

**POMONA VALLEY TRANSPORTATION AUTHORITY  
REGULAR BOARD MEETING**

**Wednesday, May 8, 2024**

**5:00 P.M.**

**CITY OF LAVERNE  
COMMUNITY CENTER  
SENIOR ACTIVITY ROOM  
3680 "D" STREET  
LA VERNE, CA 91750**

<b>ATT. NO.</b>	<b>SUGGESTED DISPOSITION</b>		
1.	Call to Order		
2.	Consent Calendar		Action
	A. Minutes (March)	2A	
	B. Check Register (Jan-Apr)	2B	
3.	PVTA Contract Extension <b>(Nicole)</b>	3	Action
4.	Uber Transition/Mobility Manager Update <b>(Diana)</b>	4	Information
5.	Service Design Analysis Results <b>(Holly)</b>	5	Information
6.	Board Member Elections <b>(Diana)</b>	6	Action
7.	Oral - members of the public may address the Board on items of interest during this time		
8.	New Business		
9.	Adjourn to next regular meeting <b>June 12, 2024</b>		Action

**\*Public Comment Time Limit 4 minutes**

**POMONA VALLEY TRANSPORTATION AUTHORITY**

**WEDNESDAY, March 13, 2024**

**REGULAR BOARD OF DIRECTORS MEETING MINUTES**

**Present:**

**Claremont**

Corey Calaycay, Councilmember  
Kristin Mikula, Community Services

**La Verne**

Rick Crosby, Mayor Pro Tem  
JR Ranells, Assist. City Manager

**Pomona**

Nora Garcia, Councilmember  
Shandy Dittman, Public Works

**PVTA**

Nicole Carranza, CEO  
Erika Jacquez, Senior Program Manager  
Diana Mendez, Mobility Manager

**Transdev**

Lora Sanchez, General Manager  
Rachel Estrada, Safety and Operations Manager

**Foothill Transit**

Doran Barnes, CEO

1. **Call to Order**

The meeting was called to order at 5:01 p.m. by Nora Garcia.

2. **Consent Calendar**

- A. Minutes (Sep)
- B. Financial Report (Dec)
- C. Check Register (Dec)

**Action:** It was **MOVED** by Corey Calaycay, **SECONDED** by Nora Garcia Board unanimously **VOTED** to approve the consent calendar as presented.

3. **Operations Report - June**

**Lora Sanchez presenting**

There is an upward trend in Get About ridership due to Network Paratransit ending their contract and the fare waiver. The increase in ridership is expected to continue. Uber was brought on to assist with the trips that Network was not able to help with. Some trouble with Ecolane reporting has surfaced but Transdev is working closely with them to resolve this issue.

4. **UBER Transition/Fare resuming**

**Nicole Carranza Presenting**

With the closure of Network Paratransit, Uber was brought on to assist with overflow rides. Transdev has worked with them in the past and already had an established relationship. As Uber was not able to collect cash or ticket fares, all PVTA fares were waived across all services with the approval of the Board. Sam Schwartz, the service design analysis team, met with several agencies already using Uber, such as Monrovia and Omnitrans. The best course of action, for PVTA, was to roll out the app for the same day "premium services" such as Ready Now, Claremont Dial a Ride and San Dimas Dial a Cab. Instead of dispatch sending an Uber, riders will be able to book directly on the app. If a rider does not wish to use the Uber app, they will still be able to use the traditional route by calling in to dispatch and scheduling with a live agent. Clients that are registered for PVTA services will be able to join the program by calling in and using the cellphone number linked to their existing Uber account. PVTA will add a voucher to their existing Uber account for them to use. Presentations and training material will be provided by PVTA in each city.

Rick Crosby: Are the (Uber) drivers getting more money?

Erika Jacquez: Drivers are being paid their standard rate. The drivers do not make less money on PVTA trips.

Rick: What percentage of the riders are capable of using an Uber app in comparison to the individuals that are not as able to use the app?

Erika: There will be training available to assist riders through the transition.

5. **FY 25 Preliminary budget**

**Nicole Carranza presenting**

As a reminder, PVRTA charges to member cities are based on actual costs. The share is based on the number of rides taken by residents in a three year rolling average. Outside revenue sources are deducted from the total service cost. The remainder is the member city contribution. Any Get About funds not expended are held in reserves. Unexpended funds for individual city programs like Claremont Dial a Ride or Pomona Group are returned to their respective cities. FY 22 covid relief funds ended so PVRTA allocated from the reserves to lower city contributions. FY 25 does anticipate high costs, wages are also currently in negotiations. The current reserves funds for both capital and technology are currently at \$2.6 million. Claremont supplies 8 vehicles in lieu of capital contributions. Final budget will be presented at the May 2024 Board meeting.

6. **Oral - members of the public may address the Board on items of interest**

No members of the public addressed the board

7. **New Business**

The FY25 Board officers will be selected at the May 2024 Board meeting.

8. **Adjourn to next regular meeting**


Wednesday, May 8, 2024



May 1, 2024

**AGENDA  
ITEM #2B**

**MEMORANDUM**

**To:** Pomona Valley Transportation Authority  
**From:** Erika Jacquez, Senior Program Manager  
**Subject:** **Check Register – January- April FY24** 

Attached is a copy of PVRTA's check register from January-April FY 24. This report lists every check written by PVRTA for the period indicated. Each service has a separate General Ledger and Accounts Payable, therefore a separate check register. The name of the service is at the top of the page, beginning with our general fund Get About, Claremont, Pomona and San Dimas Mobility Manager, and finally Pomona Valley Transportation Authority.

General Administration costs like office rent, office supplies, and telephone are paid through the Pomona Valley Transportation fund, and then allocated to each service by journal entry.

The columns on the Check Register Report are:

- Bank Account – "10100" is the General Ledger account number for the PVRTA checking account.
- Date – the check was written
- Type – Computer generated check
- Num- Check number
- Vendor – an abbreviation of the vendor's name
- Vendor Name – the payee of the check
- Net Amount – the amount the check was written for; if more than one check was written for a vendor there will be a vendor subtotal also listed. Status – "Outstanding" means the check has not been reconciled (all checks are manually reconciled, so this computer-generated report will always list the checks as "Outstanding")

**Pomona Valley Transportation Authority**  
**Check Detail**  
**January - April, 2024**  
**PVTA**

<b>Date</b>	<b>Transaction Type</b>	<b>Num</b>	<b>Name</b>	<b>Memo/Description</b>	<b>Clr</b>	<b>Amount</b>	
01/02/2024	Bill Payment (Check)		ACH Canva		R	-119.40	PVT
						-119.40	
01/05/2024	Bill Payment (Check)		14012 ADP		R	-247.68	PVT
						-247.68	
01/08/2024	Bill Payment (Check)		ACH Google		R	-96.00	PVT
						-96.00	
01/08/2024	Bill Payment (Check)		ACH ZOOM VIDEO COMMUNICATIONS		R	-232.54	PVT
						-232.54	
01/12/2024	Bill Payment (Check)		14013 ADP		R	-128.52	PVT
						-128.52	
01/12/2024	Bill Payment (Check)		ACH GO TO COMMUNICATIONS, INC.		R	-860.43	PVT
						-860.43	
01/17/2024	Bill Payment (Check)		14016 PUBLIC STORAGE		R	-328.90	PVT
						-328.90	
01/23/2024	Bill Payment (Check)		ACH ADOBE		R	-19.99	PVT
						-19.99	
01/26/2024	Bill Payment (Check)		14014 ADP		R	-128.52	PVT
						-128.52	
01/31/2024	Bill Payment (Check)		14015 ADP		R	-114.90	PVT
						-114.90	
01/31/2024	Bill Payment (Check)		ACH READY REFRESH BY NESTLE		R	-56.96	PVT
						-56.96	
02/01/2024	Bill Payment (Check)		14018 PUBLIC STORAGE		R	-286.00	PVT
						-286.00	
02/05/2024	Bill Payment (Check)		14019 Google		R	-96.00	PVT
						-96.00	
02/06/2024	Bill Payment (Check)		14020 ZOOM VIDEO COMMUNICATIONS		R	-232.54	PVT
						-232.54	
02/13/2024	Bill Payment (Check)		14022 GO TO COMMUNICATIONS, INC.		R	-729.48	PVT
						-729.48	
02/16/2024	Bill Payment (Check)		14024 READY REFRESH BY NESTLE		R	-168.91	PVT
						-168.91	
02/16/2024	Bill Payment (Check)		14021 GO TO COMMUNICATIONS, INC.		R	-130.95	PVT
						-130.95	
02/22/2024	Bill Payment (Check)		14025 ADOBE		R	-19.99	PVT
						-19.99	
02/27/2024	Bill Payment (Check)		14023 READY REFRESH BY NESTLE		R	-92.94	PVT
						-92.94	
01/08/2024	Bill Payment (Check)		40 BLUE SHIELD OF CALIFORNIA		R	-1,838.10	PVT

					-1,838.10	
01/11/2024	Bill Payment (Check)	14065 SAM SCHWARTZ ENGINEERING	R	-47,226.15	PVT	-47,226.15
01/11/2024	Bill Payment (Check)	14067 TRANSTRACK SYSTEMS, INC.	R	-2,540.00	PVT	-2,540.00
01/11/2024	Bill Payment (Check)	14068 LANGUAGE LINE SERVICES	R	-249.21	PVT	-249.21
01/11/2024	Bill Payment (Check)	14069 LSL	R	-12,236.25	PVT	-12,236.25
01/11/2024	Bill Payment (Check)	14070 ROGERS, ANDERSON, MALODY & SCOTT, LLP	R	-4,000.00	PVT	-4,000.00
01/11/2024	Bill Payment (Check)	14072 IMRAN HAMID	R	-220.00	PVT	-220.00
01/11/2024	Bill Payment (Check)	14073 Erika Jacquez	R	-402.13	PVT	-402.13
01/11/2024	Bill Payment (Check)	14074 2120 FOOTHILL PROPERTIES	R	-3,658.80	PVT	-3,658.80
01/12/2024	Bill Payment (Check)	ACH PRINCIPAL LIFE INSURANCE COMPANY	R	-344.69	PVT	-344.69
01/16/2024	Bill Payment (Check)	38 CABCONNECT, INC.	R	-600.00	PVT	-600.00
01/16/2024	Bill Payment (Check)	37 CABCONNECT, INC.	R	-200.00	PVT	-200.00
01/29/2024	Bill Payment (Check)	ACH GREATBLUE RESEARCH, INC	R	-7,500.00	PVT	-7,500.00
02/05/2024	Bill Payment (Check)	42 2120 FOOTHILL PROPERTIES	R	-3,660.80	PVT	-3,660.80
02/06/2024	Bill Payment (Check)	41 BLUE SHIELD OF CALIFORNIA	R	-4,509.00	PVT	-4,509.00
02/09/2024	Bill Payment (Check)	39 ADP	R	-128.52	PVT	-128.52
02/15/2024	Bill Payment (Check)	14075 SAM SCHWARTZ ENGINEERING		-36,916.53	PVT	-36,916.53
02/15/2024	Bill Payment (Check)	14077 CALACT		-2,385.00	PVT	-2,385.00
02/15/2024	Bill Payment (Check)	14079 LSL	R	-18,666.98	PVT	-18,666.98
02/15/2024	Bill Payment (Check)	14080 CALIFORNIA DIGITAL SYSTEM		-124.65	PVT	-124.65
02/15/2024	Bill Payment (Check)	14081 Erika Jacquez	R	-36.53	PVT	-36.53
02/15/2024	Bill Payment (Check)	14082 CITY OF LA VERNE		-50.00	PVT	-50.00
02/15/2024	Bill Payment (Check)	14083 IMRAN HAMID		-345.75	PVT	-345.75

02/15/2024	Bill Payment (Check)	14084 PRINCIPAL LIFE INSURANCE COMPANY	R	-263.96 -263.96	PVT
02/22/2024	Bill Payment (Check)	14085 TRANSTRACK SYSTEMS, INC.	R	-1,850.00 -1,850.00	PVT
02/22/2024	Bill Payment (Check)	14086 TRANSTRACK SYSTEMS, INC.	R	-5,550.00 -5,550.00	PVT
02/23/2024	Bill Payment (Check)	ACH ADP	R	-128.52 -128.52	PVT
03/08/2024	Bill Payment (Check)	14087 Sara Castillo		-5,093.73 -5,093.73	PVT
03/13/2024	Bill Payment (Check)	14088 ROGERS, ANDERSON, MALODY & SCOTT, LLP		-3,010.00 -3,010.00	PVT
03/13/2024	Bill Payment (Check)	14089 CALIFORNIA DIGITAL SYSTEM		-238.02 -238.02	PVT
03/13/2024	Bill Payment (Check)	14090 PRINCIPAL LIFE INSURANCE COMPANY		-317.19 -317.19	PVT
03/13/2024	Bill Payment (Check)	14091 SAM SCHWARTZ ENGINEERING		-6,343.51 -6,343.51	PVT
03/13/2024	Bill Payment (Check)	14092 Nicole Carranza		-67.50 -67.50	PVT
03/13/2024	Bill Payment (Check)	14093 Erika Jacquez		-966.26 -966.26	PVT
03/13/2024	Bill Payment (Check)	14095 LSL		-15,003.10 -15,003.10	PVT
03/13/2024	Bill Payment (Check)	14097 LANGUAGE LINE SERVICES		-2,059.17 -2,059.17	PVT
04/19/2024	Bill Payment (Check)	14098 Erika Jacquez		-62.90 -62.90	PVT
04/19/2024	Bill Payment (Check)	14099 TransitTalent.com		-310.00 -310.00	PVT
04/19/2024	Bill Payment (Check)	14100 TRANSTRACK SYSTEMS, INC.		-740.00 -740.00	PVT
04/19/2024	Bill Payment (Check)	14101 LANGUAGE LINE SERVICES		-1,431.28 -1,431.28	PVT
04/19/2024	Bill Payment (Check)	14102 SAM SCHWARTZ ENGINEERING		-7,998.75 -7,998.75	PVT
04/19/2024	Bill Payment (Check)	14104 CALACT		-675.00 -675.00	PVT
04/19/2024	Bill Payment (Check)	14105 CALACT		-675.00 -675.00	PVT
04/19/2024	Bill Payment (Check)	14106 Erika Jacquez		-898.64 -898.64	PVT
04/19/2024	Bill Payment (Check)	14107 Direct Connect		-922.91 -922.91	PVT



04/19/2024	Bill Payment (Check)	14108 CALIFORNIA DIGITAL SYSTEM	-137.19 -137.19	PVT
04/19/2024	Bill Payment (Check)	14109 FRONTIER COMMUNICATIONS	-375.04 -375.04	PVT
04/19/2024	Bill Payment (Check)	14110 PRINCIPAL LIFE INSURANCE COMPANY	-179.23 -179.23	PVT
04/29/2024	Bill Payment (Check)	14116 SAM SCHWARTZ ENGINEERING	-4,613.96 -4,613.96	PVT
04/29/2024	Bill Payment (Check)	14117 TRANSTRACK SYSTEMS, INC.	-2,720.00 -2,720.00	PVT
04/29/2024	Bill Payment (Check)	14118 Nicole Carranza	-57.14 -57.14	PVT
04/29/2024	Bill Payment (Check)	14119 Erika Jacquez	-159.00 -159.00	PVT
04/29/2024	Bill Payment (Check)	14120 Nicole Carranza	-881.13 -881.13	PVT
04/29/2024	Bill Payment (Check)	14121 Erika Jacquez	-108.00 -108.00	PVT
04/29/2024	Bill Payment (Check)	14123 TRANSTRACK SYSTEMS, INC.	-800.00 -800.00	PVT
04/29/2024	Bill Payment (Check)	14124 TRANSTRACK SYSTEMS, INC.	-325.00 -325.00	PVT
04/29/2024	Bill Payment (Check)	14125 TRANSTRACK SYSTEMS, INC.	-3,370.00 -3,370.00	PVT

Wednesday, May 01, 2024 01:38:40 PM GMT-7

# Pomona Valley Transportation Authority

## Check Detail

January - April, 2024

GET ABOUT

Date	Transaction Type	Num	Name	Memo/Description	Clr	Amount	
01/11/2024	Bill Payment (Check)	14071	TOUCH TEL MOBILE		R	-800.00 -800.00	GET
02/15/2024	Bill Payment (Check)	14076	TOUCH TEL MOBILE			-800.00 -800.00	GET
03/13/2024	Bill Payment (Check)	14094	TOUCH TEL MOBILE			-800.00 -800.00	GET
04/19/2024	Bill Payment (Check)	14103	TOUCH TEL MOBILE			-800.00 -800.00	GET
04/29/2024	Bill Payment (Check)	14122	TOUCH TEL MOBILE			-800.00 -800.00	GET

**Pomona Valley Transportation Authority**  
**Check Detail**  
 January - April, 2024  
 CLAREMONT

Date	Transaction Type	Num	Name	Memo/Description	Clr	Amount	
01/04/2024	Bill Payment (Check)	14062 T	CITY OF CLAREMON			-30,529.00	CLM
						-30,529.00	

**Pomona Valley Transportation Authority**  
**Check Detail**

January - April, 2024

POMONA

<b>Date</b>	<b>Transaction Type</b>	<b>Num</b>	<b>Name</b>	<b>Memo/Description</b>	<b>Clr</b>	<b>Amount</b>	
01/04/2024	Bill Payment (Check)	14061	CITY OF POMONA		R	-12,585.00	POM
						-12,585.00	

**Pomona Valley Transportation Authority**  
**Check Detail**

January - April, 2024

SAN DIMAS

<b>Date</b>	<b>Transaction Type</b>	<b>Num</b>	<b>Name</b>	<b>Memo/Description</b>	<b>Clr</b>	<b>Amount</b>	
01/04/2024	Bill Payment (Check)	14063	CITY OF SAN DIMAS		R	-93,548.00	SDM
						-93,548.00	

**Pomona Valley Transportation Authority**  
**Check Detail**  
 January - April, 2024  
 MOBILITY MANAGER

<b>Date</b>	<b>Transaction Type</b>	<b>Num</b>	<b>Name</b>	<b>Memo/Description</b>	<b>Clr</b>	<b>Amount</b>	
01/11/2024	Bill Payment (Check)	14066	Diana Mendez		R	-29.46	MBL
						-29.46	
02/15/2024	Bill Payment (Check)	14078	Diana Mendez			-42.61	MBL
						-42.61	
03/13/2024	Bill Payment (Check)	14096	Diana Mendez			-42.65	MBL
						-42.65	



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

2120 Foothill Boulevard Suite 116 La Verne California 91750  
phone 909-596-7664 fax 909-596-7399

May 1, 2024

**AGENDA  
ITEM # 3**

**MEMORANDUM**

**To:** Pomona Valley Transportation Authority

**From:** Nicole Carranza, PVTA CEO

**Subject:** **Proposed Month to Month Extension of the Agreement with Transdev for 4 months.** *NC*

**Recommendation:**

PVTA staff recommends approval of the proposed Month to month extension option for 4 months. Attached is the contract amendment with Transdev.

**Background**

The Transdev contract was entered into on February 12, 2020 and contemplated delivery of services from July 1, 2020 through June 30, 2024. Completed and entered into prior to the onset of extraordinary inflation, the agreement included an annual increase of three percent, an amount sufficient to cover historic and then anticipated inflation. The agreement included various option periods.

PVTA had an option to extend the contract for two years. Increases in that option period were pegged to increases in the Consumer Price Index. Exercise of that option was required on or before January 1, 2024. PVTA did not exercise that option and it has expired.

PVTA also holds an option to extend the contract on a month-to-month basis for up to four months. Under the terms of the contract, these month-to-month periods are priced at the same amounts applicable on the last day of the base term, June 30, 2024.

Recognizing the need for updated scheduling software technology that can easily accommodate TNC's such as Uber and Lyft, provide accurate reporting, improve customer service, and bring employee wages to market rates, PVTA proposes to:

1. Extend the current contract under the available month-to-month option for the available four months;
2. Initiate and fast-track a procurement of follow-on services that accommodates evolving requirements; and
3. Invoke force majeure to allow for a three percent increase in pricing during the option period to support employee retention pending the new contract.

The new contract base period would provide service through June 30, 2026 - a period of twenty months that will return PVTA for contract years aligned with the fiscal year.

#### **Contract Extension Pricing FY25 4-month July-Oct 2024**

The pricing proposal for the 4-month period will include a three percent increase. PVTA believes a wage increase is necessary to avert disruption of the workforce. This three percent increase is consistent with the practices throughout the contract and partially accommodates inflation (The Federal Open Market Committee observed, in its March 19-20 2024 meeting minutes “Over the 12 months ending in February, the consumer price index (CPI) increased 3.2 percent and core CPI rose 3.8 percent”).

Two years ago, the Board approved an extraordinary increase in driver wages. Even that extraordinary increase was insufficient to match market rates (both public and private) in the area. The annual increases in the interim two years have further deteriorated employees’ purchasing power as inflation outstripped the contract increases. We continue to suffer from an inability to attract and retain qualified personnel and our contractor is economically unable to accommodate raises without increasing pricing.

An overall increase of three percent to the current rates for the duration of the extension will bring our monthly fixed cost rate to \$115,923.

The minimum starting wage required by the CBA is currently \$18.00 per hour and the proposed three percent increase will bring the wages up to \$18.54 for the duration of the extension.

#### **New Procurement Action for Services November 2024-June 2026**

The proposed extension is necessary to accommodate a new procurement. Even with the extension, bringing a new contract on-line effective November 1, 2024 will be challenging. Staff has initiated actions to create solicitation materials and will expedite the process as much as possible, actively engaging both the incumbent and other potential providers in preparation for a formal solicitation action.





Pomona Valley  
Transportation  
Authority

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May 1, 2024

**AGENDA  
ITEM #4**

**MEMORANDUM**

To: Pomona Valley Transportation Authority

From: Diana Mendez, Mobility Manager

Subject: **Uber Transition / Mobility Manager Update** 

**UBER UPDATE:**

On May 1, 2024, PVTA initiated its Uber pilot program. Leading up to the launch, all recent riders received a mailed notice containing a QR code directing them to the PVTA website's Uber FAQ section. Additionally, notices were prominently displayed in all PVTA vehicles and public areas like senior centers, libraries, and city halls. These notices aimed to inform the public that fares for all PVTA services were resuming and that the Uber Pilot program would commence on May 1, 2024. Each of the four cities involved held presentations and workshops for the pilot program, featuring updates, demonstrations, and Q&A sessions. PVTA offered hands-on assistance with mobile devices for those in need after the presentations. The reception to the inclusion of Uber services has been largely positive. A recurring schedule has been established in each city to address questions and provide guidance on app usage.

As of the launch date on May 1, 2024, a total of 45 participants had enrolled in the Uber Pilot Program. These individuals had already registered for PVTA services and had installed the Uber app on their mobile devices, ready for use. PVTA conducted ride-alongs to evaluate the effectiveness of both the app and vouchers.

**MOBILITY MANAGER UPDATE:**

In April, Diana Mendez, the PVTA Mobility Manager, and Susan Dominguez, the Travel Trainer, successfully registered 95 individuals through a mix of phone and online methods. During this period, the office received and resolved three complaints. Sales at the transit store included 45 transactions for Access customers and two for OmniTrans. The office also handled a total of 4,300 calls, an increase from the usual volume, largely attributed to inquiries about the Uber Pilot Program and the reintroduction of fares across all services.

# POMONA VALLEY TRANSPORTATION AUTHORITY SERVICE DESIGN ANALYSIS: FINAL REPORT

April 2024 - Executive Summary



Get About and Claremont Dial-a-Ride vehicles and riders. Image source: PVTA



# INTRODUCTION

Pomona Valley Transportation Authority (PVTA), in conjunction with the City of Claremont<sup>1</sup>, is conducting a 2023/2024 Service Design Analysis (SDA) to assess its operations and service delivery model. The last SDA was completed in 2019. In the time since, PVTA has faced contractor turnover, driver shortages, cost issues, and significant disruptions to travel patterns resulting from the COVID-19 pandemic. These challenges have complicated its mission to provide reliable and affordable transportation to residents of Claremont, La Verne, Pomona, and San Dimas.

The first phase of the SDA, the Existing Conditions Analysis and Report, was completed in December 2023, with the goal of informing the SDA improvement strategies and recommendations. The existing conditions report included a system overview, performance assessment, demographic assessment, service gap analysis, riders and stakeholder satisfaction summary, and a current service model assessment. This Service Design Analysis Final Report builds on the existing conditions report by documenting recommendations for the future. The process that led to these recommendations considered various options for PVTA, such as how to best use transportation network companies (TNCs) and reinstate fare payments.

PVTA currently operates under a single contractor operating model utilizing the company Transdev. As of August 2023, Transdev began subcontracting with Uber, a TNC, to supplement overflow ambulatory trips and respond to the loss of its taxi subcontractor, Network Paratransit. Transdev took on overnight dispatch responsibilities and began operating ten wheelchair accessible minivans that were previously leased to

The recommendations included in this final report are meant to help guide PVTA's decision-making and contracting. They recognize the context of PVTA's current rider base, its zero-emission transition, and its recent service model changes.

Network Paratransit. In addition, because riders typically pay their fares to the driver in cash or with tickets, PVTA began waiving fares for all services while it determined how to accommodate fare payment for Uber trips.

The August 2023 changes presented PVTA with an opportunity to pilot a service model using one contractor with a dedicated fleet (Transdev) plus a TNC subcontractor. The changes will allow time to explore the community's receptiveness to TNCs, openness to reserving rides and paying for rides using a smartphone, as well as other branding, marketing, and service changes. Transdev's current contract runs through June 30, 2024. Beyond that point, this SDA recommends short-term changes through June 2025 (FY25) and mid- to long-term recommendations for July 2025 (FY26) onward.

## Evaluation Process

The main goal of this SDA was to identify what service model and other organizational changes are recommended for the FY26 contracting cycle to best support a transit system that works from an administrative perspective and for customers. To identify options available to PVTA, the team developed an evaluation framework organized around

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1 The two entities that share transportation services, PVTA and the City of Claremont, will be referred to together as "PVTA" for simplicity in this report.

three topic areas: the service delivery model, the service organization, and technology.

Transit service models are defined by the structural division of functions within a system, i.e., which entities take trip requests, schedule/dispatch vehicles, and provide the assets (vehicles and facilities). Currently, PVTA most closely follows the turnkey model, in which a contractor manages all operational functions. PVTA still oversees dispatching and customer service, but Transdev is ultimately the single turnkey contractor responsible for daily operations. Given this precedent and PVTA's limited staff and resources to take on more direct control, the study team focused on possible variations on the turnkey model for the future. The key distinctions to this model were the type of subcontractor handling overflow trips and if the contractor(s) worked through a broker. When enlisting a broker, the agency has no direct contractual relationship with its service providers. Agencies retain brokers to simplify the administration of multiple contracts. In addition to the service delivery model, two options were identified for scheduling and reporting.

The SDA also identified options surrounding PVTA's organization of service and use of technology. The emergence of these "umbrella" issues was rooted in insights from stakeholder interviews and PVTA priorities. Service organization opportunities included establishing a TNC-based DAR service for the general public across all four cities, consolidating and clarifying branding and service areas for all four cities, offering group services for each of the four cities so a group trip can be made anywhere, or keeping all services separate and as they are today. Possible technology components included fare payment options, app-based scheduling, and TAP card integration.

The team scored each option against cost, oversight, and service quality criteria, assigning a numerical value (1 to 3) to each. The options were assigned a higher numerical scoring (3) if the impact to PVTA's operational and capital costs, oversight and workforce, or service quality would likely be lower or improved compared to the current state. They were given a lower numerical scoring (1) if the impact would likely be higher or worsened compared to existing. Options were assigned a neutral score (2) for minimal or no impact.



Get About rider boarding a bus. Image source: PVTA

# RECOMMENDATIONS

## Short-Term Recommendations (FY25)

While PVTA remains under its existing, extended contract with Transdev through FY2025 (June 30, 2025), this SDA includes short-term solutions to improve service provision and the customer experience, as well as to address the critical question of how to reinstate customer fare payments, waived since August 2023. The following short-term course of action is recommended for the period between now and July 2025.

- » Continue to work with Transdev as a single turnkey contractor, with Transdev sub-contracting to Uber to support Get About overflow trips, help control costs, and provide trips for a new app-based voucher program.
- » Implement an Uber voucher program as a new option for riders, allowing those with a credit or debit card to request trips through the Uber app using Uber drivers.
- » Promote the new voucher option to current riders on the PVTA website and conduct in-person outreach and coordination with agency stakeholders and the four member cities.
- » Inform unbanked/under-banked customers that they may purchase pre-paid debit cards or gift cards if they would like to book a ride through the Uber app.
- » Maintain all other current service offerings, branding, and eligibility requirements.
- » Do not charge fares for overflow trips assigned to Uber that are booked through PVTA's traditional call-in request method.

## Mid- to Long-Term Recommendations

The following service delivery model, service organization, and technology recommendations are advised for FY2026 and beyond.

### Service Delivery Model

Having a single contractor with TNCs is the recommended contract structure for FY2026 and beyond as it will, among other benefits, allow PVTA to continue to efficiently handle its demand and control overhead costs by routing some trip types or overflow trips to TNCs. PVTA's next contract should include language on how the contractor assigns trips to a TNC, based on key measures, including trip time of day, service type, a percentage of total trips, among others. Though the broker model also scored highly in the evaluation, this model is likely not viable for PVTA at this time due to a lack of contractors in operation in the region and overall labor availability. Utilizing one contractor without support from TNCs scored lowest and is not recommended, especially given that drawing on a local taxi provider for some trips is no longer a solution.

Through the course of this project, PVTA has expressed interest in upgrading its current suite of scheduling and reporting software (EcoLane and TransTrack). Even though switching software would require administrative time and oversight in the near-term, in the long-term, the evaluation suggested that utilizing another scheduling and reporting platform(s) would likely reduce administrative time and costs as well as make reporting on analytics more user-friendly and streamlined. PVTA's next contract should require the contractor to lead this effort and support the transition from the legacy system

to the new system. PVRTA should also include specific reporting requirements in the next contract for key performance metrics.

- » Maintain a single contractor structure with a TNC subcontractor for certain trip types, specifically a newly branded general public service.
- » Require the contractor to assist in a transition to an enhanced scheduling and reporting system.
- » Require the contractor to track and share key performance metrics.

### Service Organization

For service organization, it is recommended that PVRTA create a general public service that merges its existing services that do not require advanced reservations: Get About Ready Now, Claremont DAR, and San Dimas Dial-a-Cab (DAC). This consolidation would eliminate the city-specific DAR and DAC branding, and, instead, provide a general public service where individuals can request on-demand trips anywhere within the four-city service area. The TNC sub-contractor would be used to support this service.

While customers would see unified branding, on the back end, there could be different fare structures for trips staying within city boundaries (e.g., Claremont) or for seniors and individuals with disabilities as compared to the general public (e.g., a \$4.00 general public flat rate versus a \$1.00 senior/disabled rate). Making fare adjustments as needed is the best tool at PVRTA's disposal to moderate demand and help ensure performance. PVRTA could also consider capping its variable contribution per trip, after which riders would cover additional costs. The consolidated service would have unified hours, the exact span of which is to be

determined by PVRTA; it would not feature 24/7 service, as this offering adds considerable cost for relatively little use by riders.

As part of the service reorganization, those riders that do not wish to use a TNC would call PVRTA to request a "traditional" Get About trip, provided by PVRTA's primary turnkey contractor (Transdev or other). This contractor would also serve regularly scheduled (repeating) trips and One Step Over the Line trips. They would accommodate WAV trips for both the TNC and advanced reservation services, unless PVRTA finds that the TNC is able to fully accommodate WAV trips on its own.

Similar to the short-term recommendations, trips for consolidated service could be requested by riders both via app (an Uber voucher or Lyft pass) or through calls. In the mid- to long-term, however, PVRTA should establish a system with rider accounts to accommodate fare payment for call-in trips as well as any overflow trips that TNCs fulfill. This would allow riders to add value to their accounts by providing a credit or debit card to be associated with the account or by paying ahead of time in cash at the PVRTA offices. All newly registering riders would be asked to provide this information. Although establishing a customer accounting system would require up-front effort, it would allow PVRTA to collect fares on all TNC trips. To avoid confusion for non-TNC trips, PVRTA staff would note if the rider is paying via their account ahead of time or with cash/paper ticket at time of boarding.

Offering group service for all four cities also scored well. This is recommended in the mid- to long-term, in order to accommodate groups outside of Claremont and Pomona, but it should be a secondary priority to the restructuring described above.

- » Create a unified brand for general public service and utilize the TNC sub-contractor for these trips. Maintain distinctions administratively, but market Get About Ready Now, Claremont DAR, and San Dimas Dial-a-Cab (DAC) as one service to riders.
- » Offer riders app and call center reservation options.
- » Consider Group Services for all four cities as a secondary priority.

### Technology

Moving forward, PVRTA envisions a suite of transportation services that can be easily accessed both by individuals with and without a smartphone or computer. PVRTA should give riders the option to use technology for trip booking and fare payment to improve the user experience and reduce administrative and oversight costs. For those who are not adept with technology or do not have easy access to a smartphone or computer, the option to use a paper ticket or cash payment would remain.

Looking specifically at fare payment, the option to offer cash on-board for the dedicated fleet and TNC payment via the app or pre-paid account is the preferred choice moving forward. This option scored slightly lower than only providing the option to pay for TNC trips via the TNC app because it will require oversight by PVRTA to implement. However, having an account system will allow PVRTA to charge for all TNC trips, not just those booked via the app. Importantly, it will more equitably extend the TNC option to all riders and should, in the long-term, result in more efficient trip assignment and overall customer management.

When determining the TNC fare payment structure, setting a fixed fare price for riders and a variable agency price varies is the preferred option. Even though this option comes with a degree of uncertainty regarding overall costs for PVRTA, maintaining a fixed price for customers creates a more seamless customer experience. As noted above, PVRTA should experiment with setting a cap on its variable contribution per trip in order to limit any exorbitant fares, help moderate demand, and help ensure performance.

Offering app-based ride requests for some services scored highly and aligns with the hybrid service approach described above, with some trips accommodated by TNCs and other trips (longer distance, repeating) accommodated by a primary contractor. Choosing not to integrate PVRTA's services with regional TAP card payment capabilities could avoid additional PVRTA time and resources to oversee the effort but would miss an opportunity to improve service quality and offer more seamless regional travel, especially in anticipation of A Line connectivity. Similar to offering expanded group services, it is recommended that PVRTA make TAP integration a longer-term, secondary priority.

- » Collect cash on-board for the dedicated fleet.
- » Offer app-based ride requests for the newly branded general public service.
- » Offer TNC payments via app and pre-paid accounts.
- » Maintain fixed TNC fares for customers (variable costs for the agency), e.g. \$1 fare plus PVRTA paying the remainder of the TNC trip cost.
- » Explore options for integrating TAP cards.

## Next Steps

Since the loss of its taxi subcontractor in August 2023, PVTA has adapted its operations and begun testing a service model using TNCs. The successes and lessons learned since, coupled with the analysis and evaluation conducted for this SDA, support the recommendations detailed above. As an immediate next step, PVTA should reinstate fare collection and establish an Uber voucher program. In parallel, staff should finalize and issue a request for proposal for a FY2026 contract that facilitates the introduction of

unified general public service, ride requests and payment via app and a call center concierge, and an upgraded scheduling and reporting system. PVTA should work with its four-city stakeholders to come to consensus on future funding streams (local Prop A) and how to maximize federal funding for local operators. Taken together, these steps will help ensure that PVTA can continue to deliver on its mission to provide reliable and affordable transportation to residents of Claremont, La Verne, Pomona, and San Dimas.







# PVTA Service Design Analysis

May 8, 2024



Presented to:

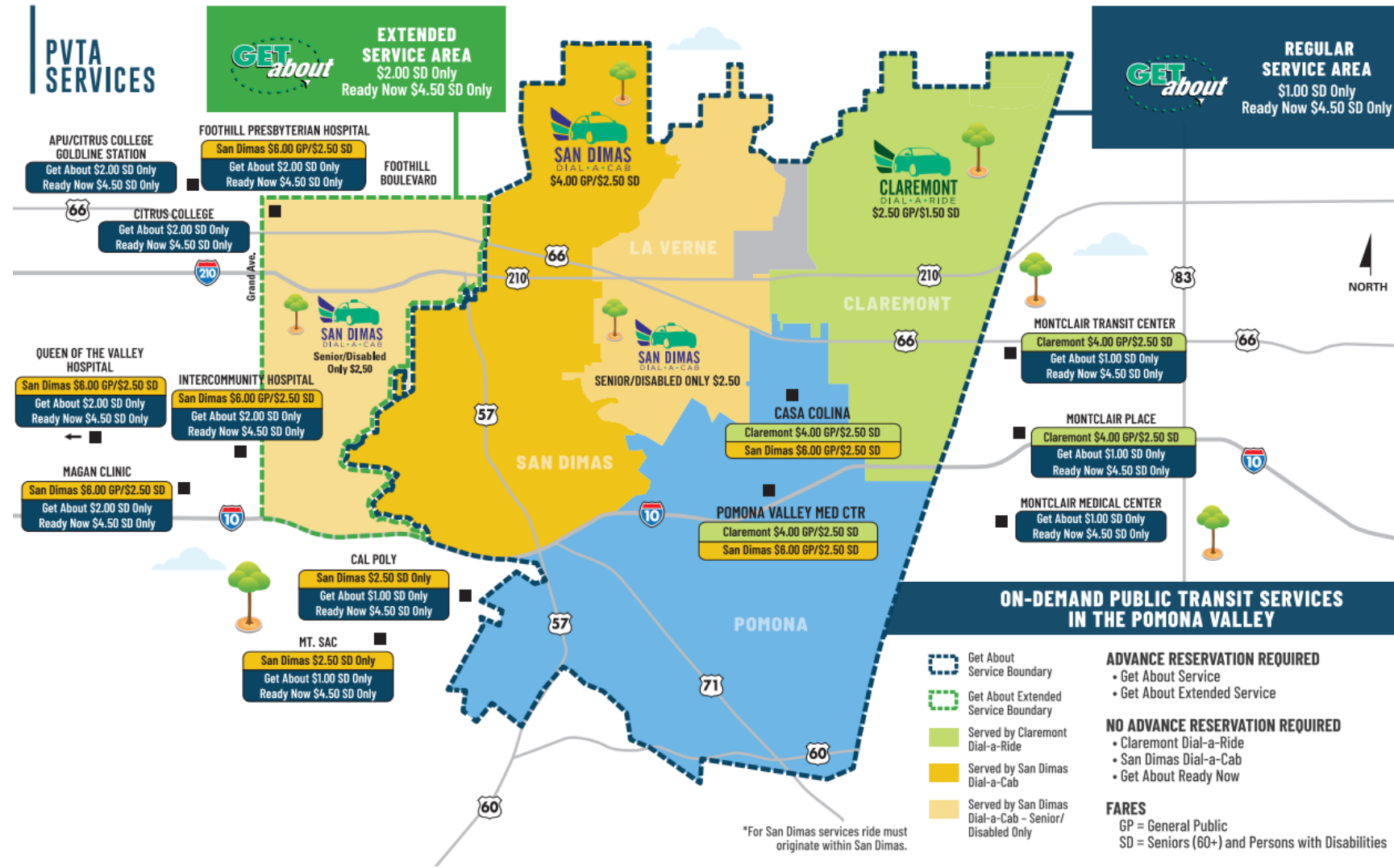


Presented by:



# Contents

1. Project Background
2. Findings and Recommendations
3. Discussion



# Service Design Analysis (SDA) Project Context

- PVTA operates under a single contractor operating model utilizing Transdev (through June 30, 2025)
- As of August 2023, Transdev began subcontracting with Uber to supplement overflow ambulatory trips and respond to the loss of its taxi subcontractor, Network Paratransit
  - Transdev took on overnight dispatch responsibilities and began operating ten wheelchair accessible minivans
  - PVTA waived fares for all services while it determined how to accommodate fare payment for Uber trips
- The August 2023 changes presented an opportunity to:
  - Pilot a service model using one contractor with a dedicated fleet plus a TNC subcontractor
  - Explore the community's receptiveness to TNCs, openness to reserving rides and paying for rides using a smartphone, as well as other branding, marketing, and service changes

# SDA Project Background

Task	Description	Aug 2023	Sep 2023	Oct 2023	Nov 2023	Dec 2023	Jan 2024	Feb 2024	Mar 2024	Apr 2024	May 2024	
<b>T1: Existing Conditions</b>	Assess performance, service gaps, and rider satisfaction	Service Analysis					Existing Conditions Report					
<b>T2: Service Improvement Strategies</b>	Evaluate service models				Public Workshops	Peer Agency Interviews	Rider Survey	Evaluation				
<b>T3: Final Report</b>	Summarize Task 2 and propose recommendations								Draft Final SDA Report		Final SDA Report	
<b>T4: Project Coordination</b>	Kickoff and biweekly meetings	Project Kickoff	Ongoing Coordination									

***SDA Goal:*** Identify a service model and other organizational changes that further PVTA’s mission to provide reliable and affordable transportation to the residents of Claremont, La Verne, Pomona, and San Dimas.

# SDA Final Report Contents

- Introduction
- Identification of Evaluation Topic Areas, Parameters, and Criteria
  - Service Delivery Models
  - Service Organization and Technology
- Evaluation Process
- Approaches by Peer Agencies
- Recommendations
  - Short-Term Recommendations (FY25)
  - Mid- to Long-Term Recommendations (FY26 Onward)
    - Service Delivery Model
    - Service Organization
    - Technology
- Next Steps

## POMONA VALLEY TRANSPORTATION AUTHORITY SERVICE DESIGN ANALYSIS: FINAL REPORT



Get About and Claremont Dial-a-Ride vehicles and riders. Image source: PVTA



# SDA Inputs

- Public workshops at four senior centers (November 2023)
- Existing conditions analysis and report (December 2023)
- Peer agency interviews (December 2023)
  - City of Monrovia, Monrovia Transit
  - City of Santa Monica, MODE
  - OmniTrans (San Bernardino Valley), Uber Ride
- Rider survey (Winter/Spring 2023)

# Evaluation Process

- Organized the evaluation by three topics:
  - **Service Delivery Model**
    - Considered variations on the current turnkey model and options for scheduling and reporting
  - **Service Organization**
    - Considered establishing a TNC service across all four cities, consolidating/clarifying branding, and offering more group services
  - **Technology**
    - Considered fare payment options, app-based scheduling, and TAP card integration
- Scored each option (1 to 3) against cost, oversight, and service quality criteria – the higher the score the more potential improvement / positive impact

**Turnkey Model**  
One contractor with TNC subcontractors for overflow; improvement on current single contractor model.

PVTA

SINGLE TURNKEY CONTRACTOR

TNC SUBCONTRACTOR(S)

**Turnkey Model**  
One contractor with non-TNC subcontractors for overflow; improvement on current single contractor model.

PVTA

SINGLE TURNKEY CONTRACTOR

OTHER SUBCONTRACTOR(S)

**Turnkey Multi-Contractor Model with Broker**  
A broker (or PVTA) performs call/control; contractors perform services.

PVTA

BROKER

CONTRACTOR(S)

TNC(S)

WAV CONTRACTOR(S)



# Short-Term Recommendations (FY25)

- Continue to work with **Transdev as a single turnkey contractor**, with Transdev sub-contracting to Uber
- Implement an **app-based Uber voucher program** as a new option for riders
  - Use rider emails or phone numbers so riders can add the PVRTA vouchers to their Uber accounts
  - Set program criteria; if the requested trip does not meet this criteria, the app will show riders the Uber market price
- **Promote the new voucher option** to current riders on the PVRTA website and conduct in-person outreach and coordination with agency stakeholders
- Inform unbanked/under-banked customers that they may purchase **pre-paid debit cards or gift cards** if they would like to book an Uber app ride
- Maintain all other current service offerings, branding, and eligibility requirements
- **Do not charge fares for overflow trips assigned to Uber** that are booked through PVRTA's traditional call-in request method

# Mid- to Long-Term Recommendations (FY26)

## Service Delivery Model

- Maintain a single contractor structure with a TNC subcontractor for certain trip types, specifically a newly branded four-city general public service.
- Require the contractor to assist in a transition to an enhanced scheduling and reporting system.
- Require the contractor to track and share key performance metrics.

Service Delivery Model	Contract Structure			Scheduling / Reporting	
	Single Contractor with TNCs	Single Contractor with non-TNCs	Broker with Multiple Contractors	Existing	Other (TBD)
Costs	2.75	1.75	2.75	2.00	3.00
Oversight	2.25	2.25	2.00	1.50	3.00
Service Quality	N/A	N/A	N/A	N/A	N/A
<b>Overall Score</b>	<b>5.00</b>	<b>4.00</b>	<b>4.75</b>	<b>3.50</b>	<b>6.00</b>

*\*Scoring from 1 to 3: Negative/Low (1); Neutral/Medium (2); Positive/High (3)*

# Mid- to Long-Term Recommendations (FY26)

## Service Organization

- Create a unified brand for general public service and utilize the TNC sub-contractor for these trips. Maintain distinctions administratively, but market Get About Ready Now, Claremont DAR, and San Dimas Dial-a-Cab as one service to riders.
- Offer riders app and call center reservation options.
- Consider Group Services for all four cities as a secondary priority.

Service Organization	Service Offerings / Groupings / Eligibility			
	Offer general public DAR for all cities	Consolidate/clarify branding	Offer Group Services for all four cities	Keep all services separate
Costs	1.00	2.00	1.67	2.00
Oversight	1.00	2.00	1.00	2.00
Service Quality	2.80	2.40	2.60	1.80
<b>Overall Score</b>	<b>4.80</b>	<b>6.40</b>	<b>5.27</b>	<b>5.80</b>

*\*Scoring from 1 to 3: Negative/Low (1); Neutral/Medium (2); Positive/High (3)*

# Mid- to Long-Term Recommendations (FY26)

## Technology

- Collect cash on-board for the dedicated fleet.
- Offer app-based ride requests for the newly branded general public service.
- Offer TNC payments via app and pre-paid accounts.
- Maintain fixed TNC fares for customers (variable costs for the agency), e.g. \$1 fare plus PVRTA paying the remainder of the TNC trip cost.
- Explore options for integrating TAP cards.

Technology	Fare Payment		TNC Fare Payment Structure		App-based Requests			TAP Card		
	Cash onboard; TNC payment via app only	Cash onboard; TNC payment via app or pre-paid account	Customer price is variable	Customer price is fixed	Don't offer	Offer for some services	Offer for all services	Integrate	Integrate for some services	Do not integrate
Costs	1.75	1.75	3.00	1.00	2.00	2.50	2.00	2.00	2.00	2.00
Oversight	2.00	1.67	1.50	2.00	2.33	2.00	1.33	1.67	1.67	2.00
Service Quality	1.86	2.14	1.00	3.00	2.00	2.57	2.57	2.29	2.29	2.00
<b>Overall Score</b>	<b>5.61</b>	<b>5.56</b>	<b>5.50</b>	<b>6.00</b>	<b>6.33</b>	<b>7.07</b>	<b>5.90</b>	<b>5.95</b>	<b>5.95</b>	<b>6.00</b>

\*Scoring from 1 to 3: Negative/Low (1); Neutral/Medium (2); Positive/High (3)

# SDA Next Steps

- Since the loss of its taxi subcontractor in August 2023, PVTA has adapted its operations and begun testing a service model using TNCs
- The successes and lessons learned since, coupled with the analysis and evaluation conducted for this SDA, support the recommendations detailed above
- As a next step, **PVTA should reinstate fare collection and establish an Uber voucher program**
- In parallel, staff should finalize and issue a request for proposal for a FY2026 contract that facilitates the **introduction of unified general public service, ride requests and payment via app and a call center concierge, and an upgraded scheduling and reporting system**
- PVTA should work with its four-city stakeholders to come to consensus on future funding streams (local Prop A) and how to maximize federal funding for local operators.

# Appendix

# Public Input – Rider Survey

Topic Area	Conclusions & Key Takeaways
Rider Demographics	<ul style="list-style-type: none"> <li>› Most respondents live in Pomona or Claremont, are older (65+), and speak English as their first language.</li> </ul>
Rider Mobility Options	<ul style="list-style-type: none"> <li>› Most respondents <b>do not have a license</b> (64%) and/or <b>do not have access to a vehicle</b> (79%).</li> <li>› 55% of respondents also <b>use a walker, scooter, or wheelchair</b>.</li> <li>› Only 33% have a TAP card.</li> </ul>
Most Used Services & Fare Payment	<ul style="list-style-type: none"> <li>› Most respondents use PVRTA as their primary transit option (Get About, followed by Claremont DAR).</li> <li>› Riders use PVRTA because <b>they don't drive, the service goes where they need to go, they don't have a vehicle available, and the service comes to their door</b>.</li> <li>› Most respondents pay their fares via cash on-board.</li> </ul>
Frequency & History of Service Use	<ul style="list-style-type: none"> <li>› 81% of respondents are <b>riding just as much or more than they were a year ago</b>.</li> <li>› 38% <b>ride at least 1-3 days per week</b>.</li> <li>› 44% are new to the PVRTA service since 2020; 52% are legacy riders having ridden since before 2020.</li> </ul>
Rider Experience	<ul style="list-style-type: none"> <li>› Most respondents (76%) <b>rate PVRTA's services as either "good" or "excellent."</b></li> <li>› Most use PVRTA services to <b>run errands</b> (25%) and get to <b>medical appointments</b> (56%).</li> <li>› Participants noted that there could be improvements to on-time performance and distinguishing the services.</li> </ul>
Perception of Future Service & Technology Improvements	<ul style="list-style-type: none"> <li>› For possible improvements, respondents prioritized <b>being able to book a same day trip</b> (22%), <b>traveling to destinations beyond the current service area</b> (22%), and <b>flexibility to book within 45min in advance</b> (15%).</li> <li>› Respondents are more receptive to improvements in booking / paying for rides via a mobile app than a website.</li> </ul>

# Public Input - Workshops

- Four workshops at senior centers (November 2023)
  - San Dimas Senior Center
  - Joslyn Senior Center (Claremont)
  - Washington Park Senior Center (Pomona)
  - La Verne Senior Center
- Goal of gathering firsthand feedback from riders to inform the SDA and improve the customer experience; understand of current riders' receptiveness to technology improvements, cashless fare options, and interest in TNCs
- Feedback from 119 participants across the four cities
  - Most respondents were GetAbout riders
  - Prioritized **"rides that show up on time more often"** and **"ability to book a rider closer to my trip"** as improvements
  - **18% had ever taken an Uber or Lyft**
  - **21% use a computer; 31% use a smartphone**
  - **49%** are/may be interested (if it's simple and someone showed them how) in **booking a ride with a smartphone**
  - **26%** are/may be interested (if it's simple and someone showed them how) in **paying for a ride with a smartphone**
- Indicates that introducing technology changes and TNC options may be difficult for some of PVTA's current riders, but training and instruction could increase confidence (and interest)



# Peer Agency Practices

- Interviews with three peer agencies (December 2023)
  - **The City of Monrovia** has two different Lyft programs: GoMonrovia and Monrovia Transit. **Monrovia Transit (since 2023)** is the service for seniors and individuals with disabilities
  - **The City of Santa Monica** developed its TNC program for the senior and disabled population, **rebranding as “MODE” in 2018**; registered riders can book directly through the Lyft app or by calling the call center
  - **Omnitrans, serving the San Bernardino Valley.** It launched its **Uber Ride service in September 2022** for seniors and individuals with disabilities; riders receive an Uber voucher for 50% off their trips

# Peer Agency Practices | City of Monrovia, Monrovia Transit

- Request rides via traditional DAR method (calling) OR via Lyft app
- The city adds approved riders to the **Monrovia Transit Lyft pass** so riders can view the option on their Lyft app
- Dispatch/drivers by ProPark (formally Empire), the city's current contractor
  - **Monrovia's drivers become Lyft drivers also**; they use city WAV vehicles and respond to the Monrovia Transit requests, in addition to scheduled rides

<https://gomonrovia.com/by-transit/>



## What is Monrovia Transit?

Monrovia Transit is GoMonrovia's transportation option for seniors (age 62+) and passengers with disabilities. This is to ensure that those who need Americans with Disabilities Act (ADA) -accessible vehicles are able to reserve them. Each shuttle van is clearly marked with the Monrovia Transit logo and features an ADA-approved wheelchair lift. Our shuttles do not follow a fixed route or schedule. Similar to an airport shuttle, passengers may share a ride with other passengers and make a few stops before reaching their destination.

All eligible first-time passengers wishing to use this service will need to complete a short, one-time application to register.

[Click here to download the GoMonrovia – Monrovia Transit application.](#)

**Contact:** Sophia Sousa at (626) 932-5512, [gomonrovia@ci.monrovia.ca.us](mailto:gomonrovia@ci.monrovia.ca.us), or [ssousa@ci.monrovia.ca.us](mailto:ssousa@ci.monrovia.ca.us)

## As of July 1, 2023! Monrovia Transit on Lyft AND New Hours of Operation!

As of July 1, 2023, Monrovia Transit is available on the Lyft platform! In addition to calling the dedicated Monrovia Transit phone number (626)-358-3538, passengers can use their smartphones to book and pay for a ride on Monrovia Transit

# Peer Agency Practices | City of Santa Monica, MODE

- MODE riders can book directly through Lyft app (a pass shows up in the app when riders register with the city)
  - ~65% do this, more than the city expected
  - ~20% call for a Lyft ride
  - ~15% call for a WAV ride with the contractor
- MV (a separate contractor) operates two city-owned WAVs, but these are being phased out
  - MV had previously operated six vehicles
- A third contractor (Spare Labs) is used for dispatching non-app trips
- The city did extensive community engagement in the first year (e.g. “Appy Hours”)



## Mobility On Demand Every Day Program

Big Blue Bus has partnered with Lyft to introduce *Mobility On Demand Every Day* (MODE), the City of Santa Monica's shared-ride service for older adults and persons with disabilities.

The MODE program provides members with greater options for freedom and mobility, by offering curb-to-curb, on-demand transportation, convenient payments, and much more.

<https://www.bigbluebus.com/Rider-Info/Mobility-On-Demand-Every-Day-Program.aspx>

[https://www.bigbluebus.com/uploadedFiles/Content/Rider\\_Info/MODE\\_Brochure\\_2023\\_Aug\\_WEB.pdf](https://www.bigbluebus.com/uploadedFiles/Content/Rider_Info/MODE_Brochure_2023_Aug_WEB.pdf)

# Peer Agency Practices | OmniTrans

- Started as pilot available to six member cities; has since expanded to the entire OmniTrans service area
- Eligible riders (seniors/disabled) **receive 50% off trips, maximum of 15 trips per month and \$15 per trip**
- Riders request trips through Uber app; there is currently no call-in option and no WAVs (done through a taxi sub)
- **Transdev is OmniTrans' contractor**; they are in discussions to also use Uber as a subcontractor for paratransit trips
  - Exploring this because of workforce shortages and customer complaints...feels that Uber is more responsive
- Uber Ride is their fastest growing program



**OmniTrans**

## Take an Uber ride!

Eligible residents of Rancho Cucamonga and the San Bernardino Valley now can use Uber for up to half of the cost, thanks to OmniTrans' Uber RIDE program!

**? CAN I RIDE**  
Community members who are 62 years or older, or have a disability, can take advantage of the Uber RIDE program.

**📍 WHAT'S THE COST**  
Uber RIDE users can have half of the cost or their ride subsidized, up to \$15 per trip and 15 trips per month.

**💰 WHERE CAN I TRAVEL**  
Uber RIDE can take you anywhere in OmniTrans' service area, as long as your trip begins or ends in one of the 15 cities it serves. Get details at [omnitrans.org](https://omnitrans.org).

<https://omnitrans.org/uber-ride/>

# Evaluation Process

Topic Area	Parameter	Sub-Parameter	Description
Service Delivery Model	Contract Structure	Single contractor with TNCs	A contractor using TNCs as subs for overflow trips or for a certain trip type (e.g., Ready Now); assumes TNCs use non-agency vehicles but contractor provides a facility.
		Single contractor with non-TNCs	A contractor using other subs (if needed for overflow) but not TNCs; assumes contractor uses agency vehicles and provides a facility.
		Broker with multiple contractors	Combination of contractors and TNCs with defined trip assignments. Broker may do trip allocation and call center work; contractor(s) use agency vehicles and provides a facility.
	Scheduling / Reporting	Existing	Continue to use EcoLane and Transtrack.
		Other	Transition to another scheduling and reporting software with contractor assistance
Service Organization	Service Offerings/ Groupings/ Eligibility	Offer general public DAR for all four cities	Unite the existing DAR programs and provide the same service in Pomona and La Verne.
		Consolidate / clarify branding	Consolidate customer-facing service information. Fares and eligibility remains the same.
		Offer Group Services for all four cities	Combine service areas, fare structure, marketing, eligibility requirements, etc.
		Keep all services separate	No change to current service provision/organization.
Technology	Fare Payment	Collect cash onboard for dedicated fleet; offer TNC payment via app only	Cash and ticket payment is available for all non-TNC trips. TNCs paid by customers via app only.
		Collect cash onboard for dedicated fleet; offer TNC payment via app or pre-paid account	Cash and ticket payment is available for all contractor (non-TNC) trips. Linked credit card charged after every trip or monthly. May require collecting/storing this information.
	TNC Fare Payment	Customer price is variable; agency cost is fixed	Allows for known costs / budgeting certainty.
		Customer price is fixed: agency cost is variable	More straightforward for customers but riskier for agency costs.
	App-based Requests	Don't offer	Customers must call to request a ride.
		Offer for some services	Customers must call customer support to request a ride for non-TNC trip types.
	TAP Card	Offer for all services	App(s) available to request a ride without calling. Call center is still available.
		Integrate	Customers have the option to pay for rides via tap card. Cash/ticket payment is still available.
		Integrate some services	Offer integration for some services, e.g., non TNC trips.
		Do not integrate	No TAP card payment option.

# Evaluation Process

Criteria	Sub-Criteria
<p><u>Costs</u></p> <p>What are the operating and capital costs?</p>	Reduces operating costs. Consider operating costs due to trip efficiency, intercity trips, trip distance, trip time of day, etc.
	Reduces capital costs. Consider vehicle types, fleet size, vehicle retirement timeline, other capital investments, etc.
	Compatible with PVTA's ZEV transition
	Accounts for a facility. Consider the impact on leasing or acquiring a facility.
<p><u>Oversight</u></p> <p>What level of oversight from PVTA is involved?</p>	Maximizes available workforce. How difficult is it to hire and retain quality drivers?
	Reduces admin costs and PVTA resources. How much time and staff resources would PVTA expend to ensure quality service?
	Allows for PVTA oversight (i.e., effective trip assignments). Is PVTA able to control key aspects of service to help ensure quality and efficiency?
	Streamlined reporting processes. Does PVTA have easy access to key trip information and performance data?
<p><u>Service Quality</u></p> <p>How well does this help ensure and improve service quality for riders?</p>	Offers a seamless customer interface. How easy and intuitive is it for customers to understand the services offered and book/pay for rides?
	Minimizes barriers to riders without access to smartphones or bank accounts. Is booking or paying for rides difficult or impossible without?
	Improves reliability/OTP for riders. Are rides on time and completed as requested? Do riders have real-time info?
	Improves wait times for riders. Are more on-demand services (booked up to 45 min before) offered / successfully completed?
	Serves core riders in need of specialized transportation.
	Provides additional transit service/bolsters off-peak service. Does this add to PVTA's service in terms of time of day, day of week, or geographic range?
Attracts new riders. Does this serve new markets and reach new riders?	



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

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May 1, 2024

**AGENDA  
ITEM # 6**

**MEMORANDUM**

To: Pomona Valley Transportation Authority

From: Diana Mendez, Mobility Manager

Subject: **FY 25 Board Member Election** 

The end of each fiscal year brings the reelection of the Pomona Valley Transportation Authority Board officers. Four cities make up the PVTA Board, Claremont, La Verne, Pomona and San Dimas. PVTA board meeting quorum policy is as follows: PVTA requires 5 voting members to be present for a quorum, each city is eligible for up to two votes, normally it is one elected official and one city staffer that can submit a vote. In lieu of an absent voting member an alternate may step in and cast a vote. As long as both voting members from that city are not city staff or employees. Thus two elected officials from one city may cast a vote but only one city staffer (employee) may vote. The positions of Chair, Vice Chair, Treasurer, CJPIA Representative and Board Secretary are rotated between the four cities. For FY 2025 PVTA recommends the following:

Chair - Claremont

Vice/Co - La Verne

Treasurer - La Verne

CJPIA - Pomona, Alternate: San Dimas/PVTA

Board Secretary - PVTA