

Sonoma County Area Agency on Aging

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AAA ADVISORY COUNCIL

Transportation and Mobility Committee

Friday – December 11, 2015

1:00 p.m. – 2:30 p.m.

Adult & Aging Services Division Office

Carnelian Room

3725 Westwind Blvd

Attendees: Stan Gow, Jen Arent, Elece Hempel, Ruth Robeson, Terry Kelley, Michele Alba, Lea Black, Lauren Garibaldi, Stan Gow, Dean Brittingham

Staff: Norine Doherty, Rhiannon Coxon, Selena La Rue

Absent: Alain Serkissian, Rabon Saip, Brian Gillespie

1. WELCOME AND INTRODUCTIONS: (Terry Kelley): The meeting was opened with a welcome to all and introductions were made.
2. DISCUSS MEETING time/day and additional comments (Kelley): Discussion was made about when the meeting should be held and whether or not it will stay on Fridays.
 - a. Discussion about creating a mutually beneficial relationship between Brian Gillespie and the Committee. Importance of reaching younger generations at SSU was discussed. Discussed desire to have an educational piece in each meeting such as the Santa Rosa City Bus Reimagining presentation which happened during this meeting.
 - b. (Robeson) Would like to build a component for intergenerational connections.
3. APPROVAL OF MINUTES from November 10, 2015 (Terry Kelley): Gow/Brittingham/MS
4. PUBLIC COMMENTS (three minutes each): None to report.
5. AAA ACTIVITY UPDATE:
 - a. AAA has been doing site visits (Vintage House, Sebastopol Area Senior Center, Catholic Charities, and Monday, December 14, 2015, will be going to the Petaluma People Services Center)
 - b. Volunteer Driver Program (VDP) level issues/ideas were discussed in a meeting with Norine and Volunteer Driver Coordinators.
 - c. Volunteer Driver Coordinator's will be creating an article highlighting a driver for Next quarter's AAA Advisory Council Newsletter. Colleen agreed that this is a good idea and may be a standing article. VDP coordinators will be working with Colleen in development of article.

- d. HSD will be re-applying for the Caltrans Sustainable Communities grant (due 12/31/15) for \$448, 070. Grant will fund:
 - i. Comprehensive needs assessment,
 - ii. Demographic study and planning process for the development and advancement of a coordinated human services transportation system
 - iii. Planner time
 - iv. Consultant time
 - v. Portion of coordinator time at each partner volunteer driver program site to engage in a comprehensive research effort including a needs assessment, best practice comparison, and sustainable funding options.
 - vi. Findings from this collaborative effort will inform a sustainable action plan for permanently supporting alternative transportation options for older adults and people living with disabilities in Sonoma County that both coordinates with existing transportation districts and expands beyond the ADA limits of paratransit.
- a. Letters of Support needed: Discussed letter templates that went out and discussed the deadline for returning letters to HSD for grant deadline
- e. Dana Turrey w/Sonoma County Transp. Authority reminded Norine of the Grant.

6. TRANSPORTATION GRANTS ACTIVITIES UPDATE:

- a. Travel Voucher Program: Recently heard back that Jewish Community Center is interested.
 - Dan is on board to write the process policy and Norine will follow-up. She will likely draft it and he will edit it. #2 will be Katie Aho. She may take on Dan's work.
- b. Volunteer Driver Programs
 - i. \$18000, between all agencies.
 - ii. Went through draft contracts and they were kicked back. Developed a new draft contract. PPSC was the first to see the draft. Needed to create separate scopes of work. Created a separate scope and it is simplified.
 - iii. Timing on contract: Sometime early in the New Year.
 - iv. Discussed where the balance of the \$89,000 goes after being divided to all programs. Funds Norine's position and administrative costs in addition to Sonoma Access and 2-1-1. The Funding that is allocated to the Volunteer Driver Program is equal as is between the Travel Voucher.
 - v. Looking for Earl Baum to develop a template to use for future travel voucher programs
 - vi. Discussed the voucher program is working. Arrangements made with providers to receive a voucher to pick someone up and take them back home. No money exchanges hands. Earl Baum will use \$2,000 to solidify program process in order to help replicate for other programs. Uber has been reached out to in the past about the voucher program, and they

- were non-responsive because the voucher is worth far less than their drivers are willing to be paid. Norine will revisit.
- vii. Discussion regarding taxi providers. AC Taxi already has contract with HSD for foster youth transportation and should be able to work with Voucher Program as well. Committee voiced concerns regarding safety and Uber and Lyft and feels it should be discussed with Risk Management. Norine will follow up
 - viii. (Doherty): Deliverables for New Freedom Funds. Aggregate of 10% increase in ridership, proposing 2.5% increase per provider. Committee agrees

7. SONOMA ACCESS UPDATES

- a) (Doherty): Met with Planetaria (web developer) a few times and their contract extended with the City of Santa Rosa, but has termed out again. City of Santa Rosa is working on an extension. In the meantime HSD is working on creating their own contract using the New Freedom Funds (\$89,000). Will also be developing an MOU with the City of SR.
 - i. Last meeting with Planetaria: Strengthen 2-2-1 software. Would like to see more on volunteer driver programs and other alternative transit included in database
 - ii. Creating an interface with the 2-1-1 call center database so data would automatically update the Sonoma Access website. Also want to work on aesthetics: More ADA compliant and user friendly.
 - iii. Met w/ Bonifacio with 2-1-1 call center and are developing a new contract with them to support their center. The Committee would like to see Planetaria's next version before it goes LIVE.
 - iv. Once Sonoma Access is ready, would like to have a kick-off event including demos at Senior Centers.
 - v. Would like to use local media to promote ridership and help them become a known resource in the community.
 - vi. Timeline: Roughly 3 months (not firm timeline) and funding ends at end of 2016. MTC is flexible, however. Hoping to make it happen by late spring.

8. City of Santa Rosa Reimagining City Bus Presentation (Rachel with City of Santa Rosa):

- a) Brief overview handouts.
 - a) Background: 1st Comprehensive evaluation of city bus program in many years.
 - b) Discussed receiving feedback and how they came to the decision to alter city bus routes including surveys and meetings.
 - a) Need more 2 way routes for seniors, especially.
- b) Priorities:
 - i. More frequent service
 - ii. More direct service on main streets
 - iii. Fewer services that meander through neighborhoods

- iv. More 2 way service
- v. Extended evening hours until 11 p.m. and work on weekend hours.
- c) No additional funding has been given, so some service will be pulled from other areas. Hoping to implement this sometime around Fall of 2016.
- d) Discussed 3 proposals of change of service and all include more 2 way service. Scenario A and B are budget neutral for short term plans. Scenario C: Beginning of a longer range vision and requires more resources to implement.
 - i. Chanate Road will have some changes (Removed loop by old hospital)
 - ii. Improve Vintage Park on Colgan Avenue (Senior Housing)
 - iii. Vista Sonoma off Farmers Lane (Senior Housing): Buses must still travel up the hill. No change, short term.
 - iv. Highlights of plan: Create 15 minute service on Mendocino Avenue to Coddington, 15 minute service on Sebastopol Road, and Santa Rosa Avenue and Petaluma Hill road.
 - v. Will be going to City Council in late January with the plan and work alongside Smart Services.
 - vi. Discussed percentage of older adult community riders – roughly 20%
 - vii. Discussed outreach with Catholic Charities and other organizations.
 - viii. Thinks it's a good idea to have volunteers ride the buses to help people with the transition.
 - ix. Sonoma County Fair Housing willing to post links regarding City of Santa Rosa Transit changes on their website.

9. Announcements:

- a) Interfaith Alliance is working on putting together an affordable housing panel project in April.. Would be getting certified occupancy participants and hopefully working with the Person Senior Center. Wants to remove the stigma from Affordable Housing. Wants a panel of people to answer the questions the public has as well as make it so people can apply for housing at the actual panel. Will put together a task force to look into this by the end of the month. Hoping to have the project come to fruition by April 2016.
 - i. To become a certified occupancy specialist: Go through HUD to sign up for training. Jen will send out info about it.
- b) Continued discussion regarding senior ridership on City buses and how to reach more of them for feedback on any potential changes.
 - i. Thinks it would be ideal to have representatives at the Council meeting with the City at the end of January so that the older adult community is involved and has a voice.

10. Meeting adjourned at 2:30 P.M.

11. Next Meeting: January 8, 2016 at 1:00 P.M.