

SAN JOAQUIN REGIONAL TRANSIT DISTRICT
SPECIAL CITY COUNTY TRANSIT LIAISON COMMITTEE MEETING
NOTICE AND AGENDA
2:00 P.M. ON THURSDAY, MAY 23, 2024

The City County Transit Liaison Committee of the San Joaquin Regional Transit District (RTD) will hold a special meeting at 2:00 P.M. on Thursday, May 23, 2024, in the Boardroom of RTD's Downtown Transit Center, 421 East Weber Avenue, Stockton, California. Please visit <https://sanjoaquinrtd.com/board-of-directors/board-standing-committees> for an electronic copy of this document. Materials related to an item on this agenda packet are available for public inspection at the above address.

ACCESSIBLE PUBLIC MEETINGS: RTD is committed to ensuring that all meetings are accessible regardless of an individual's ability or access method. RTD will make all reasonable accommodations for persons with disabilities to participate in this meeting. Upon request to the Chief Executive Office, RTD will provide agenda materials in appropriate alternative formats or disability-related modification or accommodation, including auxiliary aids or services, to enable individuals with disabilities to participate in public meetings. Please send a written request, including your name, mailing address, phone number, and a brief description of the requested materials, preferred alternative format, auxiliary aid, or service, before the meeting. Requests should be sent to RTD by mail at 421 East Weber Avenue, Stockton, CA 95202, by phone at (209) 467-6613, by fax at (209) 948-8516, or by email to BoardSupport@sjRTD.com.

The Committee may take action on each item on the agenda. The action may consist of the recommended action, a related action, or no action. Staff recommendations are subject to action and/or change by the Committee.

For language assistance, interpreter services, please contact (209) 943-1111. Para información en Español, por favor llame al (209) 943-1111.

1. CALL MEETING TO ORDER
2. SAFETY ANNOUNCEMENT
3. PLEDGE OF ALLEGIANCE TO THE FLAG
4. ROLL CALL
5. PUBLIC COMMENTS
All public comments shall be limited to no more than THREE MINUTES. In addition, applause, loud noises, or any other outbursts or disruptions from the audience are not allowed during or after public comment. Those who violate this protocol may be removed from the meeting at the presiding officer's discretion.

6. ACCEPT AND FILE: MINUTES OF THE OCTOBER 4, 2023 SPECIAL CITY COUNTY TRANSIT LIAISON COMMITTEE MEETING
Committee acceptance and filing of minutes.
7. REPORTS
 - A. MARKETING UPDATE
Supervisor of Marketing and Customer Engagement Maximilian Cao will provide event updates.
8. INFORMATION ITEMS
 - A. FY 25 BUDGET OVERVIEW
 - B. VANPOOL MOU UPDATE
 - C. RTD SERVICE UPDATE
 - D. FLEET UPDATE
 - E. FUTURE CAPITAL NEEDS
9. QUESTIONS AND COMMENTS FROM COMMITTEE MEMBERS AND/OR STAFF
10. ADJOURNMENT

DATE POSTED: MAY 21, 2024



LEAD STAFF: ALEX CLIFFORD, CEO

I. RECOMMENDED ACTION:

Accept and file the minutes of the October 4, 2023, Special City County Transit Liaison (CCTL) Committee meeting.

II. SUMMARY

- Staff is providing the October 4, 2023, Special CCTL Committee meeting minutes.
- Meeting minutes are recorded after each meeting and will be provided for approval at the following scheduled meeting.

III. DISCUSSION/BACKGROUND

Meeting minutes are prepared by staff and serve as an official public record of actions taken by the CCTL Committee. Once accepted, minutes are filed and will remain in RTD's archives to document RTD's adherence to RTD's Rules of Procedure. Minutes will be made available to any member of the public upon request.

IV. STRATEGIC PLAN PRIORITIES ALIGNMENT

This recommendation aligns with the Board's Strategic Priority 4.

Strategic Priorities:

1. Employees
2. Customers
3. Financial Health
4. Operations Excellence
5. Community Relations
6. Innovation

V. FINANCIAL CONSIDERATIONS/IMPACT

None.

VI. CHANGES FROM COMMITTEE

N/A

VII. ALTERNATIVES CONSIDERED

None.

VIII. ATTACHMENTS

Attachment A: Minutes of the CCTL Committee meeting of October 4, 2023
Prepared by: Erica Aguiñiga, Executive and Board Support Specialist II



Attachment A
Cover Page

MINUTES OF THE SPECIAL MEETING OF THE CITY COUNTY TRANSIT LIAISON
COMMITTEE OF THE SAN JOAQUIN REGIONAL TRANSIT DISTRICT
WEDNESDAY, OCTOBER 4, 2023

The San Joaquin Regional Transit District City County Transit Liaison Committee held a Special Meeting on Wednesday, October 4, 2023, at 3:00 p.m. in the Boardroom of RTD's Downtown Transit Center, 421 East Weber Avenue, Stockton, California.

1. CALL MEETING TO ORDER
Chair Les Fong called the meeting to order at 3:02 p.m.
 2. SAFETY ANNOUNCEMENT
Project Controls Manager Merab Talamantes made a Safety Announcement.
 3. PLEDGE OF ALLEGIANCE TO THE FLAG
Chair Fong led the pledge.
 4. ROLL CALL
Present:
Les Fong, Chair
Balwinder Singh, Director
Nicole Goehring on behalf of Steve Ding at 3:20 pm
Absent:
Paul Canepa
Dan Wright
Michelle Padilla
- RTD Staff Present
Alex Clifford, CEO
Nicole Witt, RTD Legal Counsel
5. PUBLIC COMMENTS
No public comments were made.
 6. REPORTS
 - A. MARKETING UPDATE
Supervisor of Marketing and Customer Engagement Maximilian Cao provided an update on recent events.
 7. INFORMATION ITEMS
No action was required as the following items were provided for information only.

- A. **FY 24 BUDGET OVERVIEW**
Finance Administrator Syed Bukhari presented the Fiscal Year 2023-24 Operating and Capital Budgets.
 - B. **SB 125**
Government Affairs Director Ken Baxter presented an overview of Senate Bill (SB) 125 Transit and Intercity Rail Capital Program.
 - C. **RTD SERVICE UPDATE**
Planning and Service Development Director Dámaris Galvan presented a summary of Service Improvements in Fiscal Year 2023-2024.
 - D. **FLEET UPDATE**
Assistant Maintenance Superintendent John Van Camp and Facilities Superintendent John Coose presented an update on RTD's Commitment to Zero Emissions Fleet.
 - E. **FUTURE CAPITAL NEEDS**
Project Controls Manager Merab Talamantes presented RTD's Current Bus Replacement Needs.
8. **QUESTIONS AND COMMENTS FROM THE COMMITTEE MEMBERS AND STAFF**
- Nicole Goehring informed us that Board of Supervisor Steve Ding would like to know which routes service his district.
9. **ADJOURNMENT**
- There being no further business, the meeting was adjourned at 4:26 p.m.



**LEAD STAFF: MAXIMILIAN CAO, SUPERVISOR OF MARKETING AND
CUSTOMER ENGAGEMENT**

REPORT: MARKETING UPDATE

1st Annual Care Fair at TEAM Charter - May 1

The first-ever Care Fair at TEAM Charter saw lively engagement, primarily from children, with some parental participation. An estimated attendance of 60 was recorded. The bus exhibit was the day's highlight, attracting considerable interest and interaction. The addition of a 'spin-the-wheel' game further enhanced the children's experience. Youth volunteers helped play a pivotal role in the event's success, contributing to the bus's popularity among young attendees.

Stockton Earth Day - April 21

On Sunday, April 21, RTD's participation in the Earth Day celebration in Stockton was met with overwhelming enthusiasm, marking one of our most successful community outreach efforts, with over 2,000 attendees at the event and attracting over 250 individuals to the RTD booth. The Gillig Battery-Electric Bus served as a central attraction, drawing attention from families, existing customers, and community members; many of whom inquired about student discounts.

UOP Local Business / Baseball Game Night - May 3

RTD, in partnership with the University of the Pacific's (UOP) baseball game, presented an opportunity to network with a diverse assembly of local business vendors on May 3. Despite an estimated 50-75 attendees, our presence supported our partners effectively and gave attendees the opportunity to learn about RTD. While few individuals visited our booth, some expressed familiarity with RTD services and mentioned having friends or family members employed by RTD.

Cinco de Mayo Festival - May 4

On Saturday, May 4, rainy weather conditions significantly impacted the Cinco de Mayo Festival, leading to disappointing outreach results. Our hopes are set on more favorable weather for next year's event. Despite the challenges, RTD's sponsorship was visibly acknowledged throughout the program, and logos were displayed prominently on the main stage. On Sunday, May 5, it was suspected over 15,000 attendees were at the festival.

Respect the Ride Campaign

Summary

- Launched the "Respect the Ride" campaign in response to the Federal Transit Administration's (FTA) directive on bus driver safety.
- The video launched at the end of April and has received positive feedback from various organizations.
- Further dissemination of the campaign message through updates to the RTD website, social media posts, customer information monitors, and email blasts.
- Commitment to monitoring impact and adjusting strategies as needed for maximum reach and effectiveness.

Background

In response to the FTA's directive to address the significant safety risks associated with the assault of bus drivers, RTD has launched a comprehensive safety campaign titled "Respect the Ride." This campaign is a pivotal element of our Agency Safety Plan (ASP) and aims to foster a safe and respectful environment on all RTD buses.

The "Respect the Ride" campaign is anchored by a video that encapsulates the core message of fostering respect and adherence to agency policies on RTD buses. The video was launched at the end of April and has been distributed across various platforms and organizations, including Franklin High School, Community Medical Center, and Prevail, where it has been met with overwhelmingly positive feedback. Following the launch of the "Respect the Ride" video, we have initiated a series of deliverables to further disseminate our message and enforce our code of conduct among our riders and community-based organizations. These deliverables will run until June 30, and include updates to the RTD website to feature a "Respect the Ride" section with the video and a direct link to our Code of Conduct brochure, weekly social media posts, the use of Customer Information Monitors displaying code of conduct tips, and weekly email blasts that mirror the campaign's message.

To further emphasize our commitment to safety and respect within our transit system, we will continue to monitor the reception and impact of the "Respect the Ride" campaign, adjusting our strategies as required to ensure maximum reach and effectiveness. Collaboration with local organizations and continuous community engagement will remain a priority as we strive to ensure the safety and well-being of both our riders and staff.