



AGENDA
TRANSPORTATION PROFESSIONALS ADVISORY COMMITTEE
(TPAC) MEETING

Thursday, October 16, 2014
9:30 a.m. – 11:30 a.m.
Access Services Headquarters
3449 Santa Anita Avenue
Council Chambers Room, 3rd Floor
El Monte CA, 91731

TPAC MISSION STATEMENT

Through our diversity and expertise in the transportation industry, the Transportation Professionals Advisory Committee provides the Access Board our perspective, advice, and advocacy with an understanding of the community, environment, and regulations.

TPAC promotes innovative, cost effective and high quality specialized transportation solutions.

Time	Item	Item Description	Presenter	Disposition	Pages
	1.	Call to Order	Chair	Action	
	2.	Introductions	Chair	Information	
	3.	Approval- August 14, 2014 Meeting Minutes	Chair	Action	3-6
	4.	General Public Comment	Chair/Public	Information	
15	5.	Comprehensive Operational Review	F Scott	Information	7-29

10	6.	FTA Triennial Review Findings	Andre	Information	
20	7.	Origin-to-Destination Cost Analysis	Matthew	Presentation	
15	8.	Metro (MTA) Logo Integration	Andre	Information	8-43
05	9.	New Business Raised Subsequent to the Posting of the Agenda	Members	Possible Action	
01	10.	Adjournment		Action	

Access Services does not discriminate on the basis of disability. Accordingly, Access Services seeks to ensure that individuals with disabilities will have an equal opportunity to participate in the range of Access Services events and programs by providing appropriate auxiliary aids and services to facilitate communication. In determining the type of auxiliary aids and services for communication that will be provided, primary consideration is given to the request of the individual with disabilities. However, the final decision belongs to Access Services. To help ensure availability of those auxiliary aids and services you require, please make every effort to notify Access Services of your request at least three (3) business days (72 hours) prior to the meeting in which you wish to utilize those aids or services. You may do so by contacting (213) 270-6000.

Note: ASI board meetings are held pursuant to the Ralph M. Brown Act [Cal. Gov. Code §54950] and are open to the public. The public may view and obtain all written information supporting this agenda provided to the board both initially and supplementary prior to the meeting at the agency's offices located at 3449 Santa Anita Avenue 3rd Floor, El Monte, California and on its website at <http://accessla.org>. Documents, including Power Point handouts distributed to Board Members by staff or Board members at the meeting will simultaneously be made available to the public. Three opportunities are available for the public to address the board during a board meeting: (1) before closed session regarding matters to be discussed in closed session, (2) before a specific agenda item is debated and voted upon regarding that item and (3) general public comment. The exercise of the right to address the board is subject to restriction as to time and appropriate decorum. All persons wishing to make public comment must fill out a yellow Public Comment Form and submit it to the Secretary to the Board. Public comment is generally limited to three (3) minutes per speaker and the total time available for public comment may be limited at the discretion of the Chairperson. Persons whose speech is impaired such that they are unable to address the board at a normal rate of speed may request the accommodation of a limited amount of additional time from the Chair but only by checking the appropriate box on the Public Comment Form. Granting such an accommodation is in the discretion of the Chair.

The Board of Directors will not and cannot respond during the meeting to matters raised under general public comment. Pursuant to provisions of the Brown Act governing these proceedings, no discussion or action may be taken on these matters unless they are listed on the agenda, or unless certain emergency or special circumstances exist. However, the board may direct staff to investigate and/or schedule certain matters for consideration at a future Board of Directors Meeting and the staff will respond to all public comment in writing prior to the next board meeting.

TRANSPORTATION PROFESSIONALS ADVISORY COMMITTEE MEETING MINUTES FOR THURSDAY, August 14, 2014

CALL TO ORDER

Chairperson Kathryn Engel called the meeting to order at 9:45 a.m.

INTRODUCTIONS

TPAC members and alternates in attendance: Kathryn Engel, Gracie Davis, Jose Medrano, Frances Jacobs, Ashley Koger, Bruce Jenkins, Darren Uhl, Christopher Low, Jess Segovia via tele-conference.

TPAC Members absent: Linda Evans, Evelyn Galindo, Jesse Valdez, Kevin McDonald, and Valerie Gibson.

Guest: Tara Rosa, CARE Evaluators; Todd Remington, Fairfax Research.

Access staff in attendance: F Scott Jewell, Andre Colaiace, Sherry Kelley, Alfredo Torales, Melissa Thompson, Evie Palicz, Sherri Adams, Jack Garate, Eric Haack, Mike Tobin and Alvina Narayan.

CHAIRPERSON'S REPORT

No Chairpersons report was given.

Approve June 12, 2014 Meeting Minutes

Motion: Vice Chair Evans requested a motion to approve the June 12, 2014 minutes.

First: Ms. Davis

Second: Mr. Medrano

Vote: All members were in favor and the minutes passed.

GENERAL PUBLIC COMMENT

No General Public Comment heard at this time.

REPORT FROM BOARD OF DIRECTORS

No report was given at this time.

ACCESS TO WORK PROGRAM SURVEY

Eric Haack, Strategic Planner for Access Services presented the most recent Access to Work Program Survey. Mr. Haack summarized the details and outcome of the survey responses. 141 Access to Work Program participants were sent surveys and over 50% sent in their responses. From the survey results it was evident that the program overall has been successful and it continues to serve value to Access customers.

5 YEAR STRATEGIC BUSINESS PLAN

Eric Haack shared with the committee a new project that Access Services is undertaking in the coming months. Access is developing its first Short Range Transportation Plan (SRTP). The SRTP will identify growth opportunities to developing pragmatic solutions to Access' challenges. Through internal and external research, the SRTP will be the Agency's guide in assisting with operational and or capital planning, including developing plans to address the projected increase in demand for Access' resources and funding challenges that may arise for Los Angeles County in the coming years.

Chairperson Kathryn Engel stated many transit agencies are undertaking their respective agencies SRTP process and encouraged committee members to consider coordinating their agency plans with Access Services since Access is the ADA Paratransit complementary provider for Los Angeles County. Further discussion ensued about SRTP coordination efforts and the impacts of successful ADA Paratransit planning.

COMPARATIVE ANALYSIS: METRO & ACCESS SURVEY

Todd Remington of Fairfax Research Group provided a brief overview of the Comparative Analysis of the Metro & Access Customer Survey Results.

Mr. Remington's presentation demonstrated the similarities in survey questions and answers between the 2011 Access Customer Service Survey and the 2014 survey conducted by Metro. The overall outcomes of the 2014 survey results

were similar to the results of the 2011 survey, demonstrating a positive overview of Access Services.

Andre Colaiace, Deputy Executive Director, Planning and Governmental Affairs, shared with the committee and attendees that Access values surveys and its' statistical validity. Mr. Colaiace further stated that Access is committed to customer service and will continue to work on identifying opportunities for improvement.

VEHICLE FLEET FORMULA

Melissa Thompson, Data Analyst, gave a presentation on the vehicle fleet formula. Ms. Thompson explained that the fleet formula was developed to create a standard method for determining vehicle needs for each provider. The fleet formula will assist with the development of capital planning based on actual and projected ridership increases.

Ms. Thompson demonstrated the vehicle fleet formula by comparing the current vehicle allocation to each contractor to the fleet formula. The comparisons were similar; however, the vehicle fleet formula addressed the projected needs of each region.

TPAC OFFICER ELECTIONS

The TPAC nomination subcommittee recommended Ms. Linda Evans to serve as the Chairperson and Ms. Kathryn Engel to serve as the Vice-Chairperson; both officers will be serving a second consecutive term. The motion passed with no objections.

CTSA TRAINING PROGRAMS

Evie Palicz, Manager of Training and Development and Sherri Adams, CTSA Analyst announced upcoming Professional Development Workshop opportunities offered by Access Services. Ms. Palicz and Ms. Adams encouraged committee members and attendees to review the classes and to share the information with their respective agencies.

New Business Subsequent to the Posting of the Agenda

Eric Haack announced a new TPAC member, David Feinberg of Santa Monica Big Blue Bus. Mr. Feinberg is scheduled to join the next TPAC meeting.

Mr. Haack announced that Access recently received a New Freedom grant which will be used to service clients that have been identified as out of the service area. Access Services staff will examine the data and identify candidates and locations that are out of Access' service area.

ADJOURNMENT

Motion: Chairperson Engel made a motion to adjourn.

Meeting was adjourned at 10:57 a.m.

OCTOBER 16, 2014

TO: TRANSPORTATION PROFESSIONALS ADVISORY
COMMITTEE

FROM: F SCOTT JEWELL, CHIEF OPERATING OFFICER

RE: COMPREHENSIVE OPERATIONAL REVIEW

ISSUE:

Access will be issuing a Request for Proposals (RFP) for a comprehensive review of key operational functions. Accordingly, staff is soliciting feedback from stakeholder committees on the scope of work for this review.

RECOMMENDATION:

Review and provide feedback on the scope of work.

BACKGROUND:

In June 2013, the Metro Board of Directors authorized an independent review of Access Services. The final report contained 13 findings that resulted in 12 recommendations. While most of the recommendations have been closed, it was decided that following three would be addressed by engaging an outside consulting firm:

Recommendation #7:

Access Services should review industry best practices for controlling and containing costs strategies identified from the literature, research and best practices survey responses and determine the feasibility of implementing them for Access Services.

Recommendation #10:

Access Services should evaluate whether centralizing the reservations and/or routing function would lead to greater system efficiency.

Recommendation #11:

Access Services should develop a long-term service strategy that considers alternatives to the current model including a County-wide model that utilizes a larger bench of contractors.

In the development of the scope of work it became apparent that limiting the range of the review to the above recommendations would not fully encapsulate the operational challenges that have grown over the years. Therefore the scope of work for this review has been expanded to look at key operational functions of Access, allowing for the development of a comprehensive framework that will meet the agency's needs into the future.

Feedback from both the Community Advisory Committee and the Transportation Professionals Advisory Committee will be taken into consideration and appropriately included in the scope of work. It is anticipated that this RFP will be issued in October 2014 and awarded at the January 2015 Board of Directors meeting.

SCOPE OF WORK – COMPREHENSIVE OPERATIONAL REVIEW

Introduction

Access Services (“Access”) is the designated agency in Los Angeles County for coordinating and providing complementary paratransit services under the Americans with Disabilities Act (ADA) on behalf of 44 member municipalities and public transit agencies. Access Services has been providing ADA Paratransit service in Los Angeles County since 1994. Initially structured as a demonstration project, Access Services has grown to encompass six service areas, seven service contractors, over 600 dedicated vehicles, in excess of 1,000 certified taxis, and almost 144,000 eligible riders. Service contractors provide an average of 10,000 trips a weekday (almost 4 million trips/year).

A. Background

i. ADA

(1) The Americans with Disabilities Act of 1990 (ADA) guarantees equal opportunity for individuals with disabilities in employment, public accommodations, transportation, state and a local government services and telecommunications. The transportation provisions of the ADA are focused on acquisition of sufficient accessible vehicles by public and private entities, requirements for complementary Paratransit service by public entities

operating a fixed-route system and provision of nondiscriminatory accessible transportation service.

(2) The ADA mandates that each public entity operating a fixed-route system (a system that picks up and discharges passengers on a regularly published schedule) is to provide or assure there is provided paratransit service, such as a dial-a-ride type service, to individuals with disabilities who are unable to use the fixed-route service. The paratransit service must be comparable to the level of service provided to individuals without disabilities who use the fixed-route system. The Paratransit service is intended to complement the fixed-route system in terms of area served and time of service. It is to service strictly defined categories of individuals with disabilities.

(3) The ADA requires each public entity to establish a certification process for determining ADA Paratransit eligibility. The eligibility criteria are designed to limit ADA Paratransit eligibility only to those individuals whose disabilities prevent them from using a fixed-route system for some or all of their trips.

ii. **Access Services**

(1) Access Services is an entity formed by the regional transportation planning authority for Los Angeles County as a non-profit public benefit corporation, designated as the consolidated transportation services agency for the

county under Government Code §15975, and charged with administering a countywide coordinated paratransit plan adopted pursuant to Section 37.141 of Chapter 49 of the Code of Federal Regulations and, pursuant to Government Code 15975(f), a public agency within the meaning of Government Code §811.2, it is entitled, among other things, to the immunities set forth in Government Code §§ 815.6, 818 and 818.6. Complementary ADA paratransit service is federally mandated under 42 U.S.C. 12143. Access is provided under the Los Angeles County Coordinated Paratransit Plan first approved by the Federal Transit Administration (“FTA”) and the Fixed Route Operators in 1992, and amended from time to time since then. The Access service area extends for more than 1,900 square miles. Access provides more than 10,000 trips per day on an average weekday and has more than 144,000 customers (persons with disabilities) that are eligible to use the service.

(2) The mission statement of Access is as follows: Access Services promotes access to all modes of transportation and provides quality and safe ADA paratransit service on behalf of public transit agencies in Los Angeles County.

(3) Access’ funding sources are the local Proposition C sales tax, Federal Transit Administration Section 5310 (a) (1) and 5310 (a) (2) grants, passenger fares and other associated

sources.

(4) For purposes of the proposed Contract, Access is a public entity within the meaning of Government Code § 811.2 and entitled to the immunities provided by Government Code for public entities including, without limitation, those of Government Code §§ 818 and 818.8.

iii. **Agency Structure**

(1) Access is an agency that is composed of administrative and operational functions.

(a) Administrative functions include executive management, planning, information technology, human resources, safety, risk management, fleet design and acquisition, procurement, finance and administrative services.

(b) Operational functions include paratransit operations, eligibility and customer service.

(i) Operational functions are structured in general as contracted-out services with agency management/oversight.

B. Project Goals

Access has begun the process of evaluating its operational functions to ensure that its structure utilizes industry best practices in the current provision of services as well as to meet

future needs. To fully address this process Access is seeking the professional services of a consultant to conduct a Comprehensive Operational Review (COR) of the operational functions of the Agency.

The goals of the review for each of the operational functions are as follows -

- i. Assessment of existing systems, including their delivery, efficiency, and attainment of performance indicators;
- ii. Identification of improved efficiencies;
- iii. Quantification of cost to provide current functions considered above and beyond ADA guidelines. The consultant will provide assistance and direction in the assessment and evaluation of the strengths and weaknesses of the current services provided by Access.

C. Operational Functions and Key Assessment Areas

To attain the goals of this review the consultant will address each of the following operational functions and assess the key areas listed for each. The key areas are not to be considered a definitive list but rather a foundation for the review.

i. Eligibility

The Eligibility function encompasses the Agency's responsibility to meet ADA requirements to determine an individual's eligibility to use the regional ADA paratransit service.

(1) Current Structure

Eligibility is comprised of the following components -

- Eligibility determination process - an out-sourced contract at a single facility that conducts in-person functional and recertification transit evaluations.
- Appeal determination process - out-sourced contract(s) specific to a range of disabilities that conduct appeals of individuals who have been denied ADA paratransit service through eligibility determination
- Eligibility management - in-house staff tasked to provide Agency oversight of the eligibility and appeal process

(2) Key Assessment Areas

The following are areas that have been identified for assessment as related to eligibility -

- Structure

Should eligibility be centralized in the processing of interviews and appeals?

Should all aspects be in-house, out-sourced, or a mix of both?

Should there be more than one eligibility determination contractor or location?

Should there be a charge to the individual for

transportation to/from the in-person functional assessment?

Is the technology used by eligibility service effective?

- Process

Should in-person functional assessments be changed to a two-tier system? -

Initial Administrative Review - no need for in person functional assessment where the need is immediately evident

In person Assessment for those who are unable to be determined in initial administrative review

Is a "built-up" environment versus a "natural" environment more effective for in-person functional assessments?

Should length of eligibility be changed? (length could vary by the following factors)

Age (e.g. 10 years for those applicants over 75)

Eligibility category (longer Eligibility Length for Unrestricted vs. Restricted)

Should travel training be more integrated into the eligibility process?

Should the factors for paper recertification vs. in

person recertification be modified?

What value does eligibility provide to the rider?

- Management

Is the current in-house management structure sufficient to meet the oversight needs of the Agency?

Are existing key performance indicators structured appropriately and reflective of the operating environment?

ii. Paratransit Operations

The paratransit operations function encompasses the Agency's responsibility to provide ADA transportation service to any location within $\frac{3}{4}$ of a mile of any fixed-route bus operated by the Los Angeles County public fixed-route bus operators and within $\frac{3}{4}$ of a mile around Metro Rail stations during the hours that the systems are operational. Service is scheduled on a next day model 24 hours a day over much of the service area; however, service hours for a particular trip depend upon the corresponding fixed-route service. Service is primarily provided as curb to curb to destination without transfers. The area of service is divided into six (6) regions. Service is provided using a combination of accessible vans and small buses depending upon trip demand and the need for a lift or ramp-equipped

vehicle. Service area providers provide additional vehicles to handle peak periods and growth in demand. Service provider supplied or subcontractor vehicles do not need to be dedicated to Access nor do they require employee drivers.

(1) Current Structure

Paratransit Operations is comprised of the following components -

- Service Area Providers - Each service area has one primary out-sourced contract that is accountable and accepts responsibility for all aspects of the service, including to coordinate, dispatch and provide either directly or through subcontractor(s)/independent contractors(s) all of the service that originates within the area.
- Paratransit operations management - in-house staff tasked to provide Agency oversight of the paratransit operations

(2) Key Assessment Areas

The following are areas that have been identified for assessment as related to paratransit operations -

- Structure

What factors should be utilized to determine the optimum size and geographical boundary of a

service area?

Should any of the existing service areas be restructured?

Should the methodology of service delivery be more centralized or diverse?

Should a different model involving brokerage services (actual and/or virtual) be explored?

Should service area provider vehicles be routed by service area or regionally?

Should aspects of the service areas providers be centralized? i.e. reservations, routing/scheduling, dispatch, maintenance, etc.

Should a transfer system be put into place for long trips?

Is technology used by paratransit operations effective?

- Process

Should the process for service delivery be modified in terms of -

Reservations Hours – shortened or extended?

Share-ride routing/duration – defined standard as a guidance for a comparable trip to fixed route

Pick-up window – impact of longer/shorter than twenty (20) minutes

Are there more effective methods for making, managing, and monitoring service delivery?

What value does paratransit operations provide to the rider?

- Management

Is the current in-house management structure sufficient to meet the oversight needs of the Agency?

Are existing key performance indicators structured appropriately and reflective of the operating environment?

iii. Customer Service

The customer service function addresses the Agency's need to provide responsive service in terms of information to the public, support for service issues, and be a source of information on the other operational functions.

(1) Current Structure

Customer Service is comprised of the following components -

- Customer Service - a combination of in-house staff and an out-sourced contract that processes - 1) Commendations, complaints and general service inquiries, 2) Applications and Eligibility requests, and 3) Access TAP card replacements

- Operations Monitoring Center (OMC) - a combination of in-house staff and an out-sourced contract that processes - 1) Real time customer assistance issues, 2) Service area provider assistance requests, and 3) risk management issues
- Customer Care - in-house staff that handle complaints processing (follow up & investigations)
- Mobility Management - in-house staff that provides referral services for individuals that do not qualify or receive restricted eligibility for Access Services. Also provides transportation options for local frequent trip users and provides outreach for community events and large trip generators.

(2) Key Assessment Areas

The following are areas that have been identified for assessment as related to eligibility -

- Structure

What components of customer service should be in-house or out-sourced?

Should the components of customer service be realigned?

Are the existing components of customer service capable of handling the increased demand of

calls?

What are appropriate staffing levels for each of the components?

Is the technology used by customer service effective?

- Process

Should the process of handling customer service issues be changed?

What value and/or return does the current process of handling customer service issues add to the improvement of the operational functions of the agency?

Are customer service staff empowered to interact and react to customer service issues?

Should outreach and mobility management be more closely aligned within customer service or eligibility?

What value does customer service provide to the rider?

- Management

Is the current in-house management structure sufficient to meet the oversight needs of the Agency?

Are existing key performance indicators structured appropriately and reflective of the operating

environment?

D. Tasks

i. Task 1: Study Management

(1) The consultant will work with Access and its designees to develop the study management program. The consultant will submit a detailed work program and schedule showing key milestones. The management program will define project roles, staff assignments, meeting dates, and due dates and formats for deliverables.

(2) The consultant will report to the Access designee and will coordinate task work with agencies and individuals designated by Access. The consultant will be expected to communicate proactively with all parties. The consultant will provide a project manager who will serve as the main point of contact, attend meetings and be responsible for the timely delivery and professional quality of all products. The consultant will obtain consent from Access for any changes in lead personnel on the study.

ii. Task 2: Stakeholder Involvement

(1) The consultant will direct activities to insure that study progress and recommendations are reported to Access Board members and its advisory committees.

(2) This task includes two presentations each to the Access Board, Community Advisory Committee (CAC) and Transportation Professionals Advisory Committees (TPAC) on dates to be determined by Access.

(3) This task includes one introductory briefing with the Access designee. Additional separate detailed briefings with the designee on specific updates and recommendations will be held at later stages of the study. The consultant will identify and coordinate with Access and its designees on input into the study process which will include but not be limited to surveys completed within the last year.

iii. Task 3: Existing Conditions and Analysis of Operational Functions

(1) This study will document and analyze existing conditions of Access' operational functions. The consultant will produce a draft and final report that addresses the following topics:

(a) Task 3A: Technical Data Gathering and Analysis

(i) The report should describe Access' current operational functions. The report should summarize relevant information for each of the functions.

(ii) The report should list performance metrics for

evaluating relative measures of efficiency and productivity of the operational functions, including but not limited to:

1. Eligibility

- a. Total certifications, eligibility types, processing time (21-day limit), number and type of appeals, certification transportation efficiency, etc.

2. Paratransit Operations

- a. Ridership (annual, monthly, daily, by time of day, and estimated unique riders), mileage (deadhead and revenue), operating hours (revenue and deadhead), (comparison with required ADA service hours), passengers per revenue hour, service reliability, on-time performance, denials, etc.

3. Customer Service

- a. Total calls answered, initial hold time, abandonment rates, complaint types and processing time, etc.

(b) Task 3B: Analysis of business process and operational procedures

- (i) The report should describe Access' policies and procedures that guide internal and external

decisions for the operational functions. The report should summarize relevant information including but not limited to the following:

1. Infrastructure and properties of the operational functions
2. Staffing levels
3. Diversion of ridership demand
4. Compliance with ADA regulations
5. Efficiency of resources including but not limited to vehicle fleet, equipment and technology

(ii) This study will identify strengths, weaknesses, opportunities and threats of Access' operational functions. The consultant will conduct site visit observations including but not limited to the following:

1. Customer Service
2. Operations Monitoring Center
3. Eligibility Services
4. Mobility Management
5. Service Area Providers
 - a. Reservations
 - b. Scheduling/Dispatching

- c. Maintenance
- d. Drivers
- e. Independent Contractors
- f. General Operations Management

(c) Task 3C: Data and Analysis of services required by ADA vs. services above and beyond ADA.

(i) The report should describe any of Access' operational functions that exceed ADA guidelines. The report should also quantify the cost associated with the functions that goes beyond ADA as well as the impact of future developments likely to affect these functions.

(2) All work completed as a part of this task must be approved by Access prior to the commencement of subsequent tasks identified as part of this study. The report should present information in an easy-to-read format.

iv. Task 4: Financial Analysis

(1) The consultant should produce a financial analysis of Access' existing operational functions.

(2) All work conducted under this task must be approved by Access prior to the commencement of subsequent tasks of this study.

v. Task 5: Peer System Analysis

(1)The consultant will examine Access' operational functions relative to regional and national peers based on NTD data and related data for the past 5 reporting years, for which data is available at the time of this analysis. The consultant will identify and coordinate with Access on what peer agencies will be used for this analysis.

(2)The consultant will examine the provision of ADA services of the peer agencies for practices or efficiencies that may be applicable to Access' paratransit service.

vi. Task 6: Recommendations for Improved System Efficiency

(1)Upon Access' approval of earlier tasks, the consultant will synthesize the information and analyses produced during earlier tasks to highlight any areas or functions identified as opportunities for improved system efficiency. This may include recommendations for operational function changes. Any recommended changes must include a cost/benefit analysis in comparison to the existing operational functions.

E. Deliverables

i. Deliverables are listed below. Deliverables must be submitted and approved by Access in sequential order.

- Task 1: Study management plan

- Task 2: Stakeholder Involvement presentations and meeting summaries; Draft and Final reports.
 - Task 3: Draft and Final Reports - Existing Conditions and Analysis of Operational Functions
 - Task 4: Draft and Final Reports - Financial Analysis
 - Task 5: Draft and Final Reports - Peer System Analysis
 - Task 6: Draft and Final Reports - Recommendations and Analysis for Improved System Efficiency
- ii. Documents and presentation slides should be provided as PDF and MS Office 2010 files. The consultant should also submit the final versions of all GIS files, graphics, and photos used to produce the deliverables.

F. Task Breakdown

Task	Description	% of Total Study Effort
1	Study Management	5
2	Stakeholder Involvement	10
3	Existing Conditions and Analysis of	
4	Financial Analysis	20
5	Peer System Analysis	15
6	Recommendations for Improved System	25
	Total	100%

OCTOBER 16, 2014

TO: TRANSPORTATION PROFESSIONALS ADVISORY
COMMITTEE

FROM: ANDRE COLAIACE, DED, PLANNING/GOVT. AFFAIRS

RE: METRO LOGO INTEGRATION

ISSUE:

The FY 14/15 Memorandum of Understanding (MOU) between Access Services and Metro called on Access to “place a notice in its vehicle design and marketing materials for the purpose of communicating that the Grantee receives financial support through Los Angeles County sales taxes approved by voters.”

Metro has forwarded Access a proposal (attached) to integrate the Metro logo into Access’ marketing materials and vehicles. This proposal is subject to approval by the Access Services Board of Directors.

RECOMMENDATION:

Review and provide feedback on the proposal.

BACKGROUND:

For the reference of TPAC, the full text of the relevant section in the MOU is excerpted here:

In conjunction with LACMTA’s Communications - Marketing Department, Grantee shall place a notice in its vehicle design and marketing materials for the purposes of communicating that the Grantee receives financial support through Los Angeles County

sales taxes approved by voters. The vehicle design shall display LACMTA's "Metro" logo on all Grantee-owned vehicles and service vehicles owned/operated by the Grantee's contractors. LACMTA shall approve final logo size and location. The final vehicle design is subject to approval by the Access Services Board of Directors.

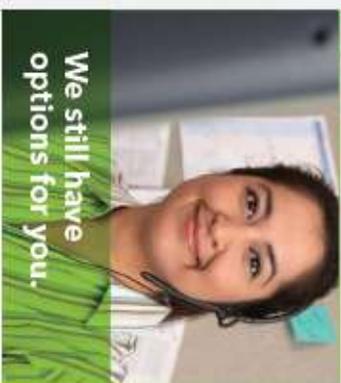
Access Services "Funded by Metro" Lockup Concepts: Single-Panel Take-Ones

Job #150383Comp v3
30 September 2014

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Artwork shown at 100%
English side only

Mobility Management Take-One



We still have options for you.

Even though you may not be eligible for our full services, we understand you still need to get around. And we can help. As part of the Access Mobility Management Program, a Mobility Counselor will be calling you to discuss:

- > Learning how to use bus and rail
- > Bus and rail routes near you
- > Discounted senior/disabled ID cards
- > CityRide, Dial-A-Ride and other services

If you have questions about these options and have not received a call from a Mobility Counselor, please feel free to call us at [213-270-6666](tel:213-270-6666). Your questions are important to us, so if we don't pick-up, please leave us a message and we will return your call.

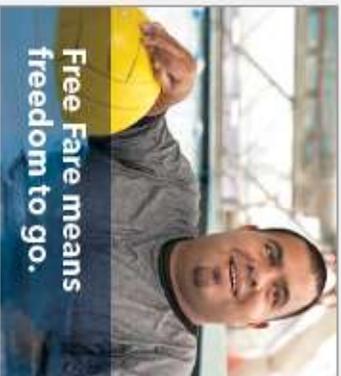
access

Access Services
PO Box 5728
El Monte, CA 91734
access.mta.org



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Free Fare Take-One



Free Fare means freedom to go.

As an Access customer, you are eligible for the Free Fare program, so you can ride most bus and rail systems within Los Angeles County, including Metrolink, for free. Just present your Access Rider ID Card as fare when you board. You don't have to register, and using the Free Fare program does not affect your eligibility for Access paratransit.

For a list of Free Fare participants, please see our website at sala.org/freerfare. For help planning your trip, call [323-606-3876](tel:323-606-3876) or visit metro.net.

Please note that some systems charge personal care assistants (PCAs) a fare when traveling with an Access customer.

access

Access Services
PO Box 5728
El Monte, CA 91734
access.mta.org



12/09 © 2013 Metro

Safety Take-One



Access Rider's Rules of Conduct

Help us make Access a safe and enjoyable experience for everyone.

- > Abusive behavior, including sexual harassment, will not be permitted
- > Do not remove or refuse to properly wear your seatbelt
- > No eating, drinking or smoking in vehicles
- > Anyone under the influence of alcohol or illegal drugs will not be allowed to ride
- > Do not operate or tamper with any Access Services equipment on board a vehicle

The mission of Access Services is to promote access to all modes of transportation and provide quality and safe ADA paratransit services on behalf of public transit agencies in Los Angeles County. **Your safety is a priority for Access.**

For more information, visit sala.org/riding_access.

access

Access Services
PO Box 5728
El Monte, CA 91734
access.mta.org



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Committed

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[272-0829](tel:272-0829).

Smaller version to be
used only when space
is extremely limited

Access Services "Funded by Metro" Lockup Concepts: Community Meeting Postcard

Job #150383Comp v3
30 September 2014

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Shown at 100%

SIDE 1

Access Services
2014 Community Meeting Schedule

<p>Santa Clarita Region</p> <p>Saturday, February 1 12pm -2pm Newhall Library 24500 Main St Santa Clarita, CA 91321</p>	<p>Southern Region</p> <p>Saturday, February 8 11am -1pm (English) 3pm -5pm (Spanish) Barbara J. Riley Conf Center 7810 Quill Dr Downey, CA 90242</p>	<p>Eastern Region</p> <p>Saturday, February 22 11am -1pm (English) 3:30pm -5:30pm (Spanish)</p>
<p>Wednesday, February 5 12pm -2pm Lancaster Library 601 W Lancaster Bl Lancaster, CA 93534</p>	<p>Northern Region</p> <p>Saturday, February 10am -12pm (Engl 2pm -4pm (Spanish) Encino Community 4935 Balboa Bl Encino, CA 91316</p>	

access

Access Services PO Box 5728 El Monte, CA 91734

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SIDE 2 (folding)

Access Services
2014 Community Meetings

Come to a Community Meeting in your area. Meet the Access Team.

These meetings are not mandatory and free rides will be provided. To request special accommodations including Braille, Sign Language or Spanish translation, call Access Customer Support at **1.800.827.0829, TDD 1.800.827.1359** at least three (3) business days in advance of your meeting.

Information is also online at accessla.org.

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Permit No. 34

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Job #15-0383/Comp V3
30 September 2014
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SIDE 1



SIDE 2 (fading)

your complaint was resolved, feel free to contact Access Customer Support at 1.800.827.0829, TDD 1.800.827.1359, Monday-Friday, 8am-5pm. Be sure to mention your complaint number and date shown on the label.

Thank you for contacting
Access Services.



Access Services
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El Monte, CA 91734

Access Services "Funded by Metro" Lockup Concepts: Flyer with Stacked ID

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30 September 2014

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FRONT



BACK



Lockup shown at 100%

access Access Services
PO Box 71888
Los Angeles, CA 90071-8888

Shelly Verlander
Executive Director
213-370-6100
sverlander@metro.org

M Metro

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FRONT

BACK



**Access Services
2014 Community Meetings**

Come to a Community Meeting in your area. Meet on a local, convenient time. These meetings are not mandatory and free rides will be provided. To request special services, including braille, sign language or Spanish translation, call Access Customer Support at 1.800.827.1228 or email access@metro.org or visit our website at www.metro.org. Information is also available at www.metro.org.

Santa Clara Region Saturday, February 1 12pm-2pm 34000 Faber St Santa Clara, CA 95051	Northern Region Saturday, February 15 10am-12pm (English) 12pm-2pm (Spanish) Eaton Community Center 4925 Balboa St Berkeley, CA 94705
Andropus Valley Region Wednesday, February 5 12pm-2pm Lancaster Library 1071 W. Lancaster St Lancaster, CA 93524	Eastern Region Saturday, February 22 11am-1pm (English) 3:30pm-5:30pm (Spanish) South Coast ACOAD 21865 Coffey Dr Diamond Bar, CA 91765
Southern Region Saturday, February 9 11am-1pm (English) 3pm-5pm (Spanish) Barbara J. Day Stromboli Center Dinwiddie, CA 92542	West/Central Region Saturday, March 8 11am-1pm (English) 3pm-5pm (Spanish) Wheatstone Senior Center Chair 8240 Lincoln St Los Angeles, CA 90045

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**Access Services
Reuniones comunitarias 2014**

Asista a una reunión en su área. Estas reuniones no son obligatorias y se les proporcionará un servicio de transporte gratuito a las reuniones. Solicite servicios especiales, como braille, lenguaje de señas o traducción en español, llamando al 1.800.827.1228 o enviando un correo electrónico a access@metro.org. La información también está disponible en nuestro sitio web: www.metro.org.

Región de Santa Clara Sábado, 1º de febrero 12pm-2pm 34000 Faber St Santa Clara, CA 95051	Región del Norte Sábado, 15 de febrero 10am-12pm (Inglés) 12pm-2pm (Español) Eaton Community Center 4925 Balboa St Berkeley, CA 94705
Región del Valle de Andropus Miércoles, 5 de febrero 12pm-2pm Lancaster Library 1071 W. Lancaster St Lancaster, CA 93524	Región del Este Sábado, 22 de febrero 11am-1pm (Inglés) 3:30pm-5:30pm (Español) South Coast ACOAD 21865 Coffey Dr Diamond Bar, CA 91765
Región del Sur Sábado, 9 de febrero 11am-1pm (Inglés) 3pm-5pm (Español) Barbara J. Day Stromboli Center Dinwiddie, CA 92542	Región del Oeste/Centro Sábado, 8 de marzo 11am-1pm (Inglés) 3pm-5pm (Español) Wheatstone Senior Center Chair 8240 Lincoln St Los Angeles, CA 90045

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WITH FSC CERTIFICATION LOCKUP APPEARS ON THE FRONT

access Access Services PO Box 5728 El Morero, CA 91734-1728 access.org 

WITH NO FSC LOCKUP APPEARS ON BACK

1728 access.org  11 130 62714 Access Services

Access Services "Funded by Metro" Lockup Concepts: Access Rider's Guide

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30 September 2014

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BACK COVER

FRONT COVER

INSIDE POCKET AND TEAR-OFF

Access Rider's Guide

How to schedule your ride

- 1 Call the Boardwalk Line for the day before you need a ride
(951) 663-5195
TDD 1-800-826-7268
- 2 Call customer demand 15pm-7pm
at least 24 hours before your ride
of your service region (see p. 55 of your Rider's Guide)

We will ask you for:

- Your Access Rider ID Number (p. 7)
- Your street address (where you want to be picked up)
- Your phone number (in case we need to contact you)
- Information about your mobility device (p. 55)
- The number of people (p. 18) traveling with you, if any
- The day and time you want to be picked up or handmailed at your pick-up address
- Your phone number, if you want a "Call Out" (p. 9)

- 3 Remember that you must ask for a return trip, if you need one.
- 4 You will receive:
 - A confirmation call from (p. 18)
 - Your confirmation number

(continued)

access El Metropolitano

Access Services
PO Box 8788
El Monte, CA 91734
access@metro.net

M Metro Metropolitan Transportation Authority

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Access Services "Funded by Metro" Lockup Concepts: Access Web Site

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HOME PAGE

INTERIOR PAGE

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Access Services "Funded by Metro" Fleet Decal Concepts: Back Design A

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ACTUAL DECAL SIZE IS 12.75" x 5"



Access Services "Funded by Metro" Fleet Decal Concepts: Back Design B
15-0316/DRAFT 3
30 September 2014



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ACTUAL DECAL SIZE IS 12.75" x 5"



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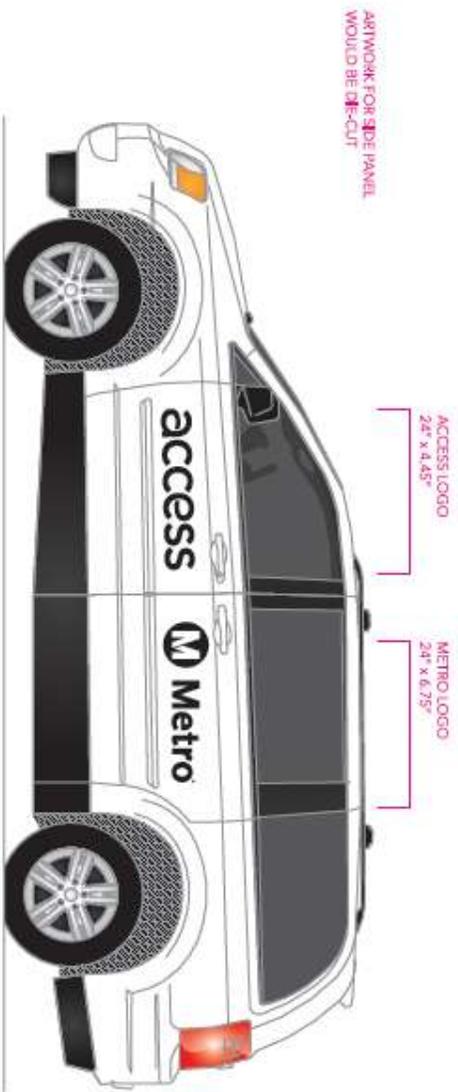
access

12"



Access Services "Funded by Metro" Fleet Decal Concepts: Side Design

15-0184/DRAFT 3
30 September 2014



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ACTUAL DECAL SIZE IS 24" x 2.25"

