



FACT

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Meeting Agenda and Notice
FACT Board of Directors Meeting
September 28, 2011, at 9:00 am
Carnation Room, Encinitas City Hall
505 S. Vulcan Avenue, Encinitas, CA 92024

AGENDA

1. Introductions
2. Approval of August 2011 Board Meeting minutes ACTION
3. Public Comment
4. Board Chair Report INFORMATION
5. Board Member Comments INFORMATION
6. Executive Director Report INFORMATION/ACTION
7. Sub Committee reports: INFORMATION/ACTION
 - o Vehicles Disposition
 - o Software and Service Development
Alta Golden Service Proposal
 - o Brokerage Implementation
8. Website Development update - FACT Identity INFORMATION/ACTION
9. CSUSM Student Team Project INFORMATION/ACTION
10. Documentation of FACT Policies INFORMATION/ACTION
11. August 2011 Financials INFORMATION/ ACTION
12. Annual Meeting Prep: INFORMATION
 - 2011 Norine Sigafoose Partner of the Year
 - Other awards/recognition
 - Updates
 - CAM appointments

Adjournment

ITEM # 2**FACT Board of Director's Meeting Minutes**

August 17, 2011

Encinitas City Hall, Encinitas, CA 92024

Board Members Attending	John Aguilera, Teresa Barth, Bob Campbell, LaVonna Connelly, Laurie Edwards-Tate, Susan Hafner, Phil Monroe, Dave Roberts
TAC Members Attending	Dan Levy
Board Members Absent	
Staff Attending	Arun Prem, Kelly McGrane, Patty Pauletto, Meagan Schmidt
Public/Guests	Danielle Kochman / SANDAG, Maurice Trammel / Transit Van Shuttle
Introductions	Chair Phil Monroe called the meeting to order at 9:07 a.m. Introductions were made.
Approval of July Meeting Minutes	<p>Phil Monroe asked for any corrections to the July Minutes, Bob Campbell said John Aguilera is a member of the Vista Planning Commission instead of the San Diego Planning Commission.</p> <p>Motion to approve the July Board Minutes with Vista Planning Commission correction made by Dave Roberts. Second by Susan Hafner. The motion passed unanimously.</p>
Board Member Comments	<p>LaVonna Connelly said the Ramona Transportation Action Committee (RTAC) is working with Cal State San Marcos students on a 2nd Transportation Research Survey that will launch within the next month.</p> <p>Bob asked the Chair to add an item to the agenda regarding the "Cal State San Marcos Senior Experience Project".</p> <p>Motion to add "Cal State San Marcos Senior Experience Project" as an emergency item to today's agenda made by Phil Monroe. Second by Laurie Edwards-Tate.</p> <p>Dave Roberts said that a good prep session was held for the August Board Meeting. Dave and Arun met with Keith Blackburn, Carlsbad City Councilmember, and potential FACT Board Member. He was unable to attend today's Board Meeting and Arun will be following up with him.</p>
Board Chair Report	Phil and John met with Arun at the FACT office Friday, August 12th, Bob and Dave called in and reviewed the workshop for the August Board Meeting.

Executive
Director Report

Arun said the Quality of Life (QoL) Stakeholder Working Group (SWG) met last month and conducted a survey of voters which a consultant reviewed to assess if the QoL proposal is viable and what time it should be presented to voters. A question on whether voters would support a tax that would fund senior and specialized transportation was presented differently after the survey and the response was positive. Arun said that in the last year 70% of the tax measures proposed for transportation purposes across the nation were approved.

Phil stated this is a quality of life initiative not necessarily a transportation initiative, based on environmental issues. Arun said at best it is a 1/3 transit initiative. Phil asked if Dan Levy had any feedback, Dan said that Rob Rundle was leading the group involved with the initiative.

Arun reported the cross-referencing group, FACT, SANDAG, 2-1-1, SDRC and OES will meet again August 18th. Arun explained the purpose of the meetings, to consolidate information by sharing data and coordinating ways of simultaneously updating data across the organizations. Recently 2-1-1 has reactivated providing referrals to FACT and an immediate increase in telephone referrals has resulted.

The Software and Service Development Committee met August 3rd, members include Bob Campbell, Todd Lordson, Floyd Willis and Debbie Mejia. They discussed the software procurement and changes to the RideFACT service. Arun thanked the committee for their participation and input.

Arun attended the Veteran's Mobility Webinar which addressed the grant opportunity and will be discussed further as an agenda item.

Arun met with NCTD Executive Director, Matt Tucker, August 9th. They spoke of coordination between RideFACT and the flex services in Ramona and had a follow-up meeting August 12th. NCTD said they would include RideFACT in their marketing materials for their Ramona services. Arun informed NCTD about the possibility of extending the RideFACT contract for an interim period while the flex services commence, to give time to determine the need.

Arun said the meeting with Dave and Keith Blackburn went well and is waiting to hear from Keith regarding further interest in joining the FACT Board.

Arun reported the statistics for July, with 25 RideFACT trips. Teresa Barth asked what days NCTD's flex service would be. Arun explained the service from Escondido to Ramona would be everyday and within Ramona 1 day a week on Tuesdays, the same day RideFACT operates. NCTD's service area will be smaller. LaVonna said NCTD representatives attended the Ramona Transportation Action Committee Meeting (RTAC) August 16th. NCTD was asked why Tuesday was chosen as RideFACT already provides rides on that day, they stated that RideFACT is not sustainable. Dave said it was under his impression that the implementation of the service had been delayed. Arun said the implementation would happen August 23rd. Phil asked if Arun had discussed with NCTD about changing their service day from Tuesday to another day. Arun said he discussed this with Tim McCormick, NCTD's Director of Service Planning, however they are not interested in changing anything until the program has been implemented for at least a month. Bob asked what would be involved in changing RideFACT's day from Tuesdays to another day. LaVonna said Tim McCormick said they wanted to have service the same day as RideFACT. Arun stated NCTD's flex service has different eligibility requirements than

	<p>RideFACT, NCTD is open to the general population with a discount fare for seniors and RideFACT is for 60+ clients. Arun reported 1,453 hits on the STRIDE website and 67 telephone referrals for July. Arun said this is a 20% increase from last month and believed it may be the result of 2-1-1 referrals.</p> <p>Arun reported FACT was notified by the California Transportation Committee (CTC) that it was successful in the 5310 grant for 7 vehicles, a value of \$308,000. This grant required a 0 match, Arun thanked Danielle Kochman and Dan Levy for their technical support with this grant. Arun said in a previous meeting with Matt Tucker, he was told NCTD may donate some vehicles to FACT as they do not apply within their new business model with American Logistics.</p> <p>Arun informed the Board FACT is now posting the Board Meeting Agenda on the website before the monthly meetings.</p>
<p>Disposition of 6 FACT owned vehicles</p>	<p>Patty Pauletto reported on the 6 FACT owned vehicles currently held at NCTD. She presented disposal options, including donation, auction or a hybrid choice. Kelly McGrane presented a list of grants that FACT has received or will be applying for as well as the match requirements. Arun explained the list showed the grant opportunities for fiscal year 2012 which would require matches of approximately \$800,000. Kelly said the vehicles are worth approximately \$2,500 each which would add \$15,000 to reserved funds for matching. FACT's recommendation would be to sell the 6 vehicles. Bob said that he has spoken with drivers of the vehicles who prefer them to new vehicles; he said the hybrid auction would be a good possibility for match and services, or some sort of duality. Dave said he respects the staff recommendation but prefers the lottery option to help non-profits which could provide services, especially with the current economic conditions. Susan Hafner said there might be opportunity for both an auction and lottery donation. She suggested starting with a purchase option and if any vehicle are leftover proceeding with a lottery. Susan said she is unsure of what the market is like for acquisition and that staff time spent on a donation would surpass the gain of the income from selling the vehicles. Phil said that Patty's past experience would help the process go smoother. Phil said that there is concern about some of the vehicles not being used as they were intended to be in the previous lottery donation. LaVonna said she did not believe the vehicle given to the Ramona School District had been used. Ben Macias, of City Link Foundation, said that he received a vehicle from the lottery and it is used every day. He also said the lottery was only available to North County and suggested opening up the opportunity to all of San Diego County for any possible future donations. Phil said that FACT was restricted to offering the vehicles to North County as NCTD put that restriction on the vehicles. John Aguilera said he would support FACT staff's recommendation due to the funds for matches and time efficiency. Arun said FACT has already received inquiries from potential buyers. Phil asked if there would be any restrictions to an auction. Arun said there are no restrictions from NCTD on these vehicles. Teresa said the auction should be county-wide. Dan suggested applying for replacement 5310 vehicles the next year and keeping the current vehicles until then. Laurie Edwards-Tate said the issue of owning vehicles versus coordinating resources reflects back to FACT's mission. Arun said the only way FACT could keep the vehicles would be to work out a lease arrangement with a contractor. Bob asked if the MedRIDE program could be implemented sooner using the 6 vehicles. Arun said MedRIDE could begin sooner. Danielle Kochman said FACT could retain the title and apply for replacement vehicles and then sell the 6 vehicles. LaVonna said using the 6 vehicles for MedRIDE may result in high repair and maintenance costs as they would need to be repainted, etc. Laurie suggested a subcommittee, Dave agreed. Phil appointed Bob and Susan to the subcommittee for vehicle disposition.</p>

Workshop - Planning for FACT Services:

- FACT Brokerage implementation update
- American Logistics Service Model
- RideFACT Service Coordination/Modification and Contract Extension

Arun reported the Software and Service Development Subcommittee has met twice and reviewed and provided feedback on several items. They discussed the implementation and implication of the brokerage, American Logistics and other brokerage models, and the future of RideFACT. Arun explained that brokerage is a condition of FACT’s contract with SANDAG. He explained the typical elements and process of a brokerage. Arun said presentations have been given from software companies at CAM meetings for feedback and possible shared procurement. Arun discussed the options of a single, split or multiple brokerage system and said a single model would be attractive for FACT. He explained a contracted brokerage would not have incentive to send trips to non-profit services, Mike Dunne from American Logistics (ALC), said this is something they could do but have not done up to this point. Susan asked what ALC provides to private providers for dispatching; Arun said they use a Blackberry. Arun said another option would be for FACT to broker trips to ALC and also to volunteer driver organizations, social service providers, for profit and faith-based transportation providers. Under this model ALC would be a sub-broker to FACT and broker trips to independent providers and taxis. Dave said

FACT will have to keep in mind any changes regarding program eligibility pertaining to healthcare reform. Danielle said FACT brokering trips to volunteer driver organizations, social service, faith based and non-profit groups could have higher service quality for riders. LaVonna asked if ALC would provide services for FACT for the same price they charge NCTD. Arun said

they would for the North County service area. Susan said the \$25 rate is a great rate and that using a primary broker such as ALC is plausible and the service contract could be amended to include FACT’s specifications for brokered trips to nonprofits, etc. with incentives for these types of trips. Laurie suggested a subcommittee to further analyze brokerage options. Bob said the CSUSM Sr. Experience Project students could analyze this issue for FACT. Susan agreed the brokerage aspect needs to be looked at in more detail. She said that because NCTD will be providing service in Ramona, FACT should not renew the contract with Sol for RideFACT and seek a new service area. LaVonna said that at the RTAC meeting the night before, NCTD made it clear the FLEX services would operate for a few months and determine if they will dropout based on the demand.

Motion to end RideFACT service and contract and seek other service area opportunities made by Susan Hafner. Second by Bob Campbell. Motion passed unanimously.

Bob attended a meeting at Cal State University San Marcos regarding the Sr. Experience Project for students to analyze a project and suggested FACT take advantage of this opportunity for the students to review the brokerage options. Laurie suggested a subcommittee to oversee the project.

Motion to pursue CSUSM Sr. Experience Project with Phil Monroe and Bob Campbell as overseeing subcommittee members made by Dave Roberts. Second by Teresa Barth. Motion passed unanimously.

Arun asked the Board for direction on the veterans grant. Dave said his understanding was the CTSA needed to be part of this. Arun said it is strongly recommended the CTSA apply for this grant as the announcement encouraged any One-Call/One-Click Centers to apply. The CTSA should be an active partner in the grant. Arun asked NCTD to join their proposal and is waiting to hear a response.

	Motion to pursue the Veterans Community Living Initiative made by Laurie Edwards-Tate. Second by Phil Monroe. Motion passed unanimously.
Adjournment	The meeting was adjourned at 11:17 a.m.

ITEM # 6

TO: BOARD OF DIRECTORS
FROM: Arun Prem, Executive Director
RE: Executive Director Report August/September 2011

OUTREACH

8/22 Meeting with Brian Hunt, A-Z Bus Sales
8/24 Mastering Email Marketing - workshop sponsored by SD Chamber of
Commerce
8/25 Volunteer Driver Coalition Meeting in Poway (Patty)
8/31 Interfaith Services Annual Meeting
9/1 Meeting with AltaGolden in Rancho Bernardo
9/6 Meeting with Matt Tucker, Tim McCormick and Alex Wiggins to review grant
proposal
9/8 AVTA contract review for Fixed-route and paratransit services
9/11 Memorial meeting organized by Supervisor Bill Horn on Midway
9/12 CSUSM Project Team meeting
9/14 Presentation to Oceanside City Council
9/15 NCTD Board Meeting
9/15 Veteran's mobility grant
9/20-22 CalAct Conference
9/22 WTS Annual Awards

*Scheduling employee benefits selection

ITEM # 8**TO: BOARD OF DIRECTORS****FROM: Arun Prem, Executive Director
Kelly McGrane, Service Development Manager****RE: Website Development Update - Integration of FACT & STRIDE, FACT identity****ISSUE:**

FACT has engaged Ninthlink, a web design/services agency to consolidate FACT and STRIDE website and review FACT's identity and logo.

RECOMMENDATION:

Staff seeks feedback and direction from the Board re:

1. proposed website design, and
2. need to update FACT's identity to conform to mission

BACKGROUND:

FACT conducted an extensive selection process that reviewed three website development proposals for experience, quality of work and price. Ninthlink was selected based on the experience and the reasonable price as well the diverse skills and qualifications of the project team.

The scope of work includes redesigning the FACT website to make it easier to maintain in-house by staff. The scope include several new functionalities like ability to map locations, search for documents, trip planning and it will have improved linkages to all partner agencies. It has the ability to house web based reservations, workshop registrations and news updates and alerts.

During the development of the initial design, Ninthlink recommended that FACT had the option of reviewing the agency's identity using their specialist staff since the cost would be marginal compared to updating the identity as a standalone project.

Staff made a few early recommendations in order to engage the Board and stakeholders in the process. The feedback from the discussions will assist staff in providing appropriate direction to the design team.

ITEM # 9

TO: BOARD OF DIRECTORS
FROM: Arun Prem, Executive Director
RE: CSUSM Student Team Project - Update

ISSUE:

FACT staff held an initial meeting with CSUSM Project Team and received the agreement from the university staff.

RECOMMENDATION:

Staff recommends the Board review the scope of the Project:

1. A detailed review of the brokerage software products offered by several vendors identified by FACT in order to assist staff with the selection of the appropriate product for the brokerage, and
2. A review of an in-house brokerage compared to a tiered brokerage (partially outsourced) and assist staff in selecting the appropriate model to implement FACT transportation brokerage

BACKGROUND:

On 9/12 FACT staff met with the CSUSM project team for introductions and a review of the scope of the project. Staff briefed the team on FACT's mission and history and explained the need for the brokerage implementation and brokerage software proposed for review. The team consists of students with diverse backgrounds including management, accounting and finance.

The student team felt that the preliminary project discussion was useful; they were tentatively interested in pursuing the proposed projects subject to approval by the university liaison.

A follow up meeting with Kelly McGrane, designated project contact, was scheduled for September 22 to confirm the proposal outline and the agreement to commit FACT to the project.

ITEM # 10

TO: BOARD OF DIRECTORS

**FROM: Arun Prem
Executive Director**

RE: Documentation of FACT Policies

ISSUE:

FACT has not developed a comprehensive set for policies for administration, operations, financial and other areas.

RECOMMENDATION:

Staff recommends the Board discuss the issue and provide direction to staff.

BACKGROUND:

Due to its relatively short history and limited operations as well as staffing, FACT has not developed comprehensive policies; as and when a policy is needed it gets approved by the Board. Due to the ad hoc approach, policies may not be consistent or current in some cases.

Board member Bob Campbell recommended a review of the status of the policies and a discussion with the Board.