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Transit Times are Changing!

For the last two years, transportation agencies in California have incurred many changes to their agency services with the loss of state funding, service cuts, and increased reporting for federal programs. Transit Times are changing, so we need to prepare staff and ourselves to overcome these challenges by creating or changing transportation programs.

The CalACT Fall Conference has several educational sessions to provide you with information on how to do just that. You will hear about:

• Funding and starting a Mobility Management program in your agency.
• I.T. architecture guidelines that must be adhered to for software programs to coordinate and provide Mobility Management services to your riders.
• Successful Mobility Management models in the U.S.

The Mobility Management route will also provide ideas for carpool, vanpool and volunteer programs to provide low cost alternatives for transportation service gaps in your region. Speakers from volunteer programs will demonstrate how to setup and provide quality volunteer programs.

Another session will discuss rider policies to provide guidelines for resolving rider behavioral problems. In addition, Joey Goldman from NelsonNygaard will present information from his TCRP synthesis, transit agencies’ policies regarding the accommodation of strollers, carts, wheelchairs and other large items on transit.

The Fall Conference will be held at the Fess Parker Doubletree Hotel in Santa Barbara. Be sure to reserve your room at the CalACT discounted conference rate of $135 per night before our rooms block is filled. You can find the preliminary agenda and register for the conference on our website at www.calact.org.

Did you know you have an option?

Transportation Programs: You don’t have a second chance to make a 1st impression!

Bauer’s Goal is to Design, Manage, and Operate a Sustainable Transportation Program for YOU!

- The new and innovative contracting company for transit agencies, Revolutionizing customer service programs
- California based, owned and operated for 20 years
- Hands on from the CEO down, because we care
- Operate and maintain your equipment or ours in a first class manner
- Have you lost funding, operating capital, routes, or equipment? We can help at no risk or expense to your organization
- Experience in designing programs to attract choice riders: WiFi, Direct TV and other on-board amenities
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- State of the art technology solutions: GPS, AVL, cellular notification systems, scheduling, run cutting, dispatch systems and more...
- Development of demand-based custom commute routes, and expertise in solving the “last mile” challenge
- Corporate and Community outreach programs to increase ridership

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Mobility Management

By Michael Eshleman

In recent years, mobility management has become a hot topic among both transportation planners and providers. Implemented effectively, mobility management strategies can provide significant benefit to a community’s residents while still maximizing the impact of dollars and resources spent by transportation providers.

While public transportation is a key element of mobility, mobility management encompasses many other areas. According to industry leader United We Ride, mobility management differs from traditional transit services in several ways:

• Disaggregates service planning and markets in order to better serve individuals and the community. Transit service planning typically aggregates demand on centralized, highly traveled routes.

• Focuses on meeting the specific needs of the individual in the most appropriate manner, with the mobility manager acting as service coordination/travel planner.

• Focuses on service diversity and a broad menu of services to reach a wide range of customers.

• Uses multiple transportation providers.

Mobility management incorporates far more than traditional fixed-route or demand-response services. Strategies include taxi vouchers, volunteer drivers, centralized call centers, mobility training, coordinated procurement, “universal” eligibility, and program coordination among public and non-profit agencies. Successful mobility management programs bring together traditional public transit providers, non-profits, social service agencies, faith-based organizations, and vendors to identify and solve those mobility challenges shared by the community in general as well as by specific clientele.

The availability of federal funding (through SAFETEA-LU) enables regional and local transportation planning agencies to move forward with mobility management efforts. However, there are a number of challenges that can keep a mobility management plan from “getting off the ground.” Chief among these is ineffective communications among transportation providers and social services agencies, including a failure to communicate the benefits of mobility management to often reluctant participants.

Mobility management offers a valuable opportunity for traditional public transportation operators to collaborate with other transportation providers (such as non-profits, social service agencies, and faith-based organizations), as well as regional planning entities to form a more cohesive community-wide or regional mobility framework that improves access to transportation for the most needy, increases the efficiency of transportation agencies to move forward with mobility management efforts. However, there are a number of challenges that can keep a mobility management plan from “getting off the ground.” Chief among these is ineffective communications among transportation providers and social services agencies, including a failure to communicate the benefits of mobility management to often reluctant participants.

Mobility management offers a valuable opportunity for traditional public transportation operators to collaborate with other transportation providers (such as non-profits, social service agencies, and faith-based organizations), as well as regional planning entities to form a more cohesive community-wide or regional mobility framework that improves access to transportation for the most needy, increases the efficiency of transportation agencies, and ultimately enhances options for all.

From 1991, Moore & Associates has provided consulting services exclusively to public transportation organizations.

Michael Eshleman, AICP is a Senior Planner with Moore & Associates. He has completed mobility studies and projects for communities throughout California and the West.
**Procurement Activity**

**By Joe Meer, General Manager, MBTA**

The CalACT-MBTA Cooperative is pleased to announce we have concluded the latest round of procurement activity (RFI #10-01) with awards made to a variety of manufacturers for medium and heavy duty vehicles. Large cutaways on several different platforms including low floor types and full size rear engine coaches are available in gasoline, diesel, CNG and hybrid. Please refer to the latest version of the CalACT purchasing schedule for the complete list of available vehicles, options and prices.

MBTA recently concluded negotiations with the Department of General Services which led to the issuance of Participating Addendum agreements which enable 5310 recipients to purchase vehicles from all 3 California cutaway bus dealers using the CalACT procurement. Successful 5310 recipients are encouraged to contact their dealer of choice or the Department of Mass Transportation for assistance.

We plan to take a brief but much needed respite from procurement activities in order to focus on other matters before considering the inclusion of additional vehicle types into the purchasing schedule.

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**CalACT Board of Director Elections**

The election to select At Large members to the Board of Directors is going on now and will be concluded at the CalACT membership meeting on Tuesday, September 28 at the CalACT Fall Conference.

Ballots were mailed to all full CalACT members. If you did not receive your ballot, please call CalACT and another ballot will be sent to you.

Please be sure to vote for your At Large Members to the CalACT Board of Directors.

**Members currently running for At-Large Representative Positions on the Board of Directors**

- Charlie Anderson, Western Contra Costa Transit Authority
- Steve Chung, Creative Bus Sales
- Clay Hartman, A-Z Bus Sales
- Chip Hazen, Los Angeles County Metropolitan Transportation Authority
- Carl Sedorky, Monterey, Salinas Transit
- Mindy Jackson, El Dorado Transit Authority
- Tim McGowan, First Transit Inc.
- Tom Roberts, Napa County Transportation Authority
- Mark Wall, Lake Transit and Redwood Coast Transit

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**Chair’s Message**

In preparation for my first Newsletter article as “Message from CalACT Chair,” I went through a stack of dusty transportation magazines to get an idea where to begin. It was about a year’s worth of magazines that I had not gotten around to looking at until now. They all seemed to have the same old theme - “These are scary economic times for everyone,” - yet no solutions.

Sometimes it takes economic hardships to spawn exciting, creative, and innovative solutions! From my duties as CalACT Chair, and over the years while serving on the CalACT Board, I have seen great partnerships develop between CalACT, CTA, Caltrans, MBTA, and other agencies. By joining and participating in various CalACT committees and conferences, it has given me the opportunity to be part of the solution.

There has not been a situation or problem where I could not get solutions through our partnerships with CalACT. Many transportation officials who collaborate with CalACT are more than able to assist you with some of your most pressing concerns. I would encourage anyone to challenge the collective knowledge of the CalACT membership.

Also, CalACT conference committee members continue to develop effective, informative, and timely sessions with the best experts and speakers available. In addition, our legislative committee has been very effective in keeping members up to date on key issues. Don’t take my word for it; just ask the Community Transportation Association of America (CTAA), who just presented CalACT and CTA, the George Rucker Memorial Award at their National Conference held in Long Beach earlier this year.

To see these efforts for yourself, I encourage you to participate in any CalACT committee or conference, including the upcoming conference in Santa Barbara, (September 27-29, 2010). The special focus of this conference will be Mobility Management. Unquestionably, the networking opportunities at this conference can be just as effective as any of the sessions.

In short, the Chair’s Message is, “Get involved!” CalACT is only as strong as the contributions of its members and partners. Most of us transportation folk are passionate about what we do, because we are truly providing a valuable service within our communities. I look forward to working with all of you over the second half of this year and hope to see you at the next conference or committee meeting!
Two Important ADA Developments

By Pat Peas

July 26, 2010 celebrated the 20th Anniversary of the signing of the Americans with Disabilities Act (ADA). It was a busy day in Washington! Two key documents, as expected, were made available by federal agencies and are discussed in further detail below. Overall, from a transit perspective, both actions can perhaps be described as “not as bad as they could have been.”

Access Board Proposes New Specifications for Bus & Vans

The Access Board issued a Notice of Proposed Rulemaking (NPRM) to update their Accessibility Guidelines for Buses and Vans. Comments are due by November 23, 2010.

This action is the next step in a series of requests for comments that the Access Board has been working on for several years. The NPRM proposes changes both to the structure and format of the guidelines that have been in effect since 1991. The proposal includes revisions to specifications for vehicle ramp slopes, onboard circulation routes, wheelchair spaces, and securement systems, as well as new requirements for bus rapid transit. In addition, automated stop and route announcements would be required for systems with 100 or more buses in “annual maximum service” as defined by the National Transit Database (NTD). Of the seven systems nationwide that would be subject to these requirements, the Access Board proposes to retain the current and proposed guidelines at www.access-board.gov/transit/refresh/comparison.htm.

A “side-by-side comparison” of the current and proposed guidelines is available at www.access-board.gov/transit/refresh/comparison.htm. Materials from a recent webinar sponsored by the Access Board will be available shortly at http://accessibilityonline.org/Archives/index.php?type=fiscalYear&Id=12&app=4. (This site also contains archived materials from previous presentations on a variety of Access Board topics.)

Dept. of Justice New Rule “Re-Defines” Service Animals & Wheelchairs

The Department of Justice (DoJ) has announced a Final Rule to adopt the “2004” ADA Accessibility Guidelines (ADAAG) for facilities, as well as other updates and amendments to their general ADA rules. This information is available at www.access-board.gov/transit/refresh/comparison.htm

Once finalized, the new design standards will be referred to as the “2010 Standards for Accessible Design.”

In addition to the actual regulatory changes, see especially the Fact Sheets at the bottom of the web-page, which have a good summary about the new definitions of service animals and wheelchairs/ mobility devices. The regulations will become effective six months after they are published in the Federal Register. Compliance with the 2010 Standards for Accessible Design will be fully required 18 months after publication.

One issue that received significant comment was the proposal, now largely adopted, to restrict the definition of a “service animal” to dogs only. One purpose is to curb abuse, and many—but not all—disability advocates support the change. There is much clearer language in the definitions and regulations as to the kinds of “tasks” or “work” that are expected of service animals, and these must be related to the person’s disability. Language referring to minimal protection has been changed to “non-violent protection.”

“Psychiatric service animals” are allowed, but not “emotional support” or “comfort” animals. Miniature horses working to provide assistance are subject to “reasonable modification” requirements, based on specified “assessment factors.”

The rule also makes a “two-tiered” distinction between “wheelchairs” and “other power-driven mobility devices.” The former are specifically “designed primarily for use by an individual with a mobility disability.” The latter is a broader category, including Segways® and is subject to “reasonable modification” requirements, based on specified “assessment factors.”

It should also be noted that these DoJ rules do not necessarily apply to transportation services. How they will be coordinated will be up to any potential future rulemaking by the Department of Transportation (DOT). Until further notice, definitions previously adopted by DOT remain in effect. However, if passengers remain able to bring a “service monkey” on board the bus, but cannot bring it into a public building or restaurant, the situation could indeed be awkward.

Also, for those who want to see more clearly what the changes are, and how the new regulations will read, see:

http://www.ada.gov/regs2010/titleII_2010/titleII_combined.html (for Title II)

As of the writing of this article (August 23, 2010), the DoJ rules had not yet been published in the Federal Register, and therefore the effective date was still uncertain. Their website stated that “The Department’s Final Regulatory Impact Analysis will be posted on this page as soon as it is available,” although a summary of key information from the RIA is included in the materials already available. This is an administrative step that must be completed for the regulations to become valid.

In addition, there may be a few minor “typo corrections” once the rule is finalized, based on review by Access Board staff.

Other information about the 20th Anniversary of the ADA is available at http://www.ada.gov/
TWO IMPORTANT ADA DEVELOPMENTS

By Pat Piras

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### Community Services

- Mobility planning
- Community outreach
- Transportation demand management
- Public relations
- Market research
- Strategic marketing plan development
- Coordination among public and non-profit agencies

### Marketing Services

- Advertising
- Branding
- Graphic design & layout
- Social media marketing & strategy
- Website design & development
- Brochure & report design
- Video production
- Copywriting
- Marketing copywriting
- Project management
- Special events
- Media relations
- Public relations
- Crisis management
- Media training
- Social media marketing & strategy
- Graphic design & layout
- Video production
- Copywriting
- Branding
- Website design & development
- Brochure & report design
- Event planning
- Community outreach
- Marketing
- Business development
- Strategic planning
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*CalACTION is published by the California Association for Coordinated Transportation, Inc.*

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**Mailing List Policy:**
In order to protect members’ privacy, CalACT’s membership list is available to members only. A hard copy (paper) list will be supplied to members at no charge. Printed mailing labels will be supplied for a fee of $30. The master mailing list will not be made available. Exceptions to this policy will be considered on a case-by-case basis by the Board of Directors.
Management
Mobility
Director Elections
CalACT Board of Activity
Procurement
ADA Resources
General Info
Changing
Transit Times are
Events
Calender of Transit Funding
Lawsuit to Protect Association Wins California Transit Program
Marking and a Wheelchair
Developing San Joaquin RTD Program
Public Policy
UCLA Extension
Transit System on El Dorado
Record Ridership
Training of Sensitivity
The Benefits EXPO
Conference & 44th Annual Fall Association California Transit Stakeholders Reaches Out to Caltrans Environment
Saving Fuel & the Chair’s Message
General Info
to San Francisco!
CalACT is going

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One of the educational sessions will provide insight and information on new and proposed regulations to the Americans with Disabilities Act. The proposed regulations could significantly change the design of paratransit vehicles in the country.

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