



# ***Social Services Transportation Advisory Council Agenda***

**Tuesday, September 17, 2024  
10 a.m.**

Welcome to SANDAG. The Social Services Transportation Advisory Council (SSTAC) meeting scheduled for Tuesday, September 17, 2024, will be held in person in the SANDAG Board Room. While SSTAC members will attend in person, members of the public will have the option of participating either in person or virtually.

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**Vision Statement:** *Pursuing a brighter future for all*

**Mission Statement:** *We are the regional agency that connects people, places, and innovative ideas by implementing solutions with our unique and diverse communities.*

**Our Commitment to Equity:** *We hold ourselves accountable to the communities we serve. We acknowledge we have much to learn and much to change; and we firmly uphold equity and inclusion for every person in the San Diego region. This includes historically underserved, systemically marginalized groups impacted by actions and inactions at all levels of our government and society.*

*We have an obligation to eliminate disparities and ensure that safe, healthy, accessible, and inclusive opportunities are available to everyone. The SANDAG equity action plan will inform how we plan, prioritize, fund, and build projects and programs; frame how we work with our communities; define how we recruit and develop our employees; guide our efforts to conduct unbiased research and interpret data; and set expectations for companies and stakeholders that work with us.*

*We are committed to creating a San Diego region where every person who visits, works, and lives can thrive.*

# Social Services Transportation Advisory Council

Tuesday, September 17, 2024

## Comments and Communications

### 1. Chair and Vice Chair Selection

Appoint

*Brian Lane, SANDAG*

The members of the Social Services Transportation Advisory Council (SSTAC) are asked to appoint a Chair and Vice Chair for the 2025 term.

### 2. Non-Agenda Public Comments/Member Comments

Members of the public shall have the opportunity to address the SSTAC on any issue within the jurisdiction of SSTAC that is not on this agenda. Public speakers are limited to three minutes or less per person. Public comments under this agenda item will be limited to five public speakers. If the number of public comments under this agenda item exceeds five, additional public comments will be taken at the end of the agenda. SSTAC members and SANDAG staff also may present brief updates and announcements under this agenda item.

## Consent

### +3. Approval of Minutes

Approve

*Tessa Lero, SANDAG*

The SSTAC is asked to approve the minutes from its July 16, 2024, meeting.  
[SSTAC 071624 Minutes.pdf](#)

## Reports

### 4. Coordinated Plan Update

Discussion

*Tim Garrett, Rubi Morales, SANDAG*

Staff will present an update and request feedback on the development of the Coordinated Plan and associated survey.

[Supporting Materials.pdf](#)

### 5. Flexible Fleets Program Selection Criteria

Discussion

*Danielle Kochman, SANDAG*

Staff will present an update on the selection criteria being developed for SANDAG's flexible fleets program and request feedback from the SSTAC members.

[Supporting Materials.pdf](#)

### 6. Updates from Transit Operators and FACT

Information

*Brian Lane, SANDAG*

Representatives from MTS, NCTD, and FACT will present updates on service changes and notable activities at each agency.

## **7. Unmet Needs**

Discussion

*Brian Lane, SANDAG*

The SSTAC members and the public will have the opportunity to discuss new or continuing unmet transit needs in the San Diego region.

### **Adjournment**

## **8. Adjournment**

The next SSTAC meeting is scheduled for Tuesday, November 19, 2024, at 10 a.m.

+ next to an agenda item indicates an attachment

September 17, 2024

## **July 16, 2024, Meeting Minutes**

### [View Meeting Video](#)

Chair Alex Warner (At Large Voting Member – Seat C) called the meeting of the Social Services Transportation Advisory Council (SSTAC) to order at 10:02 a.m.

#### **1. Public Comments/Communications/Member Comments**

Public Comments: Phone # 021.

Member Comments: None.

Agency Updates: Associate Regional Planner Zaccary Bradt.

#### **Consent**

#### **2. Approval of Meeting Minutes**

The SSTAC was asked to approve the minutes from its May 21, 2024, meeting.

Public Comments: None.

Action: Upon a motion by Mary Balderrama (NCTD Fixed Route), and a second by Sharon Beckas (Special Interest Voting Member – Seat B), the SSTAC voted to approve the Consent Agenda.

The motion passed.

Yes: Chair Warner, Sharon Beckas (Special Interest Voting Member - Seat A), Clytie Kohler (Special Interest Voting Member – Seat B), David Jackson (At-Large Voting Member – Seat A), Todd Lordson (At-Large Voting Member - Seat B), Marcy Roke (Traveler's Aid Society of San Diego), Kristine Stensberg (Jewish Family Services), Sofia Hughes (FACT – Seat B), Charles Posejpal (MTS Paratransit), and Mary Balderrama (NCTD Fixed Route).

No: None.

Abstain: None.

Absent: San Diego Center for the Blind, Options for All, The Arc of San Diego, FACT – Seat A, MTS Fixed Route, and NCTD Paratransit.

#### **Reports**

Chair Warner opened the public hearing at 10:17 a.m.

#### **3. 2024 Unmet Needs Public Hearing**

As required by PUC 99238.5, SSTAC conducted its annual public hearing to solicit the input of transit dependent and transit disadvantaged persons, including the elderly, disabled, and persons of limited means, regarding public transportation needs in San Diego County.

Public Comments: Clifford Wyler and Ethel Miranda.

Additional Comments: Kristine Stensberg, Todd Lordson, Sharon Beckas, and Marcy Roke.

Action: Conducted Public Hearing.

Chair Warner closed the public hearing at 10:29 a.m.

#### **4. SSTAC Membership Selection**

Zaccary Bradt presented the results of the SSTAC membership application period and introduced members selected for the 2025 term.

Public Comments: None.

Action: Discussion.

#### **5. Updates from Transit Operators**

Charles Posejpal, Metropolitan Transit System; Mary Balderamma, North County Transit District; and Sofia Hughes, FACT presented updates on service changes and notable activities at each agency.

Public Comments: None.

Action: Information.

#### **6. Adjournment**

The next SSTAC meeting is scheduled for Tuesday, September 17, 2024, at 10 a.m.

Chair Warner adjourned the meeting at 10 a.m.

## Confirmed Attendance at SSTAC Meeting

Jurisdiction	Name	Attended
Special Interest Voting Member (Seat A)	Vice Chair Ted Kagan (Primary)	Yes
	Wayne Landon (Alternate)	No
Special Interest Voting Member (Seat B)	Clytie Kohler (Primary)	Yes
	Sharon Beckas (Alternate)	Yes
At-Large Voting Member (Seat A)	David Jackson (Primary)	Yes
	Todd Shaw (Alternate)	No
At-Large Voting Member (Seat B)	Todd Lordson (Primary)	Yes
	Marisa Romero Lucero (Alternate)	No
At-Large Voting Member (Seat C)	Chair Alex Warner (Primary)	Yes
	Lorry Seagrim (Alternate)	No
San Diego Center for the Blind	Samantha Stephan (Primary)	No
	Kimberly Taylor (Alternate)	No
Travelers Aid Society of San Diego	Marcy Roke (Primary)	Yes
	Adrianna Yemhatpe (Alternate)	Yes
Options for All	Rachel Holiday (Primary)	No
	Brian Nero, Alternate	No
The Arc of San Diego	Anthony DeSalis (Primary)	No
	Matt Mauer, (Alternate)	No
Jewish Family Services	Kristine Stensberg (Primary)	Yes
	Marilyn Greenblatt, (Alternate)	Yes
FACT (Seat A)	Alissa Poorman (Primary)	No
	Paola Zilli (Alternate)	No
FACT (Seat B)	Arun Prem (Primary)	No
	Sofia Hughes (Alternate)	Yes - virtual
MTS Fixed Route	Bryan Killian (Primary)	No
	Keith Vann (Alternate)	No
MTS Paratransit	Charles Posejpal (Primary)	Yes
	Brie Graham (Alternate)	Yes
NCTD Fixed Route	Mary Balderrama (Primary)	Yes
	Ioni Tcholakova (Alternate)	No
NCTD Paratransit	Robert Gebo (Primary)	No
	Mary Balderrama (Alternate)	No



## Coordinated Plan Update

Social Services Transportation Advisory Council | Item 4  
Tim Garrett and Rubi Morales, Associate Regional Planners  
September 17, 2024

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## Coordinated Plan Overview



**Transit and Specialized  
Transportation**



**Identify Needs of  
Disadvantaged Populations**



**Fulfill Requirements**  
Ensure Access to Funding

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## Coordinated Plan Requirements

	Federal	State	Local
Source	Federal Transit Law	Transportation Development Act (TDA)	SANDAG Board Policy 018
Components	Transportation needs of: <ul style="list-style-type: none"> <li>• Individuals with disabilities</li> <li>• Older adults</li> <li>• People with low incomes</li> </ul> Strategies to meet needs Priorities for funding	Potential public transit productivity improvements, including those recommended in the triennial TDA performance audit	Public transit service gaps and deficiencies Evaluation of existing services and programs Methodology for near-term future service adjustments
Outcomes	Distribute funding through Specialized Transportation Grant Program	Ongoing Performance Monitoring	Regional Short Range Transit Plan, Service Changes

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## Goals and Objectives: 2020 Coordinated Plan

- Upgrade key urban corridors in urbanized areas
- Fiscally responsible
- Productive, coordinated, convenient, and appropriate transportation services
- Reliable, competitive, and consistent travel times
- Service supports spontaneous use and a diverse economy
- Reduced cost through coordinated efforts
- Accessible transportation services without discrimination

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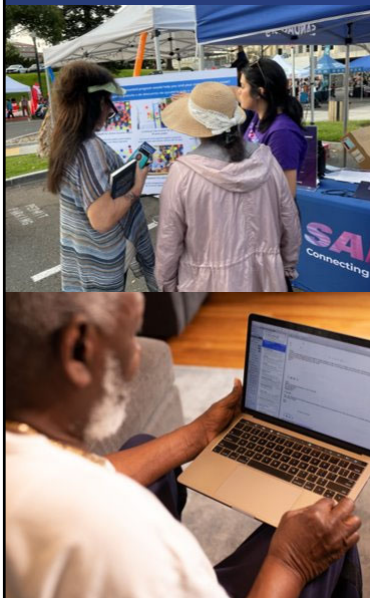
## Goals and Objectives: Proposed Revisions

- Will be informed by outreach and data analysis
- Initial thoughts:
  - Align more closely with implementation measures to be identified
    - Priorities for funding
    - Changes to existing services
    - Identification of future services
  - Focus on filling gaps identified through outreach, data analysis
  - Maintain focus on accountability and efficiency where appropriate
  - Enhance consideration of equity
- Seeking feedback on these proposals from SSTAC

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## Outreach: Survey



- Fall 2024 data collection
- Sampling Plan
  - Both random and convenience samples
- Topics
  - Transportation needs of older adults, people with disabilities
  - Trip origins, destinations, purposes, frequency
  - Eligibility and availability of transportation services by time and location
  - Effectiveness of existing transportation services

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<h2>Proposed Data Sources</h2>	<ul style="list-style-type: none"> <li>• Survey results (2024)</li> <li>• Existing SANDAG Data <ul style="list-style-type: none"> <li>— Estimates (2022)</li> <li>— Series 15 Forecast (2024)</li> <li>— Employment Centers 2.0 (2024)</li> <li>— Traffic Safety (2022)</li> </ul> </li> <li>• MTS and NCTD transit networks and performance (2024)</li> <li>• U.S. Census American Community Survey (2022)</li> </ul>
<h2>Proposed Data Analysis</h2>	<ul style="list-style-type: none"> <li>• Map current and forecast demographic data</li> <li>• Map transportation provider service areas</li> <li>• Identify temporal and geographic gaps</li> <li>• Identify strategies that could fill gaps, best meet needs</li> </ul>

<h2>Next Steps</h2>	<div> <div></div> <div> <h3>Survey and Data Collection</h3> <p>Fall 2024</p> </div> </div> <div> <div></div> <div> <h3>Outreach to Riders and Service Providers</h3> <p>Fall 2024 – Winter 2025</p> </div> </div> <div> <div></div> <div> <h3>Identify Transportation Needs, Gaps, and Strategies</h3> <p>Fall 2024 – Spring 2025</p> </div> </div>
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[rubi.morales@sandag.org](mailto:rubi.morales@sandag.org)



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## Flexible Fleets Program Selection Criteria

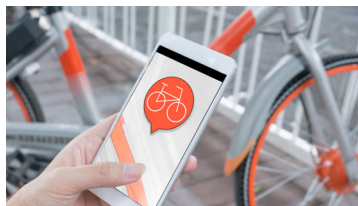
Social Services Transportation Advisory Council | Item 5  
Antionette Meier, Senior Director of Planning  
Danielle Kochman, Planning Manager  
September 17, 2024

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### Flexible Fleets



Micromobility: Scootershare



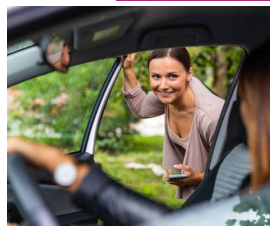
Micromobility: Bikeshare



Neighborhood Electric Vehicles (NEV)



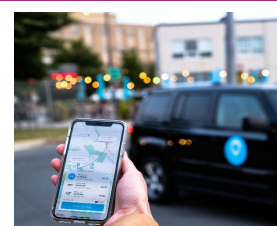
Carshare



Rideshare



Vanpool



Microtransit

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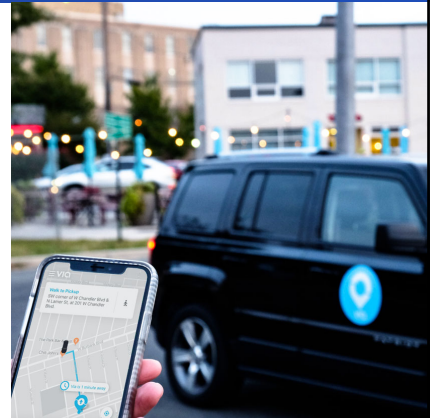
## SANDAG Supported Flexible Fleets



Oceanside NEV – gO'side



Pacific Beach NEV – Beach Bug



Southeast San Diego Microtransit

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## Additional Flexible Fleet Services

### Neighborhood Electric Vehicle Services:

- FRED (Downtown San Diego)
- FRANC (National City)
- Island Express (Coronado)
- IB Shuffling (Imperial Beach)

### Microtransit Services:

- Chula Vista Community Shuttle
- Carlsbad Good Ride
- San Marcos Microtransit (NCTD+)

### Coming Soon:

- North Park/City Heights NEV
- El Cajon Microtransit
- Ramona Microtransit

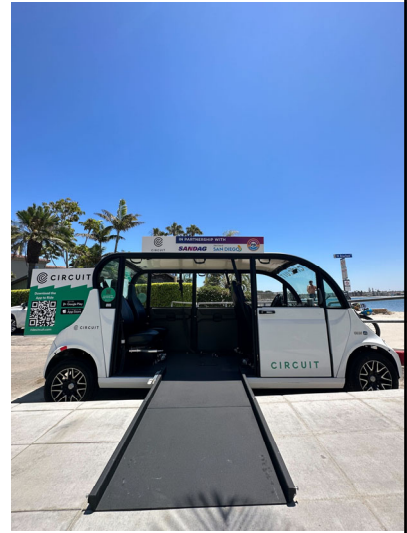


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## Wheel Chair Accessible NEV's and Microtransit



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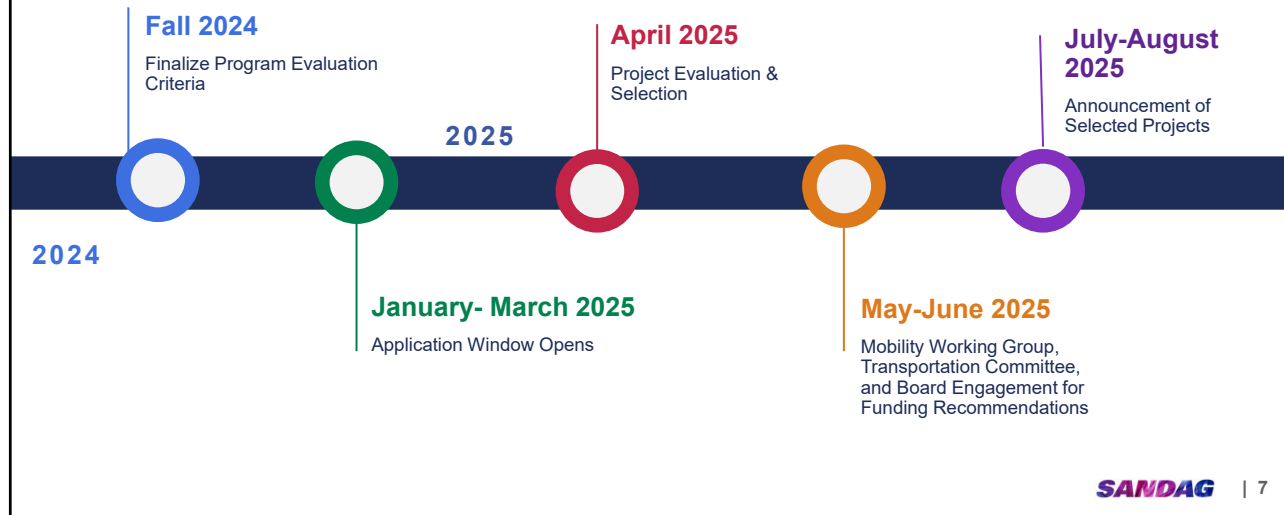
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## Next Steps for Flexible Fleet Program

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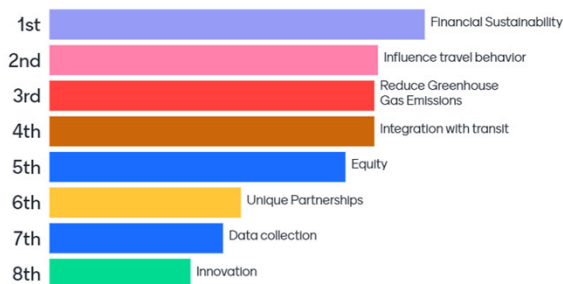
## Flexible Fleets Program Timeline



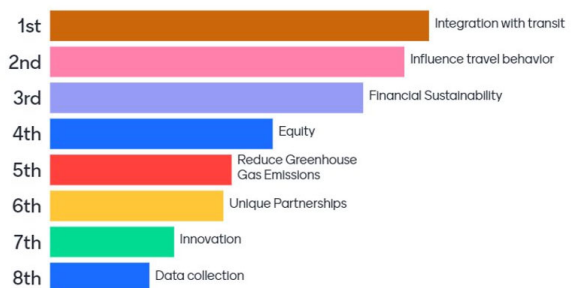
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## Flexible Fleets Pilot Project Recommendations

### Mobility Working Group May 9, 2024



### Flexible Fleets Task Force April 25, 2024



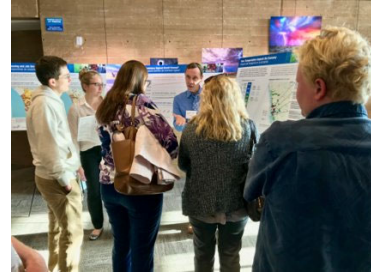
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## Feedback from Meetings

- **June 2024 - Joint Transportation, Regional Planning, and Borders Committees**
  - Public Engagement & Rider Engagement
  - Sustainable Funding for Operations
  - Collaboration with MTS & NCTD Transit Connections
  - Informed Service Zone Planning
- **Summer 2024 - Flexible Fleet Task Force Meetings & Engagement**
  - Definitions & Weights of Evaluation Criteria



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## Funding Source

- Federal Highway Administration (FHWA) Regional Transportation Surface Program (RSTP)
  - Federal Provisions
- Estimated Amount of Available Funding: \$4,500,000



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## Proposed Eligibility

<b>Eligible Applicants</b>	<ul style="list-style-type: none"> <li>•Local governmental agencies</li> <li>•All Awardees must comply with Federal Provisions and agree to survey participants and share data</li> </ul>
<b>Eligible Grant Types</b>	<ul style="list-style-type: none"> <li>•Service Operations</li> <li>•Capital (e.g. vehicles, software, supportive infrastructure)</li> </ul>
<b>Sample Eligible Activities</b>	<ul style="list-style-type: none"> <li>•Direct operations of service (Microtransit, NEV, etc.)</li> <li>•Contract services (Microtransit, NEV, Bikeshare, Carshare, etc.)</li> <li>•Vehicle Procurement</li> <li>•Software/Hardware</li> <li>•Flexible Fleet Supportive Infrastructure (e.g. charging, docking stations, right of way improvements, signage and wayfinding)</li> </ul>

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## Proposed Awards

<b>Minimum Award Amount</b>	\$100,000
<b>Maximum Award Amount</b>	\$1,000,000
<b>Required Match</b>	Yes (minimum 25%)
<b>Eligible Service Area</b>	Within San Diego County
<b>Term</b>	One to Three Years (must start service operations within the first year)



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## Proposed Evaluation Criteria

- Financial Sustainability – 20%
- Travel Behavior Influence – 10%
- Equity – 10%
- Transit Integration – 15%
- Marketing and Outreach Plan -10%



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## Paratransit (door-to-door services)



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