AGENDA
1:30 pm, Tuesday, August 10, 2010

RTC Office, 1523 Pacific Avenue, Santa Cruz

1. Call to Order
2. Introductions
3. Oral Communications

   The Committee will receive oral communications during this time on items not on today’s agenda. Presentations must be within the jurisdiction of the Committee, and may be limited in time at the discretion of the Chair. Committee members will not take action or respond immediately to any Oral Communications presented, but may choose to follow up at a later time, either individually, or on a subsequent Committee agenda.

4. Additions or deletions to consent and regular agendas

CONSENT AGENDA

All items appearing on the consent agenda are considered to be minor or non-controversial and will be acted upon in one motion if no member of the E&D TAC or public wishes an item be removed and discussed on the regular agenda. Members of the E&D TAC may raise questions, seek clarification or add directions to Consent Agenda items without removing the item from the Consent Agenda as long as no other E&D TAC member objects to the change.

5. Approve Minutes from June 8, 2010 meeting (p. 3)
6. Receive Transportation Development Act Revenues Report as of June 2010 (p. 7)
7. Receive RTC Highlights through July 2010 (p. 8)
8. Receive 6/8/10 E&D TAC letter to Metro regarding Bus Stop Improvement input (p. 10)
9. Receive 6/8/10 E&D TAC letter to federal legislators regarding support of 4722 – Active Community Transportation Act (p. 11)
10. Receive invitation to participate in online discussion about ADA transportation - June 26 through August 6 (also emailed 7/27/10) (p. 12)
11. Information Items (may be circulated at meeting)
   a. MBayGRC’s Caring for Seniors with Chronic Conditions courses
   b. Three articles on Travel Training/Transit Ambassadors
   c. Pedestrian Safety Workshop in Salinas, August 14 (flyers sent via email 7/20/10)
12. Receive Agency Updates (other than items on the regular agenda) (p. 13)
   a. Volunteer Center
   b. Community Bridges/CTSA
- FY 09-10 Third Quarter Lift Line Program Report
- July 20 Lift Line program report

c. Santa Cruz Metropolitan Transit District (METRO)
   - ParaCruz Operations Status Report: June 2010

d. Santa Cruz County Regional Transportation Commission

e. Private Operators

**REGULAR AGENDA**

13. Receive Information/Provide Input on Bus Stop Improvement Program/Process – Metro Staff (p. 20)

14. Receive Status Report about Mobility Outreach and Education and Agricultural Worker Transportation Programs – Community Bridges staff (p. 24)

15. Receive Update about 2-1-1 System – E&D TAC Representative (p. 37)

16. Brainstorm Strategies to Publicize Bus and ParaCruz service to the County Fair held September 14-19 – E&D TAC Chair (p. 52)

17. Discuss Strategies to Advocate for Bus Service to La Posada/Dominican Rehabilitation Services along Frederick St Given the Current Decreased Revenues and Service Cuts


19. Receive status report about updated Guide for Specialized Transportation – RTC Staff

20. Select Alternate Time for December Meeting (3:00 to 5:00 or 2:30 to 4:30 pm)

21. Adjourn

Next meeting: **Tuesday, October 12, 2010** at 1:30 pm. RTC office, 1523 Pacific Avenue, Santa Cruz

**HOW TO REACH US**

Santa Cruz County Regional Transportation Commission
1523 Pacific Avenue, Santa Cruz, CA 95060
Phone: (831) 460-3200 / fax (831) 460-3215
Email: info@sccrtc.org / website: www.sccrtc.org

**ACCOMMODATIONS FOR PEOPLE WITH DISABILITIES**

The Santa Cruz County Regional Transportation Commission does not discriminate on the basis of disability and no person shall, by reason of a disability, be denied the benefits of its services, programs, or activities. This meeting location is an accessible facility. If you wish to attend this meeting and require special assistance in order to participate, please contact RTC staff at 460-3200 (CRS 800/735-2929) at least three working days in advance of this meeting to make arrangements. People with disabilities may request a copy of the agenda in an alternative format. As a courtesy to those person affected, please attend the meeting smoke and scent-free.

**SERVICIOS DE TRADUCCIÓN/TRANSLATION SERVICES**

Si gusta estar presente o participar en esta junta de la Comisión Regional de Transporte del condado de Santa Cruz y necesita información o servicios de traducción al español por favor llame por lo menos con tres días laborables de anticipo al (831) 460-3200 para hacer los arreglos necesarios. (Spanish language translation is available on an as needed basis. Please make advance arrangements (at least three days in advance by calling (831) 460-3200.)
MINUTES-DRAFT
Tuesday, June 8, 2010

1. Call to Order

John Daugherty called the meeting to order at 1:38 pm

2. Introductions

Members Present:
Donella Bloebaum, 2nd District
Debbi Brooks, Volunteer Center
Lisa Berkowitz, CTSQ-Community Bridges
John Daugherty, Metro
Veronica Elsea, 3rd District
Sally French, Soc. Serv. Prov. -Disabled (Hope Services)
Clay Kempf, Seniors Council
Patti Shevlin, 1st District

Excused Absences:
Hal Anjo, Social Service Provider-Seniors (County)
Sandra Coley, 4th District
Tom Crain, Potential Transit User (Disabled)
Mike Molesky, Social Service Provider - Disabled

Others Present:
Ciro Aguirre, Metro
Tom Hiltner, Metro
Lynn Gallagher
Robert White, 5th District

Staff Present:
Cathy Judd
Karena Pushnik

3. Oral Communications

Clay Kempf informed members that on Thursday, June 10th the Senior Round Table of Santa Cruz is holding a workshop at the Dream Inn from 8:00am to 9:00am, Understanding Your Silent Clients, pertaining to lesbian, gay, bisexual and transgendered seniors.

John Daugherty said that the In-Home Supportive Services Commission is looking for members. This group advises the Santa Cruz County Board of Supervisors meets bi-monthly and offers a transportation stipend.

John also mentioned that he attended a conference in Denver, Colorado, The Institute of Travel Training, hosted by Easter Seals Project Action and funded by the Federal Transit Administration. It brings the message and information of the ADA to the public and transit agencies. As this is an emerging field, participants are seeking to be certified and learn from other travel trainers.

Karena Pushnik told members that she received information about the Stroke Center’s move from DeLaveaga Park to Cabrillo College. She will provide new contact phone numbers to committee members via email.

4. Additions and Deletions

None
CONSENT AGENDA

Action: The motion (Elsea/Berkowitz) -- to approve and accept the consent agenda -- carried unanimously.

5. Approved Minutes from April 13, 2010 meeting
6. Received Transportation Development Act Revenues Report as of June 2010
7. Received RTC Highlights from May - June 2010
8. Accepted letter from E&D TAC to Santa Cruz Metro dated 5/4/10 regarding FY 2010-11 Transportation Development Act Claim and Service Cut Proposal
9. Accepted letter from E&D TAC to Santa Cruz Metro dated 5/4/10 regarding Input on Senior/Disabled Discount Bus Pass Policy
10. Accepted letter from E&D TAC to United Way dated 5/4/10 regarding support of the 2-1-1 Information and Referral Service
11. Accepted letter from E&D TAC to Governor Schwarzenegger dated 5/4/10 regarding Retention of Social Services by Closing Corporate Loopholes
12. Approved application for Sheryl Hagemann for Social Service Provider–Disabled as alternate position for Sally French
13. Received Final Annual Report/Unmet Needs List
14. Received Progress Report on 2-1-1 Information and Referral System
15. Received Agency Updates
   a. Volunteer Center
      - FY 09-10 Third Quarter Report
   b. Community Bridges/CTSA
      - FY 09-10 Second Quarter Lift Line Program Report
   c. Santa Cruz Metropolitan Transit District (METRO)
      - ParaCruz Operations Status Report: May 2010
      - Purchase of 5 new Paratransit Minivans using Federal Recovery funds
      - ParaCruz subcontractors
   d. Santa Cruz County Regional Transportation Commission
      - Final 2010 Regional Transportation Plan and Supplemental EIR
   e. Private Operators

REGULAR AGENDA

16. Elect Chair/Vice Chair

   The floor was open for nominations for Chair and Vice-Chair. Clay Kempf nominated Mike Molesky for the position of chair or vice-chair and Lisa Berkowitz nominated John Daugherty as Chair and Mike Molesky as Vice-Chair. John Daugherty accepted the position as Chair and accepted Mike Molesky for the position of Vice-Chair.
17. Consider Recommendations to RTC for New E&D TAC Application Received

An application was received from Robert White to serve as the 5th District Alternate. Mr. White also serves on the City of Scotts Valley’s ADA committee.

Action: The motion (Kempf/Elsea) -- to recommend that the RTC approve Robert White as the Alternate for the 5th District -- passes unanimously.

18. METRO’s Public Notice regarding the proposed Disadvantaged Business Enterprise (DBE) Goal for Federal Fiscal Year 2011 (FFY11) -- Santa Cruz Metro Staff

Tom Hiltner discussed the details of Metro’s Proposed Disadvantaged Business Enterprise (DBE) Goal opportunities, primary objectives, certification requirements with the State of California, compliance with Title 49 of the Code of Federal Regulation, Part 26, and methodology to establish its DBE goal for calculating the annual anticipated percentage level which include underutilized DBE’s. He also explained how the local goal of 2.12% was determined and supplied a spreadsheet for committee members of potential contracts used in calculating the goal.

Tom said that Metro’s public comment period is for 45 days, that it opened on May 28th and that a public hearing will be held on June 25th at the board meeting of the Santa Cruz City Council. Metro will review and respond to all comments and present the comments and responses to the Metro board on July 23rd and the board will consider adopting the goal for the next year.

A member asked what happens if Metro does not reach its goal and Tom replied that if their goal is not reached they will be required to submit an explanation to the Federal Transit Administration who will determine if they want to consider Metro’s plan and revisions. A member asked whether the Metro works with other transit jurisdictions or partners to reach their goals and Tom replied affirmatively. It was clarified that disabled does not qualify for disadvantaged.

19. Update on Fixed Route Service Cuts (oral update) -- Santa Cruz Metro Staff

Ciro Aguirre said that as of June 4th Metro has performed 14 outreach public hearings from Watsonville to Boulder Creek regarding the proposed route reductions. Ciro noted that all the input is recorded and reviewed to present to the Metro board. Most of the concerns pertain to the early runs of Route 91x, Route 56 in the Seabright and Seaciff areas, and the changes in timing proposed for Route 68 and the change in timing. Ciro said that the final date for input is June 11th and that the Metro board will make its final determination on June 25th. He also mentioned that the only change to the proposed cuts is that UCSC will fund their entire service for the night-owl service for routes 16, 19 and 21.

20. Overview of Bus Stop Upgrade Efforts (oral report) Santa Cruz Metro Staff

Ciro Aguirre said that he did not have any information at this time on bus stop upgrade effort and that Tove Beatty, who would have given the update, is in Sacramento working on grant applications. Karena Pushnik said that she had spoken to Tove and that the plan for upgrades is to try and find what can be accomplished for a large number of stops with the funding that is available to “get the biggest bang for the buck.”

John Daugherty asked if there is a list of priorities being assembled and April Warnock said yes but that the committee has not met yet. Karena Pushnik asked what the best method for the E&D TAC to provide input and April said that members could either send a letter or an email.
Attendees voiced concerns over routes that they would like reinstated, specifically the route formerly serving the La Posada senior living complex and the Dominican Rehabilitation Facility. Ciro mentioned that, as previously presented to the E&D TAC, the cost to reinstate service to this area, factoring in ParaCruz service costs, is prohibitive. He said that there is a venue online to request reinstatement of service issues.

Karena Pushnik said that the Pedestrian Working Group has identified priority origins and destinations used by seniors and people with disabilities that includes proximity to bus stops. She will forward the list via email today to Ciro, April Warnock and Tove Beatty as well as Robert Cotter who is the primary Metro staff working on bus stop issues, with the hope that one of the considerations used to determine which bus stop improved will be the use by transit dependent individuals, as specified in item # 23 in the FINAL Unmet Needs List. The E&D TAC requested that the bus stop improvement plan be discussed with the committee before final improvement plan is adopted.

**Action:** The motion (Kempf/Berkowitz) -- to send the list of improvements from the Pedestrian Working Group to Robert Cotter, Metro staff working with the Bus Stop Advisory Committee and extend an invitation to Metro staff for the August 2010 meeting to discuss the bus stop improvement process and receive input from committee members before the final priority is adopted on improvements -- passes with John Daugherty abstaining.

21. **Pedestrian Maintenance Report Update (oral) -- Pedestrian Safety Work Group Chair**

Veronica Elsea said that the Sidewalk Maintenance Report by the Pedestrian Working Group was presented to the Regional Transportation Commissioners at the June 3rd meeting and was well received with many good questions and input from Commissioners. She said that the Watsonville City Council representative requested a presentation and she feels that there will be more follow-up over the year. She feels that the report produced a very positive outcome.

Karena Pushnik voiced her thanks for the incredible job that Veronica did on her presentation. She said that Veronica was particularly effective in going through the report point-by-point relating to specific geographical areas to make the report relatable to the Commissioners.

Veronica commended the Pedestrian Working Group Committee members and offered that the Pedestrian Working Group would be available to speak to any other interested committee or group. Clay Kempf, along with his thanks to the group for what they accomplished, said that this report could be presented around the State to show what a citizen group can accomplish.

22. **Support H.R. 4722 Active Community Transportation Act of 2010 -- RTC Staff**

Karena Pushnik said that a federal bill was introduced in March 2010, H.R. 4677. The bill is in the early stages of the legislative process but said that the intent is to encourage a mode shift to active transportation options by providing priority funding to bicycle and pedestrian projects. She suggested that the bill be monitored and that the chair be authorized to send subsequent letters of support as the bill progresses, assuming that the intent is unchanged.

**Action:** The motion (Kempf/Berkowitz) -- to write a letter of support of the current bill and concept, and recommend that the RTC also write a letter of support -- passes unanimously.

23. **Adjourn -- 2:48pm**

Prepared by: Cathy Judd, SCCRTC Staff

5-4
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Note:

I:\FISCAL\TDA\MonthlyReceipts\FY10-11.xls

6-1
Sidewalk Safety and Accessibility report received:
The RTC received a report from the Pedestrian Safety Work Group, a subcommittee of the RTC's Elderly & Disabled Transportation Advisory Committee, on local jurisdiction and property owner responsibilities and practices regarding sidewalk maintenance. The report focused on sidewalks as part of the overall transportation system from the perspective of seniors and people with disabilities. Key findings include the importance of public education and outreach about homeowner responsibilities to keep sidewalks adjacent to their properties in compliance with American with Disabilities Act requirements, and processes for local jurisdiction oversight, tracking and monitoring.

Transportation Development Act (TDA) funding for senior/disabled transportation programs approved:
The RTC approved $51,754 in TDA funds for the Volunteer Center and $488,721 in TDA funds for Community Bridges for safety net transportation services primarily to low income seniors and people with disabilities. The Volunteer Center’s transportation program provided about 5,520 rides to 233 clients in FY 08-09 by 76 volunteer drivers. The TDA allocation will fund mileage reimbursement, insurance and administrative costs. Community Bridges, as the designated Consolidated Transportation Services Agency for Santa Cruz County, is responsible to ensure that specialized transportation services for seniors and people with disabilities are coordinated in a cost effective manner. Community Bridges provides medical transportation services, transportation to five senior meal sites, out of county transportation (formerly provided by the Red Cross) and rides for dialysis patients, in addition to administering the Taxi Scrip program.

Commuter Solutions events/ incentive programs announced:
The RTC’s Commuter Solutions program announced its new Cash for Carpools Program which provides a $25 gas card to commuters who form new carpools. Commute Solutions is also partnering with the Santa Cruz Metro Transit District on a “Dump the Pump” promotion on June 17th that encourages individuals to ride the bus instead of driving alone. Commute Solutions is hosting a Webinar for employers to be held June 24th from 10:15am-1pm at the RTC conference room titled “Boosting Morale, Performance and Savings via Compressed Work Weeks”. Information and RSVP is available at 831 460 3200.
Public Hearing on 2010 Unmet Specialized Transportation Needs held:
The RTC held a public hearing to solicit input on unmet specialized transportation and transit needs in the region. The Unmet Needs list will be used to assess and prioritize projects and programs as funding becomes available.

Upcoming RTC and Committee Meetings
Please check the RTC website [www.sccrtc.org] or call 831/460-3200 to confirm. Most agendas posted to the website 4 business days before the meeting.

Commission Meetings
Thursday, August 5, 2010, 9:00 am
Scotts Valley City Council Chambers
1 Civic Center Dr, Scotts Valley

Transportation Policy Workshop (TPW)
Thursday, June 17, 2010, 9:00 am
SCCRTC Offices
1523 Pacific Avenue, Santa Cruz

Budget and Administration/Personnel Committee
Tuesday, August 12, 2010, 3:30 pm
SCCRTC Offices
1523 Pacific Avenue, Santa Cruz

Bicycle Committee
Monday, June 14, 2010, 6:30 pm
SCCRTC Offices
1523 Pacific Avenue, Santa Cruz

Elderly/Disabled Transportation Advisory Committee
Tuesday, June 8, 2010, 1:30 pm
SCCRTC Offices
1523 Pacific Avenue, Santa Cruz
1220 41st Avenue Suite C, Capitola

Interagency Technical Advisory Committee
Thursday, June 17, 2010, 1:00 pm
SCCRTC Offices
1523 Pacific Ave, Santa Cruz

Public input on transportation issues is welcomed and encouraged. For more information, visit the SCCRTC web site at www.sccrtc.org or call 460-3200. Some Regional Transportation Commission meetings are televised countywide by Community TV of Santa Cruz. Consult www.communitytv.org or call 831-425-8848 for schedule and station information.
June 8, 2010

Robert Cotter, Fleet and Facilities Maintenance Manager
Santa Cruz Metropolitan Transit District

110 Vernon St.
Santa Cruz, CA 95060

RE: Early Input on Bus Stop Improvements

Dear Mr. Cotter:

The Elderly & Disabled Transportation Advisory Committee (E&D TAC) advises the Santa Cruz County Regional Transportation Commission (RTC), the Santa Cruz Metropolitan Transit District (Metro), and other service providers on transportation needs for people with disabilities, seniors and persons with limited means.

At their June 3 meeting, the E/D TAC approved the following actions relative to the Santa Cruz Metropolitan Transit District’s upcoming bus stop improvement efforts:

- Request that Metro staff and the Bus Stop Advisory Committee prioritize improvements based on high usage stops for seniors and people with disabilities, many of which are transit dependent. A list of high priority origins and destinations (based in part on usage by ParaCruz and Lift Line) is attached for reference
- Request that the Metro staff and Bus Stop Advisory Committee representatives attend the August 10 E&D TAC meeting to provide an update about the bus stop improvement efforts.
- Request that Metro staff and the Bus Stop Advisory work with the E&D TAC before the bus stop improvement expenditure list is finalized.

Sincerely,

A. John Daugherty, Chair
Elderly and Disabled Transportation Advisory Committee

c: Ciro Aguirre, Metro Operations Manager
April Warnock, Metro ParaCruz Manager
Tove Beatty, Metro Grants Contractor
June 8, 2010

Sam Farr, U.S. House of Representatives
District Office
701 Ocean St., #318
Santa Cruz, CA 95060

RE: Encourage Support of H.R. 4722 – Active Community Transportation Act of 2010

Dear Congressman Farr:

The Elderly & Disabled Transportation Advisory Committee (E&D TAC) advises the Santa Cruz County Regional Transportation Commission the Santa Cruz Metropolitan Transit District, and other partners on transportation needs for people with disabilities, seniors and persons with limited means.

At their June 3 meeting, the E&D TAC approved the following action:

Communicate support of the intent of H.R. 4722 to Federal lawmakers of the Active Community Transportation Act of 2010 to prioritize funding for pedestrian improvements. The E&D TAC supports improvements to the pedestrian network as a means to provide universal access to benefit all in the community. Improvements to pathways and the sidewalk network increase mobility options for seniors and people with disabilities, as well as improve access to transit.

Thank you for your consideration of this important transportation issue.

Sincerely,

A. John Daugherty, Chair
Elderly and Disabled Transportation Advisory Committee

cc: Santa Cruz County Regional Transportation Commission
RE: An Invitation from Federal Transit Administration (FTA) Administrator on the Anniversary of the Americans with Disability Act (ADA)

Dear United We Ride stakeholders,

As we mark the 20th anniversary of the Americans with Disabilities Act (ADA), it is important to recognize that despite the great progress we have made in improving the accessibility of America’s public transit systems, we have much work still to be done. Ideally, all of our transit systems would be fully accessible to all Americans. As we work toward this lofty goal, we must continue to recognize the necessity of paratransit services to provide essential mobility for those Americans who cannot currently use the bus or rail systems in their communities.

To that end, I would like to invite you to participate in a nationwide online dialogue about America’s paratransit services. This dialogue, hosted by Easter Seals Project ACTION, an FTA Technical Assistance partner, seeks your input about how paratransit service can be improved.

Please join me as we continue to improve accessibility and mobility across the nation. To join the dialogue, simply visit: www.easterseals.com/dialogue.

Peter Rogoff, Administrator
Federal Transit Administration

Forum open: July 26 - August 6
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Footnote: Line 9 includes both taxi and Lift Line costs and units of service combined. Lines 10 through 13 reflect Lift Line data only and excludes taxi costs and units of service.
PROGRAM REPORT to BOARD of DIRECTORS

Program Name: LIFT LINE / CTSA

Date of Board Meeting: 7/20/10

A. Services:

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<th>Apr</th>
<th>May</th>
<th>Jun</th>
<th>YTD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Current Year</td>
<td>09/10</td>
<td>5,632</td>
<td>6,392</td>
<td>5,593</td>
<td>5,517</td>
<td>6,147</td>
<td>8,800</td>
<td>8,866</td>
<td>9129</td>
<td>9863</td>
<td>7568</td>
<td>5097</td>
<td></td>
<td>78,724</td>
</tr>
<tr>
<td>Previous Year</td>
<td>08/09</td>
<td>7,411</td>
<td>6,998</td>
<td>6,012</td>
<td>6,798</td>
<td>5,029</td>
<td>5,428</td>
<td>5,001</td>
<td>5,445</td>
<td>5,239</td>
<td>5,493</td>
<td>5,264</td>
<td></td>
<td>64,118</td>
</tr>
</tbody>
</table>

Volunteers Update:

<table>
<thead>
<tr>
<th>Number Volunteers for the Month</th>
<th>5</th>
<th>Number of Volunteers Hours for the Month</th>
<th>142</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number Volunteers YTD</td>
<td>7</td>
<td>Number of Volunteers Hours YTD</td>
<td>510</td>
</tr>
</tbody>
</table>

B. Accomplishments:

C. Challenges:
DATE: June 25, 2010

TO: Board of Directors

FROM: April Warnock, Paratransit Superintendent

SUBJECT: METRO PARACRUZ OPERATIONS STATUS REPORT

I. RECOMMENDED ACTION

This report is for information only - no action requested

II. SUMMARY OF ISSUES

• METRO ParaCruz is the federally mandated ADA complementary paratransit program of the Transit District, providing shared ride, door-to-door demand-response transportation to customers certified as having disabilities that prevent them from independently using the fixed route bus.

• METRO assumed direct operation of paratransit services November 1, 2004. This service had been delivered under contract since 1992.

• Discussion of ParaCruz Operations Status Report.

• Attachment A: On-time Performance Chart displays the percentage of pick-ups within the “ready window” and a breakdown in 5-minute increments for pick-ups beyond the “ready window”. The monthly Customer Service Reports summary is included.

• Attachment B: Report of ParaCruz’ operating statistics. Performance Averages and Performance Goals are reflected in the Comparative Operating Statistics Table in order to establish and compare actual performance measures, as performance is a critical indicator as to ParaCruz’ efficiency.

• Attachments C, D, E, F, G: ParaCruz Performance Charts display trends in rider-ship and mileage spanning a period of three years. Graph G is a graphical display reporting use of sub-contracted taxi companies for each month.

• Attachment H: Current calendar year’s statistical information on the number of ParaCruz in-person eligibility assessments, including a comparison to past years, since implementation in August of 2002.
III. DISCUSSION

In the month of April 2010, ParaCruz rides dropped by 601 rides from March 2010, yet rose 153 rides from April of 2009. The drop in rides, from March to April, is the typical trend of ridership for this time of year.

The VOIP telephone system installation is completed for ParaCruz, and the reports are now available. However, fiscal ‘year to date’ statistics are not available for the remainder of this fiscal year, as the system was not in place at the beginning of this fiscal year.

IV. FINANCIAL CONSIDERATIONS

NONE

V. ATTACHMENTS

Attachment A: ParaCruz On-time Performance Charts
Attachment B: Comparative Operating Statistics Tables
Attachment C: Number of Rides Comparison Chart
Attachment D: Shared vs. Total Rides Chart
Attachment E: Mileage Comparison Chart
Attachment F: Year To Date Mileage Chart
Attachment G: Daily Drivers vs. Subcontractor Rides Charts
Attachment H: Eligibility Chart
### ParaCruz On-time Performance Report

<table>
<thead>
<tr>
<th></th>
<th>April 2009</th>
<th>April 2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total pick ups</td>
<td>7966</td>
<td>8119</td>
</tr>
<tr>
<td>Percent in “ready window”</td>
<td>93.37%</td>
<td>96.02%</td>
</tr>
<tr>
<td>1 to 5 minutes late</td>
<td>2.37%</td>
<td>1.59%</td>
</tr>
<tr>
<td>6 to 10 minutes late</td>
<td>1.47%</td>
<td>1.08%</td>
</tr>
<tr>
<td>11 to 15 minutes late</td>
<td>.80%</td>
<td>.59%</td>
</tr>
<tr>
<td>16 to 20 minutes late</td>
<td>.43%</td>
<td>.44%</td>
</tr>
<tr>
<td>21 to 25 minutes late</td>
<td>.25%</td>
<td>.09%</td>
</tr>
<tr>
<td>26 to 30 minutes late</td>
<td>.13%</td>
<td>.09%</td>
</tr>
<tr>
<td>31 to 35 minutes late</td>
<td>.08%</td>
<td>.02%</td>
</tr>
<tr>
<td>36 to 40 minutes late</td>
<td>.03%</td>
<td>.02%</td>
</tr>
<tr>
<td>41 or more minutes late</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(excessively late/missed trips)</td>
<td>.08%</td>
<td>.05%</td>
</tr>
<tr>
<td>Total beyond “ready window”</td>
<td>6.63%</td>
<td>3.98%</td>
</tr>
</tbody>
</table>

During the month of April 2010, ParaCruz received five (5) Customer Service Reports. Two of the reports were valid complaints. One (1) of the reports was a not valid or verifiable complaint. Two (2) reports were compliments.
### Comparative Operating Statistics This Fiscal Year, Last Fiscal Year through April 2010.

<table>
<thead>
<tr>
<th></th>
<th>Apr 09</th>
<th>Apr 10</th>
<th>Fiscal 08-09</th>
<th>Fiscal 09-10</th>
<th>Performance Averages</th>
<th>Performance Goals</th>
</tr>
</thead>
<tbody>
<tr>
<td>Requested</td>
<td>8695</td>
<td>8687</td>
<td>83,117</td>
<td>84713</td>
<td>8512</td>
<td></td>
</tr>
<tr>
<td>Performed</td>
<td>7966</td>
<td>8119</td>
<td>77,150</td>
<td>77921</td>
<td>7839</td>
<td></td>
</tr>
<tr>
<td>C cancel</td>
<td>18.54%</td>
<td>18.11%</td>
<td>17.95%</td>
<td>19.81%</td>
<td>18.53%</td>
<td></td>
</tr>
<tr>
<td>No Shows</td>
<td>2.09%</td>
<td>2.53%</td>
<td>2.66%</td>
<td>2.06%</td>
<td>3.05%</td>
<td>Less than 3%</td>
</tr>
<tr>
<td>Total miles</td>
<td>55,290</td>
<td>51,125</td>
<td>529,283</td>
<td>507,695</td>
<td>50,838</td>
<td></td>
</tr>
<tr>
<td>Av trip miles</td>
<td>4.97</td>
<td>4.97</td>
<td>4.91</td>
<td>5.09</td>
<td>5.16</td>
<td></td>
</tr>
<tr>
<td>Within ready window</td>
<td>93.37%</td>
<td>96.02%</td>
<td>94.0%</td>
<td>95.70%</td>
<td>95.16%</td>
<td>92.00% or better</td>
</tr>
<tr>
<td>Excessively late/missed trips</td>
<td>5</td>
<td>4</td>
<td>32</td>
<td>15</td>
<td>1.92</td>
<td>Zero (0)</td>
</tr>
<tr>
<td>Call center volume</td>
<td>6370</td>
<td>5673</td>
<td>60,177</td>
<td>Available July 2010</td>
<td>N/A</td>
<td></td>
</tr>
<tr>
<td>Call average seconds to answer</td>
<td>31</td>
<td>32</td>
<td>32</td>
<td>Available July 2010</td>
<td>N/A</td>
<td>Less than 2 minutes</td>
</tr>
<tr>
<td>Hold times less than 2 minutes</td>
<td>96%</td>
<td>95%</td>
<td>96%</td>
<td>Available July 2010</td>
<td>N/A</td>
<td>Greater than 90%</td>
</tr>
<tr>
<td>Distinct riders</td>
<td>805</td>
<td>812</td>
<td>1,671</td>
<td>1,692</td>
<td>810</td>
<td></td>
</tr>
<tr>
<td>Most frequent rider</td>
<td>56 rides</td>
<td>56 rides</td>
<td>305 rides</td>
<td>306 rides</td>
<td>49 rides</td>
<td></td>
</tr>
<tr>
<td>Shared rides</td>
<td>59.8%</td>
<td>60.7%</td>
<td>63.2%</td>
<td>60.3%</td>
<td>63.33%</td>
<td>Greater than 60%</td>
</tr>
<tr>
<td>Passengers per rev hour</td>
<td>1.93</td>
<td>2.33</td>
<td>1.99</td>
<td>2.27</td>
<td>2.16</td>
<td>Greater than 1.6 passengers/hour</td>
</tr>
<tr>
<td>Rides by supplemental providers</td>
<td>5.87%</td>
<td>11.05%</td>
<td>8.21%</td>
<td>12.60%</td>
<td>11.9%</td>
<td>No more than 25%</td>
</tr>
<tr>
<td>Vendor cost per ride</td>
<td>$23.85</td>
<td>$24.85</td>
<td>$22.82</td>
<td>$25.14</td>
<td>$24.85</td>
<td></td>
</tr>
<tr>
<td>ParaCruz driver cost per ride (estimated)</td>
<td>$23.29</td>
<td>$22.46</td>
<td>$24.34</td>
<td>$25.18</td>
<td>$23.46</td>
<td></td>
</tr>
<tr>
<td>Rides &lt; 10 miles</td>
<td>69.03%</td>
<td>70.03%</td>
<td>70.61%</td>
<td>69.88%</td>
<td>70.03%</td>
<td></td>
</tr>
<tr>
<td>Rides &gt; 10</td>
<td>30.97%</td>
<td>29.97%</td>
<td>29.39%</td>
<td>30.12%</td>
<td>29.97%</td>
<td></td>
</tr>
</tbody>
</table>
## Attachment H

Board of Directors  
Board Meeting June 25, 2010

### MONTHLY ASSESSMENTS

<table>
<thead>
<tr>
<th></th>
<th>UNRESTRICTED</th>
<th>RESTRICTED CONDITIONAL</th>
<th>RESTRICTED TRIP BY TRIP</th>
<th>TEMPORARY</th>
<th>DENIED</th>
<th>TOTAL</th>
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<tr>
<td>MARCH 2009</td>
<td>40</td>
<td>3</td>
<td>3</td>
<td>4</td>
<td>0</td>
<td>50</td>
</tr>
<tr>
<td>APRIL 2009</td>
<td>21</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>0</td>
<td>27</td>
</tr>
<tr>
<td>MAY 2009</td>
<td>45</td>
<td>4</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>50</td>
</tr>
<tr>
<td>JUNE 2009</td>
<td>44</td>
<td>9</td>
<td>1</td>
<td>0</td>
<td>2</td>
<td>56</td>
</tr>
<tr>
<td>JULY 2009</td>
<td>36</td>
<td>5</td>
<td>5</td>
<td>1</td>
<td>0</td>
<td>47</td>
</tr>
<tr>
<td>AUGUST 2009</td>
<td>28</td>
<td>4</td>
<td>5</td>
<td>3</td>
<td>1</td>
<td>41</td>
</tr>
<tr>
<td>SEPTEMBER 2009</td>
<td>33</td>
<td>2</td>
<td>4</td>
<td>4</td>
<td>0</td>
<td>43</td>
</tr>
<tr>
<td>OCTOBER 2009</td>
<td>28</td>
<td>8</td>
<td>8</td>
<td>5</td>
<td>0</td>
<td>49</td>
</tr>
<tr>
<td>NOVEMBER 2009</td>
<td>32</td>
<td>6</td>
<td>1</td>
<td>4</td>
<td>0</td>
<td>43</td>
</tr>
<tr>
<td>DECEMBER 2009</td>
<td>30</td>
<td>3</td>
<td>2</td>
<td>2</td>
<td>0</td>
<td>37</td>
</tr>
<tr>
<td>JANUARY 2010</td>
<td>35</td>
<td>1</td>
<td>6</td>
<td>4</td>
<td>0</td>
<td>46</td>
</tr>
<tr>
<td>FEBRUARY 2010</td>
<td>42</td>
<td>1</td>
<td>4</td>
<td>1</td>
<td>0</td>
<td>48</td>
</tr>
<tr>
<td>MARCH 2010</td>
<td>48</td>
<td>3</td>
<td>3</td>
<td>2</td>
<td>0</td>
<td>56</td>
</tr>
<tr>
<td>APRIL 2010</td>
<td>29</td>
<td>2</td>
<td>7</td>
<td>5</td>
<td>0</td>
<td>43</td>
</tr>
</tbody>
</table>

### NUMBER OF ELIGIBLE RIDERS

<table>
<thead>
<tr>
<th>YEAR</th>
<th>ACTIVE</th>
</tr>
</thead>
<tbody>
<tr>
<td>2005</td>
<td>5336</td>
</tr>
<tr>
<td>2006</td>
<td>5315</td>
</tr>
<tr>
<td>2007</td>
<td>4820</td>
</tr>
<tr>
<td>2008</td>
<td>4895</td>
</tr>
<tr>
<td>2009</td>
<td>5291</td>
</tr>
</tbody>
</table>
July 28, 2010

Santa Cruz County Regional Transportation Commission
Elderly and Disabled Transportation Advisory Committee
1523 Pacific Ave.
Santa Cruz, CA 95060

RE: Early Input on Bus Stop Improvements

The California Transit Commission has agreed to the allocation of STIP funds to METRO in the amount of $500,000 for Bus Stop Improvements. It is METRO’s intent to perform work on bus stops within the county realizing the need to improve, repair, and upgrade, in some instances, various bus stops. It is METRO’s intent to proceed with an approach that will maximize funding in order to address the most number of stops throughout the county in a manner that is equitable and meets Title VI guidelines.

METRO is in receipt of E&D TAC’s Pedestrian Safety Work Group Draft dated 2/23/09 outlining various stops that have accessibility issues. METRO’s Bus Stop Advisory Committee has reviewed the draft in conjunction with certain feasibility aspects to determine bus stops that can be improved based on those listings provided. However, it must be noted that METRO may improve bus stops, but cannot improve pedestrian accessibility to bus stops since sidewalks, curb ramps, cutouts crosswalks fall within city or county jurisdictions. Improvements for those items will need to be pursued with the respective jurisdiction.

Other aspects that may restrict the improvement of a bus stop are the upcoming service reductions and conditional requirements that would place the improvement of a bus stop as unfeasible or cost prohibitive. Cost prohibitions include aspects such as encroachments purchases, structural restrictions, state or local engineering requirements (Caltrans Bus Stop improvement requirements are exceedingly costly; City of Watsonville has adopted Caltrans Bus stop improvement requirements).
METRO looks forward in working with members of E&D TAC in reaching a mutually agreed upon approach in addressing some of the needs for Bus Stop improvements presented. METRO’s considerations for improving Bus Stops within the scope of this allocation are reflected below. A presentation to E&D TAC will be performed at the August 10, 2010 meeting providing additional information on the bus stops identified for consideration and improvements to be performed.

Ciro Aguirre
Manager of Operations
Santa Cruz Metro
Santa Cruz METRO
2010 Bus Stop Repair Project Information Sheet
07/28/10

Governing Principles

➢ Geographic Equitability/Social Justice: Repair/improvement projects must be demonstrably distributed as fairly as possible throughout the County.
➢ Selection of repair/improvement projects will involve input from all stakeholder groups and in consideration of the cost-prohibitive list of repairs (see below).
➢ Make as many repairs as possible, with the caveat that 2-3 major projects (> $20,000 per stop) be undertaken, preferably at high-use stops requiring ADA compliance for handicapped passengers.

Acceptable Types of Improvements

➢ Red curbs
  ➢ Adding them where they do not currently exist
  ➢ Repainting red curbs which need a new coat of paint
➢ Solar lights
  ➢ Standard solar lighting
  ➢ Standard solar lighting with flashing beacon
➢ Benches
  ➢ Replacing old benches
  ➢ Repairs to benches that are broken or damaged
➢ Shelters
  ➢ Maintenance to existing shelters
    ➢ Repairing roofs and screens
  ➢ Adding new shelters at high frequency stops as space and legal requirements allow

110 Vernon Street, Santa Cruz, CA 95060
www.scmtd.com
13-3
Cost Prohibitive Improvements for this Funding

➢ Meeting Caltrans standards for State Highways
  ➢ Highways 1, 9, 236, and all of Watsonville
➢ New ADA-Compliant Stops/Shelters
  ➢ Will select 2-3 ADA projects from list based on stakeholder input and repair/improvement feasibility.
➢ Encroachment needed and/or right-of-way purchase and/or "path of travel"

Preliminary Budget

➢ Approximately $100,000 - $150,000 in labor, $350,000 - $400,000 in construction supplies. This grant only covers construction-related costs, no "spare parts" or equipment.

Prepared by Tove Beatty & Clair Fliesler
COMMUNITY BRIDGES
LIFT LINE
PHONE: (831) 688-8840    FAX: (831) 688-8302
236 Santa Cruz Avenue, Aptos, CA 95003
www.communitybridges.org

EXECUTIVE SUMMARY
Mobility Outreach and Education Project (MORE)

Lift Line, as the designated Consolidated Transportation Service Agency for Santa Cruz County, coordinates and directly provides paratransit transportation for low income seniors and disabled residents of the county through various programs funded by local, state and federal funding sources. Lift Line is a bilingual, bicultural transportation service program providing and coordinating transportation for the elderly, disabled, low income population of Santa Cruz County. Lift Line, a division of Community Bridges, has provided transportation services to the special needs community since 1978.

Community Bridges is a family of eight health and human service programs which are supported by centralized governance and administration. The broad reach and integrated structure of our organization enables Community Bridges to efficiently and effectively address community needs.

As identified by the Santa Cruz Regional Transportation Commission's Transportation Funding Task Force assessment, many of the transportation needs of seniors and disabled individuals are unmet. In addition, low-income residents, many of which live in remote and rural areas, and non-English speaking residents are underserved. In order to better provide transportation needs of underrepresented populations, Community Bridges- Lift Line proposed to implement the Mobility OutReach and Education (MORE) Project.

Through the MORE grant, Lift Line conducted outreach forums and gathered information from underserved residents and identified their transportation needs. With that information, Lift Line is actively addressing new ways of providing transportation for the special needs community. As a continuing effort to brand the "MORE" project target populations, Lift Line has also committed to promoting accessible transportation through the MORE grant by advertising in local print media with print advertising through February 2010.

Reference materials attached to this report document Lift Line's public workshops and meetings during which discussions with local officials, community leaders and stakeholders were held to review and discuss options and objectives to enhance mobility for underserved residents of the community.

In addition to public workshops and meetings, outreach information regarding the MORE grant project was shared using public service announcements, flyers, mailings, emails and telephone calls, as well as the above-mentioned print advertising.

Unconventional settings were also used to provide outreach and gather data from the underserved target population in order to further discuss and review transportation needs, mobility, reliability, safety, and efficiency of currently available transportation systems. Because many of the follow up meetings were unexpectedly held in private homes arranged by participating residents, distribution of the metro bus transportation vouchers described in original grant funding language was an expense that was not incurred.

The MORE Grant Project provided an opportunity to further identify our mission to improve mobility and quality of life to the residents of Santa Cruz County. Attached to this summary report is documentation that provides methodology and guidance for increasing the involvement of target population and to further address specific transportation needs as outlined in the MORE grant project.
Santa Cruz County Regional Transportation Commission  
(Community Bridges Lift Line/CTSA)

Mobility Outreach & Education (MORE) Project  
Final Report

What Was the Need?

The Santa Cruz County Regional Transportation Commission conducted a county wide Transportation Funding Task Force (TFTF) and identified several areas of unmet needs for low-income, senior and disabled residents. Through extensive outreach, the TFTF project solicited and received a flood of ideas from the community about transportation problems and possible solutions through community meetings and a workbook available in public forums and on-line and through direct meetings with Task Force members. However, the needs of seniors and disabled individuals were significantly underrepresented in the TFTF outreach mechanisms, in many cases simply because people lacked the financial resources, were unable to obtain specialized rides necessary to attend the workshops, did not have the computer skills necessary to work online or because the workshops were held at night.

Our community has many of the same unmet needs as other communities, especially specialized transportation needs, and these are expected to increase as the population spike known as the "baby boomers," age. Between 1990 and 2020, Santa Cruz County population over 85 years old is expected to increase substantially. California’s 65 and over population will more than double by 2030, with expectations that specialized transportation needs increase considerably to support seniors who cannot drive anymore.

What Was Our Goal?

The goal of the MORE project was to identify the transportation needs of low income, non-English speaking, underserved, elderly and/or disabled groups, as well as residents in hard-to-serve rural areas. The plan was to conduct community outreach and gather data to identify the transportation needs and methods to improve the mobility, reliability, safety, and efficiency of our current systems.

This project was initiated to create three outcomes:
- Identify unmet transportation issues, if any, for the underserved population, seniors and disabled residents.
- Collaborate with neighborhood planning groups to gather input on final recommendations.
- Develop a set of "best practices" for increasing ways to involve these specific culturally diverse, underserved seniors and disabled residents in the MORE local planning effort.

What Did We Do?

The initial plan for outreach was to coordinate with identified community based groups and organizations at churches, community centers, and family resource centers to arrange follow up meetings. This proved to be one of the easier tasks, but was very time consuming. We conducted six speakers bureau training to volunteer bi-lingual residents, who offered to assist at the meetings and help with phone call. (Attachment A-1, D-1, D-2)

Lift Line provided the transportation to and from several of these locations because these residents were in need of specialized rides above and beyond that are mandated by the ADA, i.e. over sized mobility devices, critical on-time transportation needs and origins/destinations outside of Metro Para Cruz service area. Transportation for this type of one-on-one, individual service is considerable higher than transporting residents in groups.
Simultaneously while conducting the MORE study, Lift Line also used already available outreach tools to make connections with organizations, stakeholders and several task force groups. Disappointingly, due to federal level statutes, regulations, and policies, many transportation and human service grant programs funds are restricted to certain service types and they have also been impacted by federal and state budget cuts. As such, many entities did not have the available funds to delegate agency representatives to assist with the MORE outreach process.

Our plan shifted to going directly to the groups that were identified through phone calls to identify the needs per a grant through Agriculture Workers Transportation Program (AWTP) study. Remarkably, the outcome of these calls brought staff into a series of community meetings at a south county Quick Stop, where the store manager coordinated evening meetings after the store closed. As an outcome of the meetings held at Quick Stop -- during which we provided handouts, MORE questionnaires, and an emergency information form -- Lift Line staff were invited into homes of residents, many of whom were sharing housing with several families. Lift Line was completely trusted by the residents because their own family members, friends, roommates, and co-workers were helping us coordinate the meetings. During the course of these 139 in-home meetings, Lift Line personnel provided Spanish bi-lingual/bi-literate assistance to review the questionnaire with those present. This resulted in identifying several targeted transportation needs as well as legal and human service needs. Some of these issues are outlined in the following unmet needs assessment. (Attachment A-1 B-1, B-2, D-1, D-2)

When we conducted forums at locations such as Potter’s House ~ Casa del Alfarero, the majority language was an indigenous Oaxaca language and a local pastor translated. We additionally provided both English and Spanish translation services to keep up with the conversations/questions and to keep the sessions efficiently flowing. This same process was used at locations that we were invited to attend where Japanese, Portuguese and other non English languages were spoken. (Attachment A-1, D-1, D-2)

During this stage of the process flyers were not widely distributed as projected because outreach was done through personal invitations issued by Lift Line staff to local residents for neighborhood meetings at private homes. This personal approach eliminated the need to use public transit vouchers. The community of Pajaro is out of the Metro and ParaCruz fixed routes service area. Also, many residents who attended the meetings at night have disabilities or age related an issue which makes them feel unsafe and uncomfortable waiting in the dark, for an hour for a ParaCruz will-call. This resulted with increased staff time, which is reflected in the attached worksheet (Attachment A-1). At these gatherings it was identified that many people could not come together to meet, and we were given their names and phone numbers to call them at a time the resident indicated they would be available. These calls were made at their convenience and helped create and build a culturally respectful relationship between community members and our staff. Throughout this several month project period, we attended meetings and gatherings frequently and received MORE and AWTP questionnaires daily. Lift Line is still being asked to come back to update community members on the outcome from the meetings and their responses to the MORE and AWTP based questionnaire. Lift Line conducted over 150 neighborhood site meetings and another 122 informational and outreach meetings at local service organizations, appointed commissions, government representatives and human service programs (Attachment D-1)

We developed and implemented a PSA Campaign and conducted several “blitzes” of information through radio, newspaper, and our local cable television stations. Most of our local radio (and television?) stations ran free public service announcements. Unfortunately, the stations do not track this information and so we were unable to capture for analysis where the message was received. The MORE team was remiss in requesting feedback to identify where residents heard about the MORE project. This was a hard learned lesson in this part of the MORE project. (Attachment D-1. C-1, C-2, C-3, C-4)
What Did We Learn?

The customer base of transportation services has expanded greatly. Due to demographic shifts, changing job markets, increased pressure to find alternatives to the single occupancy vehicle and suburban and exurban land use patterns, the transportation needs of the population have changed and increased.

We found that the characteristics of travelers we spoke to include people with disabilities as well as low-income individuals. These groups are interested in using more independent modes of transportation services as well as improving the current system. Several of our workgroups felt generally the transportation services are sometimes fragmented and/or duplicative creating inefficiencies for customers and extra costs for programs needing transportation. Additionally, some of our transit and paratransit services stop at jurisdictional lines, due to funding restrictions and not connect with other modes or jurisdictions.

Professionals in transportation services as well as human services have been able to create transportation options to meet some of the needs of these consumer groups. We all agreed that there is a need to put the pieces of this puzzle together to create a coordinated network of rides that are available for those who need them. Mobility management addresses this need in a relatively non-threatening manner for both traditional public transit and other paratransit and specialized transportation.

Key Issues and Comments from Participants:
- “ParaCruz doesn’t have a vehicle to fit my mobility device.”
- “Public transportation buses don’t come on time, including ParaCruz”
- “When I use METRO or ParaCruz and get to my Dr. Appointment late, the doctor’s are really strict and won’t see me, then I have to wait for my scheduled pick up to go home. It is really hard on me with my medical issues, and I have to pay for the late ride or get a no show by my name”
- “I make too much money (to qualify) for Lift Line”
- “Allow us to transport baggage such as grocery bags, small suite case”
- “Paratransit riders are looked at as low income, we feel we are looked at as differently”
- “I am permanently disabled but my real disability is income”
- The round trip cost of ParaCruz ($6) is expensive for many people on a fixed income.
- “Translation assistance needed for non-English speaking such as Japanese, Chinese, and Oaxaca residents.”
- Coordination of general transportation needs
- Need help with on-line grocery orders (also provide subsidy of delivery charges for eligible residents) or other services that help avoid trips altogether
- Senior living communities “Neighborhood Shuttle” coordination. (See Improvement Request section below for details.)
- Need “One call” center for centralized information or travel training for transportation modes other than on public transportation, such as accessibility for various mobility devices to maneuver around shopping centers, medical centers or construction areas.

Unmet Needs: (Some of these needs are also on the County Unmet Needs list)
- Reliable Veteran’s transportation to out of county medical appointments. At this time Santa Cruz shares a mini-van with the northern bay area, this van is old an not reliable and breaks down often, it is also driven by volunteer drivers who often are sick or can not provide service on regular basis. On March 2, 2007 the Under Secretary for Health sent a letter to all Veterans office asking them to coordinate with member agencies of the
federally assisted grantees to participate and coordinate with local human service agencies with regards to transportation.

- Availability of transportation services for special needs children attending school. Local school districts have their own buses, not enough to pick up all the students who need a specialized van to get to school on time, the families shared with us, and their children don’t like any more attention drawn to them. Also, schools do not cross district boundary lines this leaves students in foster care, or attending schools out of their district without specialized transportation.

- Availability of county residents who are out of the service area to access our public transportation, including ParaCruz specialized transportation, on weekend to in county medical appointments

- Reliable, safe transportation for farm agriculture workers.

- Transportation for early job hours for day laborers

- Continuing need for accessible paths for mobility devices in bike lanes, parking lots and sidewalks, in the county

- Reliable assistance at destinations such as “door to door” as well as currently needed for riders who need help inside a medical facility from floor to floor. (Volunteers)

- Reliable trained medical advocates, to assist with communication at medical appointments, keeping notes, helping with paperwork, etc.

- Reliable and continuous Paratransit service to cross county boundaries such as into Santa Clara County, or Monterey.

**Unmet Need Workshops for Seniors to:**

- Assist individuals to maintain healthy lifestyles that will prolong their ability to drive safely

- Provide better outreach so residents know about the AARP Safe Driving class for seniors

- Help individuals make decisions about when to change driving habits or stop driving

- One Call Center would make it easier to coordinate rides for personal and medical appointments

- Create a wallet size card with one number to call for a ride. No matter where the rider goes they could call this number.

- Create a program where people can sell or donate their cars in exchange for a pre-paid “smart card” for specialized transportation rides.

- Allow paratransit services to bill private insurance directly for medical transportation. (It was identified that insurance is available for specialized transportation though, Lift Line has not done a full analysis on this process.

- Establish specialized van for shared rides such as a daily shuttle from senior living communities for shopping, church and events. Drivers could be trained community volunteers

- Promote information about the Volunteer Center Transportation Program

- Reimburse volunteers for driving individuals to the doctors, events or grocery shopping in personal vehicles.

- Revoked license program perhaps a one month bus pass and new training for a person whose license was unexpectedly revoked

**Improvement requests for better Public Transportation:**

- Public transportation buses don’t come on time, including Para Cruz

- Expand hours of public transportation service
• Expanded transportation hours to accommodate work hours of farm laborers
• Expand geographic service area
• Lower the cost of public transportation
• Expand existing Emergency Ride Home (ERH) programs -- in which employees, at some participating work places, who can use transit can receive taxi voucher in case of an emergency -- to seniors, people with disabilities and low income individuals using transit
• Reliable taxi service for scrip users
• Assist in coordinating community "Neighborhood Shuttles" where a bus goes in a more local loop on specific days to the store, mall, medical facilities

Results and Best Practices

The objective of the initial outreach process was to take community input from residents, and based on their unmet transportation needs, create a county wide and neighborhood MORE (Mobility Out Reach and Education) Program. This project will aid local transportation committees to identify the need for establishing jurisdictional North, Central and South County Mobility Management Centers or one single center.

As identified in the workshops unmet needs analysis, the residents and their families who participated in this study referenced a similar county program the Child Care Switchboard where people call for any questions in reference to child care centers. An easily accessible center would provide easy access for one-stop or central information points so clients can find out about and receive help with referrals to transportation options available to them. Some of the residents stated they would be willing to add a one fourth percent property tax increase to support the mobility needs, included in the study, to prepare for future transportation needs of the community as a whole. However please note, that many of the residents who participated in the study are not homeowners. The Mobility Management Centers, as an ongoing process, would identify ways to improve mobility, accessibility, reliability, safety, and/or efficiency of the transportation system for low-income, seniors and people with disabilities.

An important next step would be to educate residents on how to access these choices of transportation services and to be aware of the processes. Additionally, further research is needed from other mobility management centers to determine the best practices to best meet needs of this community.

The MORE data will provide a look at creative approaches to resolving these fragmented systems to a more seamless network with a customer-focused mindset. The information and graphs developed for this study can be used to help implement Mobility Management Centers. This new approach will improve efficiency in County transportation services to this study’s targeted population. Clearly, the need for transportation for target special groups will be an on-going issue, especially while needs will continue to grow due to our aging population and funding remains constrained.

In addition to the recommendation to pursue Mobility Management Centers, the following changes, that were identified through the MORE processes, have already been implemented:

• As of September 2009 the local Red Cross and Lift Line, as the CTSA, consolidated duplicate services in dispatching and coordinating out of County medical transportation.
• Another new initiative that arose from the MORE outreach was the development, production and distribution of magnets for participants to senior dining sites with the transportation services phone number. This allows the seniors to schedule their rides directly and not go through the meal sites. as a third party.

MORF Final Report
• While the Veterans Administration was able to provide limited transportation to facilities in Palo Alto, one need that was clearly identified through the MORE process was the lack of transportation for veterans to the facilities in Monterey County. Lift Line was able to secure a combination of operational funding through the Monterey Peninsula Foundation and the Section 5317 for this needed service. The local Veterans Administration is providing staff support for this operation.

• Development of the Out of County Volunteer transportation program to address needs such as: same day surgery, non-life threatening procedures, medical transportation for "sedated" individual residents, and specialized transportation for low income residents. It is currently illegal for taxi's to provide this type of transportation.

• With the completion of the MORE study, the next goal is to present the analysis to local transportation committees to determine the next steps for developing a Mobility Management Center (MMC). As outlined in this Executive Summary, this MMC would be a center coordinating transportation services with multiple programs and providers to provide a reliable and consistent customer service experience, thereby increasing ridership satisfaction. This center would facilitate the education of riders about travel options and encourage them to self-select the most appropriate mode of transportation.

• An additional outcome of the MORE project is a that a potential 211 Center for Santa Cruz County is actively being considered by community leaders and Lift Line/CTSA is an active supporter and helping to seek funding sources with the Santa Cruz United Way as the lead agency. This project may be integrated with the MMCs.

• The MORE collaboration and outreach efforts have led to new partnerships and increased awareness of the needs of the MORE target population. Through the MORE name branding new contacts and partnerships have begun with the Palo Alto Medical Foundation, Local and National United Way, American Cancer Society, and the Salinas Valley Alliance for Cancer Care. Lift Line/CTSA is currently working with these groups to discuss a health services transportation collaboration to eliminate duplicative services and develop a cohesive, in and out of, medical transportation service for Santa Cruz County to and from hospitals in other counties.
June 14, 2010

Karena Pushnik, Senior Transportation Planner  
SCCRTC  
1523 Pacific Avenue  
Santa Cruz, CA 95060-3911

RE: Agricultural Workers Transportation Program Report  
Summary Narrative-Contract #64A0158

**Task 1.1:**

Public stakeholders outreach and data gathering was achieved through various methods applied and used starting July, 2008 through August, 2009.

All of the same methods were used for the MORE Study, which includes the same grouping, outreach target groups and stakeholders as the AWTP. The Santa Cruz County Farm Bureau was the key stake holder and helped us to identify the best outreach procedure. Staff identified and met with wine, flower, berry, apple and vegetable growers and their workers to discuss the unmet transportation needs. See attachment A.

**Task 1.2:**

Outreach to all local agricultural associations, including farm labor contractors, and the Santa Cruz County Farm Bureau was conducted by meetings, telephone calls and electronic research. See attachment B.

Meeting with the stakeholders identified above were held to gather their input, discuss their resources, and ask for guidance to identify and categorize farm worker transportation needs. Staff conducted a presentation outlining how a Vanpool program would work. See Attachment C.

**Task 1.3:**

A survey was created and distributed through the stakeholders groups to gather transportation needs feed-back. The creation and distribution of surveys and outreach information was done in tandem during the work performed for the MORE project. See Attachment D.

**Task 1.4:**

Commute patterns of the workers were gathered to determine the distances between their residences and work locations, as well as where and what time of year they work with which of our area’s various crops, for both during harvest and packaging tasks.

Determination of crops and fields in production at during the year was provided by the Santa Cruz County Farm Bureau, “Country Crossroads” farm trails map, which provides

14-9
harvest information by season and crop of the majority of the human consumable crops grown in the county. See Attachment E.

Task 1.5:

A draft operational plan binder was completed for implementation of the Agricultural Workers Vanpool program for our respective area, however, the funding cycle for this program ended before we could submit our final findings. This binder is available for review on request.

Task 1.6:

Estimated capital and operating costs have not been calculated due to the program funding ending. Lift Line would anticipate, though with renewal of grant funding for a AWTP that capital and operating costs would include at least 3 fifteen passenger vans, and 3-4 full time staff, transit coordinator and office staff, as the hours of service would include both weekdays and weekends, and span more than a regular 8-hour shift. The initial annual costs for operating AWTP could be projected at $125,000.00. This cost is based on estimate of the initial vehicle purchase and vehicle support GPS and start up costs. Once the AWTP gets started the monthly riders fees would support operational costs such as fuel, maintenance costs, administrative overhead, full time driver, plus benefits.

Research has shown that it is common for 70% of agricultural workers to pay at least $5.00 per day for transportation that is often unsafe and unlicensed. Potential operating costs for an AWTP could then in theory be offset by charging the workers a similar fee based on mileage, with the benefits being that they are being transported by a certified, licensed and trained driver in a safe and reliable vehicle.

Task 1.7:

The need for safe and reliable Agricultural Workers Vanpool program is clearly an issue that is of major concern in agricultural communities, throughout California, further communication and strategy meetings need to be held with local growers, producers, packagers. Advice, guidance and help from the local Santa Cruz County Farm Bureau, the County Agricultural Commissioner, the U.C. Cooperative Extension Farm Advisor, the State Department of Agriculture, U.S. Department of Agriculture, as well as other agricultural associations and businesses would be necessary to secure safe, reliable transportation for workers who don’t have the ability, money or language skills to provide their own transportation.

While riding and/or driving, agricultural workers face significant safety issues for themselves and others on the roadways. To begin with, drivers that do not have training or insurance create serious financial and physical risk to themselves and other drivers. And the practice of having overcrowded and overloaded vehicles creates unsafe conditions for all vehicles on the roads. These factors establish a need for alternative transportation choices for farm workers.

Due to the nature of farm work, typical driving alternatives are not viable options. Farms and ranches are too far away and spread out for workers to walk or bike. Many workers
live in rural and/or specialized housing, and it would be very difficult for transit to pick up workers at housing areas. Even if transit did go to certain housing areas, the workers’ destinations provide challenges: locations can vary by the day as seasons and crop needs change, fields are often far apart, and farms and ranches are spread throughout the vast rural areas. Additionally, as the needs of the farms change, so do the hours that agricultural workers work. It would be difficult for transit to provide service at all the needed hours during the week and on weekends. The lack of safe transportation for agricultural workers has led some agencies to provide alternatives, such as providing their own transportation vehicles at their farms or facilities. One of the suggestions that was heard over and over again was a need for a “feeder van(s)” to pick up workers in certain areas and bring them to the large buses that currently transport some workers to the fields. A concern that was brought up at several of our meetings was that workers from other cities, 50 miles away, are already coming to work in local fields. Along with the decline in growers, workers who live in Santa Cruz County are afraid they will not be able to work and live in the area. Workers shared they felt this would increase territorial gang wars.

**Task 1.8:**

Approval from SCCRTC Board will not be sought as final implementation of the planning phase of this program ended August, 2009, and Lift Line has been advised that this program funding has ended. It is our understanding that AMBAG received a AB2766 Grant from the Monterey Bay Air Quality Control District to implement an agricultural transportation program.
B&R Farms
5280 Fairview Rd
Hollister CA 95023
(831)637-9168 Fax: (831)637-4116
Mari Rossi

Amycol, Inc.
553 Mission Vineyard Rd
PO Box 1360
San Juan Bautista CA 95045
(831)623-4586 Fax: (831)623-4128
Robert Pitts

Hain Ranch Organics
608 Bolado Road
Tres Pinos CA 95075
(831)628-3390
Paul Hain

Palcines Ranch
PO Box 8
Palcines CA 95043
(831)628-0288 Fax: (831)628-0289
Leticia Hain

San Benito Foods
711 Sally Street
Hollister CA 95023
(831)637-4434 Fax: (831)637-7890
Steve Arnoldy

Tanimura & Antle
10001 Fairview Road
Hollister CA 95023
(831)455-3650 Fax: (831)455-3910
Jennifer Dassel

McAbee Feed
71-A McCloskey Rd
Hollister CA 95023
(831)637-0900 Fax: (831)637-0981
Mr. Richard McAbee Jr.

SBC Farm Bureau
530 San Benito St Ste 201
Hollister CA 95023
(831)637-7643 Fax: (815)366-7902
Mindy Sotelo, Executive Manager

Roudon-Smith Vineyards Inc.
2364 Bean Creek Road
Scotts Valley, CA 95066
(831) 438-1244 Fax: (831) 438-4374
Annette Hunt

Dole Fresh Vegetables
2959 Monterey-Salinas Highway
Monterey, CA 93942
(831) 641-4400 Fax (831) 641-4418

County Essence Flowers
309 Peckham Road
Watsonville, CA 95076
(831) 722-4549

Valencia Creek Farms (flowers)
1595 Valencia Rd
Aptos, CA 95003
(831) 882-2345

Pajaro Valley Greenhouses
309 Peckham Rd
Watsonville, CA 95076
(831) 722-4549

Borina Orchards
212 Riverside Rd
Watsonville, CA
(831)728-0263

Garroulte Farms
739 E. Lake Ave. #1
Watsonville,CA 95076
(831) 722-6965 Fax: (831) 768-9091

Royal Oaks Farm
Watsonville, CA 95076
(831) 722-4113 Fax: (831) 722-4421

Sun Valley Berries
Watsonville, CA 95076
(831) 724-0122 Fax: (831) 724-0125

Gizdich Ranch
55 Peckham Rd.
Watsonville, CA 95076
(831) 722-1056 Fax (831) 722-2458

Martinelli & Co
227 E. Beach St.
Watsonville, CA 95076
(831) 724-1126 Fax: 724-2910
# AWTP OUTREACH SITE DATA
## Attachment B

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Page 1
## MORE OUTREACH DATA

### Attachment C

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<td>Aptos Chamber of Commerce</td>
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<td>Borina Orchards</td>
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<td>Garrouste Farms</td>
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<td>Glaum Egg Ranch</td>
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<td>See Directory</td>
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<td>Sun Valley Berries</td>
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<td>Mid-County Senior Center</td>
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| Total | 398  | 7    |

Page 1
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<td>County Office of Education</td>
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<td>David and Lucile Packard Foundation</td>
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<td>Dominican Hospital</td>
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<td>First 5 Santa Cruz County</td>
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<td><strong>(pending for autumn decision)</strong></td>
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<td>Schools Plus</td>
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**United Way of Santa Cruz County Corporate and Individual Donors**

- Applied Survey Research                                                  | 500.00  |
- George Bunch                                                              | 200.00  |
- Helen Isherwood                                                           | 1,000.00|
- PG&E                                                                     | 5,000.00|
- Plantronics                                                               | 4,500.00|
- Robert Hallbauer                                                          | 1,000.00|
- Rowland & Pat Rebele                                                      | 2,000.00|
- Seagate                                                                  | 1,500.00|
- UWCA                                                                     | 14,791.00|

**Total**                                                                  | **138,141.00**
Eshoo bill would extend 211 service across the country

By Sean Maher - Bay Area News Group

Posted: 07/08/2010 01:30:33 AM PDT

A free phone-referral system matching people in distress with the social services they need could expand to serve the entire country if Congress approves it this year.

The 211 service was launched in the San Francisco Bay Area in 2008 and works in a similar fashion as 411 and 911. The system started in Santa Cruz County on July 1 at a cost of $143,000 a year.

Callers are screened and connected to a host of social services, including mental-health programs, domestic-violence shelters, emergency housing and substance-abuse counseling.

Across the Bay Area, operators took nearly 150,000 calls in 2008 and more than 200,000 calls in 2009. Calls thus far in 2010 are up about 8 percent.

The service reaches only about two-thirds of the United States currently, and fewer than half of the counties in California, officials said. A bill by Rep. Anna Eshoo, D-Palo Alto, who represents a portion of Santa Cruz County, would authorize $100 million per year through 2014 for grants to support the service, but those grants would have to be matched by current providers such as nonprofits and local governments, Eshoo said.

In the Bay Area and Santa Cruz County, the 211 service is supported by the United Way.

Mary Lou Goeke, head of the Santa Cruz County chapter of the United Way, stressed the importance of finding federal funds to ensure the system’s existence years down the road.

"It's really important in helping people find the social and health services they need and refer them to the right organization," Goeke said. "It has a real utility for government, especially in times of disaster."
The county's 211 system has been funded by the local governments and private donors, including Plantronics, PG&E, Seagate and several individuals.

Eshoo urged residents Wednesday to call their elected officials and demand that Congress vote on the bill, which has enough sponsors to pass but could expire if it's not voted on this year.

"We use it for every single thing we do," said Dawn Valadez, development director at Davis Street Community Center, a clinic in San Leandro that offers a range of services including child care, emergency food and clothing, housing, medical help and employment training. "It's really changed the way in which both families and clients access services, as well as how service providers are able to connect with each other.

"I've been a social worker for 20 years and I really feel like it's revolutionized the way I do my work," Valadez added.

Sentinel staff writer Shanna McCord contributed to this story.
United Way of the Bay Area - 2-1-1

Search for Services

2 Locations offering services for
Housing, Shelter and Transportation: Transportation Services
serving Santa Cruz
Providers located in Santa Cruz.

SANTA CRUZ COUNTY REGIONAL TRANSPORTATION COMMISSION
Provides leadership in improving transportation infrastructure, allocating funding, making policy recommendations and educating businesses and the public on alternative modes of transportation including carpooling, bicycling, walking, public transportation and telecommuting

1523 Pacific Avenue
Santa Cruz, CA 95060
(831) 460-3200 Main
(831) 429-7665 Intake Commute Solutions
(831) 460-3215 Fax

Santa Cruz

More info: COMMUTE SOLUTIONS

Other providers listed in city order.

STATE OF CALIFORNIA DEPARTMENT OF MOTOR VEHICLES
Registers vehicles, licenses drivers, issues identification cards, maintains driving records and regulates vehicle manufacturers, dealers, distributors and dismantlers

2415 - 1st Street
Sacramento, CA 95818
(800) 777-0133 Main

Sacramento

More info: CONSUMER SERVICES

The community resource directory information is up-to-date to the best of our knowledge. However, you should always call the provider to confirm this information and make an appointment. Be sure to confirm payment information with the provider, if payment is required.

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HOME | ABOUT 2-1-1 | SEARCH 2-1-1 | SERVICE PROVIDERS | HOW TO HELP | CONTACT

http://www.refersoftware.com/uwba/MatchList.aspx?c;Santa%20Cruz;5955;;N;0;42605;H... 7/16/2010
United Way of the Bay Area - 2-1-1

Search for Services

8 Locations offering services for
Housing, Shelter and Transportation: Transportation Assistance Services serving 95060
Providers are listed by distance.

HOMELESS SERVICES CENTER
Provides coordinated emergency and transitional services for homeless individuals and families, enabling them to achieve self-sufficiency

115 Coral Street
Santa Cruz, CA 95060
(831) 458-6020 Main
(831) 316-5010 Fax

Santa Cruz
1 mile

More info: HOMELESSNESS PREVENTION SERVICES

SANTA CRUZ COUNTY HEALTH SERVICES AGENCY PUBLIC HEALTH DEPARTMENT HSA
EMERGENCY MEDICAL SERVICES

1080 Emeline Avenue
Building D
Santa Cruz, CA 95060
(831) 454-4120 Main
911 Main Emergency

Santa Cruz
1 mile

More info: EMERGENCY MEDICAL SERVICES EMS

AMERICAN RED CROSS - SANTA CRUZ COUNTY CHAPTER

2960 Soquel Avenue
Santa Cruz, CA 95062
(831) 462-2881 Main
(831) 462-5996 Fax

Santa Cruz
4 miles

More info: DISASTER PREPAREDNESS, RESPONSE AND ASSISTANCE SERVICES

VALLEY CHURCHES UNITED MISSIONS
Provides food, emergency utility and rental assistance to residents of Scotts Valley and San Lorenzo Valley

9430 Highway 9
Ben Lomond, CA 95005
(831) 336-8258 Main
(831) 336-8454 Fax

Santa Cruz
7 miles

More info: FOOD SERVICES

COMMUNITY BRIDGES LIFT LINE
Provides and coordinates accessible transportation for individuals with disabilities

236 Santa Cruz Avenue
Aptos, CA 95003
(831) 425-1558 Main
(831) 688-8302 Fax

Santa Cruz
10 miles

More info: SENIOR & DISABLED ADULT SERVICES

THE WORLD LIFE FOUNDATION
Provides information about rare metabolic diseases and makes arrangement of air/ground transportation for patients to go to

http://www.refersoftware.com/uwba/MatchList.aspx?c95060;;0;;N;0;42604;Housing,%20...

7/16/2010
treatment
PO Box 571
Bedford, TX 76095-0571
(800) 289-5433 Main
(817) 285-0216 Fax

More info: TRANSPORTATION SERVICES

AMERICAN KIDNEY FUND
Provides information on kidney disorders and offers financial assistance to dialysis and kidney transplant patients in need
6110 Executive Blvd, Suite 1010
Rockville, MD 20852
(800) 638-8299 Main
(301) 881-0898 Fax

More info: MEDICAL & DENTAL EXPENSE ASSISTANCE

MODEST NEEDS FOUNDATION
Offers temporary financial assistance to eligible low-income and indigent individuals and families who are in financial trouble due to unexpected circumstances
115 E 30th Street, Floor 1
New York, NY 10016
(212) 463-7042 Main Phone number is for agency use only

More info: FINANCIAL ASSISTANCE SERVICES

The community resource directory information is up-to-date to the best of our knowledge. However, you should always call the provider to confirm this information and make an appointment. Be sure to confirm payment information with the provider, if payment is required.

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http://www.refersoftware.com/uwba/MatchList.aspx?c95060;0;N;0;42604;Housing,%20... 7/16/2010
United Way of the Bay Area - 2-1-1

Search for Services

8 Locations offering services for
Housing, Shelter and Transportation: Transportation Assistance Services
serving 95010
Providers are listed by distance.

AMERICAN RED CROSS - SANTA CRUZ COUNTY CHAPTER
2960 Soquel Avenue
Santa Cruz, CA 95062
(831) 462-2881 Main
(831) 462-5996 Fax
Santa Cruz
2 miles

More info: DISASTER PREPAREDNESS, RESPONSE AND ASSISTANCE SERVICES

COMMUNITY BRIDGES LIFT LINE
Provides and coordinates accessible transportation for individuals with disabilities
236 Santa Cruz Avenue
Aptos, CA 95003
(831) 425-1558 Main
(831) 688-8302 Fax
Santa Cruz
4 miles

More info: SENIOR & DISABLED ADULT SERVICES

HOMELESS SERVICES CENTER
Provides coordinated emergency and transitional services for homeless individuals and families, enabling them to achieve self-sufficiency
115 Coral Street
Santa Cruz, CA 95060
(831) 458-6020 Main
(831) 316-5010 Fax
Santa Cruz
6 miles

More info: HOMELESSNESS PREVENTION SERVICES

SANTA CRUZ COUNTY HEALTH SERVICES AGENCY PUBLIC HEALTH DEPARTMENT HSA
EMERGENCY MEDICAL SERVICES
1080 Emeline Avenue
Building D
Santa Cruz, CA 95060
(831) 454-4120 Main
911 Main Emergency
Santa Cruz
6 miles

More info: EMERGENCY MEDICAL SERVICES EMS

VALLEY CHURCHES UNITED MISSIONS
Provides food, emergency utility and rental assistance to residents of Scotts Valley and San Lorenzo Valley
9430 Highway 9
Ben Lomond, CA 95005
(831) 336-8258 Main
(831) 336-8454 Fax
Santa Cruz
10 miles

More info: FOOD SERVICES

THE WORLD LIFE FOUNDATION
Provides information about rare metabolic diseases and makes arrangement of air/ground transportation for patients to go to

http://www.refersoftware.com/uwba/MatchList.aspx?c95010;Capitola;5137;;N;0;42606;H...

7/16/2010
treatment
PO Box 571
Bedford, TX 76095-0571
(800) 289-5433 Main
(817) 285-0216 Fax

More info: TRANSPORTATION SERVICES

AMERICAN KIDNEY FUND
Provides information on kidney disorders and offers financial assistance to dialysis and kidney transplant patients in need
6110 Executive Blvd, Suite 1010
Rockville, MD 20852
(800) 638-8299 Main
(301) 881-0898 Fax

More info: MEDICAL & DENTAL EXPENSE ASSISTANCE

MODEST NEEDS FOUNDATION
Offers temporary financial assistance to eligible low-income and indigent individuals and families who are in financial trouble due to unexpected circumstances
115 E 30th Street, Floor 1
New York, NY 10016
(212) 463-7042 Main Phone number is for agency use only

More info: FINANCIAL ASSISTANCE SERVICES

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United Way of the Bay Area - 2-1-1

Search for Services

8 Locations offering services for
Housing, Shelter and Transportation: Transportation Assistance Services

Providers listed in city order.

COMMUNITY BRIDGES LIFT LINE
Provides and coordinates accessible transportation for individuals with disabilities

236 Santa Cruz Avenue
Aptos, CA 95003
(831) 425-1558 Main
(831) 688-8302 Fax

Santa Cruz

More info: SENIOR & DISABLED ADULT SERVICES

VALLEY CHURCHES UNITED MISSIONS
Provides food, emergency utility and rental assistance to residents of Scotts Valley and San Lorenzo Valley

9430 Highway 9
Ben Lomond, CA 95005
(831) 336-8258 Main
(831) 336-8454 Fax

Santa Cruz

More info: FOOD SERVICES

AMERICAN RED CROSS - SANTA CRUZ COUNTY CHAPTER

2960 Soquel Avenue
Santa Cruz, CA 95062
(831) 462-2881 Main
(831) 462-5996 Fax

Santa Cruz

More info: DISASTER PREPAREDNESS, RESPONSE AND ASSISTANCE SERVICES

HOMELESS SERVICES CENTER
Provides coordinated emergency and transitional services for homeless individuals and families, enabling them to achieve
self-sufficiency

115 Coral Street
Santa Cruz, CA 95060
(831) 458-6020 Main
(831) 315-5010 Fax

Santa Cruz

More info: HOMELESSNESS PREVENTION SERVICES

SANTA CRUZ COUNTY HEALTH SERVICES AGENCY PUBLIC HEALTH DEPARTMENT HSA
EMERGENCY MEDICAL SERVICES

1080 Emeline Avenue
Building D
Santa Cruz, CA 95060
(831) 454-4120 Main
911 Main Emergency

Santa Cruz

More info: EMERGENCY MEDICAL SERVICES EMS

AMERICAN KIDNEY FUND
Provides information on kidney disorders and offers financial assistance to dialysis and kidney transplant patients in need

http://www.refersoftware.com/uwba/MatchList.aspx?c;Watsonville;6142;;N;0;42608;Hous... 7/16/2010
MODEST NEEDS FOUNDATION
Offers temporary financial assistance to eligible low-income and indigent individuals and families who are in financial trouble due to unexpected circumstances

115 E 30th Street, Floor 1
New York, NY 10016
(212) 463-7042 Main Phone number is for agency use only

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PO Box 571
Bedford, TX 76095-0571
(800) 289-5433 Main
(817) 285-0216 Fax

More info: TRANSPORTATION SERVICES

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HOME | ABOUT 2-1-1 | SEARCH 2-1-1 | SERVICE PROVIDERS | HOW TO HELP | CONTACT
20 Ways 2-1-1 Works

1. **When You Don’t Know Where To Start:** 2-1-1 provides one memorable number that works for any kind of health or human service need. In a *Brookings Institution* Study, researchers reviewed the experience of laid-off hotel workers after the September 11th attacks and found that even when social service agencies were doing a good job making housing, food, and other assistance available, displaced workers couldn’t figure out how to get help. Pat Atkins, a researcher from George Washington University noted that 2-1-1 “…enables people to get assistance before they decide to give up.”

2. **Disease Epidemic:** 2-1-1 helps people during epidemics as it did for the residents of Toronto, Canada during the SARS outbreak – People needed to know, for example, how to get groceries while quarantined. 2-1-1 will be used to provide information on West Nile virus, as well as such threats as anthrax and smallpox attacks.

3. **Evacuation Routes:** 2-1-1 can provide information about emergency shelters and evacuation routes during natural and man-made disasters.

4. **ESL Help:** 2-1-1 helps non-English speaking people get comprehensive health and human service information. It was important in the SARS outbreak in Toronto, for example, to be able to serve the Mandarin Chinese speaking population. In addition to the large Spanish speaking population in this country, many pockets of other non-English speaking people exist in nearly every community.

5. **Reliable, Comprehensive Human Services Database:** 2-1-1 provides a comprehensive, continuously updated human service web-based database for everyone, including social workers, doctors, and others trying to help people. In Connecticut, at least 15% of calls to 2-1-1 are from helping professionals and legislators looking for information to help someone. The database is available on disk and through the 2-1-1 website.

6. **Community Response to Economic Emergencies:** 2-1-1 helps communities hit by industry shutdown … 2-1-1 was the critical community connection for residents of Atlanta who were unemployed in the sudden decline of the airline industry in the aftermath of September 11th. 2-1-1 provided the focal point for community leaders to respond quickly.

7. **No stigma, confidential:** 2-1-1 provides a neutral, confidential resource for help in any situation. People will call 2-1-1, because it is neutral and anonymous and does not require people to call themselves homeless, abused, elderly, mentally ill or other “labels”.

8. **Parent Support and Education:** 2-1-1 gives parents immediate access to parenting information. In Hawaii, which has statewide 2-1-1 service, the Hawaii Children’s Trust Fund has provided a grant that will help fathers in Hawaii access resources through Aloha United Way 2-1-1.

9. **9-1-1 Relief:** 2-1-1 provides an outlet for the non-emergency calls that can flood 9-1-1 centers during a disaster. The *Switchboard of Miami* has a standing agreement with their 9-1-1 center that when a hurricane is imminent, *Switchboard* staff relocate to the 9-1-1 center to handle all the non-emergency requests for information that come in. *Switchboard* is not yet a 2-1-1 service but its proven usefulness to the 9-1-1 service center will only increase when it makes that change.
10. **Reaching At-Risk Populations in an Emergency:** According to Burt Wallrich, long time Coordinator for Information and Referral in Los Angeles, 2-1-1 systems can reach the majority of at-risk people through a broad network of small agencies serving the homeless and others who are disconnected by language, recent immigration, transience, distrust of government or mental illness. “The risks of not reaching these people [in a major disaster] include unnecessary loss of life and injury if services don’t reach them, disease spreading from improvised camps to the rest of the community, civil disorder if people feel neglected and cut off from help, and political pressure and litigation brought to bear by advocates for these groups.”

11. **Power blackouts:** In Toronto, calls to 2-1-1 tripled during the night of the blackout. Cheryl May, 2-1-1 Director, said, “The call center is always up to speed and on top of events, and counselors work with information specialists to collect and maintain the information required throughout a crisis.”

12. **When Services Don’t Work Out:** Sometimes, people do not get the help they need because for some reason things just don’t work out. They may be frightened or may have been sent to the wrong service. Many people then just walk away because they are in an emotionally charged situation and do not know what to do. 2-1-1 provides trained counselors who can review why the help did not work and plan what to do next.

13. **For Kids:** Parents and educators can teach kids to call 2-1-1 when they are faced with confusing, non-emergency situations and do not know where to turn. Connecticut Infoline provides a “Teen Yellow Pages” on its web-site that is just for kids.

14. **Response to Individual Needs:** The November 30, 2003 edition of PARADE Magazine profiled Joshua Webber of Holland, Michigan who 2-1-1 helped to obtain a special outlet that he needed to keep him alive while awaiting a heart transplant. 2-1-1 Centers can allocate staff to search for solutions to special problems.

15. **Donation of Goods:** Besides providing central information on the donation acceptance policies and hours of food banks and Goodwill stores and other traditional recyclers of used goods, 2-1-1 can match donors of more unusual in-kind gifts with charities that can use them. This function is particularly useful in the aftermath of a disaster when many donors emerge to help.

16. **Help Through Phone, Website, E-mail, Walk-In:** 2-1-1 can be used as an Information and Referral resource regardless of how people choose to connect to help. In today’s internet service environment, people need the choice of personalized service --- especially for those who are not computer literate.

17. **Specialized Information and Referral:** Excellent specialized I&R programs exist through Area Agencies on Aging, Mental Health/Mental Retardation offices, Drug and Alcohol agencies, HIV/AIDS programs and others. 2-1-1 can make a direct connection with these specialized I&R programs.

18. **Inventory of Beds for the Homeless:** 2-1-1 can provide an up-to-date, broad geographic inventory of shelter beds available to the homeless. At Connecticut’s 2-1-1 Info line, a statewide count is maintained daily, so that every homeless person can be accommodated, especially during dangerously cold weather.

19. **Quality Childcare:** 2-1-1 can provide callers with information on childcare options and openings in their locale and assist them with information to evaluate quality and suitability for their child and family situation.

20. **Help for Helpers:** In Connecticut, about 45,000 calls per year (15% of total) are from social workers, clergy, doctors, legislators and other helpers who want to know how best to help the people they are serving.
United Way of the Bay Area - 2-1-1

Search for Services

Contact Information - Get Listed

Enter your contact information on this page to request that your organization be listed in the 2-1-1 | HELPLINK Resource Directory. When you are finished click the Submit button at the bottom of the page.

* required field

Organization Name*

Address 1

Address 2

City

State

Zip Code

Phone*

ext.

Email*

How do you prefer that we contact you? Phone

What is your organization type? Not for profit

Enter a brief description of your organization or mission statement:

Your Name*

Title

Submit

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HOME | ABOUT 2-1-1 | SEARCH 2-1-1 | SERVICE PROVIDERS | HOW TO HELP | CONTACT
Registration Form

United Way of Santa Cruz County is pleased to announce that 2-1-1 Santa Cruz County will launch in July 2010. In order to prepare, we are asking that Santa Cruz County service providers take a moment to log on to our web-based survey and correct their service records.

Please follow the link below to the survey. You will need the user ID and password supplied by us via email or phone. If you have not received your user ID and password, please use the contact information at the right to request them.

Click here to access the web survey

If your agency is not yet listed with 2-1-1, use the link below to sign up.

Click here to add a new agency

United Way of the Bay Area 2-1-1 Information

If you have any questions, please contact Zach Dinkmeyer at 415-808-4319 or email us at resources@uwba.org

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** Routed Mail. Please reply when completed **

Hello Karena,

The meeting was only attended by 13 or so people but all Emergency planning and transportation people.

As of July 1-14th, with the kick off notice, they had 36 calls.

Members were asked and are still asked to call 211 and ask a question pertaining to there program to see if the operator gets the answer accurate. They also asked that Social Services go on line to check out the accuracy of their information used by the call center. PROBLEMS: Members said they couldn't call a three digit number from their internal phone systems. SOLUTION: call service provider and get instruction on fixing it for each system.

They still need volunteers to work 12 hour shifts at the emergency center, sitting right next to the Red Cross station, during an emergency, ie fire, earth quake, flood, etc. to relay information to 211 operators. Call Robert Hallbaur @227-8544 for training and instructions.

They are asking social services to put 211 information on their web sites and put posters up in all their offices. I will be picking up posters, book markers and service cards to bring to the E/D TAC meeting for disbursement. I will also pick up letter head to be used for postings or to send the information to clients and customers. The United Way will pay for printing on the letterhead and the marketing materials are free.

The 211 kick off will be Friday July 30th at 11:00 am with a free box lunch provided at 12 noon at the Cabrillo College Horticulture Center, 6500 Soquel Dr. Room 5005 in Aptos.

Let me know if you need additional information.

~ Catherine

Catherine Patterson Valdez
Lift Line / CTSA Division Director
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A Program of Community Bridges

/5/15

>>> "Karena Pushnik" <kpushnik@sccrtc.org> 7/16/2010 3:50 PM >>>
DATE: May 28, 2010

TO: Board of Directors

FROM: Leslie R. White, General Manager

SUBJECT: CONSIDERATION OF EXTENDING THE ROUTE #79 TO THE SANTA CRUZ COUNTY FAIR GROUNDS DURING THE 2010 FAIR AT A COST OF $4,000 TO PROVIDE BOTH FIXED ROUTE AND PARACRUCZ SERVICE.

I. RECOMMENDED ACTION

That the Board of Directors deny the request from the Central Coast Center for Independent Living for the provision of transit and paratransit service to the 2010 Santa Cruz County Fair.

II. SUMMARY OF ISSUES

- On March 26, 2010 the Board of Directors received a request from the Central Coast Center for Independent Living (CCCL) for the provision of fixed route and paratransit service to the 2010 Santa Cruz County Fair.

- In past years METRO has sporadically provided service to the Santa Cruz County Fair based on financial support from other agencies. However, the Charter Regulations issued by the Federal Transit Administration in 2008 prohibited METRO from providing services like the Fair Service on the basis of external financing.

- The cost of extending the Route #79 and accompanying ParaCruz service to the 2010 would be approximately $4,000.

- The METRO Operating Budget does not contain internal funding for service to the Santa Cruz County Fair.

- As METRO is currently considering substantial service cuts, staff recommends that the Board of Directors deny the request from the CCCIL for the provision of service to the 2010 Santa Cruz County Fair.

III. DISCUSSION

Santa Cruz METRO provided service to the Santa Cruz County Fair for many years when the budget was more stable. After the declines in revenues in 2002 and 2003 METRO was not financially able to support the service to the Santa Cruz County Fair. In order to preserve service, other agencies provided funds to METRO to continue the service on a limited basis. The last year of Fair Service provided under this arrangement was 2007. In 2008, the Federal Transit Administration (FTA) issued Revised Charter Regulations that prohibited transit agencies like
METRO from providing services like the Fair Service using external funds. Therefore, in 2008, METRO did not provide transit service to the Santa Cruz County Fair.

The METRO Operating Budget does not contain funds from internal sources to provide service to the Santa Cruz County Fair. The cost of extending Route # 79 to provide fixed route and paratransit service to the 2010 Santa County Fair would be approximately $4,000.

Currently, the Board of Directors is considering substantial service cuts due to the weak economy and prior loss of state funds. Therefore, staff recommends that the Board of Directors deny the request from the CCCIL for the provision of fixed route and paratransit service to the 2010 Santa Cruz County Fair.

IV. FINANCIAL CONSIDERATIONS

The provision of fixed route and paratransit service to the 2010 Santa Cruz County Fair would cost approximately $4,000 in unbudgeted operating funds.

V. ATTACHMENTS

None