the scarcity of transportation funding in the region, SANDAG and FACT should also work together to identify and pursue longer-term funding sources to support FACT’s CTSA-related activities.

Recommended Actions – SANDAG and FACT should work together to review and clarify the scope of the revised CTSA contract, as discussed above. The budget FACT submits with its TDA claim should be consistent with its current CTSA responsibilities delegated by SANDAG. The budget claim should reflect the full revenues and expenditures applied to meet FACT’s responsibilities under the CTSA contract, not just the TDA-funded portions, to provide a comprehensive view of the CTSA program and TDA’s contribution. As a component of SANDAG’s review and approval of the annual FACT claim for TDA funds, SANDAG and FACT should consider inclusion of the adopted full FACT budget in the claim approval process because this document clarifies the overall scope of FACT’s activities and funding sources that are supported by or leveraged through TDA. Since FACT already submits its adopted budget to SANDAG Planning, compliance with this suggestion would require no additional commitment by either agency, but ensures increased transparency and improved oversight prior to the allocation of TDA funds. In addition, as part of its responsibilities as the RTPA, SANDAG should work with FACT to identify and pursue funding sources or other solutions to fund FACT programs and services.

Expected Results – SANDAG’s contract will more accurately depict FACT’s growing responsibilities as the CTSA for San Diego County and further distinguish FACT’s CTSA activities. SANDAG, under its obligation in state law as the custodian of TDA funds for the county, will also have increased transparency and improved oversight prior to the allocation of TDA revenue. In addition, SANDAG and FACT will increase capacity through partnership to further pursue alternative transportation funding for CTSA activities. Performance measures in the revised contract will provide further evidence of progress in meeting CTSA objectives.

SANDAG Response – SANDAG agrees with this recommendation, and is working with FACT to update the CTSA contract and to explore longer-term funding sources available for CTSA related activities. Updates to the CTSA contract will refine the specific tasks that are expected to be completed at a minimum with the TDA funds that FACT receives at the CTSA. The updated CTSA contract will also include performance measures. SANDAG and FACT will work together to develop these performance measures, prior to incorporating them in the contract, recognizing that some desirable data may be difficult to collect. SANDAG also agrees with the changes recommended for the annual TDA claim. SANDAG requested revisions to the most recent claim submitted by FACT to omit any non-CTSA activities planned for the coming year. FACT should spend the next year developing a method to allocate costs so they can separate fully allocated costs between CTSA activities and non-CTSA activities, allowing a more complete CTSA budget to be submitted as part of the claim process next spring.

**SANDAG CTSA Review – Recommendations from the Report:**

Based on the review of FACT, the recommendations are as follows (underlined items are pending implementation):

* That SANDAG’s agreement with FACT be modified to conform with the practice of having the SANDAG Board Chair appoint SANDAG’s representative to FACT.
* That SANDAG’s agreement with FACT be modified to reflect the activities that FACT actually performs in its role as the region’s CTSA as differentiated from other FACT activities.
* That SANDAG’s agreement with FACT be modified to include performance criteria and measures to implement the activities relative to FACT’s role as the region’s CTSA – distinct from its role as a recipient of federal and *TransNet* funds allocated by SANDAG.
* That the work plan and budget submitted in support of FACT’s TDA Article 4.5 claim clearly delineate agreed-upon CTSA activities, reconcile with the SANDAG agreement, and be accompanied by a summary of accomplishments funded by the previous year’s claim.
* The Transportation Committee and/or SANDAG Board of Directors receive periodic updates on FACT’s performance as the region’s CTSA.

**CTSA Contract Review Committee meeting on March 12, 2018**

Board Chair Bob Campbell, Committee members Phil Monroe and Susan Hafner and staff (Arun, Meagan, Budd) met with Muggs Stoll and Brian Lane. The group reviewed a DRAFT scope of work developed by FACT as well as one presented by SANDAG.

The SANDAG version included:

* a set of Core Functions,
* another set of administrative duties, and
* a table with proposed metrics

FACT’s version listed:

* Core CTSA services covered in part by TDA budget
* CTSA services funded by non-CTSA revenues

There was discussion about the disparity between the activities that FACT included in the scope and the TDA funding available. The Committee was concerned about the unintended consequences of listing activities for which funding may not be available in future. The Committee recommended keeping the scope succinct and limited to the extent it could be sustainably funded with FACT’s TDA apportionment. It was recommended that the other unfunded CTSA activities performed by FACT not be included in the scope of the contract with SANDAG in order to avoid misinterpretation of FACT’s obligations.

There was discussion about admissibility of transportation/brokerage related activities in the contract. Recently (during the FY 17-18 FACT annual Budget development) SANDAG staff had directed that FACT limit CTSA activity designation to those mentioned in FACT’s Work Plan. FACT requested Brokerage and RideFACT be recognized as CTSA activities. SANDAG staff will seek an opinion on whether the transportation/brokerage activities could be defined as CTSA services.

A draft scope that includes SANDAG’s version as well some modifications recommended by FACT will be handed out during the meeting.

SANDAG staff plan to bring the DRAFT contract before the Transportation Committee during May 2018. FACT staff and Board will have until April 2018 to finalize FACT’s position.

The contract review Committee indicated its willingness to meet again during April in order to develop FACT’s recommendation for review during FACT’s April 2018 Board meeting.

**RECOMMEDATION**

Staff requests Board members feedback regarding the above information.

**ITEM #7**

**TO: BOARD OF DIRECTORS**

**FROM: Arun Prem, Executive Director**

**RE: Quarterly Board Updates on Innovative Services and Industry practices**

**ISSUE:**

Proposed recurring (quarterly) agenda item; it is intended to review innovative services, new developments in the industry and trends.

**BACKGROUND:**

FACT Board members and staff have informally shared interesting industry updates and news via email and occasionally under staff and other updates on the Board Agenda.

Board Chair Bob Campbell recommended establishing a recurring quarterly schedule for reviewing public transit/transportation industry information in order to stay current with developments.

Transportation services have been evolving at a much faster rate recently due to the combination of new technology with the new modes, particularly Transportation Networking Companies (TNCs), resulting in innovative service models and new capabilities. These changes are further creating changes in the regulatory environment, funding, transportation infrastructure, rider behaviors, and service planning and operations.

Managers and Boards have the unenviable challenge of being aware of the information and processing it timely and appropriately in order to make decisions that will protect the interests of the agencies they lead as well as the individuals who rely on the services they provide.

With the assistance of Board members and partners in the industry, staff will monitor the environment and bring pertinent information before the Board for review on a regular basis.

Examples of some recent updates:

# Texas town ditches its bus service for ride-sharing app Via

Via, the app-based ride-sharing service, is replacing bus services for an entire town in Texas, [according to CBS This Morning](https://www.cbsnews.com/video/texas-city-ditches-buses-for-via-ride-share/?TrucksFoT). It’s the latest evidence of US cities forgoing investments in public transportation in favor of partnerships with privately held technology startups.

Under the deal, residents of Arlington, Texas, who own a smartphone can use Via’s app to summon one of 10 commuter vans that will be operating primarily in the city’s downtown area. Fares will only be $3 a ride, or $10 for a weekly pass, thanks to direct subsidies from the city. Via will replace a fleet of charter buses that had been operating in Arlington for four years.

Asked by CBS if he sees buses and light rail as “passé,” Arlington mayor Jeff Williams said, “Absolutely. I think with the new technology that’s coming on you’re going to see very little light rail built because this is so much cheaper.” Link to news video - <https://www.cbsnews.com/video/texas-city-ditches-buses-for-via-ride-share/>

**CVS and Walgreens partner with LYFT to get Blue Cross patients to Pharmacies**

**Highlights**:

* Blue Cross and Blue Shield plans will expand a partnership with the ride-hailing company Lyft to provide enrollees a way for enrollees who don't have adequate transportation to get to their neighborhood Walgreens and CVS pharmacies
* As part of a new company known as the Blue Cross Blue Shield Institute, participating Blue Cross plans will soon begin to provide “no cost” transportation via Lyft to customers of Walgreens Boots Alliance and CVS Health in certain markets
* Opportunity to reduce costs and improve outcomes for commercially insured enrollees who don’t have adequate access to transportation
* Blue Cross plans are moving away from fee-for-service medicine to value-based care and population health models that make sure patients are getting quality care in the right place and at the right time
* CVS will pay for Blue Cross customers in Pittsburgh “who live within select transportation deserts” to take Lyft rides to their pharmacies
* A similar pilot program will involve Walgreens paying for Lyft rides to their pharmacies in Chicago “transportation deserts"
* “A growing number of Americans live in areas where medical care is beyond reach, even when they have health insurance,” CVS Health chief medical officer Dr. Troyen Brennan said. “We are committed to addressing issues that are inextricably linked to health outcomes and which are greatly improved when people have access to pharmacies"

**Uber Health – new service introduced by UBER (handout)**

**RECOMMENDATION:**

**None.**

**ITEM #8**

**TO: BOARD OF DIRECTORS**

**FROM: Arun Prem, Executive Director**

**RE: FACT’s Identity, trademark and brand awareness**

**ISSUE:**

FACT has low name recognition outside the rider community.

**BACKGROUND:**

FACT was created in 2005 as an information and referral service and its role and services have evolved significantly since then. Transportation service delivery – on-demand and contracted transportation services now constitute the largest part of the service and consume most of the agency’s budget. Due to unmet need for specialized transportation in San Diego County, the transportation services provided by FACT are expected to grow in the near term.

FACT’s name prioritized coordination due to its original mission; however, it is now perceived as a barrier to promoting FACT. According to feedback from Board members and stakeholders, the name is hard to comprehend, does not evoke a transportation service, and therefore causes confusion rather than clarify the purpose of the agency to the layperson as well as potential users and stakeholders.

The service name RideFACT does connote transportation and has been used on marketing and rider information for a number of years and has a certain level of “brand” awareness in San Diego County; current riders and stakeholders readily identify with it.

Over time Board members have recommended focusing on this issue.

On a related note, FACT’s attorney is concerned about the current FACT name not being secured under trademark protection. Researching existence of similar names and trademarking the agency’s name is an expensive process, but a good investment according to the attorney.

If there is likelihood of the agency going through a name change, the trademarking process needs to be deferred until the new name has been registered.

**RECOMMENDATION:**

**Staff seeks feedback from the Board regarding this information and direction regarding next steps.**

**ITEM #6**

**TO: BOARD OF DIRECTORS**

**FROM: Arun Prem, Executive Director and Meagan Schmidt, Operations Manager**

**RE: FACT Services update**

**ISSUE:**

This item presents a monthly RideFACT and contracted services update.

**ITEM # 12**

**FROM: Arun Prem, Executive Director**

**RE: Executive Director Report**

**Meetings and Events 1/25/2018 – 3/28/2018**

1/26 SalesForce Coordinator Training – All Coordinators, Meagan, Budd, and Brooke

**1/26 FACT/SANDAG Quarterly Update – Muggs Stoll and Arun**

1/26 Routematch Billing Review meeting – Meagan and Leticia

1/29 Meeting with Claudia Troisi – Arun

1/30 TCRP Project B-45 Discussion - Buffy Ellis, Arun, and Meagan

1/30 CalACT Leadership & Management Conference Topic Call- Arun and Meagan

1/31 CalACT Social Services & Mobility Management Conference Topic Call- Arun and Meagan

1/31 UniteUs Webinar – Brooke

1/31 MTS ADA Meeting – Jonathan

1/31 SANDAG Public Workshop – Meagan

2/1 Parkinsons Association Meeting – Chris Buscher, Arun, and Meagan

2/5-2/8 RouteMatch Site Visit- Meagan and Leticia

**2/6 Review of Financials – Phil Monroe, Arun, Julius, Meagan, and Budd**

2/7 Retreat Planning – Bob Campbell, George Gastill, and Arun

2/8 SANDAG Retreat – Arun and Meagan

2/8 Routematch Meeting – Leticia

2/9 CalACT Board Meeting Call – Meagan

2/9-2/12 APTA CEO Conference - Arun

2/12 League of Cities Presentation – Bob Campbell and Meagan

2/12 One Click One Call Meeting Meeting – Budd

2/13 CAM Meeting – Arun, Budd, Meagan, and Brooke

**2/14 Meeting with Office of Emergency Services – Ryan, Arun, and Meagan**

2/14 Age Well AIS Workshop – Meagan

2/15 Implementing Mobile Payment Webinar – Meagan

2/16 Meeting with Daphne Drapeau, AAA - Meagan

2/19 Office CLOSED – Presidents Day

2/20 Routematch Billing Review Meeting – Meagan and Leticia

2/21 Oceanside Silvercrest Residence Presentation – Leticia

2/21 Improving Mobility Access through Complete Streets & Mobility Management Webinar – Meagan

2/22 FACT Annual Retreat

2/23 AGTS Vehicle discussion – Meagan and Budd

2/23 Routematch Meeting – Leticia

**2/26 Rides to Wellness/Tri-City Meeting – Meagan, Budd, and Tri-City staff**

**2/26 Alameda County Transportation Commission Meeting/Presentation – Arun**

2/27 Eleet 5310 Vehicle Pick-Up – Abdi, Budd, and Jonathan

2/27 Routematch Meeting – Meagan and Leticia

2/28 Specialized Transportation Grant Program Workshop - Budd

**2/28 WTS Lunch with Georgette Gomez – George Gastil and Meagan**

**2/28 New Brokerage Partner Furaat Inc. Meeting – Meagan and Jonathan**

3/1 Braille Institute meeting – Arun and Meagan

3/2 Phone meeting with John Cunningham, Contra Costa County – Arun and Meagan

3/8 AGTS vehicle return – Linda, Budd, and Jonathan

**3/9 Call with Brian Champion regarding brokerage – Arun and Meagan**

3/9 San Marcos Pilot Review – Catherine and Meagan

**3/9 Meeting with 5th District Community Rep – Quinton Grounds and Meagan**

**3/12 SANDAG Meeting – Muggs Stoll, Bob Campbell, Jewel Edson, Arun**

**3/12 SANDAG/CTSA Meeting – Brian Lane, Bob Campbell, Phil Monroe, Susan Hafner, Arun, Budd, and Meagan**

**3/13 Meeting with Kelvin from Georgette Gomez’s office – George Gastil, Arun and Meagan**

3/14 Meeting with Greg from Valley Radiology regarding Contracted services – Meagan

3/14One Click One Call Meeting – Meagan

3/16 Software Interview SANDAG – Audrey, Meagan, Budd

3/16 CalACT Conference Software Topic Call - Meagan

**3/19 SSTAC/SANDAG Meeting – Meagan**

**3/21 Supervisor Horn State of North County Address – Bob Campbell and Meagan**

3/21 CalACT Conference Call Cities Topic – Meagan

3/22 RSRTP Task Force/SANDAG – Meagan

3/26 CCAM Focus Group/SANDAG – Arun, Budd, Meagan

3/26-3/29 RouteMatch User Conference - Leticia

**Upcoming Meetings and Events**

4/10 CAM Meeting

4/26 Board Meeting

5/28 OFFICE CLOSED: Memorial Day

5/31 Board Meeting

6/12 CAM Meeting