



*City of Ceres • City of Hughson • City of Modesto • City of Newman • City of Oakdale • City of Patterson  
City of Riverbank • City of Turlock • City of Waterford • County of Stanislaus*

**SOCIAL SERVICES TRANSPORTATION ADVISORY COUNCIL MEETING  
STANCOG BOARD ROOM  
1111 I STREET, SUITE 308  
MODESTO, CA  
SEPTEMBER 6, 2011 (TUESDAY)  
8:30 AM**

Committee Agendas and Minutes: Committee agendas, minutes and copies of items to be considered by the StanCOG Committee are available at least 72 hours prior to the meeting at the StanCOG offices located at 1111 "I" Street, Suite 308, Modesto, CA during normal business hours. The documents are also available on StanCOG's website at [www.stancog.org/committees.shtm](http://www.stancog.org/committees.shtm).

Materials related to an item on this Agenda submitted to the Committee after distribution of the agenda packet are available for public inspection at the address listed above during normal business hours. These documents are also available on StanCOG's website, subject to staff's ability to post the documents before the meeting.

Public Comment Period: Matters under the jurisdiction of the Committee, and not on the posted agenda, may be addressed by the general public at the beginning of the regular agenda and any off-agenda matters before the Committee for consideration. However, California law prohibits the Committee from taking action on any matter which is not on the posted agenda unless it is determined to be an emergency by the Committee. Any member of the public wishing to address the Committee during the "Public Comment" period will be limited to 5 minutes unless the Chair of the Committee grants a longer period of time. At a Special Meeting, members of the public may address the Board on any item on the Agenda at the time the item is considered by the Board.

Public Participation on a Matter on the Agenda: Please step to the podium at the time the agenda item is announced by the Chairperson. In order to ensure that interested parties have an opportunity to speak, any person addressing the Committee will be limited to a maximum of 5 minutes unless the Chair of the Committee grants a longer period of time.

Reasonable Accommodations: This Agenda shall be made available upon request in appropriate alternative formats to persons with a disability, as required by the Americans with Disabilities Act of 1990 (42 U.S.C. § 12132) and the Ralph M. Brown Act (California Government Code § 54954.2). Persons requesting a disability related modification or accommodation in order to participate in the meeting should contact Cindy Malekos at (209) 525-4600 during regular business hours at least 72 hours prior to the time of the meeting to enable StanCOG to make reasonable arrangements to ensure accessibility to this meeting.

Notice Regarding Non-English Speakers: StanCOG Committee meetings are conducted in English and translations to other languages is not provided. Anyone wishing to address the Committee is advised to have an interpreter or to contact Cindy Malekos at (209) 525-4600 during regular business hours at least 72 hours prior to the time of the meeting so that StanCOG can provide an interpreter.

Aviso con Respeto a Personas que no Hablan el Idioma de Inglés: Las reuniones del los Comités del Consejo de Gobiernos de Stanislaus son conducidas en Inglés y traducciones a otros idiomas no son disponibles. Cualquier persona que desea dirigirse al Comité se le aconseja que traiga su propio intérprete o llame a Cindy Malekos al (209) 525-4600 durante horas de oficina regulares o a lo menos 72 horas antes de la reunión del Consejo de Gobiernos de Stanislaus, para proporcionarle con un intérprete.

## **AGENDA**

### **1. CALL TO ORDER**

### **2. PUBLIC COMMENTS**

*The public may comment on each item on the agenda as it arises.*

### **3. PRESENTATIONS**

- A. Commute Connection's Annual Report for Fiscal Year 2010/11 and Rideshare Week in Stanislaus County by Anthony Zepeda
- B. Stanislaus County Easy Trip Planner Presentation by Brad Christian

**4. DISCUSSION/ACTION ITEMS**

- A. Motion to Approve SSTAC's Committee Meeting Minutes of 8/2/11
- B. Motion to Elect a Chair and Vice Chair for the FY 11/12 Social Services Transportation Advisory Council

**5. INFORMATION**

- A. Update on 90-Day Transit Assessment

**6. TRANSIT MANAGER'S/CTSA REPORT**

**7. CALTRANS REPORT**

**8. EXECUTIVE DIRECTOR'S REPORT**

**9. COMMENTS FROM COUNCIL MEMBERS**

**10. ADJOURN**

**Next Regularly Scheduled SSTAC Meeting:**

**October 4, 2011 (Tuesday) @ 8:30 am**

**StanCOG Board Room**

**1111 I Street, Suite 308**

**Modesto, CA**



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**TO:** Social Services Transportation Advisory Council (SSTAC) **Staff Report Presentation**

**THROUGH:** Vince Harris, Executive Director

**FROM:** Rosa De León Park, Transit/Programming Manager **TRP**  
Mike Costa, Associate Transit/Programming Planner **MAC**

**DATE:** August 26, 2011

**SUBJECT:** Commute Connection's Annual Report for Fiscal Year 2010/11

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**Discussion**

Working cooperatively with local and regional partner agencies, and funded by Federal Congestion Mitigation Air Quality funds, Commute Connection provides Transportation Demand Management (TDM) services to the Counties of San Joaquin, Stanislaus, and Merced. Commute Connection has successfully coordinated the TDM program of the Stanislaus Council of Governments (StanCOG) since 1987. The TDM services provided by Commute Connection are identified as a transportation control measure in the San Joaquin Valley Air Pollution Control District's air quality plan for non-attainment regions, and are also included as a mitigation element in the regional Congestion Management Process (CMP) programs.

Commute Connection's various programs help promote and elicit activities designed to reduce airborne pollution, freeway congestion, parking demand, vehicle trips, and gasoline consumption, and further improve efficiency of existing transportation systems. The on-going mission of the program is to provide commuters, employers, and partner agencies with information regarding available transportation options and alternatives to the single occupancy vehicle commute. Some of the specific services provided to Stanislaus County include:

- ◆ Individualized ride-matching and customer support
- ◆ Vanpool formation and maintenance
- ◆ Employer and commuter outreach promotions and events
- ◆ County-wide Guaranteed Ride Home Program
- ◆ Marketing
- ◆ Reporting

To promote these services, Commute Connection staff actively reaches out to commuters, employers, and partner agencies through various means, including but not limited to the following methods: emails, newsletters, direct mailing, telephone calls, referrals from businesses

currently participating in the programs, participation in health and benefit fairs, and exposure from coordinating special events at jobsites. Commute Connection also provides marketing materials such as flyers, posters, and online content for employers to display at their worksites.

Table 1 below, briefly summarizes an overview of Commute Connection’s program benefits for Stanislaus County during the last fiscal year.

**Table 1: Fiscal Year 2010/11 Program Overview for Stanislaus County**

<b>Total Commuters Registered</b>	<b>2,592</b>
Total—New Commuters Added	227
<b>Total Vanpools Registered</b>	<b>37</b>
Total—New Vanpools Added	4
Total—New Carpools Added	22
<b>Total Employer Meetings and Events</b>	<b>52 / 30</b>
<b>Information Requests</b>	
Carpool and Vanpool	1251
Transit	1112
Park and Ride Lots	1042

For additional information regarding Commute Connection services, please contact Anthony Zepeda at 209-235-1090 / [Zepeda@sjcog.org](mailto:Zepeda@sjcog.org), or visit the public website at [www.commmuteconnection.com](http://www.commmuteconnection.com)



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**TO:** Social Services Transportation Advisory Council (SSTAC) **Staff Report**  
Presentation

**THROUGH:** Vince Harris, Executive Director

**FROM:** Rosa De León Park, Transit/Programming Manager RP  
Mike Costa, Associate Transit/Programming Planner MAC

**DATE:** August 26, 2011

**SUBJECT:** Rideshare Week in Stanislaus County, October 3<sup>rd</sup> through October 7<sup>th</sup>, 2011

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### **Background**

Each year Commute Connection, the Transportation Demand Management (TDM) program of the Stanislaus Council of Governments (StanCOG), promotes Rideshare Week in Stanislaus County. In 2010, StanCOG, the City of Modesto, the County of Stanislaus, and key local employers, partnered to create events that spurred participation by over 400 local commuting enthusiasts. StanCOG's goal this year is to build on this success and involve partner agencies and local jurisdictions in the 2011 Rideshare Week event.

### **Discussion**

Rideshare Week is a statewide event that will take place October 3<sup>rd</sup> through October 7<sup>th</sup> of this year. The purpose of this annual campaign is to promote carpooling, vanpooling, transit, and more alternative options other than driving alone, as a means of easing traffic congestion and improving air quality.

Rideshare Week celebrations and activities are located at prominent worksites and community centers throughout the region. Commuters and participants can learn about various transportation opportunities and register to be entered into drawings for prizes, T-Shirts, and other items. Some of this year's anticipated events include:

- An area marketing and outreach campaign targeting commuters in Stanislaus, San Joaquin, and Merced counties;
- On-site employer and community events (e.g., rallies, presentations, raffles), and;
- Promotional give-away items (e.g., T-shirts, key-chains, and gift cards).

More information on all of this year's proposed events, additional resources (e.g. posters, flyers, newsletter articles, and more), and an employer toolkit will be available through the

Commute Connection website in mid-September ([www.commuteconnection.com](http://www.commuteconnection.com)). An online registration form will also be available for those interested in participating in the raffle.

If you would like to schedule a Rideshare Week event for your organization, please contact Anthony Zepeda at 209-235-1090 or [Zepeda@sjcog.org](mailto:Zepeda@sjcog.org), or visit [www.commuteconnection.com](http://www.commuteconnection.com).

[mcosta@stancog.org](mailto:mcosta@stancog.org)



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**SOCIAL SERVICES TRANSPORTATION ADVISORY COUNCIL (SSTAC) MEETING**  
**StanCOG Board Room**  
**1111 I Street, Suite 308**  
**Modesto, CA**

**Minutes of August 2, 2011 (Tuesday)**  
**8:30 am**

**MEMBERS PRESENT:** Brad Christian (Stanislaus County); Jean Foletta (CTSA); Margie Palomino (Dept. of Aging & Veterans Services); Monica Ramos (Catholic Charities); Tom Truax (DMC Foundation); Sandra Williams (StanWORKS)

**ALSO PRESENT:** Fred Cavanah, Bill Latham (City of Modesto); Donna Bridges (ROTA); Kay Dunkel (City of Ceres); Vince Harris, Rosa Park, Mike Costa, Debbie Trujillo, Robin Whitehead (StanCOG); Robert Taylor (Community Services Agency)

**1. CALL TO ORDER**

In the absence of Vice-Chair Misty Ridenour, Tom Truax called the meeting to order at approximately 8:30 AM.

**2. ROLL CALL**

**3. PUBLIC COMMENTS - None**

**4. DISCUSSION/ACTION ITEMS**

**A. Motion to Approve SSTAC’s Committee Meeting Minutes of 5-3-11**

By Motion (Jean Foletta/Brad Christian), and unanimous vote, the Council approved the minutes of 5-3-11.

**B. Motion to Elect a Chair and Vice-Chair for the FY 11/12 Social Services Transportation Advisory Council**

Vince Harris mentioned that nominations were open and asked members if they would like to nominate anyone for a Chair and Vice-Chair. After discussion amongst members and staff, the decision was made to table the item and discuss at the next SSTAC meeting on 9-6-11 when more members would be present.

**C. Update on Transit Performance Measures in the Stanislaus Region**

Vince Harris gave an update to members regarding this important issue. Transit Manager’s from the Cities of Ceres, Oakdale and Riverbank asked if StanCOG would consider lowering or changing the current performance measure due to their concerns of not being able to meet the current fare box

recovery ratio. The City of Modesto also asked for StanCOG to look into the current and historic approach to distribution of “Supplemental Apportionments” of Local Transportation Funds (LTF). Due to the nature of the questions by Transit Operators from the Cities of Ceres, Modesto, Oakdale and Riverbank, staff has asked Legal Counsel for a formal opinion. Counsel’s opinion is 1) StanCOG does not have the discretion to overturn the Auditor/Controller’s number once received, and 2) The region does not have the discretion to change the metric for receipt of LTF.

## **5. INFORMATION**

### **A. StanCOG’s Title VI Complaint Form**

Mike Costa briefly went over the form and handed out an updated staff report to members. It was noted that the word “minority” in the first paragraph of staff report was changed to the word “any”.

### **B. Program of Projects for the Fiscal Year 2009 Job Access Reverse Commute (FTA Section 5316) and New Freedom (FTA Section 5317) Grant Applications**

Rosa Park mentioned that there will be a Public Hearing at the Citizens Advisory Committee meeting on August 3, 2011 at 6pm regarding this item. Rosa mentioned that the public hearing is necessary for the submittal of the grants to Federal Transit Administration (FTA) to secure funding. Once the funding is approved by the FTA, then the Call for Projects will go out.

## **6. TRANSIT MANAGER’S/CTSA REPORT**

Fred Cavanah (City of Modesto) reported that ridership is up. The city is in the process of purchasing a new commuter bus. Currently there are three projects going on: redoing the radios due to new regulations that will go into effect in 2013, repowering of fourteen 2003 buses that need new engines and replacing nine 1990 buses.

Donna Bridges (ROTA) reported that ridership has been steady. ROTA has a 2009 CNG Trolley for sale and closed out the year at 7% fare box ratio.

Kay Dunkel (City of Ceres) reported that the new CAT ride guides are available and effective as of August 15, 2011. CAT Route B has been trimmed in the morning by an hour. Ceres Dial A Ride had about a 13% fare box ratio. CAT has estimated approximately \$5,000 short in fare revenue to reach the 15% fare box ratio.

Brad Christian (Stanislaus County) reported a record year with ridership up 9.72%. Route 10 is up 21% between Turlock and Modesto. Route 70 is up 47% between Modesto and Merced. Services changes and fare increases went into effect on August 1, 2011. Increase was \$.25 but transfers are free. A senior disabled 20 ride card is now available. Google Easy Rider Trip Planner project is still in the works. Hope to have press release out in the next three weeks. The Countywide Transportation Guides will be available next week.

## **7. CALTRANS REPORT - None**

## **8. EXECUTIVE DIRECTOR’S REPORT**

Vince Harris mentioned that all should continue to follow the transportation bill going through Congress. Vince pointed out differences between Congressman Micah’s Bill versus Senator Boxer’s Bill.

## **9. COMMENTS FROM COUNCIL MEMBERS**

Margie Palomino mentioned that on 8/19/11 from 9am to 12pm at the King Kennedy Center, there will be a Hispanic Senior Resource Fair.



**10. ADJOURNMENT**

The meeting was adjourned at 9:57AM.

**Next Regularly Scheduled SSTAC Meeting:**

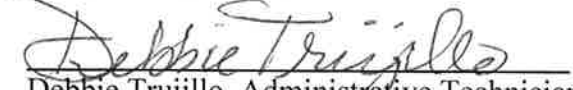
**September 6, 2011 (Tuesday) @ 8:30 am**

**StanCOG Board Room**

**1111 I Street, Suite 308**

**Modesto, CA**

Minutes Prepared By:

  
Debbie Trujillo, Administrative Technician

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**TO:** Social Services Transportation Advisory Council  
(SSTAC)

**Staff Report**  
Information

**THROUGH:** Vince Harris, Executive Director

**FROM:** Rosa De León Park, Transit/Programming Manager **RP**  
Mike Costa, Associate Transit/Programming Planner **MAC**

**DATE:** August 26, 2011

**SUBJECT:** Update on 90-Day Transit Assessment

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**Discussion**

On June 2, 2011, following a discussion regarding Transportation Development Act (TDA) performance measures, the Management and Finance Committee requested staff to work with the Technical Advisory Committee (TAC) and the region's five transit operators to identify the pros and cons associated with a regional transit system concept. It was anticipated that this assessment would be brought to the Policy Board within 90 days, to be included with on-going discussions regarding the region's current transit systems' operations and TDA performance measures. In response to this request, staff has begun collaboratively working with the Consolidated Transportation Services Agency (CTSA) and the region's five transit operators to identify and evaluate multiple transit scenarios for the region.

Staff has currently held three meetings, July 27<sup>th</sup>, August 1<sup>st</sup> and August 11<sup>th</sup>, which included attendance from the CTSA and all five of the region's transit operators. Collectively, this group has identified three scenarios that will be presented to the TAC, Management and Finance Committee, and Policy Board for further discussion:

1. Regional operation under one system;
2. Three systems: non-urbanized, small urbanized, and large urbanized; and
3. Existing systems – coordination among existing transit agencies.

On-going, collaborative discussions are still being held to complete the evaluation of these three scenarios. At present, another meeting with staff, the CTSA, and transit managers has been scheduled for August 30<sup>th</sup>. It is anticipated that staff will be able to present this assessment to the TAC and Management and Finance Committee in October. Once these committees have had the opportunity to review the assessment and provide input, staff will present this discussion to the Policy Board for further evaluation and discussion.

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