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AGENDA

MARKETING, SERVICE PLANNING AND BUSINESS DEVELOPMENT COMMITTEE

Chairman Jerome Stocks, Vice Chair Carl Hilliard
Bill Horn, Chuck Lowery
Staff Committee Liaison: Tom Lichterman

Tuesday, September 7, 2010 – 1:00 PM
Closed Session Room

810 Mission Avenue, Oceanside, California

1. Call to Order
2. Changes to the Agenda
3. ADA Paratransit Update

Staff will provide the Committee an update on the Request for Proposals being issued for a new LIFT service contract. The current contract's term will expire on June 30, 2011. The RFP document will include provisions allowing for a variety of service delivery models to be proposed, and will allow for possible utilization by FACT (Full Access & Coordinated Transportation) for coordination and scheduling of their trips on a reimbursement basis.

4. Design Services for District Facility Enhancements

Staff will review a recommendation to execute a Purchase Order increase with Rail Pros, Inc. in an amount not-to-exceed \$95,000 to complete design remodel improvements at the Oceanside Transit Center and 810 Mission Avenue buildings. These design enhancements have been identified as necessary following the relocation of Customer Service to the Oceanside Transit Center and other related staff relocations.

5. Change Order to TransitAmerica for Turnout Replacement at Control Point (CP) Shell

Staff will review a recommendation to execute an Extra Task Purchase Order with TransitAmerica in an amount not-to-exceed \$150,000 to remove and install a relay turnout at CP Shell on the COASTER mainline in Oceanside. This turnout has reached the end of its useful life and was previously identified as needing replacement within the Turnout Replacement Program. We are proposing to take advantage of a concurrent Absolute Work Window (track outage) that is scheduled for September 24-27th for the Santa Margarita Bridge Project.

6. Update on Solana Beach Transit Oriented Development

Staff will provide an update on discussions with the City of Solana Beach on parking and future development at the Solana Beach Transit Center.

7. Other Matters

8. Public Comment

9. Next Meeting: 1:00 PM, Tuesday, **October 5, 2010**, 810 Mission Avenue, Oceanside, CA

10. Adjournment

Staff may have new and/or supplemental items that will be distributed at this meeting.

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 Clerk of the Board at (760) 967-2808.

Persons with hearing impairment please use the California Relay Service (CRS): 800-735-2929 using TTY; 800-735-2922 using voice; 800-735-0373 for CRS Customer Service; 800-855-3000 for Spanish.

Any writings or documents provided to a majority of the members of the NCTD Board of Directors regarding any item on this agenda will be made available for public inspection in the department of the Clerk of the Board located at 810 Mission Avenue, Oceanside, CA 92054, during normal business hours.



STAFF REPORT TO THE
MARKETING, SERVICE PLANNING AND
BUSINESS DEVELOPMENT COMMITTEE

Agenda Item #
3

TITLE: ADA PARATRANSIT UPDATE

Time Sensitive Consent

STAFF
RECOMMENDATION:

Receive an update on the ADA Paratransit Service Request for Proposals (RFP) which is scheduled to be advertised in early September.

BACKGROUND
INFORMATION:

NCTD currently has a contract with First Transit, Inc. to provide ADA Paratransit services under the LIFT program for persons that are certified as being functionally unable to utilize fixed-route services due to a qualifying disability. This contract was initiated on July 1, 2006 and will expire on June 30, 2011. First Transit, Inc. is currently performing the services as a turnkey operation, providing all of the administrative, maintenance, and operations for the service.

Current Operations:

For FY 2010, the fiscal year just ended, LIFT carried a total of 119,150 passengers and had a total year-end cost estimate of \$4,308,713. This works out to \$36.16 per passenger carried, by far the most expensive cost on a per-passenger basis of any of NCTD’s four modes. The farebox recovery ratio for LIFT service in FY 2010 was estimated to be 11.9%. This compares with a BREEZE farebox recovery ratio estimated at 20.2% in FY 2010.

In early September, NCTD plans to advertise a Request for Proposals (RFP) for the LIFT service, with proposals scheduled to be due in mid October and with a contract awarded in December 2010. The FY 2011 Business Plan includes a Business Initiative (# MPI4) to contract for LIFT and Smart Service programs during this fiscal year. The Business Initiative includes a goal for this service to incorporate a variety of service models for LIFT, including a “brokerage” concept, and to allow for provision of reservation, dispatch, and brokerage of non-ADA Paratransit service such as shared-ride taxi (“Smart Service”) to support Mobility Plan options and to reduce the cost-per-passenger of LIFT service. The Business Initiative also calls for the RFP to allow FACT (Full Access and Coordinated Transportation) to piggyback on the RFP’s services. Accordingly, staff has incorporated the following additional language and options into the RFP:

Turnkey Operation vs. Brokerage Model

Currently, the LIFT Service is provided by a single contractor that performs all of the reservations, scheduling, dispatching, maintenance, operator training & recruitment, and overall management of the LIFT Service out of a dedicated facility utilizing NCTD owned vehicles. Under the new RFP, a contractor would

still be responsible for the overall management of the LIFT Service, but may sub-contract out some or all of the functions associated with the service. This may include subcontracting with a qualified vendor for maintenance and with existing taxi cab operators and other private transportation providers that may be available at various hours of the day to transport ADA passengers. In order to provide proposal flexibility for vendors proposing a brokerage approach, the cost evaluation portion of the RFP will provide options to propose costs on a per-passenger or per-vehicle hour basis.

Hybrid Operation/Model

This model may include a combination of the two methods outlined above. An example may be the successful contractor utilizing NCTD-owned dedicated vehicles to transport passengers during the peak times of the day when demand is at its highest and then utilizing taxi-cab operators during the off-peak hours to perform the occasional demand trips that occur on a daily basis.

FACT Piggybacking

Language has been incorporated that will allow other transit agencies and/or FACT (Full Access & Coordinated Transportation), which acts as the CTSA (Consolidated Transportation Services Agency) for the entire County of San Diego, the opportunity to piggyback on this contract in compliance with Federal Transit Administration regulations and further empower and assist FACT to grow and further support NCTD goals. NCTD is committed to seeing FACT reach its full potential as the region's CTSA and begin to coordinate and eventually provide trips that are outside the scope of NCTD ADA Paratransit services. NCTD follows the ADA regulations and has a defined service area for passengers as being within $\frac{3}{4}$ mile of an operating fixed-route, which ultimately means there are passengers that are outside the service area and could potentially be able to be offered services by FACT.

The RFP for ADA Paratransit services will contain provisions that mandate the continuance of high-quality service to our passengers, balanced with adhering to budgets and applicable federal regulations. Staff is planning to use a "Best Overall Value" approach to evaluate the proposals in order to provide NCTD maximum flexibility in selecting the best proposal for the District, price and other factors considered. The anticipated evaluation factors will include:

- 1) Operations and Maintenance Capability
- 2) Key Personnel and Quality of Management Team, Staffing Plan, Safety and Training Plan
- 3) Project Experience, References and Provision of Paratransit Service
- 4) Transition and Start-Up Plan
- 5) Financial Capacity
- 6) Compliance with Drug and Alcohol Policy/Testing and Fitness for Duty
- 7) Price Proposals

ATTACHMENT: None

BUSINESS PLAN: *Goal/Direction:* Successfully Implement Major Projects.
Initiative: Contract for LIFT & Smart Service Program - #MP14

FISCAL IMPACT: None

COMMITTEE

REVIEW:

9/7/10

STAFF CONTACT: **Tom Lichterman, Chief of Bus Operations, Planning, & Safety**
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Scott Transue, Manager of Service Quality & Accessibility
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STAFF REPORT TO THE
MARKETING, SERVICE PLANNING AND
BUSINESS DEVELOPMENT COMMITTEE

Agenda Item #
4

TITLE: DESIGN SERVICES FOR DISTRICT FACILITY ENHANCEMENTS

Time Sensitive Consent

**STAFF
RECOMMENDATION:**

Authorize the Executive Director to execute a contract change order to design consultant, Rail Pros, Inc. in an amount not-to-exceed \$95,000 to complete the design of enhancements to District facilities.

**BACKGROUND
INFORMATION:**

The original work to remodel the Oceanside Transit Center (OTC) included the main ticketing building and the BREEZE bus island building. As renovation of these two buildings progressed, it became apparent that additional improvements to the general site would be needed to support improved operations, customer service, and overall aesthetics including signage.

The enhanced scope supports improvements to the hardscape and landscape, providing not only visual improvements that coincide with NCTD’s branding themes, but also offer a more efficient, comfortable, and safe customer experience. As part of providing a more positive customer experience, it was determined that relocating the entire Service Quality and Accessibility Department to the NCTD ticketing building in the main concourse of OTC would be more convenient and reliable for customers. In order to facilitate this relocation, the Greyhound ticketing operation would be moved to a newly renovated suite on the OTC pavilion and the lost and found service would be relocated to the bus island building. In addition, OTC security personnel will be relocated from the parking structure to the bus island building to be more accessible to customers and provide a more visual presence. These proposed relocations will require modifications to the bus island building, ticketing building, and a currently unused suite on the main OTC pavilion.

As a result of the Service Quality and Accessibility Department’s relocation to OTC, additional work space would become available on the first floor of the General Administration Office (GAO) at 810 Mission. In an effort to house all NCTD technical staff under one roof at the GAO building, to capitalize on space made available by staff relocations, and to reconfigure the existing lobby of the first floor into usable work area, design services may be necessary at a later date.

The original purchase order for design was issued to Rail Pros, Inc. in November of 2008 against their on-call contract and the cumulative increases are nearing the Executive Directors authority level of \$100,000. Board approval is necessary because the anticipated additional design costs would increase the purchase order value beyond the \$100,000 approval limit. A proposal has been received from RailPros that will not exceed \$95,000.

Staff is recommending the Board authorize the Executive Director to execute a purchase order change order to the design engineer, Rail Pros, Inc. in an amount not-to-exceed \$95,000 to complete design remodel improvements at the Oceanside Transit Center and, if needed, the first floor of the GAO at 810 Mission.

ATTACHMENT: None

BUSINESS PLAN: *Goal/Direction:* Enhance Customer Service, Marketing & Ridership Development
Initiative: Moving customer service staff to Oceanside Transit Center – #CSMRD1
Goal/Direction: Improve Financial Health
Initiative: Improve Capital Projects Program Management – #FH2

FISCAL IMPACT: The fiscal impact of this item is not-to-exceed \$95,000; \$71,000 for the additional work at OTC and \$24,000 for the remodel of the GAO first floor.

A total of \$400,000 had been previously budgeted under capital project JB#108101 for the work at OTC. Additional funding of approximately \$400,000 which had been budgeted for other transit enhancement projects (JB #s 102234, 105011 and 107237) is available and can be redirected to complete the improvements at OTC. These funds will not be needed to complete the other transit enhancements due to a reduction in the scope of the original project. Of the total combined budget amount of \$1,090,614, \$540,545 has been expended and an additional \$147,752 has been encumbered, leaving an available balance of \$402,317 to complete the renovations at OTC (both design activities discussed in this staff report and future construction activities).

No amount was previously budgeted for the remodel of the GAO first floor. Staff is proposing to redirect \$200,000 from the Radio System Microwave Tower project to the GAO remodel because NCTD no longer needs the amount budgeted for the Radio System Microwave Tower project due to a change in project scope. This would provide a total of \$200,000 to complete the remodel of the GAO first floor (both design activities discussed in this staff report and future construction activities).

**COMMITTEE
REVIEW:**
9/7/10

STAFF CONTACT: Justin Fornelli, PE, Chief Engineer - Rail
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STAFF REPORT TO THE
MARKETING, SERVICE PLANNING AND
BUSINESS DEVELOPMENT COMMITTEE

Agenda Item #
5

**TITLE: CHANGE ORDER TO TRANSITAMERICA FOR TURNOUT
REPLACEMENT AT CONTROL POINT(CP) SHELL**

Time Sensitive Consent

**STAFF
RECOMMENDATION:**

Authorize the Executive Director to award an extra task purchase order in the amount of \$150,000 to TransitAmerica (TASI) under contract 05023-OS to replace the turnout at CP Shell on the San Diego Subdivision.

**BACKGROUND
INFORMATION:**

A railroad turnout (or switch) is a mechanical device enabling trains to be guided from one track to another at a railroad junction. A right handed turnout allows the trains to divert to the right. A straight movement over a turnout is the normal movement. As part of the District's Capital Turnout Replacement Project, the aging turnout at CP Shell in Oceanside is scheduled for replacement in the near future. During the course of the SANDAG Santa Margarita Bridge Replacement Project, a three-year old turnout was removed and salvaged, which had originally been installed by TASI in 2006 as part of the Turnout Replacement Program. Staff proposes to replace the CP Shell turnout with the relatively new turnout salvaged from the bridge project, which is the same size and hand as the existing turnout.

Due to upcoming work on the bridge project, an Absolute Work Window (AWW) has been requested for 56 hours from Friday evening, September 24th until Monday morning, September 27th. During this AWW, all through train traffic on the Coastal Corridor north of Oceanside will be suspended, which will affect Amtrak, Metrolink, BNSF and Pacific Sun service.

Replacing the turnout at CP Shell during this AWW will result in limited corridor disruption by using the same rail traffic outage. COASTER riders will not be affected as COASTER trains will be staged at the Oceanside Transit Center Saturday morning prior to the turnout replacement in order to operate a full Saturday schedule. The COASTER trains would then be stored at Oceanside Transit Center on Saturday night and returned to the Stuart Mesa Facility Sunday morning. There is no Padre Train or Sunday service that weekend.

This change order is for labor, equipment rental and the required ballast only to install this turnout. Staff has reviewed the proposal and has determined that it is in compliance with the contract terms and labor rates and that all costs are fair and reasonable.



Left Handed Turnout

ATTACHMENTS: None

BUSINESS PLAN: *Goal/Direction:* Improve Capital Projects Program Management
Initiative: Coordination of Absolute Work Windows with SANDAG planned outages – #FH2

FISCAL IMPACT: The fiscal impact of this action is not-to-exceed \$150,000. A total of \$1,100,000 has been budgeted in various capital projects for the Turnout Replacement Program (JB#'s 507301 and 508301), of which \$209,809 has been expended and an additional \$575,562 has been encumbered, leaving an available balance of \$314,629.

**COMMITTEE
REVIEW:**
9/7/10

STAFF CONTACT: **Brett Rekola, Chief of Rail Operations**
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STAFF REPORT TO THE
MARKETING, SERVICE PLANNING AND
BUSINESS DEVELOPMENT COMMITTEE

Agenda Item
6

TITLE: UPDATE ON SOLANA BEACH TRANSIT ORIENTED DEVELOPMENT

Time Sensitive Consent

**STAFF
RECOMMENDATION:**

Receive update from staff on this project.

**BACKGROUND
INFORMATION:**

The NCTD Real Estate Policy was established to give guidance on developing District property. In that context, staff works with various interests, including cities and developers, to explore real estate development concepts. The overarching goals are to enhance the transit experience, create a development compatible with the community, and generate on-going revenue to NCTD.

To that end, NCTD and the City of Solana Beach are exploring joint-use transit oriented development (TOD) concepts for the Solana Beach Transit Center. As always, NCTD’s first priority is to ensure that the property use scenarios support existing uses and do not limit future transit uses. To that end, a number of the concept scenarios reviewed look promising from a real estate economic development perspective. That said, the main challenge for any TOD at a transit center is the cost to develop parking spaces.

The purpose of this report is to update the Board on the current efforts to enhance the Solana Beach station for the customer, the district and the city. Staff will update the Board on:

- Development concepts
- Economic feasibility
- Cooperation agreement

Developing TOD’s is extremely challenging. Even so, based on the analysis to date, the District may want to enter into a Cooperation Agreement with the City of Solana Beach as a means to outline roles, responsibilities and timelines toward the determination of whether a TOD is developable at this time at Solana Beach Transit Center.

ATTACHMENT: None

BUSINESS PLAN: *Goal/Direction:* Improve Financial Health
Initiative: Effectively Planning for Real Estate Joint Development – #FH3

FISCAL IMPACT: None

**COMMITTEE
REVIEW:**
09/07/10

STAFF CONTACT: Ray Patchett, Special Assistant to the Executive Director
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September 7, 2010

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 Marketing, Service Planning, and Business Development Committee was posted as follows:

Meeting Date and Time:	September 7, 2010; 1:00 p.m.
Posted At:	810 Mission Avenue, Oceanside, CA
Date & Time of Posting:	September 3, 2010; 5:00 p.m.
Posted By:	Clerk of the Board