October 6, 2010

TO: Gold Coast Transit Board of Directors

FROM: Margaret Heath, Paratransit & Special Projects Manager

SUBJECT: ACCESS Paratransit Management Report for August 2010

I. EXECUTIVE SUMMARY

<table>
<thead>
<tr>
<th></th>
<th>August 2010</th>
<th>August 2009</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Boardings</td>
<td>6,837</td>
<td>6,935</td>
<td>-1.4%</td>
</tr>
<tr>
<td>Passenger Boarding</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Productivity per hour</td>
<td>2.41</td>
<td>2.27</td>
<td>+6.2%</td>
</tr>
<tr>
<td>Complaints per 1,000 Boardings</td>
<td>0.73</td>
<td>0.43</td>
<td>+69.1%</td>
</tr>
<tr>
<td>Farebox Revenue</td>
<td>$14,447.00</td>
<td>$13,103.18</td>
<td>+10.3%</td>
</tr>
</tbody>
</table>

Highlights:

- Total ACCESS ridership decreased 1.4% in August 2010 when compared to August 2009. 792 individual passengers used GCT ACCESS in August 2010, a decline of 6.4% when compared to August 2009, when 846 passengers used the service for transportation.

- Scheduling productivity improved as individual trips are combined more frequently. This year’s scheduling productivity improved 6.2% to 2.41 boardings per vehicle revenue hour this year when compared to 2.27 boardings per vehicle revenue hour last year.

- There were five complaints in August 2010 for 69.1% increase in complaints per 1,000 boardings, compared with three complaints received for the same time period in 2009. The increase in complaints was anticipated as it coincides with the implementation of first sanctions to those passengers who had July trip records with more than 10% of their requested trips having resulted in either No Shows and/or Late Cancellations.
• Fares were up 10.3%, in part due higher prepaid tickets sales in August 2010. Sales of prepaid tickets were 42.8% greater in August 2010 than August 2009.

IT IS RECOMMENDED that the GCT Board of Directors receive and file this report.

II. BACKGROUND

1. Operations

September was the second month of sanctions under the revised No Show and Late Cancellation Policy effective July 1, 2010. Currently GCT mails on average 11 postcards each weekday notifying passengers of their No Show or Late Cancellation activity the day before. Of the 78 passengers who were sanctioned in August, nine were sanctioned again for exceeding 10% of their requested trips resulting in either a No Show or Late Cancellation for a second consecutive month. These passengers did not get trip requests restricted and were not charged higher fares. The passenger who is sanctioned a second month in a row has to verify more trips (four roundtrips) than the passenger had to the first month of sanctions when he/she had to verify two roundtrips. The sanctioned passenger has to call the day of the requested trip to verify his or her intent to travel. If GCT ACCESS does not hear from the passenger at least one hour prior to the start of the passenger's first pick up window, all of the passenger's trips for that day are eliminated from that day's schedule.

The revised No Show and Late Cancellation Policy has had a positive effective on ACCESS operations. Passengers are not requesting as many phantom trips. Phantom trips are requested by the passenger and then the passenger cancels or may no show for the trip. Federal ADA regulations mandate that all ADA trip requests made the day before travel must be provided. Therefore GCT ACCESS has to treat all trip requests as if the passenger fully intends to travel. Last year during the month of August, one of every eight trips requested was either cancelled or considered as a no-show. This year in the month of August, one in twelve trips was canceled or no-showed. There has been a 33% reduction in phantom trips with the implementation of the revised No Show and Late Cancellation Policy. The resulting stability in the schedules has contributed to improved efficiency in trip management without compromising GCT service standards for the passengers.

2. Customer Outreach
MV staff conducted outreach with ACCESS passengers at the Colonia Senior Center on September 23rd to see if there were any general questions or concerns about the ACCESS services and with the revised No Show and Late Cancellation Policy specifically. Passengers responded warmly to the visit and reported no concerns.

MV staff started a new monthly protocol of reaching out to all passengers who shared feedback in the prior month, in this case, August. The goal is to follow up with those who took time to share feedback and concerns to see if the issues identified were and continue to be satisfactorily resolved. It is also an opportunity to provide additional information and assistance to the passengers as necessary.

3. Customer Input and Issue Resolution

A Port Hueneme resident complained to ACCESS staff about receiving a No Show post card. This passenger uses GCT ACCESS transportation less than once a month. The passenger acknowledged she was notified of the policy revisions underway in Spring 2010, when she last traveled. The passenger received a No Show card because she did not meet the bus she requested to pick up for her return trip home. The passenger indicated due to delays within the office she was not ready to leave her doctor's appointment as she had originally scheduled. When she was ready, the passenger called for a return ride, which was provided. Due to the circumstances beyond the passenger's control, this No Show was excused. The call from the passenger provided the opportunity to review with the passenger how to address these circumstances and explain the importance of calling off the unnecessary bus while assuring the passenger that she would not get stranded. The passenger thanked GCT ACCESS for providing the additional information.

An Oxnard resident called to complain that she received a No Show/Late Cancellation sanction letter. The letter was sent to her because more than 10% of her trips in July resulted in either a No Show or Late Cancellation. The passenger acknowledged receiving the detailed letter mailed to all customers in Spring 2010 that described the revised policy. Customer remarked that she had received the postcards advising her of the No Show/Late Cancellation activity. She acknowledged that she ignored the printed request to call GCT ACCESS. Customer was reminded that the sanction neither limits the number of trips the customer may take nor increases the fare for the trips provided while under sanction. The sanction only means that while under sanction the customer has to make an extra call confirming their intent to travel on the day of the requested trip. If the customer fails to do so, no trip is provided. The passenger accepted the information provided.

A Ventura resident called GCT because the driver arrived at 9:54 a.m. causing her to be late for her 10:00 a.m. doctor's appointment. This caused the passenger to have to reschedule to following week. The GCT ACCESS
dispatcher had realized earlier the driver would be late and called the doctor's office to see if they would still take her. The doctor's office said they would not. Although the dispatcher informed the passenger that the doctor said they would not see her, the passenger asked to be transported anyway. The passenger arrived approximately twenty minutes past her scheduled appointment time. After confirming in person that the office would not see her, the passenger contacted ACCESS and was provided a return trip. The passenger was not charged a fare for either trip this day. GCT ACCESS staff apologized to the passenger and advised that her trip for the make up doctor's appointment would be at no fare to the passenger. The passenger confirmed that the make up trip was provided without incident.

A Ventura resident notified GCT ACCESS that his drop off time was changed without notice; the driver detoured to Camarillo rather than going directly to his drop off location for work. The passenger was dropped off at 7:15 a.m., rather than his usual time of 7:00 a.m. Passenger stated he needed to be at work at 7:00 a.m. for a staff meeting. GCT ACCESS staff tried to contact passenger three times to re-negotiate his drop off time due to a staffing issue, leaving messages. Passenger did not return these calls. GCT ACCESS scheduler was reminded that the agreed upon times cannot be altered without the customer's consent. GCT ACCESS and GCT staffs attempted several times to follow up with the passenger to apologize for the inconvenience. To date the customer has not returned these calls.

A motorist contacted customer service representatives at the Oxnard Transportation Center stating that the driver of a GCT ACCESS vehicle observed to be a Hispanic female was driving "erratically" on Kimbrell, noting that her car was almost hit. This information was forwarded to GCT ACCESS for follow up. The only GCT ACCESS driver in the area was an African American male. He was driving the identified vehicle and recalled getting honked at while on Kimbrell during the time referenced in the complaint. GCT ACCESS attempted to follow up with the motorist, however the phone number provided was disconnected. The driver counseled on safety awareness. A sudden movement in the vehicle as described by the motorist would have triggered the DriveCam system to record the incident. No incident was recorded on that vehicle that day. Due to the absence of footage from the DriveCam and additional information from the motorist, no further action was taken.

A recently ADA certified Oxnard resident contacted GCT to object that she was going to charged a fare of $2.70 for her trip. She explained that she understood the ADA certification representative to state that trips on GCT ACCESS were free. GCT staff explained that the trip to the certification interview is provided at no fare as a courtesy due to the fact that not all applicants are successfully certified. The fare structure was explained to the customer, who asked to speak to the ADA representative. This request was forwarded to the ADA certification
representative who subsequently advised GCT that they did contact the passenger as requested and clarified the GCT ACCESS fare policy to her.

[Signature]

General Manager's Concurrence

Attachments 3
Monthly GCT ACCESS Boardings FY 2008/09 through FY 2010/11

through August 2010

Attachment 1
Complaints* Received About GCT ACCESS Service FY 2008/09 through FY 2010/11

through August 2010

* Complaints per 1,000 boardings
GCT ACCESS Boardings By Residency

August 2010
6,837 Boardings

- County 194 Boardings 3%
- Ojai 173 Boardings 3%
- Ventura 2,133 Boardings 31%
- Port Hueneme 599 Boardings 7%
- Passengers who reside outside the GCT service area 315 Boardings 5%
- Oxnard 3,513 Boardings 51%

August 2009
6,935 Boardings

- County 270 Boardings 4%
- Ojai 73 Boardings 1%
- Ventura 2,235 Boardings 32%
- Port Hueneme 527 Boardings 8%
- Passengers who reside outside the GCT service area 260 Boardings 4%
- Oxnard 3,570 Boardings 51%

Attachment 3