



Paratransit Advisory and Planning Committee Meeting Agenda Monday, June 25, 2018, 1:30 p.m.

Chair: Sylvia Stadmire Staff Liaison: [Krystle Pasco](#),
[Kate Lefkowitz](#)

Vice Chair: Sandra Johnson Public Meeting
Coordinator: [Monica Taylor](#)

1. Call to Order

2. Roll Call

3. Public Comment

4. Consent Calendar Page/Action

- | | | |
|--|----|---|
| 4.1. Approve May 21, 2018 PAPCO Meeting Minutes | 1 | A |
| 4.2. Receive the FY 2017-18 PAPCO Meeting Calendar | 5 | I |
| 4.3. Approve the FY 2018-19 PAPCO Meeting Calendar | 7 | A |
| 4.4. Receive the PAPCO Roster | 9 | I |
| 4.5. Receive the Paratransit Outreach Calendar | 11 | I |

5. [Election of Officers](#)

- | | | |
|---|----|---|
| 5.1. Approve the Election of PAPCO Chair and Vice Chair, for FY 2018-19 | 13 | A |
| 5.2. Approve the Appointment of a PAPCO Representative to IWC for FY 2018-19 | 13 | A |
| 5.3. Approve the Appointment of a PAPCO Representative to the East Bay Paratransit Service Review Advisory Committee for FY 2018-19 | 13 | A |

6. Paratransit Programs and Projects

- | | | |
|--|----|---|
| 6.1. Receive Community Resources for Independent Living (CRIL) Accessible Vanshare Program Presentation (Verbal) | | I |
| 6.2. Mobility Management – Human Behavior and Mobility Management | 17 | I |

7. Committee and Transit Reports

- | | | |
|---|----|---|
| 7.1. Independent Watchdog Committee (IWC) (Verbal) | | I |
| 7.2. East Bay Paratransit Service Review Advisory Committee (SRAC) (Verbal) | | I |
| 7.3. Other ADA and Transit Advisory Committees | 23 | I |

8. Member Reports

9. Staff Reports

10. Adjournment

Next PAPCO Meeting: September 24, 2018

Notes:

- All items on the agenda are subject to action and/or change by the Committee.
- To comment on an item not on the agenda (3-minute limit), submit a speaker card to the clerk.
- Call 510.208.7450 (Voice) or 1.800.855.7100 (TTY) five days in advance to request a sign-language interpreter.
- If information is needed in another language, contact 510.208.7400. Hard copies available only by request.
- Call 510.208.7400 48 hours in advance to request accommodation or assistance at this meeting.

- Meeting agendas and staff reports are available on the [website calendar](#).
- Alameda CTC is located near 12th St. Oakland City Center BART station and AC Transit bus lines.
[Directions and parking information](#) are available online.



Alameda CTC Schedule of Upcoming Meetings:

Commission Chair

Supervisor Richard Valle, District 2

Commission Vice Chair

Mayor Pauline Cutter,
City of San Leandro

AC Transit

Board President Elsa Ortiz

Alameda County

Supervisor Scott Haggerty, District 1
Supervisor Wilma Chan, District 3
Supervisor Nate Miley, District 4
Supervisor Keith Carson, District 5

BART

Director Rebecca Saltzman

City of Alameda

Mayor Trish Spencer

City of Albany

Councilmember Peter Maass

City of Berkeley

Mayor Jesse Arreguin

City of Dublin

Mayor David Haubert

City of Emeryville

Mayor John Bauters

City of Fremont

Mayor Lily Mei

City of Hayward

Mayor Barbara Halliday

City of Livermore

Mayor John Marchand

City of Newark

Councilmember Luis Freitas

City of Oakland

Councilmember At-Large
Rebecca Kaplan
Councilmember Dan Kalb

City of Piedmont

Vice Mayor Teddy Gray King

City of Pleasanton

Mayor Jerry Thorne

City of Union City

Mayor Carol Dutra-Vernaci

Executive Director

Arthur L. Dao

Description	Date	Time
Alameda County Technical Advisory Committee (ACTAC)	July 5, 2018	1:30 p.m.
Finance and Administration Committee (FAC)	July 9, 2018: Cancelled Next meeting: September 10, 2018	8:30 a.m.
I-680 Sunol Smart Carpool Lane Joint Powers Authority (I-680 JPA)		9:30 a.m.
I-580 Express Lane Policy Committee (I-580 PC)		10:00 a.m.
Planning, Policy and Legislation Committee (PPLC)		10:30 a.m.
Programs and Projects Committee (PPC)	July 9, 2018	12:00 p.m.
FAC Audit Committee		1:30 p.m.
Independent Watchdog Committee (IWC)	July 9, 2018	5:30 p.m.
Paratransit Technical Advisory Committee (ParaTAC)	September 11, 2018	9:30 a.m.
Alameda CTC Commission Meeting	July 26, 2018	2:00 p.m.
Paratransit Advisory and Planning Committee (PAPCO)	September 28, 2018	1:30 p.m.
Bicycle and Pedestrian Community Advisory Committee (BPAC)	September 20, 2018	5:30 p.m.

All meetings are held at Alameda CTC offices located at 1111 Broadway, Suite 800, Oakland, CA 94607. Meeting materials, directions and parking information are all available on the [Alameda CTC website](http://www.AlamedaCTC.org).



Paratransit Advisory and Planning Committee
Meeting Minutes
Monday, May 21, 2018, 1:30 p.m.

4.1

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• 510.208.7400

• www.AlamedaCTC.org

1. Call to Order

2. Roll Call

Sylvia Stadmire, PAPCO Chair, called the meeting to order at 1:30 p.m. A roll call was conducted and she confirmed that a quorum was achieved. All members were present with the exception of Kevin Barranti, Yvonne Behrens, Bob Coomber, Christine Ross, Harriette Saunders, and Linda Smith.

Subsequent to the roll call:

Carmen Rivera-Hendrickson and Carolyn Orr arrived during item 5.1.

3. Public Comment

There were no public comments.

4. Approval of Consent Calendar

4.1. Approve the March 26, 2018 PAPCO Meeting Minutes

4.2. Receive the FY 2017-18 PAPCO Meeting Calendar

4.3. Receive the PAPCO Roster

4.4. Receive the Paratransit Outreach Calendar

Herb Hastings moved to approve this item. Michelle Rousey seconded the motion. The motion passed with the following votes:

Yes: Stadmire, Johnson, Bunn, Costello, Hastings, Patterson, Rousey, Scott, Tamura, Waltz, Zukas

No: None

Abstain: None

Absent: Barranti, Behrens, Coomber, Orr, Rivera-Hendrickson, Ross, Saunders, Smith

5. Paratransit Programs and Projects

5.1. Approve the FY 2018-19 Paratransit Direct Local Distribution (DLD) Program Plans Recommendation

Krystle Pasco presented this item.

Peggy Patterson moved to approve this item. Michelle Rousey seconded the motion. The motion passed with the following votes:

Yes: Stadmire, Johnson, Bunn, Costello, Hastings, Orr, Rivera-Hendrickson, Tamura, Waltz, Zukas

No: None

Abstain: Scott

Absent: Barranti, Behrens, Coomber, Ross, Saunders, Smith

5.2. Review Updated Access Alameda Booklet

Naomi Armenta presented this item. Members reviewed a mock-up of the new Access Alameda booklet and were given the opportunity to provide comments and corrections. Final feedback and edits should be provided by May 25th, to either Naomi Armenta or Krystle Pasco via email.

After getting PAPCO members' input, staff will finalize the booklet and move on to translation and printing. New Access Alameda booklets will be available during summer 2018.

5.3. Receive a 2018 Comprehensive Investment Plan (CIP) Paratransit Program Presentation – Bay Area Outreach and Recreation Program (BORP)

This item was presented by Sarah Dawn Smith, Transportation Coordinator at BORP. This program is designed to provide wheelchair accessible transportation for children, youth and adults with disabilities, to participate in sports and recreation activities. BORP coordinates with public transportation and paratransit providers to meet the needs of participants. A few of the programs they offer include the "Adaptive Cycling Program", "Adventures and Outings Program", the "Power Soccer Program", the "Basketball Program", and a "Sled Hockey Program." BORP recently received a FTA 5310 grant that allowed

them to purchase another 26 passenger vehicle. Alameda CTC funding was used to modify the vehicle which allowed for up to six wheelchair passengers to be transported at one time. The BORP project provides accessible group transportation in Alameda County and addresses an existing gap in transportation. The project also includes an outreach and education component to increase the awareness of their service.

Larry Bunn asked to be added to BORP's email list of activities.

Sarah Dawn also advised that the information provided in today's presentation can be found on the BORP website.

Shawn Costello asked that they consider adding an accessible bowling team.

5.4. Mobility Management – Mobility as a Service: Concept and Practice

Naomi presented this item. She stated that she has noticed more information coming out surrounding this service. She provided page one of the most recent report with a recommendation that members review the full report for more detail.

6. Committee and Transit Reports

6.1. Independent Watchdog Committee (IWC)

Herb Hastings had no report. The next meeting will take place in July.

6.2. East Bay Paratransit Service Review Advisory Committee (SRAC)

Cimberly Tamura was absent for the last SRAC meeting. Naomi shared that members and guests looked at an accessible van and watched a paratransit driver video.

6.3. Other ADA and Transit Advisory Committees

There were no other ADA and transit advisory committee reports.

7. Member Reports

Michelle Rousey shared information on the Disability Capitol Action Day that is coming up the first Thursday of June.

Shawn Costello announced that he will be attending his first Housing Services Commission Meeting this month at Dublin City Hall. He was appointed to the committee last month.

Sylvia and Sandra attended the Older Americans Month Celebration at City Hall.

Sandra attended the African American Alzheimer's Disease Forum on April 21, 2018. Sandra and Sylvia attended the PACE party, which was hosted by the Center for Elders' Independence (CEI) in Berkeley. Sandra attended the 12th Annual Senior Health and Wellness Resource Fair in Castro Valley on May 3rd. She also attended a breakfast at West Oakland Senior Center, which was attended by the Mayor on May 4th. On May 15th Sandra attended a California Community Action Partnership Legislative Breakfast in Sacramento, and visited with several Elected Officials. Sandra announced that the United Seniors of Oakland and Alameda County (USOAC) 27th Annual Convention will take place on Friday, May 25th at St. Columbus Catholic Church in Oakland.

8. Staff Reports

Naomi announced that there will be a Countywide Travel Training and Mobility Management meeting on June 1, 2018 at the Alameda CTC offices.

Krystle reminded PAPCO members to complete their community outreach requirement before the fiscal year ends.

9. Adjournment

The meeting adjourned at 3:00 p.m. The next PAPCO meeting is scheduled for June 25, 2018 at 1:30 p.m. at the Alameda CTC offices located at 1111 Broadway, Suite 800 in Oakland.



FY 2017-18 Paratransit Advisory and Planning Committee (PAPCO) Meeting Calendar

4.2

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PAPCO meetings occur on the fourth Monday of the month from 1:30-3:30 p.m. Joint PAPCO and ParaTAC meetings also occur on the fourth Monday of the month from 1:30-3:30 p.m. Meetings are held at the Alameda CTC offices in downtown Oakland. Note that meetings and items on this calendar are subject to change; refer to www.AlamedaCTC.org for up-to-date information.

Categories	September 25, 2017 PAPCO	October 23, 2017 Joint	November 20, 2017 PAPCO	February 26, 2018 Joint	March 26, 2018 PAPCO	April 23-24, 2018 Subcommittees	May 21, 2018 PAPCO	June 25, 2018 PAPCO
Planning and Policy	<ul style="list-style-type: none"> HDTS/WSBTS Programs and Same Day Accessible Transportation Options Update 	<ul style="list-style-type: none"> Volunteer Driver Programs Overview and Best Practices Presentation Panel and Discussion 	<p>One week earlier due to holiday.</p> <ul style="list-style-type: none"> Implementation Guidelines and Performance Measures Review and Approval Access Alameda Review and Discussion 	<ul style="list-style-type: none"> Mobility Management and One-Call/One-Click Overview Guest Speaker: Arun Prem, San Diego FACT Presentation Panel and Discussion 	<ul style="list-style-type: none"> Discuss 2020 CIP Priorities and Guidelines Access Alameda Review 	<ul style="list-style-type: none"> Paratransit Program Plan Review Subcommittees 	<p>One week earlier due to holiday.</p> <ul style="list-style-type: none"> FY 2018-19 Paratransit DLD Program Plans Recommendation Access Alameda Review 	<ul style="list-style-type: none"> Fiscal Year Wrap Up
Programs and Grants Review	<ul style="list-style-type: none"> Gap Grant Cycle 5 Extension Progress Reports East Bay Paratransit Report Hayward Paratransit Report Newark Paratransit Report 		<ul style="list-style-type: none"> San Leandro Paratransit Program Report 		<ul style="list-style-type: none"> 2018 CIP Paratransit Progress Reports Newark Paratransit Report 		<ul style="list-style-type: none"> 2018 CIP Paratransit Program Presentation – Bay Area Outreach and Recreation Program (BORP) 	<ul style="list-style-type: none"> CRIL Accessible Vanshare Program Presentation
Committee Development					<ul style="list-style-type: none"> Program Plan Review Subcommittee Request for Volunteers 			<ul style="list-style-type: none"> FY 2018-19 PAPCO Officer Elections FY 2018-19 PAPCO Meeting Calendar Approval

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FY 2018-19 Paratransit Advisory and Planning Committee (PAPCO) Meeting Calendar

4.3

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Categories	September 24, 2018 PAPCO	November 19, 2018 PAPCO	January 28, 2019 PAPCO	February 25, 2019 PAPCO	March 25, 2019 PAPCO	April 22-23, 2019 Subcommittees	June 24, 2019 PAPCO
Planning and Policy	<ul style="list-style-type: none"> Receive 2020 CIP Paratransit Program Update 	One week earlier due to holiday. <ul style="list-style-type: none"> Approve Implementation Guidelines and Performance Measures Receive 2020 CIP Paratransit Program Update 	<ul style="list-style-type: none"> Consider and Approve 2020 CIP Paratransit Program Recommendation 	<ul style="list-style-type: none"> <i>TBD, to be developed in consultation with PAPCO Chair</i> 	<ul style="list-style-type: none"> Approve 2020 CIP Paratransit Program Recommendation, if needed 	<ul style="list-style-type: none"> Paratransit Program Plan Review Subcommittees 	<ul style="list-style-type: none"> Approve FY 2019-20 Paratransit DLD Program Plans Recommendation
Programs and Grants Review	<ul style="list-style-type: none"> Receive 2018 CIP Paratransit Program Progress Reports Receive Hayward Paratransit Report 	<ul style="list-style-type: none"> Receive San Leandro Paratransit Report Receive East Bay Paratransit Report 	<ul style="list-style-type: none"> Receive Hayward Paratransit Report 		<ul style="list-style-type: none"> Receive 2018 CIP Paratransit Program Progress Reports 		
Committee Development					<ul style="list-style-type: none"> Request Volunteers for Program Plan Review Subcommittees 		<ul style="list-style-type: none"> Elect FY 2019-20 PAPCO Officers Approve FY 2019-20 PAPCO Meeting Calendar

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**Alameda County Transportation Commission
Paratransit Advisory and Planning Committee
Roster - Fiscal Year 2017-2018**

4.4

	Title	Last	First	City	Appointed By	Term Began	Re apptmt.	Term Expires
1	Ms.	Stadmire, Chair	Sylvia J.	Oakland	Alameda County Supervisor Wilma Chan, D-3	Sep-07	Oct-16	Oct-18
2	Ms.	Johnson, Vice Chair	Sandra	San Leandro	Alameda County Supervisor Nate Miley, D-4	Sep-10	Mar-17	Mar-19
3	Mr.	Barranti	Kevin	Fremont	City of Fremont Mayor Lily Mei	Feb-16		Feb-18
4	Ms.	Behrens	Yvonne	Emeryville	City of Emeryville Mayor John Bauters	Mar-18		Mar-20
5	Mr.	Bunn	Larry	Union City	Union City Transit Steve Adams, Transit Manager	Jun-06	Jan-16	Jan-18
6	Mr.	Coomber	Robert	Livermore	City of Livermore Mayor John Marchand	May-17		May-19
7	Mr.	Costello	Shawn	Dublin	City of Dublin Mayor David Haubert	Sep-08	Jun-16	Jun-18
8	Mr.	Hastings	Herb	Dublin	Alameda County Supervisor Scott Haggerty, D-1	Mar-07	Jan-16	Jan-18
9	Rev.	Orr	Carolyn M.	Oakland	City of Oakland, Councilmember At-Large Rebecca Kaplan	Oct-05	Jan-14	Jan-16
10	Rev.	Patterson	Margaret	Albany	City of Albany Councilmember Peter Maass	Feb-18		Feb-20
11	Ms.	Rivera-Hendrickson	Carmen	Pleasanton	City of Pleasanton Mayor Jerry Thorne	Sep-09	Jun-16	Jun-18
12	Ms.	Ross	Christine	Hayward	Alameda County Supervisor Richard Valle, D-2	Oct-17		Oct-19
13	Ms.	Rousey	Michelle	Oakland	BART President Rebecca Saltzman	May-10	Jan-16	Jan-18

	Title	Last	First	City	Appointed By	Term Began	Re apptmt.	Term Expires
14	Ms.	Saunders	Harriette	Alameda	City of Alameda Mayor Trish Spencer	Jun-08	Jun-16	Jun-18
15	Mr.	Scott	Will	Berkeley	Alameda County Supervisor Keith Carson, D-5	Mar-10	Jun-16	Jun-18
16	Ms.	Smith	Linda	Berkeley	City of Berkeley Mayor Jesse Arreguin	Apr-16		Apr-18
17	Ms.	Tamura	Cimberly	San Leandro	City of San Leandro Mayor Pauline Cutter	Dec-15		Dec-17
18	Ms.	Waltz	Esther Ann	Livermore	LAVTA Executive Director Michael Tree	Feb-11	Jun-16	Jun-18
19	Mr.	Zukas	Hale	Berkeley	A. C. Transit Board President Elsa Ortiz	Aug-02	Feb-16	Feb-18
20		Vacancy			City of Hayward Mayor Barbara Halliday			
21		Vacancy			City of Newark Councilmember Luis Freitas			
22		Vacancy			City of Piedmont Vice Mayor Teddy King			
23		Vacancy			City of Union City Mayor Carol Dutra-Vernaci			



FY 2018-19 Paratransit Outreach Calendar

4.5

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Upcoming Events

Date	Event Name	Location	Time
9/13/18	Healthy Living Festival**	Oakland Zoo, 9777 Golf Links Road, Oakland, CA 94605	8:00 a.m. – 2:00 p.m.
Oct TBD	Senior Health Faire	Silliman Activity Center, 6800 Mowry Avenue, Newark, CA 94560	9:00 a.m. – 12:00 p.m.
Oct TBD	Senior Info Fair	Dublin Senior Center, 7600 Amador Valley Boulevard, Dublin, CA 94568	10:00 a.m. – 2:00 p.m.
Mar TBD	Transit Fair**	Pleasanton Senior Center, 5353 Sunol Boulevard, Pleasanton, CA 94566	10:00 a.m. – 1:00 p.m.
Mar TBD	Transition Information Faire**	College of Alameda, 555 Ralph Appezzato Memorial Parkway, Alameda, CA 94501	9:30 a.m. – 3:00 p.m.
April TBD	Senior Wellness Fair	South Berkeley Senior Center, 2939 Ellis Street, Berkeley, CA 94703	10:00 a.m. – 2:00 p.m.
April TBD	Senior Resource Fair	Albany Senior Center, 846 Masonic Avenue, Albany, CA 94706	10:00 a.m. – 1:00 p.m.
April TBD	Senior Resource Fair	San Leandro Senior Community Center, 13909 East 14th Street, San Leandro, CA 94578	10:00 a.m. – 1:00 p.m.
May TBD	Older Americans Month Celebration	Oakland City Hall and Frank Ogawa Plaza, 1 Frank H. Ogawa Plaza, Oakland, CA 94612	10:00 a.m. – 2:00 p.m.

Date	Event Name	Location	Time
May TBD	Senior Health and Wellness Resource Fair**	Kenneth C. Aitken Senior and Community Center, 17800 Redwood Road, Castro Valley, CA 94546	9:00 a.m. – 1:00 p.m.
May TBD	Age Friendly Health Expo**	Fremont Multi-Service Senior Center and Central Park, 40086 Paseo Padre Parkway, Fremont, CA 94538	9:00 a.m. – 1:00 p.m.
May TBD	USOAC Annual Convention**	St. Columba Church, 6401 San Pablo Avenue, Oakland, CA 94608	10:00 a.m. – 3:00 p.m.
May TBD	Open House and Resource Fair	Mastick Senior Center, 1155 Santa Clara Avenue, Alameda, CA 94501	3:00 p.m. – 6:00 p.m.

Alameda CTC's Paratransit Coordination Team will be distributing materials at an information table at events marked with asterisks ().

For more information about outreach events or to sign up to attend, please call Krystle Pasco at (510) 208-7467.



Memorandum

5.0

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• www.AlamedaCTC.org

DATE: June 18, 2018

TO: Paratransit Advisory and Planning Committee

FROM: Cathleen Sullivan, Principal Transp. Planner
Krystle Pasco, Assistant Program Analyst
Kate Lefkowitz, Associate Transp. Planner

SUBJECT: PAPCO Election and Officer Roles and Responsibilities

Recommendation

Select PAPCO Officers for FY 2018-19 and representatives for Alameda CTC's Independent Watchdog Committee (IWC) and East Bay Paratransit's Service Review Advisory Committee (SRAC) for FY 2018-19.

Summary

At the end of each fiscal year, PAPCO elects a Chair and Vice Chair to serve a one year term from July through June of the following fiscal year. PAPCO also annually elects two representatives, one to serve on the Alameda CTC Independent Watchdog Committee (IWC) and one to serve on East Bay Paratransit's Service Review Advisory Committee (SRAC). PAPCO members will have the opportunity to elect officers and representatives at the organizational meeting on June 25, 2018.

Background

PAPCO officers and representatives play an important part on the Committee as they work closely with staff to help plan and guide the Committee's work throughout the year. Officers and representatives receive a great deal of support from staff so no one should feel too inexperienced to run for these positions. Staff can assist with writing talking points for any presentation the officers or representatives make at PAPCO or other meetings.

The roles and responsibilities of each elected position are outlined below:

PAPCO Chair

- Provides overall leadership to PAPCO
- Facilitates the regular PAPCO meetings to ensure full and fair participation from all members
- Weighs in on all PAPCO decisions and provides opinion
- Participates in planning sessions with staff to provide input towards PAPCO meeting agendas
- When possible, attends ParaTAC meetings to represent PAPCO and update ParaTAC on key PAPCO actions
- Reports monthly to the Alameda CTC Commission on PAPCO activities
- Eligible for per diems for ParaTAC and Commission meetings in addition to PAPCO meetings
- Eligible for additional per diems for eligible subcommittees
- Actively participates in outreach efforts
- Estimated time commitment: 5 – 7 hours per month (can vary depending on how many "extra" meetings are attended)

PAPCO Vice Chair

- Provides overall leadership to PAPCO
- Assists the PAPCO Chair to ensure full and fair participation from all members

- Participates in planning sessions with staff to provide input towards PAPCO meeting agendas
- Eligible for per diems for Commission meetings in addition to PAPCO meetings, and for ParaTAC if filling in for Chair
- Eligible for additional per diems for eligible subcommittees
- Actively participates in outreach efforts
- Estimated time commitment: 4 – 5 hours per month (can vary depending on how many “extra” meetings are attended)

Independent Watchdog Committee (IWC) Representative

- Participates in IWC meetings, usually held quarterly on the second Monday of the month from 6:30 – 8:30 p.m.
- Responsible for reviewing all Measure B and BB expenditures and annually reporting directly to the public on how Measure B and BB funds are spent, including paratransit funding
- Responsible for reporting to PAPCO on IWC actions and activities
- Eligible for per diem for attending IWC meetings
- Estimated time commitment: 4 – 8 hours per quarter

East Bay Paratransit Service Review Advisory Committee (SRAC) Representative

- Participates in SRAC meetings, usually on the first Tuesday of the month, approximately every other month, from 12:30 – 3:00 p.m.
- Responsible for representing PAPCO position on decisions
- Responsible for updating PAPCO on SRAC actions and activities
- SRAC meetings are not eligible for Alameda CTC per diem, but representative will be eligible for any SRAC Committee reimbursement (i.e. ride tickets)
- Estimated time commitment: 3 – 5 hours per quarter
- Note: If the PAPCO member who is elected as the SRAC representative is already a member of the SRAC, but not the PAPCO representative, they will give up their original SRAC seat to

become the PAPCO representative to SRAC. When their term as PAPCO representative to SRAC ends, they will need to reapply if they want to continue to be a member of SRAC.

Fiscal Impact: There is no fiscal impact associated with the requested action.

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Human Behavior and Mobility Management

👤 Andrew Carpenter 📅 April 10, 2018

Getting people to change their behavior is difficult. Yet it is vital for mobility managers and their colleagues to understand what influences potential customers and how they can use that to encourage decisions that support mobility for all.

At the [Shared Use Mobility Center's](#) 2018 Shared Mobility Summit in Chicago, Illinois, a variety of transportation professionals and tech developers discussed human behavior as a significant factor in how they introduce new ideas and types of services to mobility networks.

Behavior change is a somewhat new approach for public transportation to specifically address. Despite potential challenges, the discussion pointed out some industry precedents that can encourage and guide mobility advocates as they develop their programs.

Gamification

In one breakout session, participants discussed examples of a concept called gamification. This approach provokes a sense of competition among members of the target group with the goal of influencing those individuals to act in a way that benefits a particular program.

Gamification aims to affect behaviors on a wide scale – compared to other incentive forms that are more targeted – such as convincing new customers to try a product. Think of those social media campaigns where brands like Coke encourage users to post a photo of themselves drinking their product, which serves as an entry to win a prize.

Starbucks' rewards games offer another example, giving out bonus stars that customers can cash in for free drinks, or even opportunities to win 30 years' worth of credits (Starbucks for "Life"). These strategies manage to [rope in more customers and convince them to buy something](#) they may not have in the hopes of winning a later payout.

In the mobility world, some participants at the session had also experimented with gamifying their transportation programs. Some agencies handed out prizes like gift cards and even plane tickets to every

person on random rush-hour buses throughout their city, while others entered anybody who carpooled during rush hour into a drawing for similarly exciting prizes.

The opportunity to win something can convince a significant portion of people to try new experiences that align with an agency's goals. The important part is to leverage aspects of local identity that already exist. Participants from Portland, Oregon explained that the city's strong sense of community allowed them to leverage partnerships with local businesses because their customers would feel pride in this connection and want to support their neighborhoods.

Though gamified efforts can result in short-term success, it's harder to spur long-term changes in people's behavior. Participants agreed that agencies must invest in running a program long enough that it not only encourages people to try something new, but they also do so long enough to form a new habit, which can test a public budget.

In addition, it's important to ensure that the program's efforts are actually drawing in new customers rather than just encouraging the people already within a system.

That said, the group saw a lot of potential in using gamification to accomplish those goals of drawing in new customers and shaping their behavior. The positive visibility that happy customers create, and the education through experience that these programs encourage, can lay the foundation for winning over people to a new way of doing things.

Hype is good

Later in the breakout session, Krista Huhtala-Jenks from Finland's Ministry of Transport and Communications brought up the need for effective marketing to convince people to reconsider their habits.

"Hype is good," Huhtala-Jenks pressed the group. "Otherwise people won't discover your service, and keep doing what they have been. Just make sure you have a good product to hype."

Because of how engrained behaviors become, few if any people will consider an alternative to their status quo without someone making them pay attention to it. Gamification and marketing can create the visibility that transit agencies need to tell their story and sell why they can be good options for most people.

Unfortunately, the nature of public programs makes them particularly risk-averse, leading them to avoid aggressive marketing, wanting to avoid attention that could lead to bad press – not to mention the lack of funds to allow for effective promotion.

Huhtala-Jenks reminded the group that improved mobility is an inherently better product than car dependency. [Public programs should use that to their advantage and build hype around their services.](#)

"We want mobility to be the hottest field to work in," Huhtala-Jenks continued. She added that it's up to agencies to show the world the value of strong mobility networks, attracting great minds to build them up and customers to use them.

Learning through experience

Once people discover the existence of a new travel option, there's still a lot of effort to put into winning them over. The best way to do so is to find ways for people to experience a service and learn its benefits firsthand. To explore this concept further, we recommend this [Talking Headways podcast.](#)

Moving beyond knowledge of a new product or service, people are unlikely to try it unless an outside force makes them consider it. Major life events, such as moving, open a space for new ideas, [which companies like TransitScreen hope to take advantage of.](#)

Major disruptions and events also matter. After a section of Interstate 85 in Atlanta, Georgia collapsed, observers predicted a “carmageddon” of traffic being forced into other streets. Instead, the I-85 incident and others like it have shown that [carmageddon rarely happens](#), instead it just forces people to reconsider their choices and adapt behaviors.

Transportation network companies (TNCs) like Uber and Lyft provide a prime example for how to introduce people to a service they initially find suspicious. By providing a number of free or discounted rides at signup, these types of companies send a message that they guarantee a new customer will enjoy the service so much, they're willing to stake a few rides on it.

Through discounts and rewards for their customers, both TNCs and Starbucks ensure that people try them long enough to grow accustomed to their products and work out how to fit them into their lives. The group at the breakout session agreed that getting people onto transit for a few weeks could result in a similar effect; it's just a matter of drawing them in. Hopefully, then shared mobility will become people's new habit that can be difficult to break.

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7.3A

**SAN FRANCISCO BAY AREA TRANSIT DISTRICT
ACCESSIBILITY TASK FORCE (BATF)**

**Draft Minutes
March 22, 2018**

1. Self-Introductions of Members, Staff and Guests

Members:

Janet Abelson - (ABSENT)
Randall Glock
Janice Armigo Brown
Peter Crockwell
Don Queen
Hale Zukas
Clarence Fischer
Gerry Newell
Herb Hastings
Alan Smith
Larry Bunn – (ABSENT)
Roland Wong
Esperanza Diaz-Alvarez – (ABSENT)
Debby Leung – (ABSENT)
Catherine Callahan
Valerie Buell
Chris Mullin

ART Staff present: Bob Franklin, Elena Van Loo (ABSENT)

Directors, Speaker(s), Guest Staff, and Guests of the Public:

Maria Estevez (BART Staff)
Jeff Baker (BART Staff)
Wahid Amiri (BART Staff)
Dung Tran (BART Staff)
Duanna Dunn (BART Staff)
Daryl Meshack (Guest)
Sylvia Stadmire (Guest)
Janice Dispo (Stenographer)

2. Public Comments

Daryl Meshack, member of the Mayor's Commission on Persons with Disabilities, suggested that announcements be made by the train operators to remind users to be mindful of their surroundings while using their cell phones, and to be mindful of giving way to people with disabilities.

Sylvia Stadmire introduced herself and inquired about how to become a member of the BATF.

3. Approval of January 25, 2018 Meeting Minutes

No opposition to Gerry Newell's motion to approve minutes of the January 25, 2018 meeting, with a second by Herb Hastings.

The motion carries with one abstention by Herb Hastings.

4. El Cerrito del Norte BART Station Project - Update

After the update given by Wahid Amiri and Dung Tran, members were allowed to ask questions and/or share any concerns they had.

A discussion was held.

Alan Smith proposed for the BATF to move that BART staff make their stair improvements where feasible, as installed by El Cerrito del Norte Station, with textured yellow floor covering extending back four feet from the stairs, along with handrails that also extend back four feet to ensure a person get a firm grip prior to taking the first step, with a second by Gerry Newell.

Motion carries unanimously.

5. New Cleaning Program at BART Stations

After the presentation given by Jeff Baker and Maria Estevez, members were allowed to ask questions and/or share any concerns they had.

6. Draft BART Accessibility Task Force (BATF) Strategic Goals for 2018 - Continued

A long discussion was held wherein members were able to make comments and suggest changes to the list of goals.

The BATF will continue working on this item and bring it back for discussion at the next meeting.

7. Explore State and Federal Grant Opportunities to Improve Accessibility for the Disabled

After the presentation given by Bob Franklin, members were allowed to ask questions and/or share any concerns they had.

A discussion was held.

8. Member Announcements

Alan Smith shared that construction at Lafayette has commenced. He suggested following up with staff to ensure that benches will be installed at the kiss-and-ride area.

The projected opening date for the Berryessa and Milpitas Stations is slipping into 2019 due to delays in testing, breakdowns in communication, and a lack of personnel.

Alan also updated members on the progress of the BART tunnel through Downtown San Jose. There will be two entrances on one side of the street instead of an entrance on both sides of the street. However, first responders will have four entrances to gain access into, if necessary.

BART is looking at different ways in order to get into Livermore.

Members and guests are invited to join a presentation given by Director Robert Raburn, "Rebuilding, Safety and New Initiatives," where they can learn more about safety on BART, as well as new initiatives that BART began implementing January 2018. It will be held on Wednesday, April 4, 2018, from 12:15 p.m. to 1:15 p.m., at 1515 Clay Street, Room 1 (Second Floor), in Oakland.

The 2018 Alameda County Transition Faire is being held on Saturday, March 24, 2018, from 9:30 a.m. to 3:00 p.m., at College of Alameda. The Transition Faire is an opportunity for students and young adults with intellectual and developmental disabilities, their families, teachers, and case managers to learn more about the transition to life after high school.

9. Staff Announcements

[No staff announcements.]

10. Chairperson Announcements

Randall Glock is working on getting updates from staff on numerous projects.

11. Future Agenda Topics

- eBART update
- Fleet of the Future survey results

12. Adjournment

The meeting adjourned to the next regularly scheduled meeting of **Thursday, April 26, 2018, at 2:00 p.m., at 1750 Broadway, Oakland, California.**

(The meeting adjourned at 3:57 p.m.)

**SAN FRANCISCO BAY AREA TRANSIT DISTRICT
ACCESSIBILITY TASK FORCE**

7.3B

Draft Minutes

April 26, 2018

1. Self-Introductions of Members, Staff and Guests

Members: Janet Abelson
Randall Glock
Janice Armigo Brown
Peter Crockwell
Don Queen
Hale Zukas – (ABSENT)
Clarence Fischer
Gerry Newell
Herb Hastings
Alan Smith
Larry Bunn
Roland Wong
Esperanza Diaz-Alvarez
Debby Leung – (ABSENT)
Catherine Callahan
Valerie Buell
Chris Mullin

ART Staff present: Bob Franklin, Elena Van Loo

Directors, Speaker(s), Guest Staff, and Guests of the Public:

Steve Beroldo (BART Staff)
Dennis Markham (BART Staff)
Christina Lasson (Guest)
Sylvia Stadmire (Guest)
Jerry Grace (Guest)
Janice Dispo (Stenographer)

2. Public Comments

[No public comments.]

3. Approval of February 22, 2018 and March 22, 2018 Meeting Minutes

No opposition to Herb Hastings' motion to approve the February 22, 2018 meeting minutes, with a second by Gerry Newell.

Motion passes unanimously.

[March 22, 2018 minutes to be reviewed for approval at the next meeting.]

4. BART Prelim FY19 Budget

After the update given by Dennis Markham, members were allowed to ask questions and/or share any concerns they had.

No opposition to Alan Smith's motion to support BART's Prelim FY19 Budget, with a second by Gerry Newell.

Motion passes unanimously.

5. BART Bike Program - Update

After the update given by Steve Beroldo, members were allowed to ask questions and/or share any concerns they had.

A long discussion was held.

6. Draft BART Accessibility Task Force (BATF) Strategic Goals for 2018

A long discussion was held wherein members were able to make comments and suggest changes to the list of goals.

Esperanza Diaz-Alvarez suggested forming an informal subcommittee in order to draft a station checklist.

The BATF will continue working on this item and bring it back for discussion at the next meeting.

7. Member Announcements

Alan Smith updated members on the progress of the BART tunnel through Downtown San Jose. He shared that it will be a single-bore approach. Staff has assured him that that BATF will be included, especially regarding the design of the station.

Valerie Buell invited members to watch Lanterman Coalition's Facebook Live Interview of Lt. Governor Gavin Newsom on Friday, April 27, 2018, from 12:00 p.m. to 12:30 p.m.,

where they will be discussing his vision for the intellectual and developmental disability community.

8. Staff Announcements

Elena Van Loo said that there are now two vacancies on the BATF and invited members to reach out to anyone who is interested in joining.

The BART to Antioch extension will begin carrying riders in East Contra Costa on Saturday, May 26, 2018.

To celebrate, BART will hold a community ribbon-cutting celebration on Friday, May 25, 2018 at 11:00 a.m., at the new Antioch Station, featuring free preview train rides and local entertainment.

Transportation is being provided by Tri Delta Transit and will be running every 15 to 20 minutes. This event is wheelchair accessible.

Travel reimbursement has been approved for members who are interested in attending the event.

9. Chairperson Announcements

Randall Glock met with the State Council on Developmental Disabilities Regional Advisory Committee where he was given an opportunity to introduce himself and give a brief overview about the BATF and the projects they are involved in.

10. Future Agenda Topics

- Fleet of the Future update
- Presentation on proof-of-payment officers

11. Adjournment

The meeting adjourned to the next regularly scheduled meeting of **Thursday, May 24, 2018, at 2:00 p.m., at 1750 Broadway, Oakland, California.**

(The meeting adjourned at 4:13 p.m.)

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**ATTACHMENT 1
DRAFT MINUTES
REGULAR MEETING OF THE AC TRANSIT
ACCESSIBILITY ADVISORY COMMITTEE (AAC)
MAY 8, 2018**

The meeting was called to order at 1:05 p.m.

1. Roll Call and Introduction of Members and Guests

AAC members present:

Janet Abelson (1:26)	Chonita Chew
Mary Clutts	Shirley Cressey
Pam Fadem, Chair	Maureen Gilhooly
Jim Gonsalves (2:22)	Don Queen
James Robson	Tanya Washington
Barbara Williams, Vice Chair	Hale Zukas

AAC members absent:

Will Scott (excused)

Staff: Tammy Kylo, Administrative Coordinator
Kim Ridgeway, Accessible Services Specialist
Mallory Nestor-Brush, Accessible Services Manager
Michael Eshleman, Service Planning Manager

Guests: None

2. Order of Agenda

The order of agenda was approved.

3. Approval of Minutes

MOTION: Cressy/Robson approved the April 10, 2018 AAC meeting minutes. The motion carried by the following vote:

AYES – 9: Chew, Clutts, Cressey, Fadem, Queen, Robson, Washington, Williams, Zukas

ABSTENTIONS – 3: Abelson, Gilhooly, Gonsalves

ABSENT – 1: Scott

4. Service Changes for June

Michael Eshleman, Service Planning Manager, reported on the service changes to be implemented on June 17, 2018. The June sign-up is generally reserved for making minor adjustments to service based on feedback received after the December sign-up and for the removal of school service for the summer break. However, given the phased approach for implementation of ACGo (approved by the Board in 2016), the June sign-up will include

significant service adjustments to routes serving Hayward, San Leandro, and portions of unincorporated Alameda County (Castro Valley, San Lorenzo). All of these changes underwent CEQA review as part of the Service Expansion Plan effort.

The primary focus on the route adjustments and realignments is to create a more reliable network by breaking up loop routes and matching different segments to demand. Many routes will be shorter and more direct, leading to improved reliability and a system that is more manageable from an operations perspective. The adjustments for the June sign-up include the following:

- Extend Line 60 to Chabot College.
- Replace Line 22 with improvements to Lines 60, 83, and 86.
- Replace Lines 32 and 48 with Line 28 serving San Leandro, Bay Fair, Castro Valley, and Hayward.
- Replace Lines 37 and 85 with Lines 41 and 56 serving Jackson Triangle and South Hayward.
- Replace Lines 75 and 93 with Lines 34 and 45, serving San Leandro, Bay Fair, and Hayward.
- Extend Line 93 to cover portions of discontinued Lines 48 and 85.
- Lengthen weekday spans on new or adjusted lines in areas being served by current Lines 22, 32, 37, 48, 60, 75, 83, 85, 86, 89, and 93.
- Improved frequency on the new or adjusted lines in most or all of the areas being served by current Lines 22, 32, 37, 48, 60, 75, 83, 85, 86, 89, and 93.
- Improve existing weekend service on new or adjust lines being served by current Lines 22 and 32.
- Add weekend service to new or adjusted lines in areas served by existing Lines 37, 48, and 75.

In addition to the changes coming to routes in Hayward, San Leandro, and unincorporated Alameda County, there will be two changes in Berkeley: Line 81 between Russel/Claremont and Berkeley Marina will be eliminated and Line 80, which covers much of the route, will have its frequency improved to 20 minutes; and Line 51B will be extended to the Berkeley Marina every third trip. Most customers along the line will see significant improvements in frequency. This change is being made to address significant reliability issues with Lines 80/81 and to improve ridership as Line 81 fell well below the District's productivity standards.

The Committee was concerned about the number of bus stops being moved and their accessibility. Chair Fadem stated that she would like to have a roundtable discussion in which each AAC Member shared 1-3 accessibility issues he/she is most concerned with. Kimberly Ridgeway suggested having the Committee members send their concerns in writing to Tammy to add to the packet to facilitate a more structured and efficient

discussion. Chair Fadern requested that “AAC Discussion of Top Accessibility Concerns” be added to the July 2018 AAC Agenda.

5. Update on AAC/CDL Refresher Sessions

Kimberly Ridgeway, Accessible Service Specialist, reported on the upcoming AAC/CDL sessions. Sessions are held every day but the AAC will participate in the training the 3rd Thursday of each month from 10-12 pm beginning Thursday, June 21st. The AAC will be notified via email on or about the 1st Tuesday of each month, the date of the upcoming session, and a request for volunteers. Volunteers will be selected on a first response basis. On the day of the session, participants will arrive to the Training and Education Center in Hayward, CA via Line 86. Volunteers will receive a reminder via email 2-3 days before the scheduled session, which will include schedule/time points for line 86. Should a session need to be cancelled, Volunteers will be informed via email as soon as possible before the scheduled session.

Kimberly suggested adding “Report on AAC/CDL Session” each month, where one volunteer will give an overall report of the session they participated in the previous month.

6. Chair’s Report

None.

7. Board Liaison Report

None.

8. Review of Lift/Ramp Road Call Report

The Committee reviewed the report for the period of April 1 – April 28, 2018. Of the 10 lift/ramp road calls; 6 were chargeable.

9. Service Review Advisory Committee (SRAC) Report

Mallory Nestor-Brush, Accessible Service Manager, reported that the SRAC met on May 1st and inspected a new Paratransit Bus, which has the lift next to the passenger door rather than in the rear and is equipped for 100% flip seats to allow for more mobility devices, as needed. The SRAC also received the Broker’s Report and viewed the “A Day in the Life of a Paratransit Driver” video, which gave insight on bus operators’ duties from inspecting the vehicle before a shift, reviewing manifests, trip completion and end of day duties.

10. Alameda County Transportation Commission (ACTC) PAPCO Report

At the PAPCO Meeting on April 23rd, the Committee received reports on Program Plan Reviews from agencies who receive funding through Alameda CTC.

11. Public Comments

None.

12. Member Communications and Announcements

- Chonita Chew reminded the AAC about the USOAC 27th Annual Convention – Empowering Seniors on May 25, 2018.
- Chonita Chew provided information about the Annual USOAC Healthy Living Festival on September 13, 2018. Information will be emailed to Tammy Kylo who will forward to the Committee members.

13. Staff Communications and Announcements

None.

14. Set Next Agenda & Meeting Date

The next AAC Meeting will be held Tuesday, June 12, 2018 at the East Bay Paratransit Office, 1750 Broadway, Oakland, in the Community Room. Agenda items will include a Review of Customer Service training and Local Fare Changes for July 1, 2018.

15. Adjournment

The meeting adjourned at 2:26 p.m.