

**Mobility Advisory Committee**  
Regular Meeting Minutes  
Wednesday, July 26, 2017

**1. CALL TO ORDER**

Chair Ronn Rygg called the meeting to order at 1:02 p.m. in the Monterey-Salinas Transit Board of Directors Chamber (MST).

**Present:**

Ronn Rygg	United Way Monterey County
Aimee Cuda	ITN Monterey
Virginia Murillo	Transportation Agency for Monterey County
Kazuko Wessendorf	Interim, Inc.
Reyna Gross	Alliance on Aging
Alejandro Fernandez	Davita Salinas Dialysis
Melissa McKenzie	Carmel Foundation
Laurie Crosby	Consumer
Diana Trapani	The Blind and Visually Impaired Center of Monterey County
Olivia Quezada	Central Coast Council for Independent Living

**Absent:**

Maureen McEachen	Visiting Nurse Association
Kathleen Murray-Phillips	Monterey County Department of Social & Employment Services

**Staff:**

Cristy Sugabo	Mobility Services Coordinator
Kevin Allshouse	Mobility Specialist
Claudia Valencia	Mobility Specialist
Lisa Rheinheimer	Director of Planning and Marketing
Alvin Johnson	Contract Transportation Supervisor
Don Parslow	MV Interim General Manager
Leona Medaris-Peachner	MV Transportation

<b>Public:</b>	Kurt Schake	Veterans Transition Center
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## **2. CONSENT AGENDA**

### **2.1 Minutes of the regular meeting of May 31, 2017.**

Member Cuda made a motion to approve the minutes and Member Trapani seconded the motion. The motion was passed.

## **3. PUBLIC COMMENTS ON MATTERS NOT ON THE AGENDA**

None.

## **4. MEMBERSHIP**

4.1 Chair Rygg welcomed Alejandro Fernandez to the committee and states the committee's recommendation to the board for Mr. Fernandez membership was approved by MST Board of Directors.

4.2 Member McKenzie made a motion to recommend Kurt Schake of the Veterans Transition Center to the MST Board of Directors for Mobility Advisory Committee membership, and the motion was seconded by Member Cuda.

## **5. PRESENTATION**

5.1 Presentation on MST's RealTime advertising campaign. (Lisa Rheinheimer)

Lisa Rheinheimer started by saying that people do not like to wait. Studies have shown that waiting for the bus, on the other hand, is particularly frustrating because a passenger cannot see where the bus is located until it's within sight. Thanks to new technology, now thru "MST RealTime", passengers will obtain bus arrival information. There are four different ways that a passenger can receive the information: text message, phone call, smart phone application, and Google Maps.

MST will be having an advertising campaign to let passengers know about the different options available for bus arrival information. The marketing approach will be by having bus ads, brochures on all buses, at transit centers, and at local businesses/organizations, MST website, paid social media ads, TV Commercials plus others.

Lisa mentioned that some of the goals for MST RealTime are to improve passenger convenience, meet passenger expectations, reduce customer service demands, improve passenger experience, and attract new ridership.

## **6. REPORTS**

### **6.1 MV Transit Report (Alvin Johnson)**

Mr. Johnson provided MV RIDES Paratransit Statistics for Fiscal Year 2017. MV is meeting goals across board with on-time performance, phone calls answered, on hold times, and with scheduled appointments times by being on time. MST is working closely with MV to try and reduce the number of RIDES Paratransit NO-Shows and Late Cancels.

Don Parslow provided information about the Monthly Service Report for RIDES Paratransit trip purpose for the period of June 1<sup>st</sup> to June 30<sup>th</sup>. Alvin Johnson added that there has been a significant increase in the number of trips to Education, Training, and Adult Day Care in the last Fiscal Year.

### **6.2 Update on Mobility Programs (Cristy Sugabo)**

Ms. Sugabo announced the approval by the MST Board of Directors to reduce the MST RIDES fare in half effective September 2, 2017. The New Fare structure: One-way, 2.7 miles or less will cost \$1.50; One-way; more than 2.7 miles and less than 17.0 miles will cost \$2.50; and One-way, more than 17.0 miles will cost \$3.50. This will be possible thanks to Measure Q funds. RIDES clients will be notified by mail after August 25<sup>th</sup>, and also will have car cards displayed inside the bus.

Another update was on the Special Medical Trips. Effective since July 3<sup>rd</sup>, MST Special Medical Trips will now provide transportation for medical appointments four days per month; twice to San Jose area and twice to the San Francisco area. The fare was also reduced from \$40 to \$20 round-trip. In order to use this service, a reservation will need to be done by 5:00pm three days before the appointment.

## **7. SUBJECT ITEM REQUEST**

Measure Q report was recommended.

## **8. ANNOUNCEMENTS AND APPRECIATIONS**

Member Cuda announced that she has accepted a new position with Central Coast Senior Services as Community Outreach Specialist, but that she will continue working with ITN Monterey County in the meantime.

Member Cuda distributed flyers about the Senior Day and Veteran's Connect Resource days at the Monterey County Fair on August 31<sup>st</sup> and September 1<sup>st</sup>.

Cristy Sugabo announced that Claudia Valencia will be the new staff assistant for the Mobility Advisory Committee, and that currently is training with Kevin Allshouse.

Ms. Sugabo also announced that there is still a full-time position as a Mobility Specialist.


Alejandro Fernandez stated that there is a new Dialysis Clinic that was built in Marina, but they anticipate opening until next year. There will also be a new Dialysis clinic built in the next 3-4 years in the Salinas Natividad-Creekbridge area.

MST staff Lisa Rheinheimer announced that bus line 94 will be cut, and renamed to line '4'.

## 9. ADJOURN

There being no further business, Chair Rygg adjourned the meeting at 2:06 p.m.

PREPARED BY:   
Claudia Valencia, Mobility Specialist

APPROVED BY:   
Cristy Sugabo, Mobility Services Manager

Cristy Sugabo