



Pomona Valley  
Transportation  
Authority

A partnership of the cities of Claremont, La Verne, Pomona and San Dimas

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June 9, 2021

**AGENDA  
ITEM #7**

**MEMORANDUM**

To: Pomona Valley Transportation Authority  
From: George L. Sparks, PVTA Administrator  
Subject: **Service Design Analysis-Update**

**Recommended Action:** Receive and File

**Service Design Analysis**

The Service Design Analysis (SDA), *Service Design Topics and Recommended Phased Strategic Approach* was completed by AMMA Transit Planning in the fall of 2019. Since that time PVTA has used the SDA as a guide for its plans to move our services forward in the coming years. This report provides an update on our progress so far in implementing the action plans outlined in the SDA.

**Strategic Principles**

The SDA sets forth six strategic principles, which were developed based on the results of the operations analysis and input from shareholders. The principles are summarized below:

1. **Prioritize Services to PVTA's Traditional Markets**-Seniors and other groups not well served by traditional transit services.
2. **Seamless Travel across the Pomona Valley**-Simplify using the various transit services offered by PVTA and other operators.
3. **Establish Convenient Connections to Regional Transit Services**-Work to establish first mile, last mile connections to regional providers like Foothill Transit and the Gold Line.
4. **Embrace "Mobility as a Service (MaaS)**-Provide multimodal trip planning, booking and fare payment.

5. **Partnerships**-Work in partnership with cities and transit providers to coordinate services, address infrastructure, and enhance funding opportunities.
6. **Pilot New Services**-Make use of pilot projects to test and demonstrate new and innovative service approaches.

### **Action Plan Progress**

The Action Plan tasks accomplished this last year are outlined below.

#### **1. Implementation of a Designed Service Model**

The SDA recommended PVTA explore operational structures that provide greater flexibility. In FY 2020, we solicited proposals for a new service model that uses a single prime contractor to provide all service modes either directly or via subcontractor. The new service model was initiated in July of 2020. The purpose of this design was to allow for greater flexibility in utilizing multiple transportation providers to meet service needs as they arise and to consolidate all PVTA services on to a single software platform. This allows riders to contact one source for trip booking, information and follow up. The new design is a critical step in enabling PVTA to implement customer facing improvements like a smartphone application.

During FY 2021 we worked with our contractor to integrate their software platform with their subcontractor. All trip bookings as well as checking ETA's and related functions are now performed by a central office and all reporting is integrated into a single platform.

#### **2. Upgrade of PVTA Technology**

The consolidated software platform makes it possible for PVTA to move forward with the development of a PVTA application. We plan to request authorization from the Board to acquire and implement a smartphone application in the summer or early fall. The application will allow riders to book trips, pay their fare, and check on the status of rides using their phones. Our current plan is to pilot the new app on the Claremont service and then move on to San Dimas and Get About. We want to test the program and identify any issues using a single service before implementing the application throughout PVTA.

#### **3. Explore New and Expanded Services**

The SDA recommends that PVTA explore several new service opportunities within existing resources and make use of pilot or demonstration projects to test the market for the new service.

PVTA makes use of the mobility managers to gather on the ground information from groups about service needs and then to market the new to projects. The mobility managers have been working closely with member cities, particularly Pomona, to identify service needs. In 2021, responding to the COVID crisis has been a special focus. We have worked on vaccine site transportation, calling Pomona residents to offer vaccine appointments and transportation, routing, and delivery of activity bags for the senior program, and transportation for Perfect Pair Project.

PVTA has been working with Claremont on potential new services including a shuttle focusing on school transportation and an app enabled shuttle serving the village and surrounding area. The anticipated end to the restrictions imposed by the pandemic will allow us to resume additional outreach activities. In FY 2022, we will be focusing on reconnecting with youth and other community groups to identify emerging transportation needs and opportunities.

#### **4. *Regional Connections and Partnership Opportunities***

The SDA recommends that PVTA work to make traveling via transit as seamless and convenient as possible by establishing convenient connections to regional services like Foothill Transit, Metrolink and the Gold Line and exploring areas of coordination. PVTA and Foothill staff have been meeting on a regular basis to identify areas of coordination. We anticipate exploring future service needs with the extension of the Gold Line into the Pomona Valley. As another step in making our services more seamless and understandable, we are planning to develop a common brand for PVTA's family of services.

#### **5. *Changes to Fleet Makeup***

The SDA recommended that PVTA reevaluate the makeup of PVTA's vehicle fleet. Based on our analysis of ridership patterns and fleet needs, we have determined that our services require fewer of the larger cutaway vehicles. We expect the need for smaller accessible vehicles to increase over time. We are analyzing passenger load information to assess the size of vehicle required. We have already started the process of reducing the fleet of larger vehicles by downsizing our last FTA 5310 vehicle grant from 18 passenger cutaways to minivans. We plan to retire six cutaways in the next two years reducing our large vehicle fleet size from 26 to 20. We are evaluating nine passenger vehicle models as eventual replacements for our cutaways. The smaller nine passenger units have two advantages. They can be operated by drivers possessing only Class C license rather than Class B and

these units would not be subject to the ZEB requirements of the Innovative Clean Transit (ICT) rule. We also plan to assess moving to low floor vehicles. These low floor units would allow for quicker and more convenient boarding for our riders as well as being safer for patrons using wheelchairs and or other mobility devices.

#### **6. Zero Emission Vehicles**

The SDA outlines a systematic process allowing PVTA to develop plans and implement a zero-emission fleet in the coming years. The elements of the process are shown below:

- a) Explore partnership opportunities with 4-city partners and Foothill Transit to facilitate ZEB compliance.*
- b) Assess benefits and costs of vehicle options.*
- c) Pilot ZEB operations*
- d) Undertake vehicle capital planning to ensure most cost-efficient compliance with ZEB rules.*

In the past two years, PVTA has done considerable research related to ZEB.

- a) We have outlined alternative approaches to meeting the ICT requirements including:
  - 1. Partnering with a member city for access to charging infrastructure
  - 2. Reducing the size of our fleet vehicles to below 14,000 GVWR. These units would not be subject to ICT requirements.
  - 3. Acquisition of a facility or modifications to the contractor facility to accommodate ZEBs.
- b) PVTA staff has been monitoring funding programs to identify opportunities.
- c) We conducted a two week demonstration of a plug in electric cutaway.
- d) PVTA has been participating in the Pomona ACTS groups that has a Transformative Climate Community planning grant to develop a project that would include clean transportation elements.
- e) PVTA staff is researching smaller ZEB vehicles that can meet federal funding standards.
- f) We have been working with Claremont on an EV pilot project.
- g) As the chair of the local transit operators committee, Nicole Carranza has formed a Zero Emission Vehicle Committee that includes a network of more the 40 other operators.

This year we plan to retain a consultant to assist us in the development of a ZEB rollout plan. The plan is a CARB requirement and needs to be completed by July 2023.