



Pomona Valley  
Transportation  
Authority

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

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September 14, 2022

**AGENDA  
ITEM #4**

**MEMORANDUM**

To: Pomona Valley Transportation Authority  
From: Nicole Carranza, <sup>NC</sup> PVTAsr. Program Manager  
Subject: **Administrator's Report-September 2022**

**A. Board Meeting Schedule for FY 2023**

PVTA's board meetings are scheduled as needed to facilitate the Authority's planning, budgetary and decision making process. There are normally five to six meetings annually. Regular meetings are held on the second Wednesday of the month at La Verne City Hall. Below is the tentative board meeting schedule for FY 2023.

- **November 9, 2022**
- **January 11, 2023**
- **April 12, 2023**
- **June 14, 2023**

**B. Service Update**

First Transit has increased the hiring bonus for drivers and staff from \$2,500 to \$3,500. The bonus increase has significantly increased the flow of applicants. In August, there were 7 new drivers in training with 5 potential new drivers starting in September. First Transit has hired Rachel Estrada as the new Operations Manager. Rachel has a strong background in safety training and onboarding new drivers and has already been a big help in getting drivers trained. First Transit corporate is assisting with vetting applicants for a quicker interview and higher process. Hiring more drivers continues to be our priority as ride requests are starting to increase and group trips are returning for seniors and for after school programs. PVTA continues to actively monitor the demand and has instructed operators to negotiate pick up times with passengers, and limit the amount of trip requests in order to provide trips that are on time with excellent customer service. To monitor customer service PVTA has implemented a customer service incentive program to reward dispatchers that follow the call quality standards.

***C. Mobility Manager update***

Mobility Managers continue to operate the Transit Store, handle registrations and be an overall travel concierge for the Pomona Valley. The PVRTA transit store continues to operate by selling Get About, Claremont Dial-a-Ride, Access, Omni and TAP fares. An appointment is always recommended but walk-ins are welcomed. It was a busy summer with registrations. The month of July saw 85 new registrations, and the month of August saw 87 registrations. Registrations can be submitted online or over the phone. Mobility Managers review all registrations. In-person events are increasing as more cities open their dining rooms for senior lunches. The current mobility manager calendar has recurring tabling in Claremont and Pomona. PVRTA also attended the La Verne Health and Resource Fair. There were two complaints in the month of July and eight complaints in August. All complaints have been addressed, closed out and the passengers have been contacted. Most of the complaints were related to on time performance.

PVRTA was awarded federal funding to implement a Travel Training program. The goal of the training program is to educate the community on how to navigate all of the different PVRTA services. The Travel Training program will also assist us to teach passengers on how to use the new PVRTA mobile app. PVRTA will be providing one on one training, but also group setting training. We will be reaching out to the cities and local community agencies to set up transportation/technology classes for the residents. Mobility managers will be working with the travel trainer on scheduling and training. As the app is being developed PVRTA will move forward with recruiting a Travel Trainer.

***D. Work Program FY23 September-December***

Below is a summary of the primary work program activities planned for the next four months.

- 1. The immediate focus is on driver and cab recruitment to meet the expected increase in service demand.*
- 2. We will be coordinating with Pomona and Claremont groups to assess their needs and to reserve sufficient space to meet their needs.*
- 3. Finalize the mobile application customization and beta testing with the goal of going live by December.*

4. *Survey riders and client agencies to assess potential demand. This will include a new method of digital surveys via email and text message.*

5. *Develop a service design analysis work scope, begin consultant solicitation process.*

6. *Continue development of Zero Emissions Plan and Infrastructure analysis with consultant Sam Schwartz.*

### ***E. ZEB Update***

PVTA has awarded a contract for a Infrastructure Plan and Zero Emission Vehicle Implementation analysis for PVTA and Claremont DAR service to consultant Sam Schwartz. The consultant study will be conducted in two phases. The first phase is focused on site and infrastructure needs. The second phase is focused on technologies and fleet planning. Below is a summary of Phase 1. tasks.

- Assessment of the ZEV infrastructure needs, identifying the possible sites to accommodate storing, fueling/charging, and maintaining the fleet.
- Analysis of site acquisition options including build/purchase, or lease in each of the four cities in the service area.
- Identify opportunities for PVTA to share charging/fueling infrastructure.
- Work with power suppliers to identify infrastructure needs for supply.
- Develop a timeline for infrastructure development.
- Develop a funding plan/assessment for infrastructure development and or acquisition.

The proposed project schedule is set to have a finalized Phase 1 by February 2023 and the final study including Phase 2 is scheduled to be completed by October of 2023.

### ***F. Mobile App Update***

PVTA implemented a Ecolane scheduling and dispatch software before the pandemic. A major component of the scheduling software is the capability to launch a mobile app feature that will allow passengers to book trips on their own, review ETA's and eventually

provide a cashless payment method. PVTA is finalizing the configuration process of the app to prepare for the roll out of beta testing. The beta testing process will take place in phases starting with smaller services like Claremont DAR and San Dimas Dial-a-cab before we open up to Get about and premium services Ready Now and One Step Over the Line. The beta test will include a diverse group of passengers that include seniors, people with disabilities as well as our younger population. The goal is to have all beta testing completed and a go live date no later than Jan 2023.

***G. FY 2023 FTA Section 5310 Competitive Grant Application***

The FTA 5310 program represents one of PVTA's most important sources of funding. FTA 5310 funds are restricted to programs serving seniors and the disabled. These funds may be used for both operating and capital. PVTA's fleet of eighteen (18) cutaways were purchased with 5310 funds. We also make use of 5310 funding to support our Mobility Manager, Ready Now and One Step Over the Line services, as well as the new Travel Training project

Metro conducts competitive solicitations for 5310 funds every two to three years. Because PVTA has been successful in each of the previous competitive cycles we have been able to maintain ongoing funding for its FTA operating projects. We are hopeful of securing additional funding in the upcoming cycle in order to main support for our current 5310 projects as well as to secure funds for the replacement of vehicles which will be very important as the mandates to transition to ZEVs take effect.

Metro has indicated that it will be releasing grant applications in December with a submission deadline of February 27, 2023. Each grantee is limited to a total award of \$1,200,000. Staff plans to provide its grant applications for board review at the January or February meeting.