



# FACT™

Facilitating Access to Coordinated Transportation

Meeting Agenda and Notice  
**FACT BOARD of DIRECTORS RETREAT**  
**March 24, 2016, 8:00 a.m. - 11:15 a.m.**  
**SD County Administration Center - Room 402A**  
**1600 PCH, San Diego**

**7:45 AM** BREAKFAST

**8:00 am PART A**  
**MEETING CALL to ORDER, INTRODUCTIONS, REGULAR**  
**BUSINESS**

1. Welcoming remarks by Board Chair Hon. Dave Roberts &  
INFORMATION  
Retreat Planning Committee: Board members Bob Campbell,  
LaVonna Connelly, and Hon. George Gastil
2. Public Comment  
INFORMATION
3. Approval of February 2016 Board Meeting minutes  
ACTION

**8:15 am PART B : FACILITATOR - Board member Phil Monroe**  
**FACT's PERFORMANCE, STRENGTHS, CHALLENGES**

4. Review of Survey responses from CAM and Brokerage Providers  
INFORMATION
5. Discussion - What has gone well, what can be improved, challenges  
DISCUSSION
  - 1) Timeline of contracts and services
  - 2) RideFACT Ridership trends
  - 3) Contracted services overview
  - 4) Total monthly rides
  - 5) Total monthly referrals
  - 6) Maps of service area
  - 7) Annual - Rides vs. Ride projections
  - 8) Review of overall brokerage capacity over time
  - 9) Review of individual brokerage provider trips
  - 10) % senior, medical, accessible, dialysis rides
  - 11) Av. Cost per ride
  - 12) Av. Trip distance

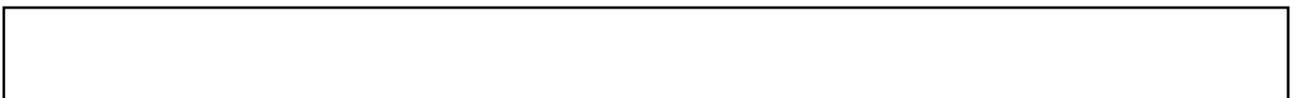
**9:15 am PART C: FACILITATOR - Board Vice Chair Bob Campbell  
PROMOTING FACT SERVICES**

- 6. Case Study - Impact of FACT's contracted services on City of Oceanside  
INFORMATION
  - 1) Feedback re. service issues prior to FACT contract
  - 2) Review of data on cost per trip before and after FACT contract
  - 3) Review of customer service surveys/feedback
  - 4) Develop marketing piece
  
- 7. Marketing FACT's services - outreach plan, marketing materials, goals  
DISCUSSION
  - 1) List of Cities offering senior services/scrip/medical shuttle etc.
  - 2) Discussion on outreach
  - 3) Professional assistance with planning and materials, outreach
  - 4) Timelines and Goals

**10:15 am PART D: FACILITATOR - Board Chair Hon. Dave Roberts  
REGIONAL MEDICAL TRANSPORTATION NEEDS &  
SOLUTIONS**

- 8. Review of feedback from Sharp, and Hospitals Association  
DISCUSSION
  
- 9. Discussion on format, timeline and agenda of proposed regional workshop  
DISCUSSION
  - 1) Coordinate event with medical service/transportation providers
  - 2) Location
  - 3) Purpose/Goals

**11:15 AM Lunch, 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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**ITEM # 3**

**FACT Board of Directors' Meeting Minutes**  
February 24, 2016

Encinitas City Hall, Poinsettia Room  
505 S. Vulcan Avenue, Encinitas, CA 92024

Board Members Attending	Phil Monroe, LaVonna Connelly, Hon. George Gastil, Hon. Dave Roberts, Susan Hafner, Bob Campbell
TAC Members Attending	Danielle Kochman
Board Members Absent	Norine Sigafoose, Hon. John Aguilera
Staff Attending	Arun Prem, Meagan Schmidt, Budd Anderson, Aaron Aguirre, Oswaldo Perez
Public/Guests	See sign in sheet
Introductions	Chair Dave Roberts called the meeting to order at 8:00AM. Introductions were made.
Public Comment	None
Approval of the January Board Meeting minutes	<b>Motion to approve the January 28, 2016 Board Meeting minutes made by George Gastil. Second by Susan Hafner. The motion passed unanimously.</b>
Public Comment	None
New Board Member Appointments	Dave said National City Councilmember Alejandra Sotelo-Solis declined the invitation to serve on FACT's Board. Bob discussed Cecilia Baradian as a potential Board member. Arun indicated that Cecilia was the liaison for the Oceanside Van Service contract. Susan said there may be a conflict of interest with Cecilia serving on the Board. Arun said Cecilia would need to abstain from votes involving the Oceanside Contract if appointed to the Board. LaVonna discussed Dr. Tom Packard from SDSU's School of Social Work as a potential candidate.
FY 2016-17 County grant applications	Arun and Oswaldo discussed the FY 16-17 Community Enhancement (CE) and Neighborhood Reinvestment Program (NRP) grants. FACT proposed requesting \$19,000 from FY 16-17 CE and \$8,000 from FY 16-17 NRP. Oswaldo reviewed projects included in FACT's proposal for each grant. Dave reminded staff to consult with KUSI's Doug Freidman to come up

	<p>with an idea for regular FACT public service announcements (PSA's). Arun requested Dave's assistance with scheduling a meeting with Doug. Bob discussed KOCT as resource for local broadcasts and suggested that FACT coordinate with Tom Reeser. Dave recommended including both NRP FY 15-16 and FY 16-17 in the motion and noted that video production could possibly be included under NRP.</p> <p>Motion to authorize staff to submit grant proposals for FY 2016-17 CE, FY 2015-16 NRP, FY 2016-17 NRP, and corresponding grant resolutions made by LaVonna Connelly. Second by Bob Campbell. The motion passed with 5 ayes from LaVonna Connelly, Bob Campbell, George Gastil, Susan Hafner, and Phil Monroe and 1 abstention from Dave Roberts.</p>
<p>Year 2016 Retreat Planning Updates</p>	<p>A draft Board Retreat agenda was provided for Board review. The retreat was scheduled for March 24, 2016 beginning at 8AM at the County Administration Center. The major themes of the retreat included promoting FACT's services to cities in San Diego County and developing a workshop to discuss healthcare transportation needs. Arun said he discussed the workshop with Lindsey Wade from the Hospital Association of San Diego and Imperial Counties (HASDIC). He said he would be speaking to one of HASDIC's committees in March. A pre-budget review of trip, expense, and revenue projections along with the business plan update would take place at the retreat. He said a Finance Committee meeting should be scheduled before or immediately following the Board Retreat due to the budget cycle.</p> <p>Bob said he was concerned with the limited time frame and the amount of items listed under Part A of the retreat agenda. Arun said some of the items could be shifted around based on timing. Dave said he would have to leave the retreat around 11 or 11:30AM, but was okay with the meeting continuing in his absence. He requested that staff coordinate with his office in order to access the room at 7:30AM to set up for the meeting. He said his office could request a parking extension for retreat attendees. Arun said the Retreat Planning Committee requested that feedback be collected from CAM members and brokerage providers and be discussed at the retreat. Staff developed a set of questions for each group and administered surveys via survey monkey. Responses were slowly being received. Due to the limited time at the retreat, the Board decided to defer Items 4, 5, and 6 under Part A of the retreat agenda until the April Board Meeting. Arun said Phil had initiated conversation with Mike Murphy, CEO of Sharp Healthcare. Dave, Phil, and Arun were scheduled to meet with Sharp representatives on April 1, 2016 to discuss transportation.</p>

SANDAG – proposed 2016 Ballot Measure	<p>It was noted that Arun testified before SANDAG’s Board on February 12, 2016 regarding funding for the CTSA and mobility coordination. Arun reviewed SANDAG’s 2016 local sales tax Ballot Measure and discussed proposed funding priorities under the initiative. SANDAG had two proposed funding plans, Alternative A and B with different allocations for certain items. He indicated that Transit Capital and Operations was proposed as one of the highest funded items at 5.5 billion for Alternative A and 9.12 billion for Alternative B. A detailed version of the plan indicated that ADA paratransit and specialized transportation was included under Transit Capital Operations. Specialized transportation would include coordinated services. Arun delivered a letter from Dave to the SANDAG Transportation Committee (TC) and made public comment before the TC on February 5<sup>th</sup> and the SANDAG Board on February 12<sup>th</sup>. He requested Board assistance with briefing SANDAG TC and Board members and recommended resending the letter directly to particular members. He said final action by SANDAG’s Board may take place on April 8<sup>th</sup>.</p> <p>There was further discussion regarding the SANDAG initiative, FACT’s involvement, and feasibility of the initiative being passed. The Board supported continued efforts to promote FACT and mobility coordination as ongoing outreach despite indications that the measure may not pass. Dave proposed writing a letter to Senator Diane Feinstein explaining CTSA’s and the lack of dedicated funding. Bob requested that staff put together a one page factsheet for the SANDAG Board Retreat. Dave recommended placing the factsheet at each place setting at the retreat. Arun asked if he should send the letter directly to TC and SANDAG Board members before the retreat. Dave said it would not hurt and recommended stating in the letter that FACT wanted to get the letter to them before their retreat.</p>
FACT Services updates	<p>Meagan provided an update on FACT’s services and reviewed service statistics. Arun discussed the First Transit (FT) contract issues and volatility. He said the NCTD LIFT contract may be rebid in April 2016. He said FACT would have to reposition itself in order to meet the service capacity as a subcontractor. He noted that the Caltrans vehicle lease situation should be resolved by then, which would increase FACT’s trip capacity. Susan asked if FACT had requested that NCTD consider a provision in the LIFT contract that encouraged private sector vendors to use FACT as an option for overflow trips. Arun noted that once the contract between FT and FACT was implemented, NCTD was reluctant to discuss contract issues directly with FACT. Susan said FACT should be careful in how it promoted services in order not to be viewed as competition by private vendors. She said FACT needed to develop an elevator speech that specified how the brokerage has helped vendors’</p>

	<p>secure additional business and provided a cost savings for transportation programs.</p> <p>Meagan said Yellow Cab City of San Diego joined FACT’s brokerage in February. Arun noted that North County Yellow Cab was already a brokerage provider. He said the additional capacity would help position FACT for future contract opportunities. LaVonna wondered if FACT offered some type of orientation for drivers in order to prepare them for the type of clients they would be transporting. Arun indicated that Yellow Cab provided sensitivity training for drivers related to its medical contracts, but not every driver received training. He said FACT was working with Yellow Cab to smooth out service details. There was discussion regarding UBER and the regulated taxi industry. Security clearances, background checks, vehicle insurance coverage, and rider fares were discussed. Dave indicated that the Veterans Community Connections inauguration was taking place at 10AM at the new 2-1-1 San Diego facility. Dave left the meeting to speak at the Veterans Community Connections event; Vice Chair Bob Campbell led the remainder of the meeting.</p> <p>Meagan said the Caltrans lease issue, a decrease in ElderHelp contract ridership, volatility of the FT trips, and FACT’s limited brokerage capacity has led to a decrease in ridership. Arun noted that transit agencies were experiencing a drop in ridership nationwide and discussed several factors. Phil asked if there was a column in the RideFACT service chart that corresponded to the blue line on the service line graph. Arun said the RideFACT numbers were separated out under the RideFACT + Contracted column, but there was not a separate column for contracted service. He said it was a formatting issue. Bob requested that Phil work with staff on representing service statistics more clearly. He asked Arun for his thoughts on the direction FACT was taking in response to the dip in ridership. Arun said staff had been discussing ways to market and promote FACT’s service in order to boost ridership.</p>
<p>Monthly Financial reports</p>	<p>Financial reports was a standing item and monthly reports including the check register were available for Board review.</p> <p>Arun said there was a cash flow issue as a result of mobility management grant contracts being delayed. FACT had to spend reserves to continue providing service as a result of the funding gap between expired grants and renewed grants. He said there was a depletion of approximately \$50,000 of reserve funds. He said FACT had spent over \$200,000 of its revenue since the old grants expired. He noted that FACT would not lose the funding, but it would be deferred reimbursement. He said if the contract delay continued, FACT may have cash flow problems. Danielle</p>

	<p>Kochman discussed the delay and indicated that the contracts should be sent the following day or next Monday for signature. She said she could work with FACT's Accountant Aaron Aguirre to submit invoices early to speed up the process. LaVonna wondered how cash reserves affected grant matches and whether the funding was earmarked. Danielle indicated that the grant funding was not earmarked. Arun said this was the first time FACT experienced a decrease in reserves and noted that over the past 5 years there was a net increase of approximately \$475,000 in restricted and unrestricted assets. Bob asked what FACT's current cash balance was. Aaron indicated that FACT had approximately \$30,000 in the checking account and little over \$150,000 in savings. Arun said monthly expenses were approximately \$60,000.</p>
Executive Director's Report	<p>The CalACT 2016 Spring Conference was scheduled for March 28<sup>th</sup> - 31<sup>st</sup> at the La Jolla Hilton; CalACT had offered free registration for FACT Board Members. George said he was interested in attending the conference if he was in town that week. Phil said he may want to attend after reviewing the conference agenda. Arun said he would forward the agenda to Board members. Dave would address the opening session of the conference on March 29<sup>th</sup> at 8AM. Arun said FACT staff was volunteering at the conference and FACT had offered accessible transportation for conference attendees. Bob wondered if it would be beneficial for FACT to have a booth at the conference. Arun will check with CalACT whether space was still available.</p>
CLOSED SESSION Review of FACT's Lease Agreement	<p>The Board went into closed session to review FACT's lease agreements. There was no reportable action taken by the Board during closed session.</p>
Adjournment	<p>Meeting Adjourned at 10AM.</p>