



BOARD OF DIRECTORS

Chairman Ed Gallo
Vice-Chair Dave Roberts
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Karen King, Executive Director
C. Michael Cowett, General Counsel

AGENDA

PLANNING COMMITTEE MEETING

Chairman Jerome Stocks, Bill Horn, Julianne Nygaard, Dave Roberts
Staff Committee Liaison: Tom Lichterman

Thursday, July 5, 2007 – 11:00 a.m. – NOTE CHANGE IN TIME
311 South Tremont, Oceanside, California

1. Open Meeting
2. Changes to the Agenda
3. “Partners for Mobility” Pilot Program
4. December 2007 BREEZE and FAST Service Changes
5. UCSD Unlimited Access Pass Program
6. COASTER and SPRINTER Stations Soda Vending Concession Agreement (Attachment 1)
7. Other Matters
8. Public Comment
9. Next Meeting: Thursday, **September 6, 2007**, 3:00 pm, 311 South Tremont, Oceanside, CA
10. Adjournment

For individuals with disabilities, we will provide assistive services. To obtain such services or copies of documents in an alternate format, please call or write, a minimum of 72 hours prior to the event, to request these needed reasonable modifications. We will make every attempt to accommodate requests that do not give 72 hour notice. Please contact our Customer Service Supervisor at (760) 966-6503.

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STAFF REPORT
TO THE
PLANNING COMMITTEE

COMMITTEE MEETING DATE: July 5, 2007

TITLE: "Partners for Mobility" Pilot Program

STAFF CONTACT: Alane Haynes Accessible Services Administrator
E-mail: ahaynes@nctd.org Phone: 760/966-6607

TIME SENSITIVE: YES NO

Consent Action Information

COMMITTEE RECOMMENDATION:

DESCRIPTION:

Partnering with Full Access & Coordinated Transportation (FACT) in leasing retired paratransit vehicles to community transportation agencies.

BACKGROUND:

NCTD's paratransit fleet was procured with 5310 grants through North County Lifeline. When the Lifeline contract expired, vehicle titles were transferred to FACT, with the provision that their operation be for NCTD's paratransit service. Caltrans, which administers the 5310 program, releases the vehicles from any regulatory obligations after they reach the seven years of age or 200,000 miles. NCTD is planning to retire five of these vehicles. The NCTD/FACT vehicle agreement states that the disposal of the vehicles is to be mutually decided upon by NCTD and FACT. NCTD and FACT have developed an innovative pilot program that has been successful in other areas, which we are naming, "Partners for Mobility."

The Program would allow FACT and NCTD to enter into agreements with community transportation providers where retired paratransit vehicles would be leased for \$100 per month, for a period of two years. FACT, as title-holder, would be recipient of the \$100 per month. After successful completion of the two-year pilot program, the title would be transferred to the community transportation agency. NCTD would provide up to \$10,000 per year per vehicle in reimbursed maintenance costs, in exchange for the lessee providing 100 trips each month for ADA eligible clients who would otherwise be using LIFT. The lessee would accept all liability for vehicle operations, as well as provide drivers, fuel, insurance, maintenance (reimbursable up to \$10,000 per year) and all other operating costs. Lessees can provide trips for any other purpose, as long as they document the 100 trips per month to ADA eligible clients.

FISCAL IMPACT:

The \$10,000 per year maintenance reimbursement for each vehicle (\$50,000 total) would be offset by the 100 trips per month provided on each of the five vehicles by other agencies. At a projected net subsidy cost of approximately \$34 per passenger trip for FY 2008, the annual service cost savings is approximately \$204,000. After considering the annual vehicle maintenance cost of \$50,000, the net annual savings to NCTD as a result of this program is approximately \$154,000.

OBJECTIVE:

Committee recommendation that the Board approve NCTD participation in the Partners for Mobility Pilot Program.

COMMITTEE DISCUSSION

7/5/07



STAFF REPORT
TO THE
PLANNING COMMITTEE

COMMITTEE MEETING DATE: July 5, 2007

TITLE: December 2007 BREEZE and FAST Service Changes

STAFF CONTACT: Stefan Marks
Manager of Service Development
E-mail: smarks@nctd.org
TIME SENSITIVE: YES NO
Phone: 760/966-6539
Consent Action Information

COMMITTEE RECOMMENDATION:

DESCRIPTION:

Review revisions to the Proposed Service Plan and make recommendations to the Board.

BACKGROUND:

Following the Public Hearing on June 21, 2007, the Board directed staff to return with recommendations about how to improve the proposed Service Plan for when the SPRINTER begins service in December 2007. Staff will review with the Committee proposed recommendations. Due to the short amount of time between the Board and Committee meetings, staff will provide detailed recommendations at the Committee meeting. The Committee will be requested to make recommendations to the Board.

FISCAL IMPACT:

To be determined.

OBJECTIVE:

Review recommendations and forward recommendations to the Board for approval.

COMMITTEE DISCUSSION

7/5/07



**STAFF REPORT
TO THE
PLANNING COMMITTEE**

COMMITTEE MEETING DATE: July 5, 2007

TITLE: COASTER and SPRINTER Stations Soda Vending Concession Agreement

STAFF CONTACT: Lance Schulte **TIME SENSITIVE:** YES NO
 Economic Development Administrator
 E-mail: LSchulte@nctd.org Phone: 760/966-6683

Consent Action Information

COMMITTEE RECOMMENDATION:

DISCUSSION:

Soda vending machines for COASTER and BREEZE riders located at NCTD operated COASTER stations are presently managed under contract by the Kobey Corporation. Kobey's contracts with Coke for this service. The Kobey Corporation provides NCTD with 55% of the soda vending machine contract revenue. The new Master Concession Agreement approved between NCTD and the Kobey Corporation at the Board's March 2007 meeting provides the District the opportunity to directly contract for soda vending machines at all COASTER and SPRINTER stations. Potential benefits include improved revenue, marketing support, improved branding opportunities, self contained and maintained vending stations, and other potential enhancements. MTS contracts directly for soda vending machines to achieve these types of benefits.

There are two direct major drink vending suppliers within the region: Coke and Pepsi. Staff has determined that these two direct suppliers effectively address the range of drink options. Given this situation, conducting an RFP would be unproductive and not in the best interest of the District. Staff contacted both Coke and Pepsi and identified the types of services required, which included a kiosk shelter around the vending machines. Kiosks provide additional income opportunities through advertising. Staff provided data on NCTD's current vending volume to both Coke and Pepsi. After a thorough evaluation of the proposals (Attachment 1), staff has selected Coke as the company that best meets the needs of the district.

Coke's proposal provides the District approximately \$106,000 per year in revenue, about double that of Pepsi, due in large part to kiosk ad revenue. Additionally, Coke's marketing support of over \$75,000 per year is defined. Coke currently has the drink vending contract with MTS. Although Pepsi is a quality organization, Coke's advantages in revenue to NCTD, diversity of revenue opportunities, substantial defined marketing support, and experience in local transit situations make them the recommended vendor. The agreement will provide riders drink services and create additional funds and marketing support to promote transit.

FISCAL IMPACT:

Projected income of \$106,000 per year to NCTD and over \$75,000 per year to NCTD in new marketing support opportunities.

OBJECTIVE:

Receive the report and obtain Committee recommendation to the Board to authorize the Executive Director to negotiate an agreement with Coke for drink vending kiosk concessions at COASTER and SPRINTER stations consistent with NCTD contract and reporting standards.

COMMITTEE DISCUSSION

7/5/07

July 5, 2007

TO: North County Transit District Board Members
FROM: Clerk of the Board
SUBJECT: POSTING OF BOARD AGENDA

In Compliance with the Ralph M. Brown Act, As Amended, the following information is provided.

The Agenda for this meeting of the Planning Committee was posted as follows:

Meeting Date and Time:	July 5, 2007; 11:00 am
Posted At:	810 Mission Avenue, Oceanside, CA and 311 So. Tremont, Oceanside, CA
Date & Time of Posting:	June 29, 2007; 5:00 p.m.
Posted By:	Clerk of the Board