

**GOLDEN EMPIRE TRANSIT DISTRICT
MINUTES OF THE REGULAR MEETING
OF THE BOARD OF DIRECTORS**

**April 17, 2018
5:30 PM**

**KERN COUNCIL OF GOVERNMENTS' BOARD ROOM
1401 – 19TH STREET, 3RD FLOOR
BAKERSFIELD, CALIFORNIA 93301**

DIRECTORS PRESENT:

Jim Baldwin
Cindy Parra

Carlos Bello
Evelyn Young Spath

Jim Hunter

DIRECTORS ABSENT:

None

ATTORNEY PRESENT:

Jim Worth

STAFF PRESENT:

Karen King
Chris James
Candra Cheers
Emery Rendes

Jeanie Hill
Bruce Seibel
Sharon Pierce
Ricardo Perez

Steve Barnes
Deekay Fox
Melissa Ash
Braulio Mendoza

OTHERS PRESENT:

Bob Snoddy
Brian Jenkin
Moureen Ahmed

Michael Harless
Francisco Perez
Sasha Pejicic

Nick Fidler
Diana Gomez
John Gobis

The Chair called the meeting to order at 5:33 p.m.

PLEDGE OF ALLEGIANCE

Director Bello led the pledge of allegiance to the flag of the United States of America.

APPROVAL OF CONSENT AGENDA

Director Hunter moved and Director Bello seconded a motion to approve the consent agenda.
The motion carried unanimously.

PUBLIC COMMENTS:

Mr. Michael Harless asked for an update on Route 84 and commented that sidewalks are needed on Norris Road, Fruitvale Avenue and Mohawk Street. Disabled riders have a difficult time accessing transit service with no sidewalks.

Nick Fidler, Bakersfield City Public Works Director, stated that the partnership between GET and the City has been very successful: bus stops, curb, gutter and asphalt improvements, and concrete improvement have been completed. The City provides the labor and equipment. Mr. Fidler asked that GET consider additional funding with the City of Bakersfield to address additional transit projects within the city.

BEST PRACTICES REGARDING ALTERNATIVES TO TRADITIONAL FIXED ROUTE TRANSIT SERVICE

Mr. Sasha Pejic and Mr. John Gobis presented information regarding alternatives to GET's current fixed route service. This was an informational item only. (Attachment A – Executive Summary)

LOW CARBON TRANSIT OPERATIONS PROGRAM AUTHORIZATION)

Director Young Spath moved and Director Hunter seconded a motion to adopt Resolution 2018-06 – Authorization for the Execution of the Low Carbon Transit Operations Program (LCTOP) Funding Purchase Three (3) Electric Buses, \$658,502.99. The motion carried on the following roll call vote:

AYES:	Directors Baldwin, Bello, Hunter, Parra, Young Spath	NOES:	None
ABSENT:	None	ABSTAIN:	None

2018 STRATEGIC PLAN UPDATE

Ms. King updated the Board on the Strategic Plan. Ms. Diana Gomez commented that the CHSRA has released their Business Plan which includes acquiring property in Bakersfield. The EIR was released in November 2017 and comments were accepted for 90 days. The CHSRA is now reviewing those comments and is expecting to adopt the EIR by the end of summer/early fall. Mr. James updated the Board on the status of the CSUB Transit Center project. This was an informational item only.

THIRD QUARTER FY 2017-18 PERFORMANCE REPORTS FOR MOTOR BUS AND DEMAND RESPONSE SERVICES

Mr. Rendes updated the Board on third quarter ridership for both GET-A-Lift and fixed route. GET-A-Lift total unlinked passenger trips were 14,294. Total unlinked passenger trips on fixed routes were 1,551,553. This was an informational item only.

Director Baldwin exited the meeting at 7:19 pm.

FUNDING ORIENTATION

Mr. Barnes shared that the District was established as a California Special District as defined originally in the Public Utilities Code plus the California Code. This designation has allowed the District to be identified and qualify for State Transportation Development Act and Federal Transit Administration funding that is the foundation for the establishment and continuance of mass transit in the metropolitan Bakersfield area. This was an informational item only.

MARCH 2018 FINANCIAL POSITION AND RESULTS OF OPERATIONS

Mr. Barnes reviewed the March 2018 financial reports. This was an informational item only.

REVIEW OF BOARD OFFICERS ELECTION

The process for the Board Officers' election was reviewed. This was an informational item only.

BOARD COMMITTEE REPORTS

A. Administration and Finance – Baldwin

No meeting was held.

B. Facilities and Equipment –

No meeting was held.

C. External Affairs – Hunter

No meeting was held.

D. Marketing and Business Development – Parra

Director Bello commented that a meeting was held on April 11, 2018 to review two Board policies: Board Policy #4 – Bus Advertising and Board Policy #10 – Public Involvement.

E. Operations and Service Development – Young Spath

No meeting was held.

FUTURE AGENDA ITEMS/BOARD COMMENTS

Director Hunter asked staff if a new economic impacts reports has been prepared. Director Hunter commented that Mr. James and his staff deserve kudos for the excellent job on the breakroom remodel.

Director Young Spath asked the there be continual CSUB updates on the transit center project.

Director Parra thanked Mr. Barnes for his outstanding job as CFO.

CHIEF EXECUTIVE OFFICER'S REPORT/COMMENTS

Ms. King commented that she will be attending APTA's Bus and Paratransit Conference May 5-9. May 15th is the Budget Workshop. Just a reminder that May 24th is GET's Health and Wellness Faire., beginning at 10 am and running until 3:30 pm to accommodate the various shifts. Service and Safety awards will be given to staff members.

ADJOURNMENT

There being no further business, Director Parra moved that the meeting be closed. The meeting concluded at 7:40 p.m.

Respectfully submitted,

Secretary of the Board of Directors

1.0 EXECUTIVE SUMMARY

Public transit agencies across the globe are looking to new ways of delivering mobility to residents beyond traditional fixed-route service. Golden Empire Transit District (GET), the public transit agency in Bakersfield, CA provides nearly 17,000 unlinked weekday trips on its traditional fixed-route service, and while its annual ridership has been declining since 2012, GET is interested in taking a leading role in piloting new and fresh ways to deliver mobility in order to improve financial sustainability and grow ridership.

The transportation strategies that are most successful are those that personalize the travel experience. Much of the success of ride hailing services like Uber and Lyft is that these services are customer-focused, allowing for the collection of data from each trip that helps make the service more effective and efficient.

Technology and changing lifestyles has also influenced transportation choice resulting in the popularity of active transportation. Bicycling and walking are supportive of public transit use and must be considered part of the total family of services that transit agencies such as GET promote to the areas they service.

Stantec Consulting Services, Inc. (Stantec) has reviewed best practices for alternative service delivery from across North America. Based on this review and supplemented by the analysis of service performance of GET fixed-route and GET-A-Lift services, Stantec identified areas of opportunity for alternative service delivery methods for GET to improve financial sustainability, while also aimed at right-sizing service based on demand.

For alternative service delivery methods, technology plays a crucial role in enabling multimodal travel prevalent in these methods. We found that agencies are piloting different methods with varying degrees of success, including:

- On-demand ride sharing
- Car sharing
- Bike sharing and public transit
- Autonomous vehicles
- Other means like electric scooters, Lyft shuttle and downtown circulators.

Stantec reviewed different barriers, risks, and legal restrictions and noted that GET has the capability to deploy these alternatives since barriers can be overcome; none of the risks have consequences that are severe; and the legal restrictions to these alternatives are decreasing rapidly.

Based on its review, Stantec recommends the following strategies for implementation:

- Service substitution with home to hub service can be implemented for routes 82 and 84 which are low productivity routes. Home to hub can be used to provide service quality and can save an estimated \$375,000 annually.
- Microtransit solution as replacement for route 47 and x92 to improve cost recovery of these route.

- Piloting a home to hub service in the low-density areas of southwest Bakersfield to provide mobility where no transit service exists currently.
- Promoting active transportation, cycling and walking, as a transport cocktail with GET service.
- Demonstrating a volunteer transportation approach to determine if a representative number of GET-A-Lift trips can be accommodated using this service concept, particularly those that are ambulatory or dialysis trips.

The above recommendations hinge on GET embracing technology, including new on-demand scheduling software, trip planning software, advanced fare payments, and software-as-a-service. Furthermore, for the above recommendations to be successfully implemented, GET must focus on delivering *mobility*, and this requires new ways of thinking and taking a leading stance on using family of services for trip delivery, and committing to an account management fare payment.

Finally, to accommodate emerging mobility services and to adapt the agency's services to the changing lifestyles of those who live in its service area, GET must change the methods by which it designs and delivers services including offering services that are not traditional to transit but allow the agency to meet local travel needs with the most effective and efficient mode of service.

As such, Stantec proposes the following policy recommendations:

1. GET will design and deliver a variety of mobility options to meet the mobility needs of those who live, work, study and visit its service area.
2. GET will develop and implement partnerships with service providers in both the private and public sectors to develop and deliver the service alternatives prioritized in the current study.
3. GET will commit to the use of technologies that encourage the use of the services suggested in the current study especially those that can reduce the cost of planning and delivering these services and are accommodating of how the public uses technology in their daily lives.
4. GET will develop new service standards that incorporate these new services and technologies. GET will utilize analytics with the data collected from the technologies that are deployed to improve the rider experience, to increase the productivity of all of its services and to develop service design and social media marketing strategies to attract new riders to these services.
5. GET will adopt new mobility services that first complement existing fixed route and ADA-complaint services. New service pilots or introductions will be prioritized by the following:
 - Potential cost savings
 - Ability of the service to meet the needs of target populations to mitigate disparate impacts and/or disproportionate burdens

By approaching travel and mobility holistically and from a fresh angle, GET can truly work towards its mission to “consistently provide safe, accessible, reliable, courteous and affordable” *mobility* for the greater Bakersfield area.