Board of Directors
Regular Meeting Agenda

January 25, 2017   **1:30 pm**

Lunch: Wharf 1200

Fort Bragg
Diana Stuart Fort Bragg Division
190 East Spruce
Conference Room

Video-Conferenced with:

Ukiah
Ukiah Valley Conference Center
200 South School Street
Riesling Room

AGENDA ITEMS

1.   Call to Order:

      Public Comment: Anyone is welcome to attend MTA Board meetings to address items that are on the agenda, or to bring other transit related matters to the attention of the Board. The time limit is 3 minutes per speaker.

CONSENT CALENDAR

2.   Minutes of December 7, 2016 Board Meeting   1
      Information

3.   Service Performance Report: *Not available, to be presented at February, 2017 meeting.*
      Information

4.   Financial Report: November, 2016   3

      Information

5.   Board Meeting Dates and Locations   9
      Information

6.   Capital Program: Update/Progress Report   xx

Information

ACTION & DISCUSSION

Closed Session:

Any public reports of action taken in the closed session will be made in accordance with Government Code sections 54950:

<div align="center">

Personnel Issues
Section 54957
100-Day Organizational Report Personnel Follow-up
General Manager Contract and Salary

</div>

ADJOURN Anticipated adjournment is 3:30 pm

Americans With Disabilities Act (ADA) Compliance

The Mendocino Transit Authority complies with ADA requirements and, upon request, will attempt to reasonably accommodate individuals with disabilities by making meeting material available in appropriate alternative formats (pursuant to Government Code Section 54953.2). Anyone requiring reasonable Interpreter services are available for the meeting by calling 707-462-5765, with seven (7) day advance notice.

Mendocino Transit Authority   Board of Directors

Minutes of the Regular Board Meeting December 7, 2016
Ukiah – Fort Bragg

Present: Gjerde, Mastin, Mulheren, Strong
Excused: Cross, Peters, Tarbell
Staff: Webster, Butler, Meyer, Beard
Others: Loreta Ellard, MCOG, Margaret Holub, Alena
                Deerwater, Jon Goodstein

Chair **Mastin** called the Meeting to order at 1:31 PM.

Chair **Mastin** asked for Public Comment

Mr. **Goodstein**, a former 'driver-in-training' employee, spoke to the
Board regarding his employment and his recent termination.

CONSENT CALENDER
Agenda Item #2:   Minutes of October 26, 2016
Agenda Item #3:   Not available
Agenda Item #4:   Financial Report: September 2016
Agenda Item #5:   Board Meeting Dates and Locations
Agenda Item #6:   Capital Program: Update/Progress Report
.
Moved by Dir. **Gjerde** and seconded by Dir. **Strong** to accept Agenda
Items #2, #4, #5 & #6. Motion approved by those present.

**Agenda Item #7: Unmet Transit Needs – Ukiah: Action: Solicit
Public Input.** Dir. **Mulheren** mentioned that Service to Potter
Valley was requested at the MCOG meeting. Ms. **Ellard** confirmed
that this need was in MCOG's Unmet Transit Need List.

Chair **Mastin** called for closed session at 1:48 pm.

Closed Session Pursuant to GC 549547 Personnel Issues –
Probationary Employee Termination.
**GC 549547.6: Labor Negotiations. Discussion of current labor
negotiations with Teamsters Local 665.**

Chair **Mastin** called for **Open Session** at 2:42 pm. **Report out of
Closed Session:** GC 549547 – No Action Taken. GC 549547.6
Direction provided for **Action Item #8.**

Agenda Item #8: Union Agreement for Employees' represented by Teamsters Local 665. Action: Approve Resolution 2016-20.

Moved by Dir. **Strong**, and seconded by Dir. **Mulheren** to Adopt **Resolution #2016-20** and approved by the following Roll Call Vote:
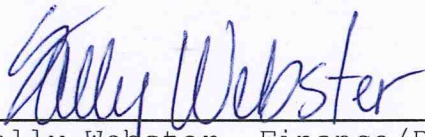
AYES: Mulheren, Strong, Gjerde, Mastin
NO: None
ABSTAIN: None
ABSENT: Cross, Peters, Tarbell

Agenda Item #9: Management Reports. Maintenance Mgr. **Butler** reported the completion of the Willits Yard Project, and that he is working on the Bid Specs on three large vans. He reported that differences with Supreme Trolley over their sale of the company has now been worked out, and will order the trolley shortly. Finance/Personnel Mgr. **Webster** reported that she is recruiting Drivers at this time, especially Drivers on the Coast. Gen. Mgr. **Meyer** reported that she had a Dispatch meeting this morning to begin introducing them to the new procedures and protocols, and that an Inland Driver's Meeting is scheduled tonight to explain the new work rules. She is doing a check-off on the list of her 100-day Assessment Report, and will have an Agenda Item on it next month.

Agenda Item #11: Matters from the Directors. Dir. **Strong** reported that the By-Pass opened on December 14th. She also reported that at the City Council yesterday evening, the Council adopted the Main Street Plan and the Streets and Alleyways Plan. Dir. **Mulheren** reported that the City of Ukiah's new Mayor is Jim Brown, and Kevin Doble will now be Vice-Mayor, and as a new Director on MTA's Board, she is excited to learn more about MTA. Dir. **Mastin** attended CTA's Annual Conference in Oakland. One session was on Triennial Audit procedures, and is looking forward to sharing his notes on it.

The Regular meeting of the MTA Board of Directors adjourned at 3:10 pm.

_____   _____
Jim Mastin, Chair   Sally Webster, Finance/Pers. Mgr.

P.2

To: Board of Directors
From: Sally Webster, Finance & Personnel Manager
Date: January 17, 2017
Subj: Preliminary Financial Statements as of November 30, 2016

Attached are Financial Statements for the month ending November 2016. The Income Statement shows a gain of $42,915, with a $39,374 variance. Comparing year-to-date through Nov 16 to Nov 15: Operating Revenue is down $6,134 (-1.6%). Other Revenue is up 1.2%. Operating Expenses are up 3.1% as compared to the previous year. Our total operating expenses compared to our budget are down 9.8% overall.

The Capital Income/Expense Statement reflects a $51,948 gain this month. For further details to the capital program, please see Agenda Item #6.

There is still year-end work to be done. Changes will be made to accounts depending on the outcome of the actuarial reports and adjustments to the Balance Sheet.

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Mendocino Transit Authority

Budget to Actual Income Statement for five months ending   **Nov-16**

Description	------Year to Date------			
Revenue	Actual $	Budget $	Variance $	Variance %
Operating Revenue	376,323	403,060	(26,737)	-6.6%
Other Revenue	1,359,160	1,479,617	(120,457)	-8.1%
Total Revenue	1,735,483	1,882,677	(147,194)	-7.8%
Operating Expenses				
Transportation	1,176,990	1,333,619	(156,629)	-11.7%
Maintenance	225,763	226,523	(760)	-0.3%
Administration	293,146	319,794	(26,648)	-8.3%
Total Operating Expenses	1,695,899	1,879,936	(184,037)	-9.8%
Other (Income)/Expense	(1,538)	(800)	(738)	92.3%
Mobility Management Program				
Revenue	3,518	0	3,518	ERR
Expense	(1,725)	0	(1,725)	ERR
Net Gain/(Loss) Before Depreciation	42,915	3,541	39,374	ERR

Mendocino Transit Authority

Balance Sheet as of **Nov-16**

Description	$	$
ASSETS		
Current Assets		
Cash	1,809,324	
A/R, Prepaid Expenses & Inventory	1,321,900	
Total Other Current Assets		3,131,224
Property, Plant & Equip Net of Depreciation		10,978,279
Deferred Outflows of Revenues		157,124
Total Assets		**14,266,627**
LIABILITIES & EQUITY		
Current Liabilities		
Accounts Payable & Accruals	498,349	
Other Liabilities	119,223	
Provision for Restricted Funds	218,060	
Total Current Liabilities		835,632
Long Term Liabilities		
Net Pension Liability	923,000	
Total Long Term Liabilities		923,000
Deferred Inflows of Resources		394,074
Total Liabilities		2,152,706
Fund Equity		
Contrtibuted Capital	11,951,234	
Retained Earnings	162,687	
Total Fund Equity		12,113,921
Total Liabilities and Equity		**14,266,627**

Mendocino Transit Authority

Budget to Actual Income Statement for five months ending   **Nov-16**

Description			Year to Date Actual $	Annual Budget (Revised Feb 2015) $	Remaining $	Actual as % of Budget
Capital Revenue:						
State Grants			131,598	376,544	244,946	34.9%
STA - Capital			140,123	336,294	196,171	41.7%
R/STIP					0	ERR
Federal			70,000	134,000	64,000	52.2%
Transfer from Transit Reserve					0	ERR
Local - Other				10,000	10,000	0.0%
Sale of Assets					0	ERR
Interest Income			499		(499)	ERR
Other					0	ERR
Total Revenue			342,220	856,838	514,618	39.9%

Description		Project	Year to Date Actual $	Annual Budget (Revised Feb 2015) $	Remaining $	Actual as % of Budget
Capital Expenses:						
1 Staff Maintenance Truck		10	59,978	67,626	7,648	88.7%
1 Heavy Duty Bus				0	0	ERR
2 Paratransit Vans				0	0	ERR
4 Large Vans		11		330,000	330,000	0.0%
2 Medium Duty Buses					0	ERR
2 Paratransit Vans				0	0	ERR
1 Trolley		12		175,138	175,138	0.0%
					0	ERR
					0	ERR
					0	ERR
					0	ERR
Transportation		27		9,500	9,500	0.0%
Maintenance		28		40,500	40,500	0.0%
Office		29		11,000	11,000	0.0%
Bus Stops		30		19,500	19,500	0.0%
					0	ERR
Security Cameras/Projects		80	142,405	25,000	(117,405)	569.6%
Transmissions/Major Repairs			5,373		(5,373)	ERR
Vehicle Equipment (Radios)				67,582	67,582	0.0%
FB Cabs - Retrofit			3,968		(3,968)	ERR
				0	0	ERR
Admin/Ops - Preliminary Design	c/o	89			0	ERR
Admin/Ops - Construct		93			0	ERR
					0	ERR
Redwood Coast Senior Center		118		81,689	81,689	0.0%
South Coast Senior Center		119		81,689	81,689	0.0%
Ukiah Senior Center		120	78,548	81,689	3,141	96.2%
Misc - Other					0	ERR
Total Expenses			290,272	990,913	700,641	29.3%

	Year to Date Actual	Annual Budget	Remaining	
Net Gain/(Loss) before Carryover	51,948	(134,075)	(186,023)	

FY 2015/16 Carryover						
STA - Capital			429,304	134,076	(295,228)	320.2%
Transfer from Transit Reserve					0	ERR

Net Gain/(Loss)	481,252	1	(481,251)	

Mendocino Transit Authority

REVENUE - Budget to Actual Comparison

Operating Revenue

Dpt	A/C #	Description	Nov-16 Budget	Nov-16 Actual	Nov-16 Variance	Nov-16 %	YTD Budget	YTD Actual	YTD Variance	YTD %
40.	401.100	Fares-Passenger	36,118	30,572	(5,546)	-15.4%	196,374	154,755	(41,619)	-21.2%
40.	401.200	Fares Paid by Agencies	17,311	13,154	(4,157)	-24.0%	94,120	69,171	(24,949)	-26.5%
40.	401.100	Fares - LCTOP	0	7,096	7,096	ERR	0	25,901	25,901	ERR
40.	402.200	Contract Service	5,417	5,411	(6)	-0.1%	27,083	28,277	1,194	4.4%
40.	405.100	Charter	609	1,717	1,108	182.1%	9,910	27,754	17,844	180.1%
40.	406.100	Displays Ads	781	0	(781)	-100.0%	3,906	1,500	(2,406)	-61.6%
40.	409.200	Sonoma County Participation	14,333	14,333	(0)	-0.0%	71,667	68,965	(2,702)	-3.8%
		Total	74,569	72,283	(2,286)	-3.1%	403,060	376,323	(26,737)	-6.6%

Other Revenue

Dpt	A/C #	Description	Nov-16 Budget	Nov-16 Actual	Nov-16 Variance	Nov-16 %	YTD Budget	YTD Actual	YTD Variance	YTD %
40.	409.100	TDA - Operations	212,464	212,464	0	0.0%	1,062,318	1,062,318	0	0.0%
40.	409.110	STA - Operations	14,583	14,583	(0)	-0.0%	72,917	72,917	0	0.0%
40.	411.100	State Planning Grant	0	0	0	ERR	0	0	0	ERR
40.	413.100	Fed Sec 5311 Oper Grant	39,101	39,101	(0)	-0.0%	195,507	195,507	(0)	-0.0%
40.	413.110	Fed Sec 5311(f) Operating Grant	25,000	0	(25,000)	-100.0%	125,000	0	(125,000)	-100.0%
40.	413.200	Fed Planning Grant	0	0	0	ERR	0	0	0	ERR
40.	407.200	Senior Center Admin/Dispatch	2,208	2,208	(0)	-0.0%	11,042	11,042	0	0.0%
40.	407.210	Maintenance Labor Revenue	2,500	2,316	(184)	-7.4%	12,500	16,705	4,205	33.6%
40.	407.220	Maintenance Parts Revenue	0	53	53	ERR	0	447	447	ERR
40.	407.400	Rental Income	0	0	0	ERR	0	0	0	ERR
40.	407.500	Other Income	67	42	(25)	-37.0%	333	224	(109)	-32.8%
		Total	295,923	270,767	(25,156)	-8.5%	1,479,617	1,359,160	(120,457)	-8.1%
		Combined - Oper/Other Rev	370,493	343,050	(27,443)	-7.4%	1,882,677	1,735,483	(147,194)	-7.8%

Revenue - Mobility Management Program

Dpt	A/C #	Description	Nov-16 Budget	Nov-16 Actual	Nov-16 Variance	Nov-16 %	YTD Budget	YTD Actual	YTD Variance	YTD %
41.	401.100	Fares-Passenger		263	263			3,518	3,518	
41.	401.200	Fares Paid by Agencies			0				0	
41.	411.100	State Grant - Ag Worker/Commute Study			0				0	
41.	413.110	Federal Operating Grant - JARC			0				0	
41.	413 200	Federal Planning Grant - Commute Study			0				0	
41.	407.500	Other Income			0				0	
		Total	0	263	263		0	3,518	3,518	
		Combined	370,493	343,313	(27,180)	-7.3%	1,882,677	1,739,001	(143,676)	-7.6%

| | | Fares - Passenger/Agency | 53,429 | 50,822 | (2,607) | -4.9% | 290,494 | 249,827 | (40,667) | -14.0% |

Mendocino Transit Authority - Public Service
Budget to Actual Comparison FY 2016/17

File:(Budget17\EXPCUMBA)

Tuesday January 17,2017

Description	Budget Transp	Budget Maint	Budget Admin (YTD thru)	Budget Total (Nov-16)	Actual Transp	Actual Maint	Actual Admin (YTD thru)	Actual Total (Nov-16)	Diff Amount	Diff %	Actual MMP	Actual Total
Wages	610,997	109,900	121,301	842,198	577,538	120,744	121,984	820,266	(21,932)	-2.6%		820,266
Wages-Vac/Sick/Hol	97,699	22,088	24,221	144,008	93,788	21,382	22,778	137,948	(6,060)	-4.2%		137,948
Health	192,624	25,806	25,806	244,237	161,683	26,972	21,164	209,819	(34,418)	-14.1%		209,819
Workers Comp	70,370	8,175	890	79,435	67,575	8,606	898	77,079	(2,356)	-3.0%		77,079
Retirement	69,379	13,567	14,246	97,192	50,853	11,785	11,657	74,295	(22,897)	-23.6%		74,295
Payroll Taxes	20,552	3,478	4,220	28,251	19,896	3,699	4,277	27,872	(379)	-1.3%		27,872
Uniform Allowance	3,525	2,750		6,275	2,271	2,727		4,998	(1,277)	-20.4%		4,998
Travel Expenses	2,725	1,425	4,995	9,145	4,730	74	2,048	6,852	(2,293)	-25.1%		6,852
Outside Labor	3,215	2,710	42,591	48,516	164	5,360	40,581	46,105	(2,411)	-5.0%	490	46,595
Fuel-Revenue Vehicles	150,918			150,918	105,886			105,886	(45,032)	-29.8%	770	106,656
Lube-Revenue Vehicles	3,450			3,450	2,736			2,736	(714)	-20.7%	465	3,201
Tires/Tubes-Revenue Vehicles	12,009			12,009	6,962			6,962	(5,047)	-42.0%		6,962
Parts-Revenue Vehicles		13,611		13,611		7,388		7,388	(6,223)	-45.7%		7,388
Expense Parts		1,000		1,000		764		764	(236)	-23.6%		764
Non-Capital Equipment	1,050	1,000	1,250	3,300	147	290	422	859	(2,441)	-74.0%		859
Office Supplies	125		5,625	5,750	43		4,802	4,845	(905)	-15.7%		4,845
Subscriptions		1,400	550	1,950			701	701	(1,249)	-64.1%		701
Dues & Memberships			900	900			5,648	5,648	4,748	527.6%		5,648
Janitorial Supplies		5,475		5,475		5,416		5,416	(59)	-1.1%		5,416
Shop Supplies		1,250		1,250		636		636	(614)	-49.1%		636
R & M-Buildings & Property		4,425		4,425		4,561		4,561	136	3.1%		4,561
Shelter Expense		1,000		1,000		792		792	(208)	-20.8%		792
Telephone	5,300	750	7,375	13,425	5,293	694	7,168	13,155	(270)	-2.0%		13,155
Utilities	3,640	330	3,394	7,364	2,882		2,071	4,953	(2,411)	-32.7%		4,953
Insurance	67,968	3,750	6,653	78,371	60,477	3,334	6,523	70,334	(8,037)	-10.3%		70,334
Purchased Transportation	750			750	452			452	(298)	-39.7%		452
Marketing			52,257	52,257			39,872	39,872	(12,385)	-23.7%		39,872
Training	7,122	2,083	1,850	11,055	4,510	157		4,667	(6,388)	-57.8%		4,667
Board Expense			1,450	1,450			462	462	(988)	-68.1%		462
Miscellaneous	263	250	50	563	346	306		652	90	15.9%		652
Vehicle Rental										ERR		
Equipment Rental		300	170	470	1,372	75	92	1,539	1,069	227.4%		1,539
Property Rental	9,937			9,937	7,387			7,387	(2,550)	-25.7%		7,387
Total	1,333,619	226,523	319,794	1,879,936	1,176,991	225,762	293,148	1,695,901	(184,035)	-9.8%	1,725	1,697,626
	1,333,619	226,523	319,794	1,879,936	1,176,991	225,762	293,148					
# of Empl (Health benefits)	44	6	6	56								

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Board of Directors Meeting Schedule
Last Wednesday of every month - 1st Wednesday of the month in December
Subject to Change
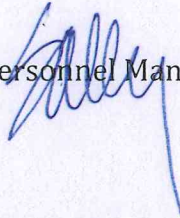
Date		Time	Location	Video Conference With	Major Agenda Items
2016					
~~July~~	~~28~~	~~01:30~~	~~Willits~~	~~only~~	*CANCELLED* ~~2017/18 Transit Needs:Willits~~
~~August~~	~~25~~	~~01:30~~	~~Point Arena~~	~~only~~	*POSTPONED TO SEPT 1* ~~2017/18 Transit Needs: Point Arena~~
September	1	01:30	Willits	only	2017/18 Transit Needs: Willits
September	28	01:30	Fort Bragg	Ukiah	2017/18 Transit Needs: Fort Bragg
October	26	01:30	Point Arena	only	2017/18 Transit Needs: Pt Arena
November		no meeting scheduled			
December	7	01:30	Ukiah	Fort Bragg	2017/18 Transit Needs: Ukiah
2017					
January	25	01:30	Fort Bragg	Ukiah	2018/19 Transit Needs: Ft Bragg
February	22	01:30	Willits	only	2018/19 Transit Needs: Willits Initial 2017/18 Budget Discussion
March	29	01:30	Ukiah	Fort Bragg	2018/19 Transit Needs: Ukiah DRAFT 2017/18 Budget & Claim
April	26	01:30	Point Arena	only	2018/19 Transit Needs: Point Arena
May	31	01:30	Fort Bragg	Ukiah	General Manager Evaluation
June	28	01:30	Ukiah	Fort Bragg	General Manager Contract FINAL 2017/18 Budget

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To: MTA Board of Directors
From: Sally Webster, Finance & Personnel Manager
Date: January 17, 2016
Subj.: Unmet Transit Needs

As you know, MTA collects the Unmet Transit Needs submitted in a variety of ways during the fiscal year. We began the Fy18/19 Unmet Transit Needs at our December 2016 meeting.

Unmet Transit Needs identified thus far:

> ➤   Service to/from Potter Valley

Staff Recommendation:
Solicit public input for any Unmet Transit Needs for Fort Bragg and/or other areas of the County. Add any unmet transit needs to the list.

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TO: MTA Board of Directors
FROM: Carla Meyer, General Manager
RE: 5310 Grant Application
DATE: January 25, 2017

In January, 2017, CalTrans announced that the 5310 Grant Program is scheduled for the upcoming funding cycle. This funding cycle is for three years with a $1,000,000,000 per agency cap. Toll Credits are still available for the program, eliminating the need for revenue match from MTA.

The goal of the 5310 program is to improve mobility for seniors and individuals with disabilities by removing barriers to transportation services and expanding the transportation mobility options that are available in communities. All projects selected for funding must be included in the local coordinated public transit-human services transportation plan.

The Mendocino County Coordinated Public Transit – Human Services Transportation Plan prepared by the Mendocino Council of Governments, lists 'Establish a Mobility Management Program' as a "Highest Ranked Strategist" (pg. 38) in the five-year plan.

Under the "Expanded" portion of the 5310 Grant (formerly known as 5317 – New Freedom) MTA will apply to fund the vacant 'Mobility Manager' position. This position will be a revitalized blend of the former Marketing Planning Manager and mobility management duties. This position will handle all ADA applications, MTA marketing and advertising and website management. In addition, this position is instrumental in taking the lead to collaborate all local transportation services within Mendocino County to establish a one-stop call center referral center to the public. The Mobility Manager will work closely with all Mendocino County transportation providers to effectively collaborate services in the most efficient manner possible. Other costs to be included in the grant application are 50% of the bi-lingual receptionist wages and benefits, and all MTA advertising and printing costs.

Under the "Original" portion of the 5310 grant, MTA will apply for funds to finish the Intelligent Technologies software program upgrade through RouteMatch. These programs will add the Fixed Route Management System with AVL and the Traveler Information System for the general public.

Application Amounts:

Original Program	Year #1	$220,000
Expanded Program	Year #1	$163,305
Expanded Program	Year #2	$165,000
Expanded Program	Year #3	$167,000
TOTAL:		**$715,305**

Recommendation: *Approve Resolution 2017-01 authorizing General Manager to apply for the 5310 Grant Funds.*

RESOLUTION # 2017-01

RESOLUTION AUTHORIZING THE FEDERAL FUNDING UNDER FTA SECTION 5310 (49 U.S.C. SECTION 5310) WITH CALIFORNIA DEPARTMENT OF TRANSPORTATION

WHEREAS, the U. S. Department of Transportation is authorized to make grants to states through the Federal Transit Administration to support capital projects for non-urbanized public transportation systems under Section 5310 of the Federal Transit Act (**FTA C 9070.1G**); and

WHEREAS, the California Department of Transportation (Department) has been designated by the Governor of the State of California to administer Section 5310 grants for transportation projects for seniors and individuals with disabilities; and

WHEREAS, *Mendocino Transit Authority* desires to apply for said financial assistance to permit operation of paratransit service in *Mendocino County;* and

WHEREAS, the *Mendocino Transit Authority* has, to the maximum extent feasible, coordinated with other transportation providers and users in the region (including social service agencies).

NOW, THEREFORE, BE IT RESOLVED AND ORDERED that *Mendocino Transit Authority* does hereby authorize *Carla A. Meyer, General Manager,* to file and execute applications on behalf of *Mendocino Transit Authority* with the Department to aid in the financing of capital projects pursuant to Section 5310 of the Federal Transit Act (**FTA C 9070.1G**), as amended.

That *Carla A. Meyer, General Manager is* authorized to execute and file all certification of assurances, contracts or agreements or any other document required by the Department.

That *Carla A. Meyer, General Manager is* authorized to provide additional information as the Department may require in connection with the application for the Section 5310 projects.

That *Carla A. Meyer, General Manager is* authorized to submit and approve request for reimbursement of funds from the Department for the Section 5310 project/s.

PASSED AND ADOPTED by the *BOARD OF DIRECTORS OF MENDOCINO TRANSIT AUTHORITY* of Mendocino County, State of California, at a regular meeting of said Board held on the 25TH of JANUARY, 2017 by the following vote:

AYES:

NOES:

ABSENT:

_____   _____
Jim Mastin, Chairman of the Board   Carla A. Meyer, General Manager

Proposal

RouteMatch Software Proposal for:

Mendocino Transit Authority

Budget Proposal for a CAD/AVL Fixed Route Management System

Presented By:

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Submittal Date:

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Proposal

![RouteMatch Software logo]

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![RouteMatch hexagon logo]

1.0   EXECUTIVE SUMMARY

RouteMatch Software is the industry leader in creating paradigm shifting transit technology. Our entire organization is dedicated to maximizing value to our customers through the investment they make with us. Our philosophy has always been to build long term mutually beneficial partnerships with our clients through the thoughtful delivery of state of the art solutions that improve their capability to deliver the best possible rider experience safely in the most efficient way. After 600 successful conventional transit Intelligent Transportation System deployments across North America, the results of increasing ridership while providing actual return on investment metrics have been staggering. This project will change the way Mendocino Transit Authority delivers this important service to the public and RouteMatch will be there every step of the way.

1.1   PROPOSAL HIGHLIGHTS

This proposal has been designed specifically for Mendocino Transit Authority, keeping in mind the unique operating characteristics of this operation and rider demographics. Our modular approach to solution deployments, while not relying on proprietary hardware, greatly reduces the payback period and will allow your organization to become and remain an industry leader in innovation.

- **Integrated Solution:** RouteMatch 6.0™ is a technology platform, enabling us to deploy all required features (plus many more) utilizing a single database. The efficiencies achieved are numerous, including a single User Interface for staff, a unified database for reports and analysis, and a coordinated transportation management system that is "aware" of all services.

- **Single Vendor:** RouteMatch Software develops and maintains all proposed technologies, and is the single point of contact throughout implementation and ongoing support. Our turn-key solution includes all components for Mendocino Transit Authority's services, including software, hardware, implementation, vehicle installation.

- **Scalability:** Our scalable and open-architecture in-vehicle solution provides a tablet computer as the Driver Interface Device for real-time communication with RouteMatch Fixed. This solution provides full integration with future in-vehicle peripheral devices such as Automated Voice Annunciators and Next Stop signs, as well as Head Signs, Public Wifi, Automated Fare Payment, Security Camera Integration and Vehicle Diagnostics.

- **Partnership:** RouteMatch understands that our success is 100% driven by the success of our clients. We implement processes to facilitate and heighten our partnership, such as our Advanced Consulting Group. This group of business process and technical consultants was developed to deliver a holistic assessment of a transit agency's business process and staffing needs, identifies gaps where technical customizations may be valuable, and offer opportunities for dramatic improvements in operational efficiencies. Our commitment to partnership is also exemplified by our recent Stevie Award for "Best Front-line Customer Service Team of the Year."

1.2 OVERVIEW OF PROPOSED SOLUTION

It's not just about a CAD/AVL System – it's also about showcasing a service that will help define Mendocino Transit Authority's image in the eyes of many people both internally and externally. It's not just about a CAD/AVL System – it's also about building a relationship with a trusted partner. And beyond that, it's about deploying a system that will grow with Mendocino Transit Authority's future. That means it must meet the expectations of the Millennials – a generation that values public transit and rider communication more than any other.

In order to maximize the results and benefits to Mendocino Transit Authority, RouteMatch is proposing the most scalable ITS platform in the industry. Our proposed CAD/AVL solution meets 100% of the core requirements, as well as the ability to "plug in" all optional technologies using our single database and user interface. RouteMatch is proposing commercially off the shelf technology (COTS). All of the proposed COTS application and modules are owned and maintained by RouteMatch. This solution further provides Mendocino Transit Authority a platform for scalability and future fixed route integrations such as on demand service, flex route, and deviated fixed route. It also provides the passengers a single platform for all fixed route and future paratransit rider communication.

At a high level, RouteMatch will provide the following core components:

- **RouteMatch Fixed™** - This robust and scalable system provides all required tools for transit operators to plan, monitor, analyze, and improve service performance. This is accomplished through tools such as Driver and Vehicle Modules, Route, Run and Stop Management and Editing Tools, and Dispatch and Alert Functionality.
- Fundamental to the system is the **RouteMatch Mobile Data System™**. This tablet-based solution provides GPS for Automatic Vehicle Location (AVL) capabilities, on time performance, and real time bus arrival predictions and communication. The mobile data control head provides operators with a communication platform and ability to monitor real time schedule adherence information on the unit.
- As it relates to the passenger's experience, RouteMatch is proposing **RouteShout™**, our flagship suite of fully-hosted traveler information tools to provide rider access to real-time bus location information. The bus arrival information is available to the public through numerous media outlets, including a web portal, Smartphone App, SMS Text Messaging, and Signage. RouteMatch will also provide Mendocino Transit Authority an open API in order to consume data for other applications or purposes.

1.3 WHY ROUTEMATCH?

RouteMatch strongly believes our industry experience, proposed solution, and partnership approach make RouteMatch the best solution for Mendocino Transit Authority. This statement is driven by our commitments throughout this response and further by the points below:

- **Experience:** With over 65 CAD/AVL deployments RouteMatch has deployed more CAD/AVL systems than any other vendor in the industry. We have over 15 years of experience in the Intelligent Transportation System (ITS) arena and are focused on developing ITS technologies for the public transit industry.

- **Innovation:** RouteMatch is bringing to the table an innovative approach to several areas of this project. RouteMatch is able to provide a unique enterprise solution that has the ability to manage all of Mendocino Transit Authority's future operations in a single database and single application. Fixed Route and Paratransit operations, while separate, can still work closely together. This can provide the foundation for a true centralized model multi modal approach. RouteMatch is the only vendor who can provide this advantageous approach.

- **Project Approach:** RouteMatch's approach to strategic projects such as this follow a proven implementation methodology, but ultimately start with a clear understanding of the deliverables and goals of the project. The overall approach also covers multiple facets including:
  - **Partnership Approach** – RouteMatch has been built through partnership with our clients. Our growth is 100% reliant on their success.
  - **Open Systems** – RouteMatch is an open, non-proprietary solution that allows us to "talk" to other systems easily and develop integration modules that are supportable.
  - **Single Vendor** – RouteMatch Software develops and maintains all proposed technologies, and is the single point of contact throughout implementation and ongoing support
  - **Integration Experts** – RouteMatch is an expert in systems integration with other vendors and systems.
  - **Total Support & Maintenance Program** – Providing a live 24/7, U.S.-based Support Staff, and includes all product upgrades and updates to protect your investment and ensure Mendocino Transit Authority is using cutting-edge technologies.

We are truly excited about the chance to partner with Mendocino Transit Authority on this important and strategic project, and look forward to discussing and presenting our solution to your project team. Please feel free to contact us if you have questions concerning this proposal.

Sincerely,

Teague Kirkpatrick
Director, West Region
RouteMatch Software
(303) 997-1507 – teague.kirkpatrick@routematch.com

2.0 ROUTEMATCH OVERVIEW

A US-Based company that shares your Vision

RouteMatch Software was founded in 1999 and incorporated on January 1st, 2000 to provide superior software and technology products to public transportation agencies. With a staff of over one hundred and fifty employees, RouteMatch is one of the largest providers of transit technology globally and the single fastest-growing U.S.-based providers of Intelligent Transportation Systems. Headquartered in Atlanta, GA RouteMatch has satellite offices throughout the U.S. with a primary satellite office in Denver, CO. RouteMatch is a fully U.S.-based company, privately held, and incorporated in the State of Georgia as a domestic Georgia "C" corporation.

All software coding and hosting resides in the United States, and all talent is hired in the United States. Having successfully served over 600 transit agencies, RouteMatch clearly understands the importance of experience, proper communication, and execution. This experience becomes even more important when integrating different types of technologies.

Proven Transit ITS Solutions

RouteMatch is exclusively focused on providing advanced Intelligent Transportation solutions to the public and private sectors. This includes a full suite of fixed-route and paratransit software applications along with integrated peripheral hardware and software applications to complement the technology. We are the leading supplier of integrated mobile data deployments across North America. We currently have over four hundred (400) very successful mobile data deployments. Our experience and depth in complex and technical systems integration is unparalleled.

All technologies are developed in-house in the US, and are designed solely for transportation providers. Initial technologies focused on paratransit and demand response management software. In 2008, RouteMatch began deploying fixed route technologies, tightly integrated with in-vehicle hardware peripherals (AVA's, APC's, etc.). In 2010, RouteMatch began deploying public-facing real-time Traveler Information

2000 — RouteMatch is Born in Atlanta, GA

2001 — Lands First Paratransit Customer

2007 — Opens Denver, CO Office

2009 — Introduces Fixed Route Solution

2011 — Launches RouteShout Traveler Information Solution

2012 — Pioneers Tablets as Mobile Data Devices

2013 — Wins Best Front-Line Customer Support American Business Awards

2014 — Rolls out Transit Asset Management Solution

2015 — Introduces Automated Fare Collection and Celebrates 15 Year Anniversary

600 Clients and Growing!

Systems (smartphone apps, SMS texts, web portals, IVR, etc.). In 2014, RouteMatch began deploying transit asset management technologies, and in 2015, RouteMatch has begun deploying Automated Fare Collection and Rider Engagement technologies.

Throughout our history, each core technology suite has continued to receive significant investment in innovation as well as dedicated development resources aimed at performance and usability enhancements. All technologies are developed and coded with an open-architecture approach, and designed to facilitate and drive coordination, collaboration and community transformation. Our expertise in the industry provide the end to end solutions necessary to meet the ever changing technology demands.

The Scalable Platform for Transit Operations
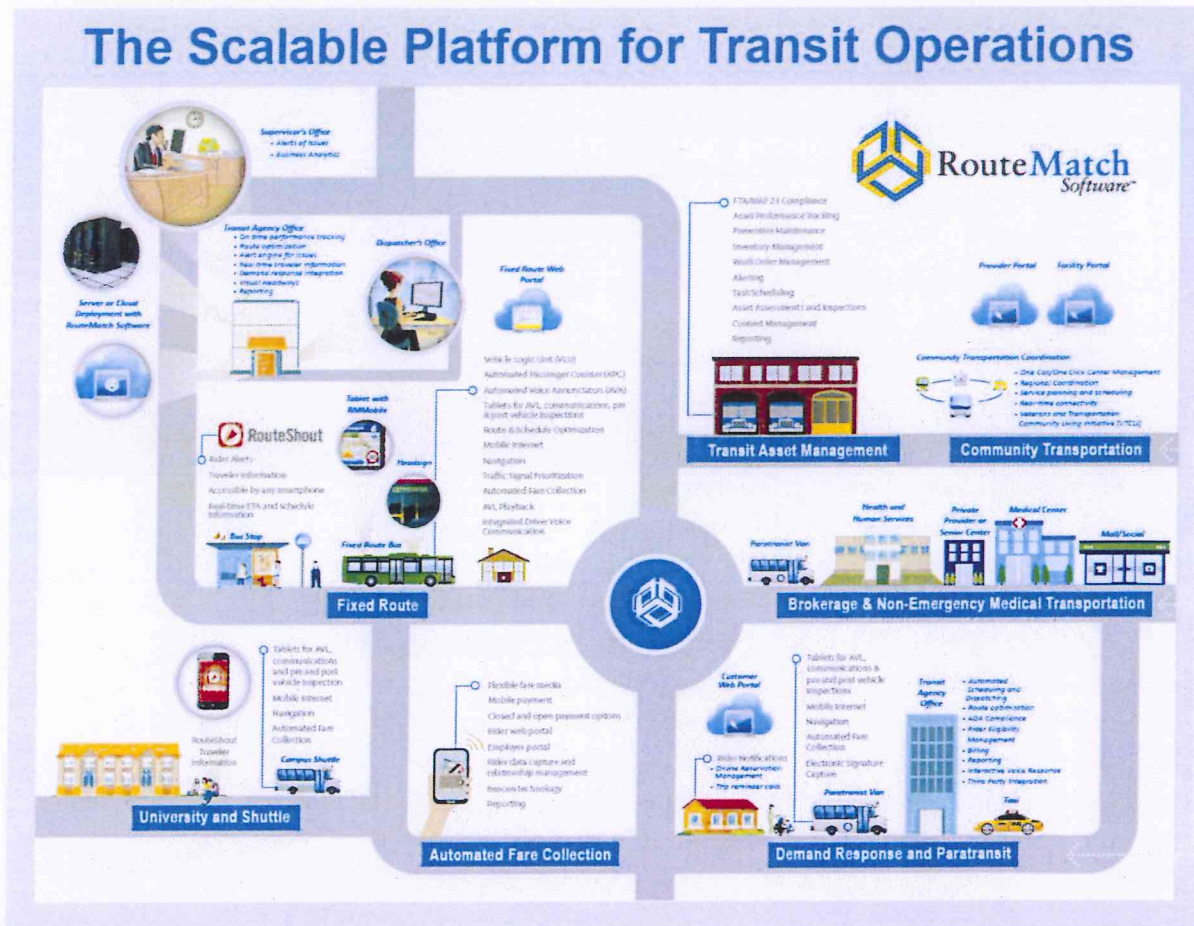
Industry Awards

RouteMatch strives for excellence in customer service and product innovation. This is demonstrated in our receipt of independent industry awards.

- **"Best Front line Customer Service Team of the Year"**
  - o RouteMatch's Customer Support Team was named a Bronze medal recipient in the "Best Front-line Customer Service Team of the Year" category in the seventh annual Stevie Awards for Sales & Customer Service. This is an independent award recognizing outstanding performance in the workplace. The award was judged by 120 professionals. RouteMatch was recognized for its unique Customer Support programs that not only help clients get the most out of their software investments, but also present exemplary opportunities for customers to connect as a community and share best practices using a multi-touch approach. Praise was given to the RouteMatch team for going beyond traditional 24/7 customer support phone lines and dedicating a customer web portal for education and training, on-site customer visits, an annual user conference, as well as a devoted point of contact for clients.

- **"Georgia's Top 40 Most Innovative Companies"**
  RouteMatch Software was recognized as one of Georgia's Top Most Innovative Companies by the Technology Association of Georgia (TAG). TAG'S Top 40 Awards recognized RouteMatch for its innovation, financial impact, and efforts at spreading awareness of the state's technology initiatives throughout the U.S. and globally.

  GEORGIA'S TOP 40 MOST INNOVATIVE COMPANIES
  2015 GEORGIA TECHNOLOGY SUMMIT

- **"Innovative Transit Technology Challenge"**
  RouteMatch Software and its client, Nashua Transit System, were recognized by the Northeast Passenger Transportation Association (NEPTA) as a winner in the association's Innovative Transit Technology Challenge. The award recognized Nashua Transit's application and RouteMatch's development of a Visual Headway feature used at transit agencies running fixed route operations. The technology helps small urban transit systems more effectively handle multiple tasks and responsibilities that can be otherwise very daunting. During peak time when buses are running late and customer call volume is high, this Visual Headway allowed Nashua Transit's dispatchers to quickly answer customer questions concerning bus locations and times. In many cases, customer interaction time is cut in half because now the dispatcher can look at an active display map and answer the questions immediately instead of engaging in dialogue with the bus driver. It saves everyone time from the dispatcher to the waiting customer while also increasing driver safety by allowing the bus driver to remain focused on the roads.

3.0 PRODUCT DESCRIPTION

3.1 ROUTEMATCH FIXED

RouteMatch Fixed™ - This robust and scalable system provides all required tools for transit operators to plan, monitor, analyze, and improve service performance. This is accomplished through tools such as Driver and Vehicle Modules, Route, Run and Stop Management and Editing Tools, and Dispatch and Alert Functionality.

RM Fixed is centered around the RouteMatch Dispatch Management component that is built on the concept of use defined "Data Views". A Data View is a custom view that can be custom filtered, grouped, and sorted to allow dispatchers and / or managers to easily access trip pertinent data by targeting only the data that's pertinent at that moment. In addition, RouteMatch Alert Engine automates the dispatch process and alerts users of services anomalies using visual, audible, or other communication tools such as email or SMS text. Once a service anomaly has been identified, tools are available directly from the dispatch console that allow users to easily remedy the situation such as insert a trip, insert a run, modify a trip time, reassign a trip, and reassign a run. Once changes are made the data is automatically reconciled to mobile data devices. Several images are provided below.
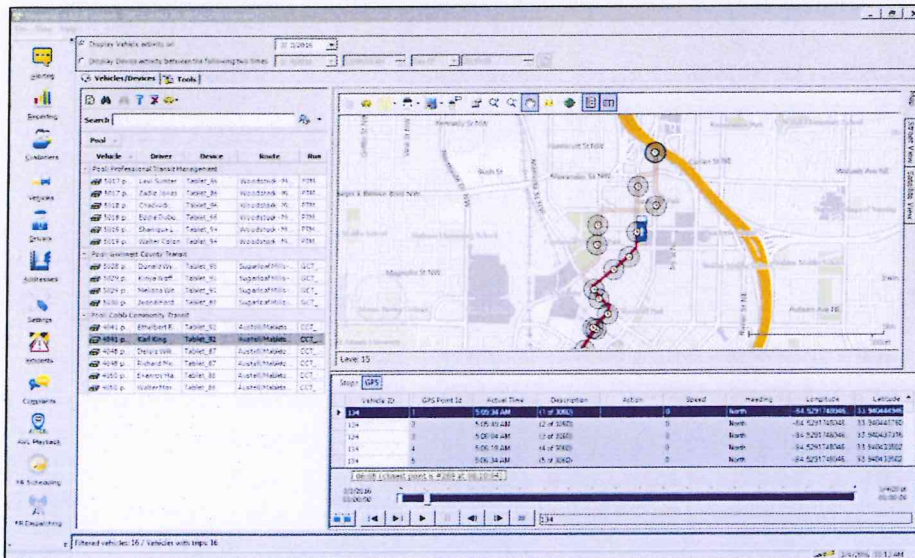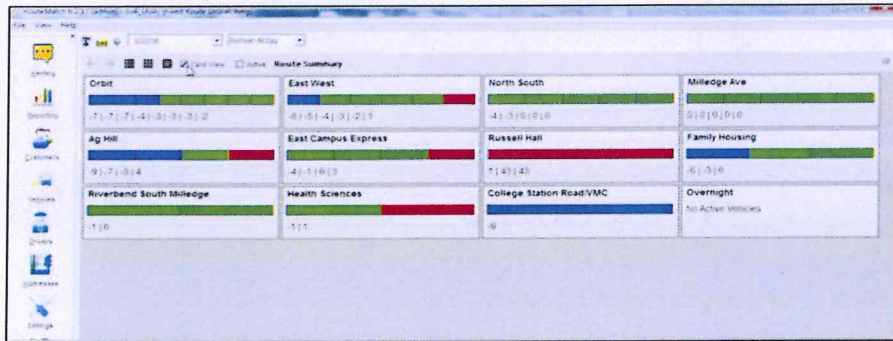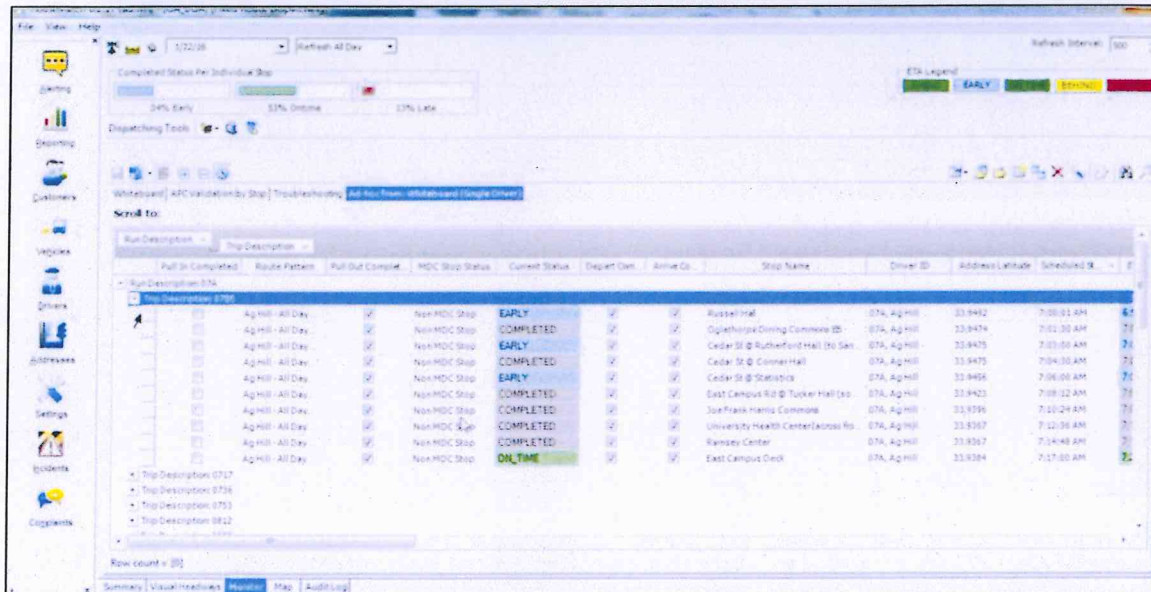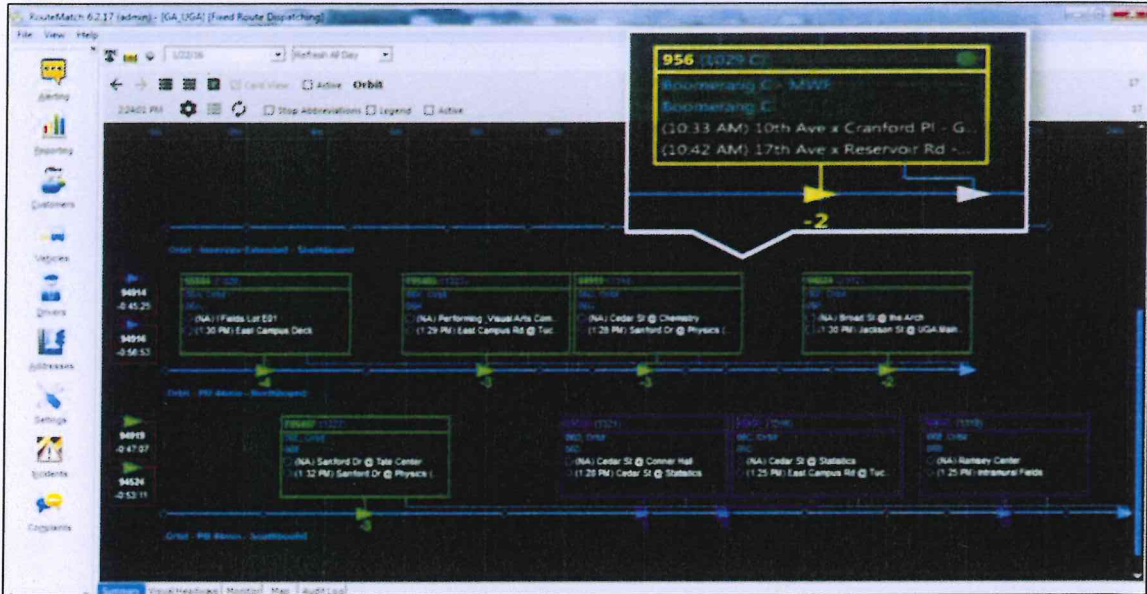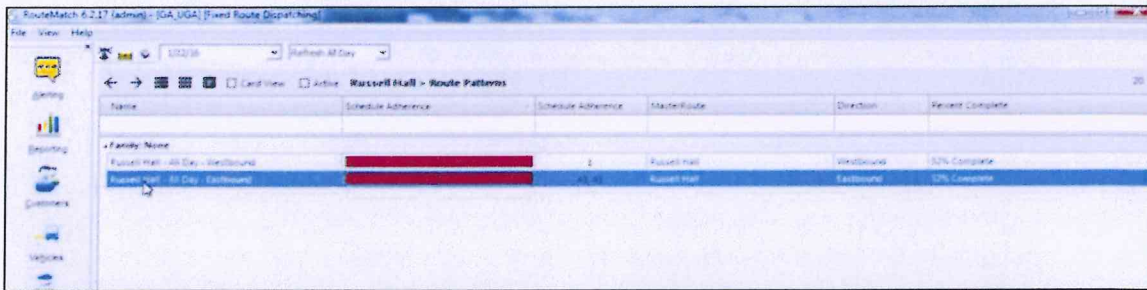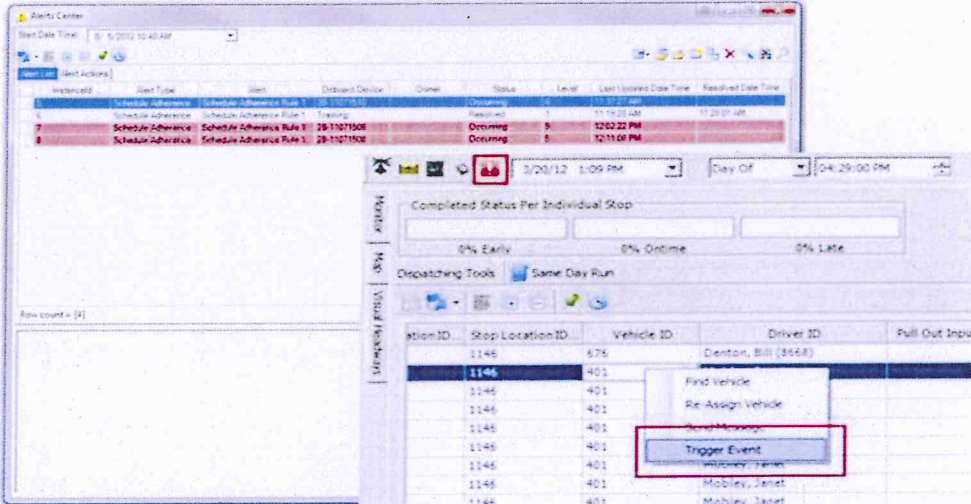
Automated Alert Center

RouteMatch integrates an Alert Center into our Dispatching System. The Alert Center integrates a rules based alerts engine that allows systems to dynamically define alerts to be sent to dispatch, vehicles, smartphones, etc. Alerts Center/Editor in Fixed Route Dispatching - The Alerts Center in Fixed Route Dispatching is a feature that allows dispatchers to be warned about issues that need to be resolved, such as headway problems, speeding, operator sign-on failures, emergencies, and drivers not adhering to schedule or route. In the case of drivers not adhering to route, an alert can be triggered when the vehicle is a threshold number of miles off route. In Settings, dispatchers can create rules for each type of alert that tell the software to send them an email, play a sound, send the driver a message, etc. when an alert is triggered. RouteMatch understands the importance of exception reporting and proactive communication of potential service issues. Our Alert Engine functionality is based on our powerful GeoTarget and AVL solution and provides customized alerting of service anomalies and other data received from the vehicle. Based on the proposed solution, systems will receive alerts such as:

- Schedule Adherence
- Route Adherence
- Headway Adherence
- Driver Did Not Sign On
- Speed Alert
- Message Alerts
- Speeding Alerts
- Emergency Alert

RouteMatch detects if an alert should be triggered based on information received from an onboard device. This information is sent at regular intervals. For example, GPS information is sent every 15 seconds by default. An alert is triggered if an event or conditions in the field match one or more rules that have been created. For example, a user creates a rule that tells RouteMatch to trigger an alert if a vehicle's speed is over 70 miles per hour. (70 miles per hour would be what is referred to as a threshold.) The first time information is sent from the onboard device after the vehicle reaches 70 miles per hour, an alert is triggered.

The Alert Center can be configured to generate actions based on the alert received and the level of the alert (how many times we have received this alert).   The following actions can be generated:

- Automatically Generate an Incident Report
- Play Sound (audio file such as a .wav file)
- Automatically Send Email
- Automatically Send Message to Driver

Route & Schedule Management

RouteMatch Software's Scheduling Management component provides flexible, intuitive tools to create, edit, and manage transit schedules – paratransit or fixed route – from one interface. Users can easily set up Routes, Route Patterns, Trips, Stop Order, and Stop Properties. Runs are also set up in the Scheduling Menu after the Routes are complete. The RouteMatch Scheduling Management component for fixed route features manual run cutting and semi-automated driver rostering. In addition, RouteMatch natively supports the General Transit Feed Specification (GTFS) for fixed-route data import and export, and, therefore, can easily provide various Traveler Information Systems (TIS) by providing up-to-date, accurate fixed route schedule data.

- Route and pattern creation – ability to assign multiple patterns to a single route
- Includes a map for visual representation of routes and ease of creation
- Edit and Insert bus stops, time points, and way points
- Edit Route Timetables
- Pattern run time and running time exceptions
- Trip generation, including headways
- Peripheral integration, such as adding pattern point actions to waypoints and bus stops to trigger annunciators and on-board signs
- Schedule validation
- Modify schedules, such as the ability to modify a pattern or point without having to re-enter information
- Color code patterns
- Define stop attributes
- Detour Management – Snap to Streets
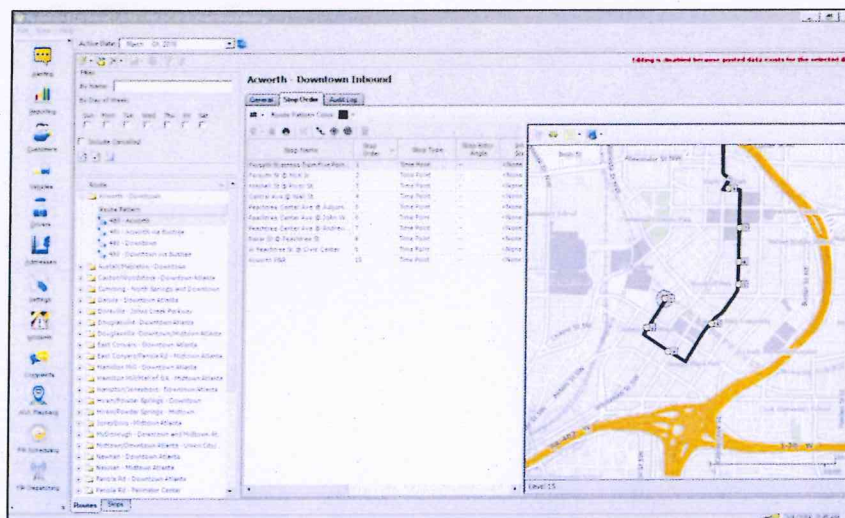
RouteMatch Fixed provides graphical user interfaces to manage the spatial and database attributes of all your stops. RouteMatch Fixed supports multiple stop types. These include:

- Check Point - A location that is added as a stop option to assist the GPS or AVL device in maintaining the route. This is not used for On Time Performance.
- Stop Point - A location where the vehicle must stop, but not at a specific time. This is not used for On Time Performance.
- Time Point - A location where the vehicle must stop at a specific time. Too early or too late will result in a visual change in Schedule Adherence. For On Time Performance, the system will allow the option to ignore the time point.
- Layover - This location can also be referred to as a Driver Relief. It is generally at the beginning or end of a trip. For On Time Performance, the system will allow the option to ignore the layover.
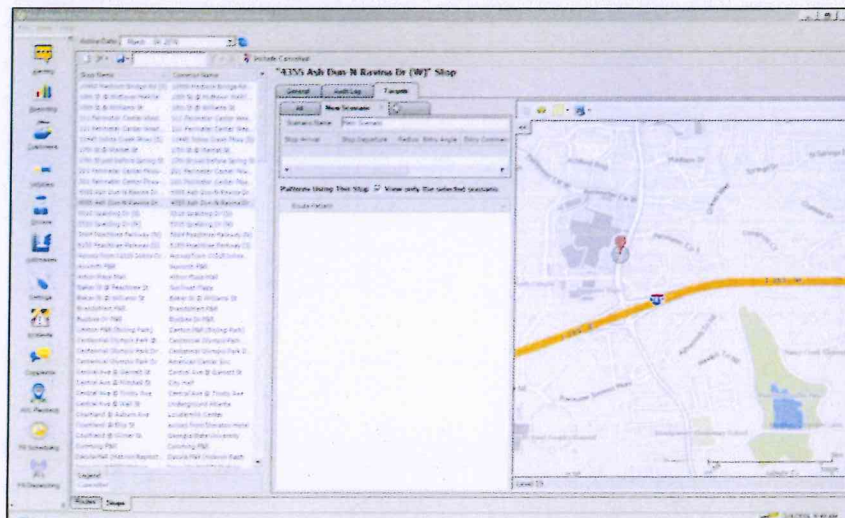
AVL Display & Playback

All RouteMatch products integrate GIS technology for address geocoding, route display and analysis, route optimization, vehicle tracking, estimated time of arrival, and AVL playback. GIS provides an advanced spatial and visual toolset to schedulers and dispatchers to facilitate improved decision making for transportation problems. RouteMatch utilizes a base map in its back office CAD/AVL system. This base map would use the same base map as the paratransit system. For all passenger facing components RouteMatch uses Google maps to provide the mapping display.

- Service area GIS maps including highways and streets, counties, zip codes, land marks, water, and network attributes.
- Fast and intuitive Address geocoding and address location tools. Search by street, intersection, and common names.
- GIS Navigation tools including pan, zoom, distance measure, and feature identification.

- Flexible Map Options and Configuration controls the display and views of the GIS map.
- Floating map window for multi-screen usage
- Professional cartography and visual display.

- Annual updates are available through your customer support program.

- Serves as base map for Automated Vehicle Location, ETA, and AVL playback.
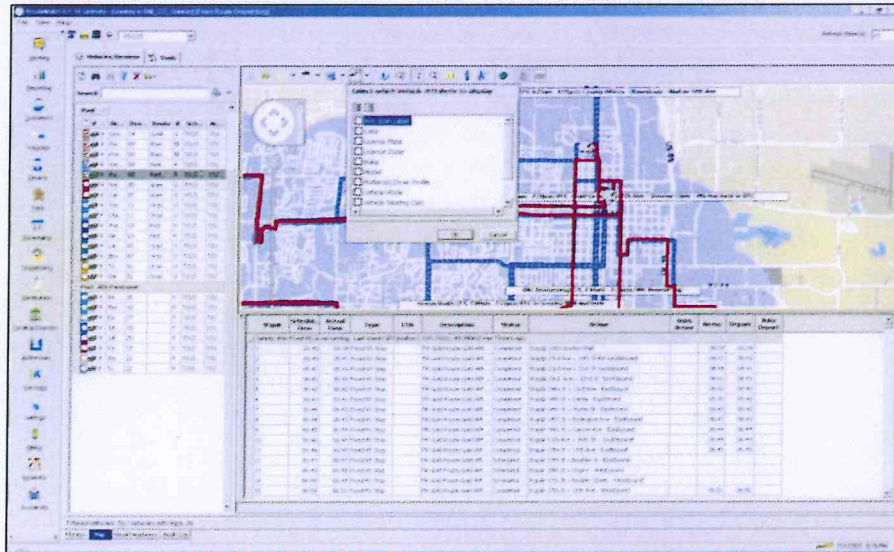
RouteMatch integrates Google Satalite and Streetview functions into its mapping displays.
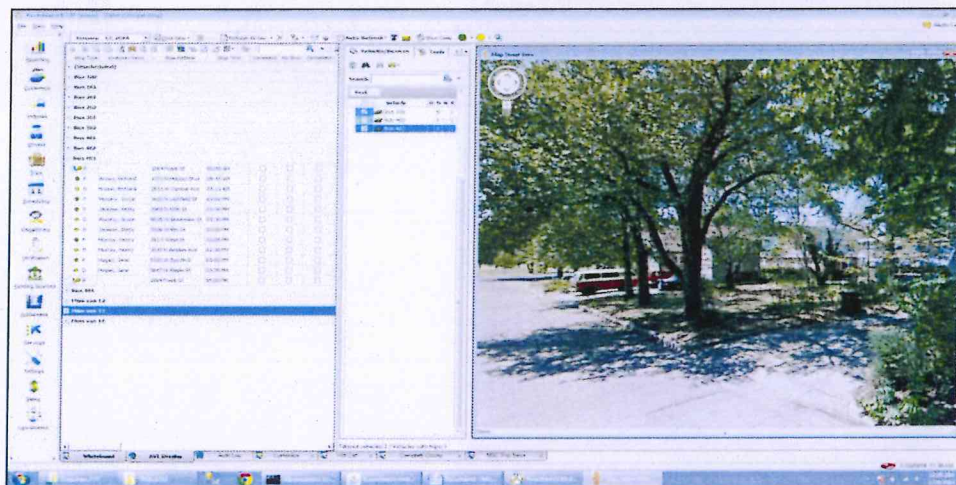
The AVL Playback module allows you to view historical data that was captured during a vehicle's run using an onboard device. Details such as the path the vehicle traveled and the stops the vehicle made along the way are displayed on the map.

- Select Date
- Select Single or Multiple Route
- Select Playback Speed and Options
- Use Play Controls to Fast Forward, Rewind, Pause, or Stop at Any Time During Route
- Integrates to Incident Management Module to audit customer complaints

Departure & Arrival Estimates

Based on our expertise with GIS-based routing and path finding, RouteMatch has developed powerful computing services that analyze the transit schedule and integrate real time AVL data to calculate an accurate prediction of bus departure and arrivals. In addition to a sound computing foundation, we take a 360-degree view of prediction information by capturing and interpreting time estimations at the trip, location, route, and service level. In addition, through the "RouteMatch Interpretive Layer" prediction data is transformed into usable information by assigning a user defined status to the data – i.e. "On-Time, "Early", "Late", "Congested", etc. After interpretation, the information is usable by dispatchers, transit managers, or riders via our Alerts functionality, Visual Headway, or RouteShout – our Traveler Information System (TIS) platform. The lookup window is configurable by Hernando County.

RouteMatch's advanced prediction functionality is composed of two server side, service oriented components: RMQS and RMNetSolve. RMQS provides the interface between the database (fed by the mobile devices) and RMNetSolve. RMNetSolve is RouteMatch's proprietary street network path-finding engine which is responsible for analyzing a vehicle's current position, next stop, current speed, posted speed, speed reduction factors and returning an accurate, up to the minute travel time.

The above described system provides multiple ETA calculations. The following summarizes the calculations for Estimated Time of Arrival (ETA): Minutes Late, Stop Current Status, Stop ETA Arrive Time, Stop ETA Depart Time, Run ETA Real End Time, Stop ETA Real Arrive Time, and Run ETA Slack.

General Transit Feed Specification

RouteMatch Fixed is GTFS compliant and is capable of importing and exporting GTFS data to any other GTFS compliant application including Google Transit Trip Planning

Reports & Analysis

RouteMatch Software integrates state-of-the-art reporting and data analysis tools in all of our products. RouteMatch Fixed provides many standard reports covering major operational and planning areas. The RouteMatch Ad Hoc Report Wizard is also included. This easy to use wizard provides a step-by-step approach to building and editing any report. RouteMatch utilizes flexible user-driven front ends to customize and configure each standard report. Due to the open nature of RouteMatch's architecture and open database, all standard, customized, and ad hoc reports are exportable into any ODBC-compliant program (i.e., MS Access, MS Excel). For the purposes of merging reports with other data not captured in the RouteMatch system, our export functionality provides the ultimate flexibility in owning, manipulating, and understanding data that the agency maintains. The Settings Module allows system administrators to define reporting rules and calculations, as well as assign user permissions to users in the organization.

NTD Form: Service Non-Rail (S-10) Mode: Fixed Route; Service: DO
For Time Period: 9/11/2015 to 9/11/2015
Printed: 9/11/2015 12:48:03PM

Maximum Service Vehicles
01 Vehicles operated in annual maximum service (VOMS)

02 Vehicles available for annual maximum service — 20

	Average Weekday	Average Saturday	Average Sunday	Annual Total
Periods of Service				
03 Time service begins		12:00:00AM	12:00:00AM	
04 Time service ends		12:00:00AM	12:00:00AM	
Service Supplied				
06 Vehicles in operation	0	0	0	
11 Total actual vehicle miles	0	0	0	0
12 Total actual vehicle revenue miles (VRM)	0	0	0	0
12a Deadhead miles	0	0	0	0
14 Total actual vehicle hours	0.00	0.00	0.00	0.00
15 Total actual vehicle revenue hours	0.00	0.00	0.00	0.00
15a Deadhead hours	0.00	0.00	0.00	0.00
16 Charter service hours				
17 School bus hours				
Service Consumed				
18 Unlinked passenger trips (UPT)	0	0	0	
19 Americans with Disabilities Act of 1990 (ADA) unlinked passenger trips (UPT)				
19a Sponsored Service				
20 Passenger miles traveled (PMT)	0	0	0	0
Service Operated (Days)				
21 Days schedule operated	0	0	0	0
22 Days not operated due to strikes				
23 Days not operated due to officially declared emergencies				

Major Reporting Areas for Fixed Route Transport:

- Manifests
- Mobile Management
- Operational
- Productivit

Example Reports (Productivity)

VEHICLE PRODUCTIVITY BY RUN

The Productivity by Vehicle or Run report displays vehicle or run statistics for a selected date range. The report contains data such as service and revenue miles and hours, basic trip statistics, and revenue. This report can also be run as two separate reports: Productivity by Vehicle or Run Summary and Productivity by Vehicle or Run Details.

VEHICLE PRODUCTIVITY BY MILEAGE

The Vehicle Productivity (By Mileage) report shows odometer readings for each run that occurs during the selected date range which can be used for data validation. It also shows the amount of revenue miles, non-revenue miles, and service miles for selected vehicle runs during the date range.

PRODUCTIVITY COMPARISON SCHEDULED VS ACTUAL

The Scheduled vs. Actual Productivity report compares scheduled productivity statistics against actual productivity statistics (verified and unverified.) Stats are displayed side-by-side so users can spot productivity trends. The report is run by vehicle and "Maintain Scheduled Productivity Stats" must be set to 1 - Enabled in the Scheduling Options of the Settings module.

Ad-hoc Report Generator

RouteMatch Software incorporates a wizard-driven, ad hoc report generator that makes building custom reports very simple. Users can simply select the type of report, the information they would like to see, and how it should be filtered, sorted, and titled. The report can then be saved as a public or private report for future use. This feature allows users to build an unlimited number of reports with no assistance or

additional fees to RouteMatch. In addition, any custom fields that are utilized to capture information not inherently captured in the solution are accessible for reporting purposes through the ad hoc report generator.
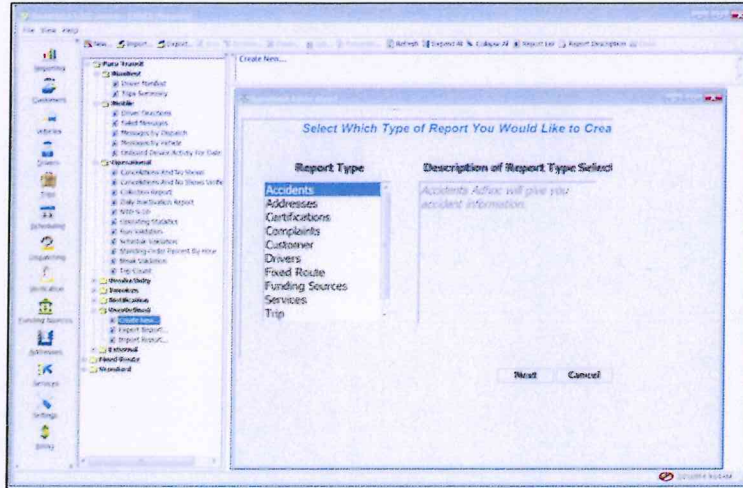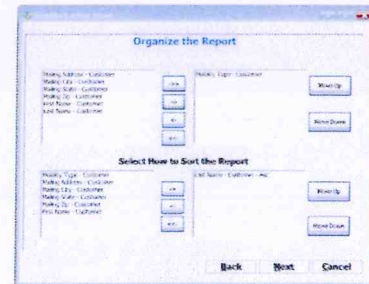

You can create a user-defined report by using the ad hoc report wizard. The wizard takes you through the five steps for generating a report. User Defined reports can be run on verified data, non-verified data, or both types of data together.
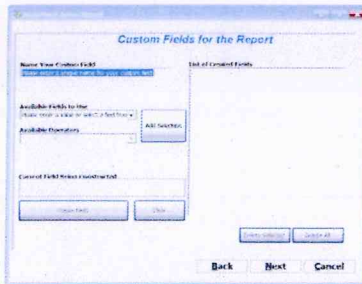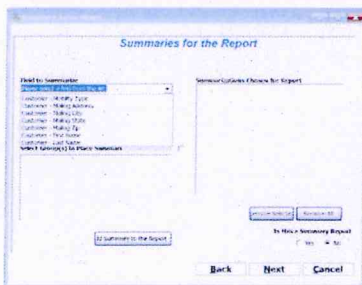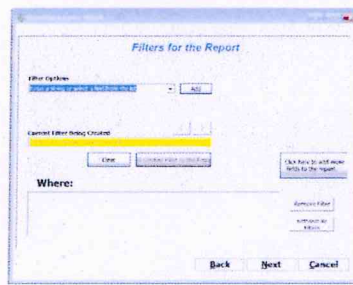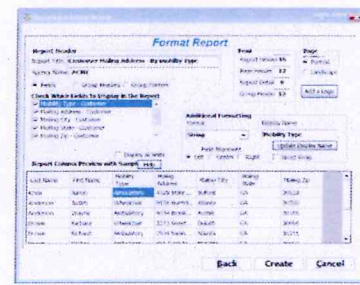

Add Report Fields
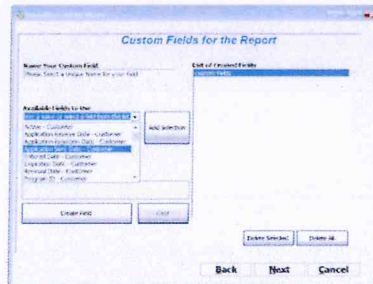
Add Custom Fields

Organize

Create Report Summaries

Create Report Filters

Format

3.2 MOBILE DATA SYSTEM

The RouteMatch Mobile Data System supports multiple mobile data devices (MDD) and wireless communication protocols, combining best-of-breed hardware and software components to meet each agency's unique requirements. Based on business requirements and budget, RouteMatch will tailor your mobile data environment to specifically meet your unique challenges. RouteMatch is proposing a ruggedized Android-based tablet computer as a driver interface device. This crisp and flexible device models the workflow for drivers, providing a single sign on to multiple peripherals and electronic manifest as well as other features like, turn-by-turn voice annunciated directions, automated odometer / mileage collection, fare collection, passenger counting, ETA to next stop, and a mailbox for electronic communication with dispatch.

RouteMatch feels strongly that our Commercially Available, Off-the-Shelf (COTS) Approach is superior to our competitors generally and especially for this unique project:
- Commercially Available, Off the Shelf (COTS) technology
- Low cost of maintenance and replacement
- Flexible and Portable for multiple in vehicle applications – i.e. pre and post trip inspections
- Supports Fixed Route, Demand Response, and "Mixed Mode"
- "Mix and Match" devices within same AND across multiple Fleets to meet All Operational Needs
- Leverage continual development of mobile tablet and 3rd party mobile application development

For fixed route this device will power when the vehicle is powered on. The device will be installed within comfortable reach of the driver and will be securely mounted to the interior as to not obstruct the driver or interfere with other on board equipment.
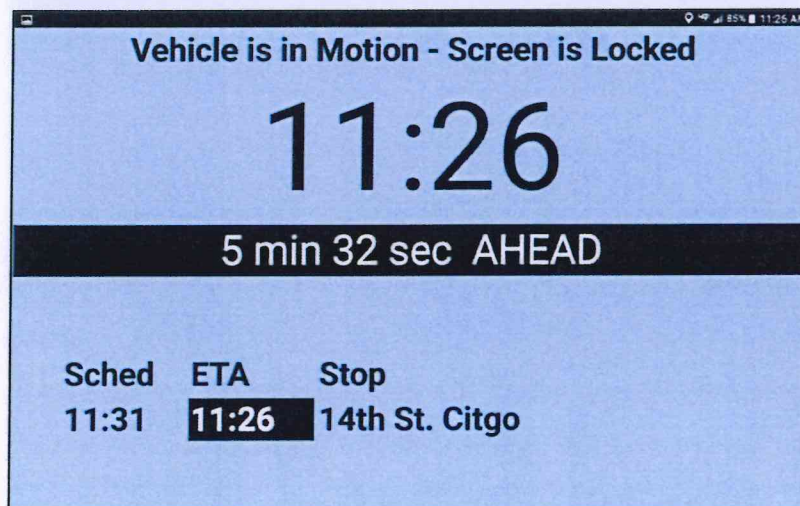

Onboard Operator Interface

The mobile device serves as point of interface for the driver and manages and streamlines the driver experience and automates data communications between the driver and dispatch. Our internally-developed Android-based software application resides on the MDD, and models the workflow for drivers, providing a single sign on to multiple peripherals and electronic manifest as well as other features like, turn-by-turn voice annunciated directions, automated odometer / mileage collection, fare collection, passenger counting, ETA to next stop, and a mailbox for electronic communication with dispatch.

Fixed Route Key Features

- Automatic Vehicle Location
- AVL Data Collection to feed Traveler Information
- Computer Assisted Passenger Counter (optional configuration)
- Display of Stop List
- Automated Updates of Stop List upon completion
- Two Way Messaging
- Onboard Schedule Adherence
- Real Time Route Navigation
- Integrated Rules Based Engine Alerts and Messaging
- Screen Blocker

RouteMatch
Software

3.3 ROUTESHOUT TRAVELER INFORMATION SYSTEM

RouteMatch believes that riders' access to real-time bus location information is the best method to improve system awareness, improve the perception of the transit system, improve customer convenience and ultimately improve the overall transit experience. To this end, RouteMatch has developed RouteShout™, a suite of Traveler Information Systems (TIS) offerings to provide access to real-time transit data.

Accuracy

The key to delivering real-time bus arrival information is the ability to distribute accurate data. RouteMatch understands that rider confusion and **RouteShout**

frustration will be magnified by inaccurate arrival information. Based on our expertise with GIS-based routing and path finding, RouteMatch has developed powerful computing services to analyze the transit schedule and integrate real-time AVL data to calculate an accurate prediction of bus arrivals. RouteMatch's advanced Real-Time Arrival (RTA) functionality is composed of two service-oriented components: RMQS and RMNetSolve. RMQS provides the interface between the database (fed by the mobile devices or API) and RMNetSolve. RMNetSolve is RouteMatch's proprietary street network path-finding engine which is responsible for analyzing a vehicle's current position, next stop, current speed, posted speed, speed reduction factors and returning an accurate, up to the minute travel time.

Accessibility

In today's society, it is imperative to deliver real-time bus arrival information in a variety of media formats. RouteShout™ provides the ability and flexibility to connect with riders' of differing demographics, increasing accessibility and maximizing the investment on the TIS solution. RouteShout™ provides real-time bus location and bus arrival information in the following formats:

- RouteShout Mobile
    - Branded Smartphone Application, Notifications and Mobile-Friendly Browser
- RouteShout Web
    - Online Web Portal for 24/7 access

Management & Analysis

Once your communication tools are in place, it's important to manage your message, monitor frequency and analyze trends. RouteShout™ offers the internal and secure RouteShout Administration Portal, providing insight and awareness of the TIS interaction. Access the Quick-Reference Dashboard for up-to-the-minute ridership usage, easily manage Service and Route disruptions and utilize the Advertising

- Real-time Graphs & Heat Maps
- Statistics, including Unique Users, Total Responses and Tops Stops
- Create Mobile Stops for Advertising Campaigns
- Manage System-wide and Route Specific Alerts
- Fully integrated with Back-end CAD/AVL System

Branded Smartphone App

RouteMatch will provide RouteShout, a smartphone application that is compatible across Blackberry, Android, and iPhone systems. This feature-rich application will be free to the public, and provides a plethora of real-time information. Users will be able to:

- Use "Locate Me" function utilizing internal GPS functionality to determine closest bus stop
- Access quickly Route & Stop information and Locations
- Save Favorite Routes and Stops to quick lookup
- Access Real-time next Bus Arrival information and location via the smartphone
- View real time location information on an integrated map via the smartphone

RouteMatch Software™
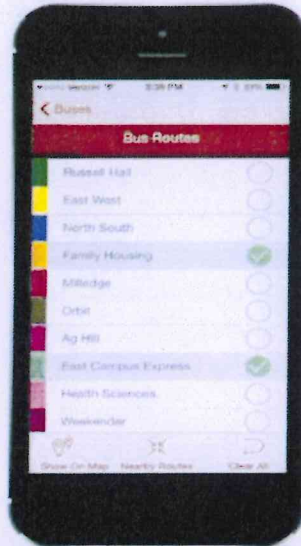
Go to GooglePlay or the AppStore to download the MyXpress App to view!

Proposal
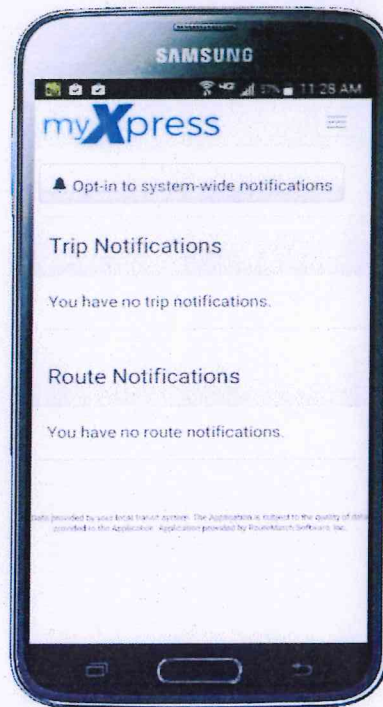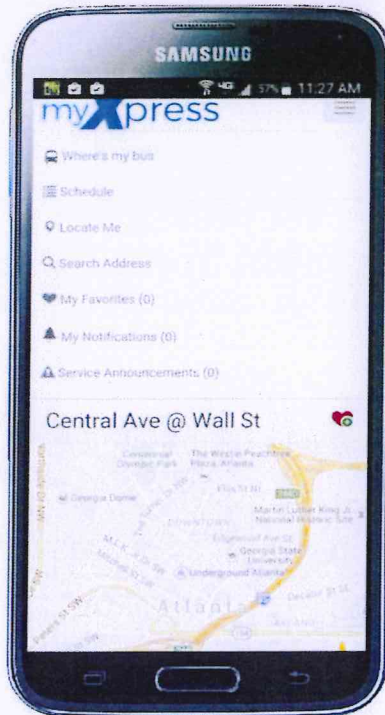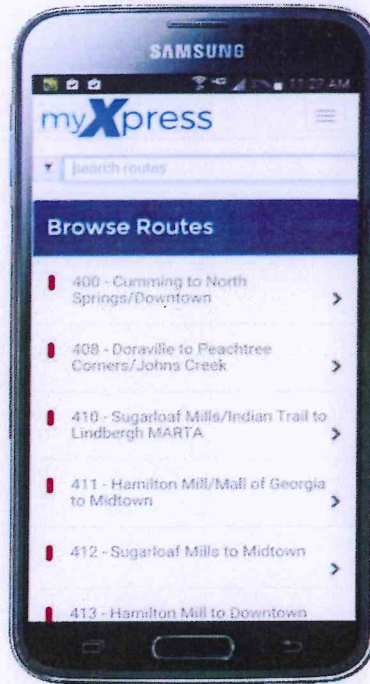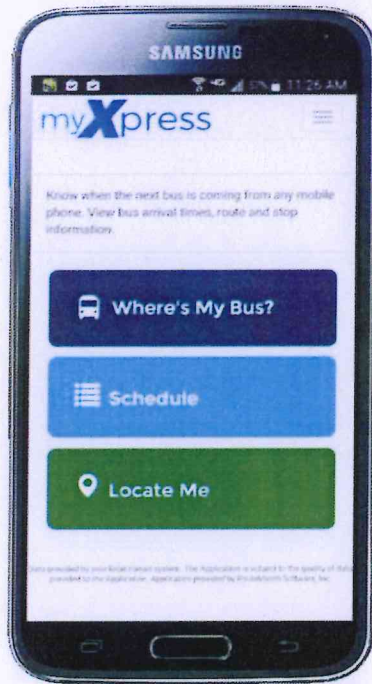
Subscription Services

Riders are able to subscribe to general messages or specific routes / stops in order to receive automated alerts concerning estimated arrival times, bus delays, and messages. Riders will have the ability to choose a particular scheduled time, how far in advance they want to receive an alert, how frequently, and the active date to start. Users will have the option of selecting how they wish to receive the alert via mobile application, web browser, email, or text. Finally, alerts are automatically generated, but can also be generated manually by eligible staff.
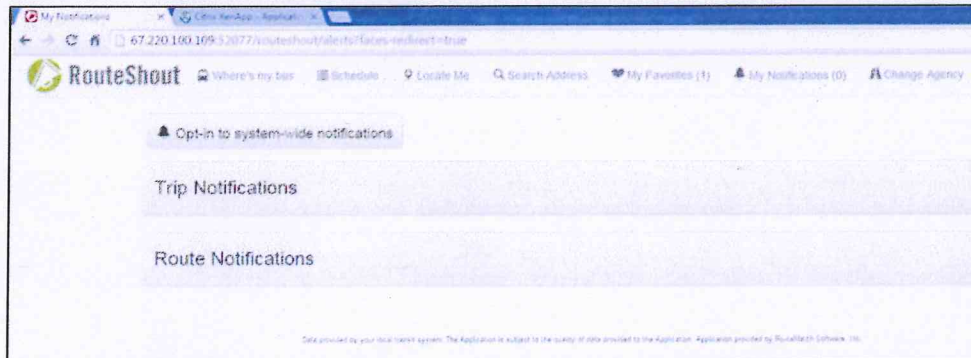
Internet / Web Enabled Computers and Devices

The RouteMatch Web Portal provides a unique opportunity to supply riders with 24/7/365 access to transit information. RouteShout Web will support a secure web portal that provides riders with access to selected information, including information on fixed route schedule, a link to the Google Transit Trip Planner, and real time status of Fixed Route vehicle locations. This information can be accessed through a standard Internet Browser or through mobile phone that supports internet.

The look and feel of the Web portal is customizable and RouteMatch will work with Mendocino Transit Authority to build an interface that markets to local riders.

Check some out...

- City of Porterville
- River Cities Transit
- Greeley-Evans Transit
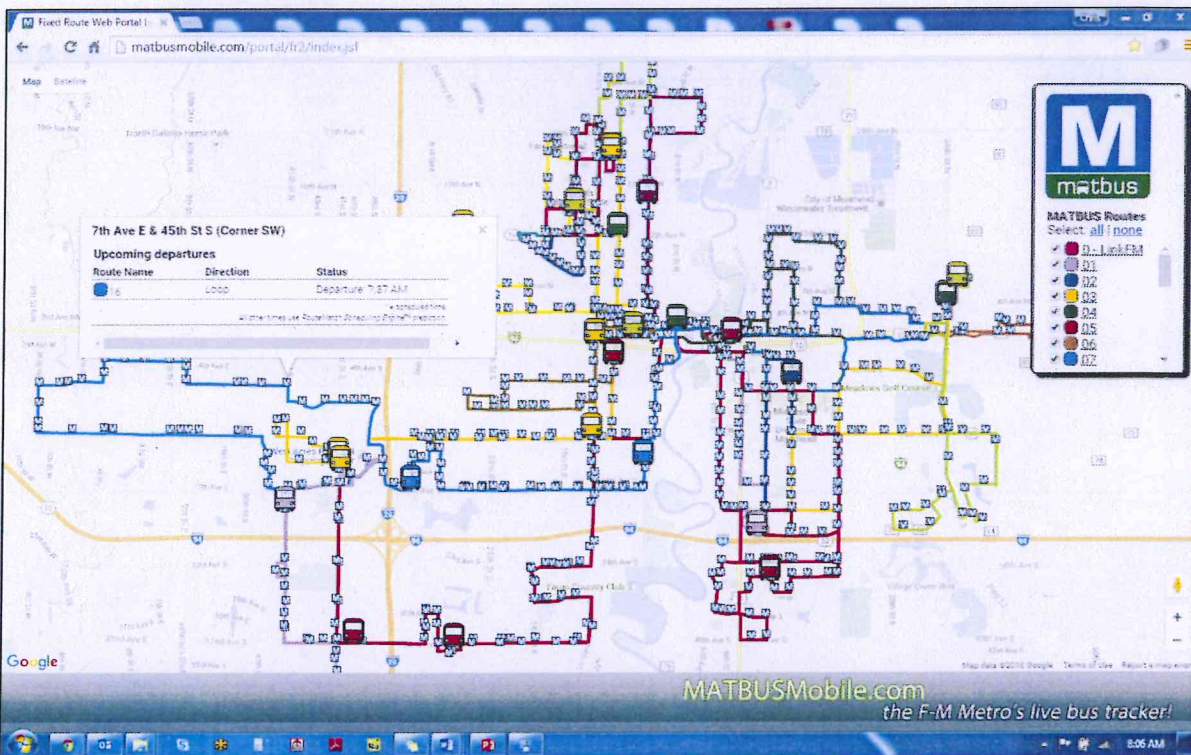
Marketing Your Real Time Information

While RouteMatch is a technology company, we know that marketing is very important to your transit agency's project success. Traveler information systems are high visibility, and engaging riders early on can lead to a number of benefits. These include an increase in choice riders, fewer customer calls for "where's my bus" information, smoother transfers, and building community good will.

RouteMatch has an in-house team of marketing specialists with deep expertise in strategic counsel, design and messaging. Our goal is to help you engage your riders and get the most out of your RouteShout product investment. RouteMatch's marketing team can work with your internal marketing department or outside marketing agency to help you plan effective marketing campaigns and in some cases, execute campaigns.

Examples of initiatives to promote RouteShout:

- Launch Plans of New Services
- Create Bus sign Designs
- Video Campaigns to engage Riders
- Press Releases & Media Outreach
- Case Studies, Testimonials and Email Campaigns
- Abstract Creation & Award Submissions
- White Papers for Conferences & Events
- Webinars to Share Best Practices in Traveler Information

RouteShout

RouteShout Logo

RouteMatch also offers the use of our RouteShout logo. Anywhere your riders see the RouteShout horn, so know they can find real-time bus arrival information!

Marketing Checklist

In order to help your agency utilize this tool, deliver real value to your riders and increase overall ROI, we have put together a check-list of action items to help you get started and get the word out in your community and increase user adoption.

- **Update your Agency Website** – Update your agency's website with information announcing the ability of riders to check online for bus schedules and routes, in real time. Include links to maps of routes, as well as route timetables, and information on obtaining estimated bus times via text. For an example, visit http://www.transit.uga.edu/.
- **Consider New Signage** – Your agency can increase public awareness and make a big visual impact by investing in new signs to promote RouteShout around your community. Consider placing these signs on your buses, in bus stops, or transit centers and other high-volume rider locations. Be sure to include your logo, website information and/or SMS text info. (You can also make more inexpensive paper fliers with the same information and leave them on bulletin boards in key locations.)
- **Send an Email Announcement** – Plan and send an email blast announcing your agency's new real-time traveler information technology tool to the community. Be sure to target a combination of

your current riders, local media contacts, large employers, schools and/or universities in the area, and various community centers serving teens, the elderly and disabled. You can build your target list by directly contacting potential targets and requesting email lists and/or their media contact.

- **Use Local Advertising** – If your agency has the financial ability, or can obtain pro bono services, consider creating an original advertising campaign to announce RouteShout, as well as reintroduce your services to riders. This is a good opportunity to remind the public of the services available to them. Print campaigns can be posted in or on your buses, as well as placed online, or in key local publications.

- **Launch the Service with a " Creative Hook"**- If your agency or community is planning a special event or a seasonal activity (e.g. Take Transit Day, Back to School, Halloween, Summer Festival), consider launching the new service then. You can embark on developing a creative campaign such as creating T-shirts where you can scan QR/Bar codes to get more information about RouteShout or hold a contest, rewarding riders who use the service or will become public champions for the service.

    o *Key Messages to Tell Your Community About RouteShout –*
    o *Find out when your bus is arriving, in real-time!*
    o *You can use the Web, SMS texts or your smartphone to find bus routes and schedule timesHelps you conveniently plan ahead.*
    o *Find out immediately via text or online if there is an emergency, disruption, or schedule change on your route!*

4.0   IMPLEMENTATION & DEPLOYMENT

The ultimate success of any transit system implementation project is highly dependent on how you begin. That's why every RouteMatch implementation starts with our tested and proven RouteMatch Implementation Methodology (RIM), a system of best practices and processes that ensures a smooth and successful deployment of our industry-leading transit solutions and rapid delivery of return on investment (ROI) for our customers.

The Professional Services Organization (PSO) has institutionalized a standard proven pragmatic and adaptable implementation methodology that capitalizes on our collective experience with Go Lives at over 600 locations across the USA. This internally developed methodology RIM (RouteMatch Implementation Methodology), has evolved through the hundreds of installations that we have completed. RIM takes into account the proper staffing to meet the client's timelines and the proper procedures and documentation results in a successful implementation of our systems. RIM fundamentals include teamwork, structured client involvement, discrete, flexible stages with concrete deliverables.

Specifically, RIM adds value to a project by:

- Institutionalizing best practices refined through over 600 client implementations
- Defining guidelines for setting roles and responsibilities of both client and project team
- Providing a road map to assist in scheduling and resource planning,
- Standardizing methods in order to assure accuracy and consistency,
- Implementing a systematic, proactive approach to project management,
- Flexibility to that enables our staff to tailor the stages and focus energy, time, and expertise where they are most needed,
- Increasing visibility to critical path items and key milestones, and
- Integrating feedback loops/reviews into the implementation process to drive organizational learning
- Ensuring successful communications with client's project team

The below outlines RouteMatch's approach and the associated services for providing and installing an **Intelligent Transit System** for Mendocino Transit Authority. This approach is built around the 4 core teams of RouteMatch's PSO:

- Project Management Office – provides project management and design expertise
- Technical Services – provided engineering and installation expertise
- Educational Services – provide expertise in adult education of complex transit systems
- Installation Services – provide expertise in choice and installation of all hardware

Refined through more than 600 installations, our technology and implementation expertise ensures that our customers' requirements, timelines, and budgets are met with minimal interruptions and maximum optimization. An implementation team will be assigned from our experienced PSO team which has over 30 employees dedicated to the implementation of our products, with experience ranging from 3 years to 15+ years in implementations. Our PSO group consists of project managers, business consultants, training consultants and technical personnel devoted to assisting customers in all phases of RIM by:

- Defining guidelines for roles and responsibilities
- Developing a roadmap for scheduling and resource planning
- Creating weekly feedback loops and reviews
- Implementing a systematic, proactive project plan
- Training your staff on the base system as early as possible

The stages and components of the RouteMatch Software RIM approach include:

- **Phase 0:** Project Initiation - A structured transition from contract award to project kickoff.
- **Phase 1:** Design - Determines the details required to implement RouteMatch Software' solutions in the client's environment to meet the client's operations.
- **Phase 2:** Build – Software and hardware install, configuration, and Vendor Assembly Testing; prepares the project teams for operation in the client's environment.
- **Phase 3:** Educate – End to End system overviews ensures knowledge share of the updated operational inputs and outputs including end user training in distinct levels of training through a tailored course structure.
- **Phase 4:** Deployment – User acceptance testing; confirms the solutions ability to execute a production environment in the client's current IT environment. Integrates the system and operations in a production environment for the client. Includes Go Live.
- **Phase 5:** System Acceptance - Happens once the client is fully operational and ready for transition to customer support. Transition to RouteMatch's Customer Support Organization (CSO)
- **Project Management** – occurs throughout all phases to ensure project goals, objectives, timeline and budget are being met and communications are clearly executed.
- **Account Management** – ensures customer satisfaction is maintained over course of entire project, and that transition into RouteMatch's Customer Support Organization (software maintenance) is successful through meeting all project objectives.
- **Executive Sponsorship** – aligns the project's objectives to RouteMatch's corporate goals to ensure that client satisfaction and return on investment meet organizational expectations for all parties.
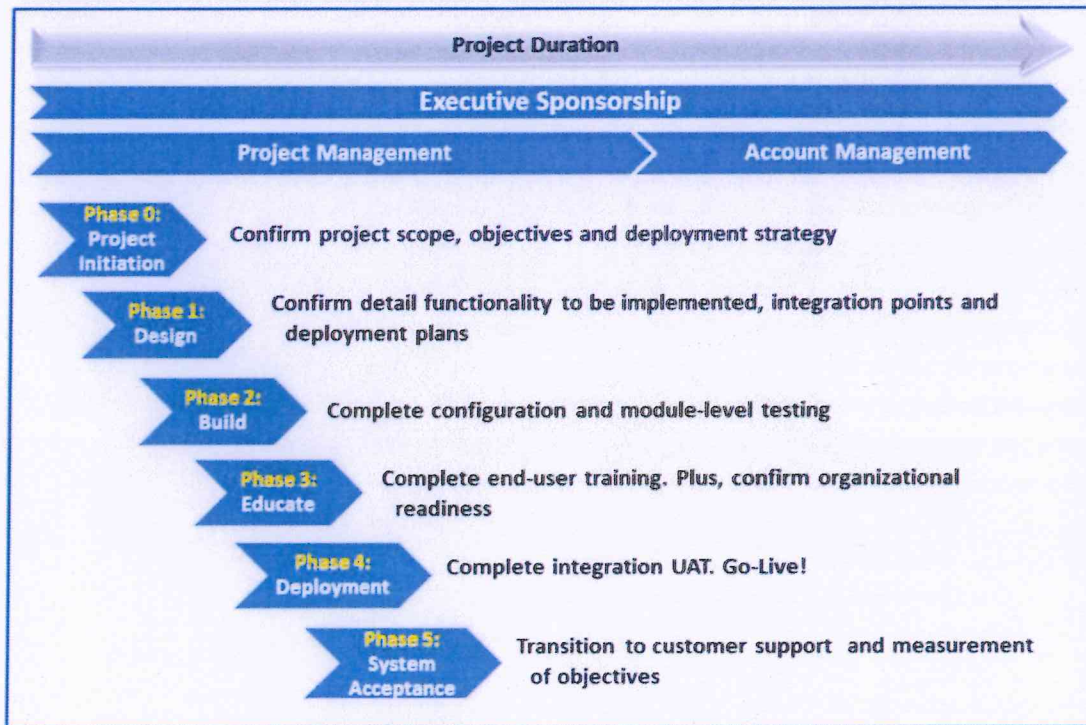
Key Assumptions:

The below key assumptions have been made as part of the services approach and costs to the implementation:

- Mendocino Transit Authority will assign a project manager who will be the main Point of Contact for the RouteMatch Project Manager.
- The Mendocino Transit Authority Project Manager will ensure all relevant team members attend the all project meetings such as the on site assessment and design meetings so that the project stays on schedule.
- The Mendocino Transit Authority Project Manager will ensure access to resources needed during the Build phase of the project is made available in a timely manner. This will include vehicle availability for equipment installations, and staff assistance needed during the various test phases (for example, drive testing of installed components).
- The Mendocino Transit Authority will ensure designated staff attend training per the agreed Training Plan schedule

Each phase of RIM includes a set of deliverables, which is provided to the client, and requires approval before the phase is fully completed. The client is provided with weekly project status reports, including detailed attention paid to issues, risks and key action items. To encourage collaboration and reduce the dependency on RouteMatch Software' resources, RIM requires significant client involvement during the implementation process.

5.0   SUPPORT & MAINTENANCE

The RouteMatch offers post-implementation support through its Client Services Operation department. This department includes 25 consultants and IT professionals working in the following divisions:

- Tier 1 – Tier 1 staff consists of IT and/or Transit professionals with 1 – 2 years prior experience. They are the "front line" contact point for all Customer Support needs. They man our telephone and email case queues and provide training, configuration services, technical assistance, and case processing. Tier 1 staff is responsible for tracking all cases and communicating efforts, resolution plans, and timelines to our customers.

- Tier 2 – Tier 2 staff are IT and/or Transit Professionals with at least 3 years of prior experience who have specific skill sets tied to more complex matters such as database management, report writing, scheduling engines, real time arrival, transit operations, and billing. Tier 2 staff receives cases from the Tier 1 team and work with customers to resolve issues. Tier 2 staff also works directly with software developers and our Product Management team to process and handle matters.

- Educational Services – Educational Service staff members are training professionals with at least 3 years experience in IT or Transit. These professionals are experts in the use of RouteMatch Software and are trained to identify training needs, develop training programs; and to deliver both individual and classroom based training. The Educational Services division provides training "on demand" for more complex issues and otherwise creates and delivers specific training curriculums as requested and needed as well as routine, general Training Webinars for the general customer population to attend.

- Upgrade Services – Upgrade Services consists of former Implementation Consultants and Tier 2 support staff who are tasked specifically with delivering upgrades to current clients. Their expertise and efforts include version configurations, data and report migrations, training, operations assessments, and hardware configuration. The upgrade services team is also trained in project management so as to insure seamless transitions to new versions.

- Transit ITS Consulting / Complex Account Management – RouteMatch has a team of senior Customer Support Representatives and former Implementation Consultants who are tasked with providing on-going, post implementation consulting services. These services include operations assessments; specific and detailed training on complex software functions such as automated scheduling and billing, and reporting, as well as overall complex account management. Their efforts include weekly project status meetings, issue log reporting, and on-site visits when needed. It also includes carrying out our RouteMatch In-the-Field™ program where we travel to certain locations central to our clients and provide face-to-face customer support and consulting.

Each department operates in conjunction with the others and manages their efforts and information in one consolidated Customer Relations and Support database. The entire department meets bi-weekly to discuss activities and issues to insure that all clients are receiving the most comprehensive and efficient support imaginable.

Accessing Support

Customers are able to report issues by phone, email, or website.

- Phone - We offer toll free phone access which feeds into a call-center staffed from 24 / 7.
- Email – Customers are also provided with the option to contact Customer Support through a general email address support@routematch.com. All members of the Customer Support Team receive these emails and are available for support. Tier 1 staff members are primarily responsible for handling these emails and the "on-call" staff are required to ensure the emails are handled in a timely manner.
- Website – RouteMatch provides a "customers only" web portal which provides Customers with access to the status of their current cases. It also allows them to "log" an issue which is sent to the Tier 1 Customer Support team for processing.
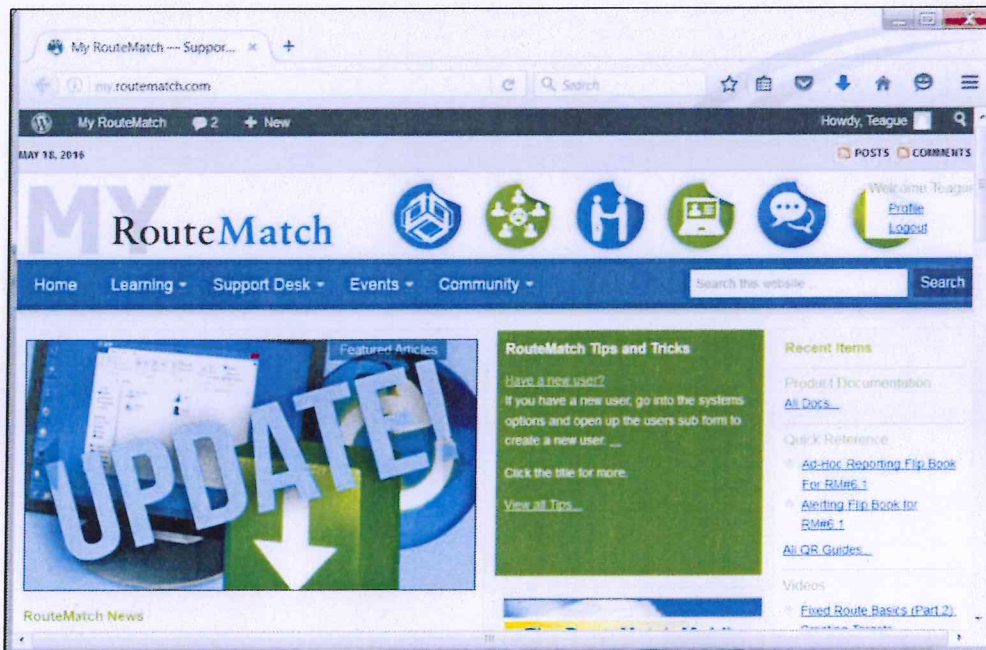
Response Time

RouteMatch Customer Support Representatives are required to respond to all issues logged within in two (2) hours. The average response time is less than 15 minutes. All cases are "triaged" based upon the urgency of the issue and severe cases are handled immediately. The prioritization and ultimate response time is determined by a Business Process Impact (BPI) assessment performed as the time a case is communicated to the team. Issues are assigned one of the following "severity" ratings:

- Showstopper – Customer cannot access or use the Software.
- Urgent – Customer cannot effectively operate a significant, material function in the software which is immediately affecting their "daily" business processes.

- High – Customer cannot effectively operate a function of the software which will affect their daily business processes or is immediately affecting their less than daily but routine business processes.
- Low – Customer cannot effectively perform any type of process as designed to be used or otherwise needs assistance.

All types of cases are responded to using commercially reasonable and dictated response times based upon the severity rating. The team is properly staffed so as to avoid any issue taking more than 2 hours for a response.

Modifications, Upgrades & Enhancements

RouteMatch maintains its Software primarily through Upgrades and Updates. On occasion we will deliver important or urgent items through "Hot Fixes" or database script releases. Each is implemented by or with the assistance of a qualified RouteMatch staff member and can be delivered remotely, "on-line". Each type of release is defined as follows:

- Upgrade – means and refers to major changes or to a new release of the Software, including any new major release of the Software. Upgrades to the Software are normally indicated by incremental numeric changes as "1" whole units (i.e. release 1.0 to 2.0).
- Update – refers to fixes and minor changes to the Software, which are indicated by internal, incremental
- numeric changes smaller than "1" unit (i.e. release 1.1 to 1.2).
- Hotfix – refers to specific minor changes to a specific aspect of the software which are indicated by incremental letter changes at the end of the version number (i.e. release 1.1a to 1.1b).

Policy for Providing Releases

All Upgrade, Updates, and Hotfixes are provided free of charge as they are made Generally Available.

Documentation Updates

RouteMatch produces new versions of its training and users manuals with all new versions (Upgrades). All Updates and Hot-fixes are documented in release notes and are provided as supplements to the manuals. All manuals are delivered in hardcopy and within the Software through an "On-line" help file. They are made available through the Customer Support portal on the RouteMatch website and are delivered to individual agencies and users as requested. Notices are sent to all clients as the documents become available.

6.0   CLIENT REFERENCES

Porterville Transit

> Porterville, California

The City of Porterville located in California uses RouteMatch to run its 14 vehicles and employs a comprehensive approach toward running its fixed route and demand response operations by partnering with passenger transportation technology provider RouteMatch Software.

Within one year of introducing the technologies, Porterville Transit has experienced multiple benefits.

- Porterville Transit has experienced a 22% ridership increase in its fixed route service after the launch of its RouteShout traveler information system service and new bus stop signage.

- Due to easier access to real-time bus arrival times and schedules through the web, smartphone, and call center interactive voice response (IVR) service, "where's my bus" type calls that typically came in at up to 5,000 per month, have been reduced by 80%, freeing up time for their scheduler/dispatcher to focus on operations and other strategic community relations-oriented initiatives.

The agency has also deployed tablet devices within its vehicles as mobile data devices for initiating automated voice annunciators, improving driver and dispatch communications, recording key data such as passenger miles for federal reporting requirements, and monitoring of on-time performance.

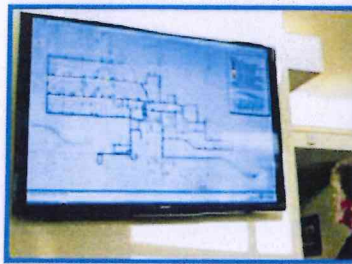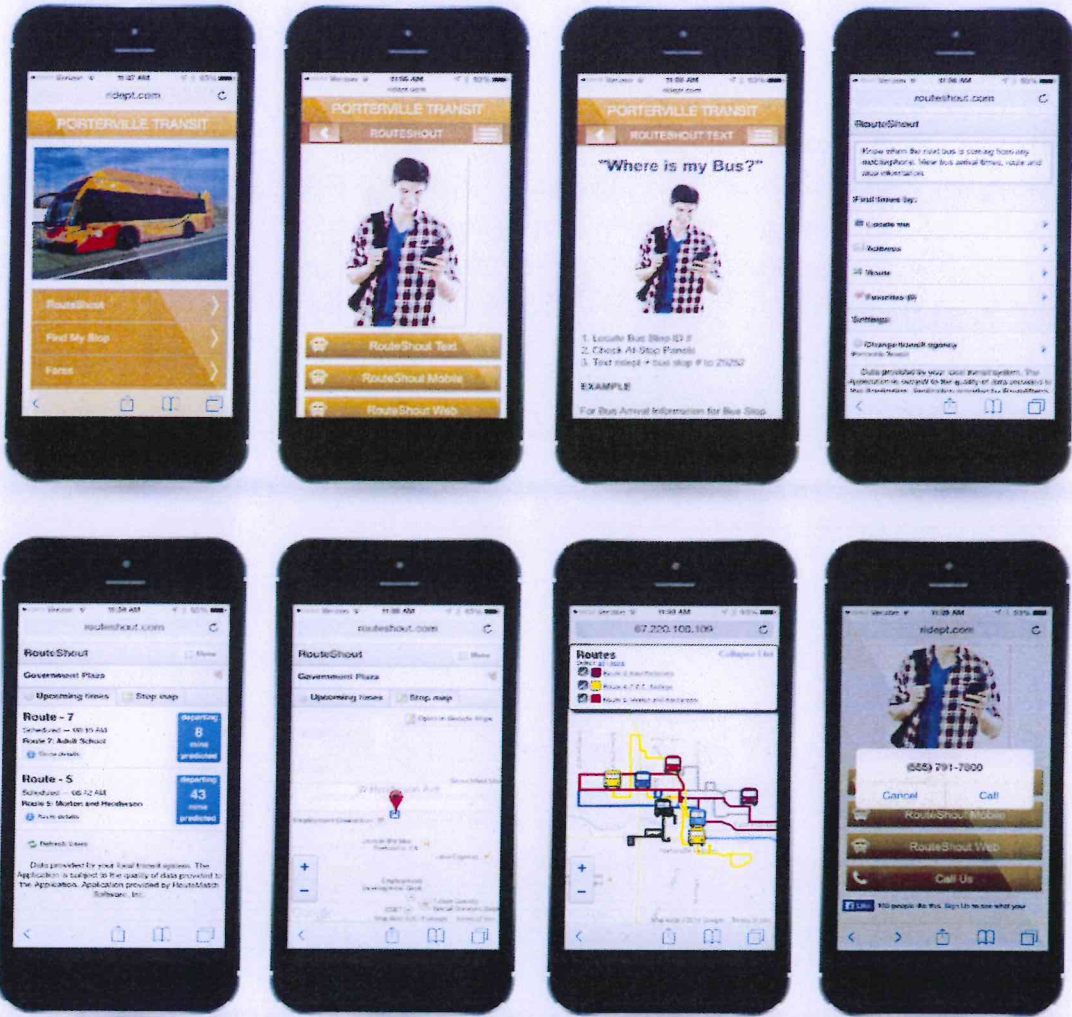## 👤 Contact:

Rich Tree, Transit Manager, Porterville Transit

📞 559.782.7448   ✉ rtree@ci.porterville.ca.us

Statistics:
- Project Budget: $400,000
- Fleet: 18 vehicles
- Status: Successful (active user of Total Support & Maintenance program)

RouteMatch Software™

River Cities Transit

> Longview, Washington

River Cities Transit, located in Longview, WA, runs 16 fixed route vehicles and chose RouteMatch due to the company's reputation and favorable reports from multiple agencies within the state. With more demand from colleges in the area, a major rebranding, and the need to find more diversified service streams, technology was required to help fulfill this mission. The agency uses RouteMatch Demand and Fixed Route enterprise platform, Tablets, Cloud Services, RouteShout, AVAs, APCs, and Fixed Route Web Portal. They have since achieved more accurate reporting and odometer readings through tablets. The Cloud Services deployment model has helped River Cities Transit easily grow and add new features without worrying about adding IT staff.

Since adopting RouteMatch, the agency has experienced:

- 60% increase in service hours
- Went from 60% on time performance to 90-95% on time performance
- 14% ridership increase
- 20% reduction in customer complaints
- Board satisfaction and support

👤 Contact:

Brand Windler, Mobility Supervisor, River Cities Transit

📞 360.442.5607   ✉️ brad@rctransit.org

Statistics:

- Project Budget: $485,000
- Fleet: 16 vehicles
- Status: Successful (active user of Total Support & Maintenance program)

Greeley Evans Transit System

> Greeley, Colorado

Greeley-Evans Transit chose RouteMatch due to its scalability. This has yielded most recent benefits in attracting new riders and partnering with community organizations. The agency started with RouteMatch's Demand Response solution, and then further went on to purchase RouteMatch's Fixed Route solution, tablets for AVL, Notification, and RouteShout Traveler Information System.

With RouteShout, Greeley Evans Transit has reduced wait time for riders, and now has insight into data in order to help with route planning through GIS heat maps. "Where's my Ride" calls have been cut by 50% due to the heavy use by riders of RouteShout on smartphones. By using heat maps, the agency can get a more accurate reading of true ridership by individual bus stop and make more informed decisions. RouteMatch's technologies further integrate into the agency's Apollo cameras, allowing the transit manager to pinpoint what is happening on each vehicle. This helps with emergency situations, more accurate capture of customer complaints, and reduces hardware and data fees. The agency has most recently used RouteMatch as the foundation to increase ridership and revenue streams to the local school district which has been a great success.

👤 Contact:

Will Jones, Transit Manager, Greeley Evans Transit

📞 970.350.9751   ✉ will.jones@greeleygov.com

Statistics:
- Project Budget: $335,000
- Fleet: 17 vehicles
- Status: Successful (active user of Total Support & Maintenance program)

7.0   BUDGET PROPOSAL

7.1   SUMMARY

Product	Price (year 1)	Ongoing Fees (beginning year 2) Includes Support and Cellular Data Fees
Fixed Route Management		
RM Fixed: Core Fixed Route Management	$144,120	$18,480
RouteShout: Traveler Information System	$46,600	$9,800
TOTAL	**$190,720**	**$28,280**

7.2   FIXED ROUTE MANAGEMENT

Product	Price
Software Licenses	
RM Fixed: licensed for 1 User; 28 Vehicles (19 Peak)	$67,500
Annual Cloud Services – 1 User (Year 1)	$1,200
Subtotal	*$68,700*
Professional Services	
Phase 0: Initiate (8 hours)	$704
Phase 1: Design (49 hours)	$4,312
Phase 2: Build (132 hours)	$11,616
Phase 3: Educate (42 hours)	$3,696
Phase 4: Deploy (170 hours)	$14,960
Phase 5: System Acceptance (12 hours)	$1,056
Project Management (96 hours)	$8,448
Travel (3 trips)	$4,500
Subtotal	*$49,292*
3rd Party Components	
Tablet Bundle: includes tablet, case, charger and vehicle mount (21 each)	$14,595
Spare In-vehicle Docking System, for Non-Peak Vehicles (7 each)	$1,085
Offline Navigation App (21 each)	$788
In-vehicle Mount Installation, including travel (28 vehicles)	$4,200
Annual 50MB Wireless Data Plan – year 1 (for 21 tablets)	$3,780
GIS Data	$1,680
Subtotal	*$26,128*
TOTAL	**$144,120**

Ongoing Fees (beginning year 2)	Price
Annual Total Support & Maintenance	$13,500
Annual Cloud Services – 1 User (Year 1)	$1,200
Annual 50MB Wireless Data Plan (for 21 tablets)	$3,780
TOTAL	**$18,480**

7.3 ROUTESHOUT: TRAVELER INFORMATION SYSTEM

Product	Price
Software Licenses & Services	
RouteShout: Includes SmartPhone App, Web Portal & SMS Text Messaging	$37,800
Project Management (80 hours)	$8,800
TOTAL	**$46,600**

Ongoing Fees (beginning year 2)	Price
Annual Total Support & Maintenance	$9,800
TOTAL	**$9,800**

Project Notes and Assumptions

1. RouteMatch will invoice hardware and services as they are delivered. Licenses will be invoiced upon upload on to the server. All ongoing fees are invoiced annually in advance.
2. All use of cellular data and hosting services are subject to RouteMatch's current Cellular Data Use. Copies of these policies are available upon request.
3. Mendocino Transit Authority is responsible for the cost associated with any IVR messaging or cellular data usage which exceeds the indicated.
4. The proposal assumes that Mendocino Transit Authority will provide all necessary hardware and system software for the scheduling software application, including a local area network connection, internet connections, and computer infrastructure that meet the minimum system requirements.
5. This proposal is based on the information known as of the date of this proposal and is subject to change.
6. After Year 2, ongoing fees will renew in a manner consistent with the process noted for Customer Support within the Software License and Services Agreement. Any increases in ongoing fees are capped at no more than 10% per year, as agreed upon in the Software License and Services Agreement.
7. Pricing provided is valid for a period of 90 days.

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TO: **MTA Board of Directors**
FROM: **Carla Meyer, General Manager**
RE: **MTA Electronic Communications Policy**
DATE: **January 25, 2017**

Mendocino Transit Authority provides a variety of electronic tools for employees whose job performance requires and/or is enhanced by the use of technology.

These tools include, but are not limited to, the following:

- ✓ Desk Telephones
- ✓ Mobile Devices (e.g., IPhones and IPads)
- ✓ Computers
- ✓ Facsimile machines and printers
- ✓ Electronic mail (e-mail) systems
- ✓ Internet Access

MTA faces the challenge of making maximum use of the benefits of such tools, meet legal requirements for access to information and provide adequate protection for proprietary information. The MTA Electronic Communications Policy establishes principles, rules, and procedures applying to all employees of MTA to specifically address issues particular to the use of electronic communications.

Employee access to and use of electronic tools is intended for business-related purposes. Limited and reasonable incidental use of these tools for occasional employee personal purpose that does not result in any additional costs or loss of time or resources for their intended business purpose is permitted as limited by policy guidelines.

This policy has been reviewed by legal.

Recommendation: *Approve Resolution 2017-02; adopting the MTA Electronic Communications Policy.*

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ELECTRONIC COMMUNICATIONS POLICY

**As approved and adopted by the Board of Directors
on
January 25, 2017**

Objective

Mendocino Transit Authority provides and maintains the following forms of electronic communication, messaging agents and electronic facilities: internal and external electronic mail (e-mail), telephone voice mail, Internet access, and computer hardware and software. As a condition of providing this technology, Mendocino Transit Authority enforces certain restrictions on its workplace use and restricts such use to company business purposes.

Scope

This policy must be followed in conjunction with other Mendocino Transit Authority policies governing appropriate workplace conduct and behavior. Mendocino Transit Authority complies with all applicable federal, state and local laws as they concern the employer/employee relationship, and nothing contained herein should be construed to violate any of the rights or responsibilities contained in such laws.

Procedure

The internal communication systems, as well as the equipment and data stored, are and remain at all times the property of Mendocino Transit Authority. All messages and files created, sent, received or stored within the system should be related to company business and are and will remain the property of the company. System or companywide distribution of e-mail or other electronic messages (announcements, bulletins, etc.) requires approval the Human Resources Manager or General Manager in advance of the distribution.

Company access

Mendocino Transit Authority reserves the right to retrieve and review any message or file composed, sent or received. Although a message or file has been deleted or erased, it is still possible to recreate the message. Therefore, ultimate privacy of messages cannot be assured to anyone. Although e-mail and voice mail may use passwords for security, confidentiality cannot be guaranteed. It is possible for messages to be retrieved and viewed by someone other than the intended recipient. Furthermore, all employee passwords are known to and accessible by the company even in the absence of an employee.

Guidelines for appropriate use of e-mail

When using Mendocino Transit Authority e-mail and other forms of electronic communication, appropriate workplace etiquette must be observed. The guidelines for appropriate and effective e-mail and other forms of electronic communication include:

- Communicating urgent matters for immediate response, communicating with several people quickly or communicating other time-sensitive matter.
- Keeping all messages as brief as possible to minimize reading time, thereby keeping communication efficient.
- Using the simple rules of who, what, when, where and why to answer any anticipated questions.

- Avoiding sensitive subject matter that should be addressed in person, if possible.
- Checking message content for accuracy and good business writing style (i.e., using correct grammar, spelling and punctuation).
- Following up when a response is expected or requested and has not been received in a timely manner.
- Reading all messages and responding when requested or expected.
- Avoiding the use of all capital letters.
- Saving, printing or deleting messages after reading to avoid using the e-mail server as permanent storage.

Guidelines for appropriate use of the Internet

Though Mendocino Transit Authority encourages employee use of the Internet, its use is restricted to the following:

- Communicating with employees, vendors or clients regarding matters within an employee's assigned duties.
- Acquiring information related to, or designed to facilitate, the performance of regularly assigned duties.
- Facilitating performance of any task or project in a manner approved by an employee's supervisor.

Limited personal use may be permitted according to the following guidelines:

- It is incidental, occasional and of short duration.
- It is done on the employee's personal time, which is defined as breaks, lunch and/or before or after work hours.
- It does not interfere with any employee's job activities. This includes activities which might pose a conflict of interest or appearance of impropriety with an individual's employment with Mendocino Transit Authority.
- It does not violate any law.

Prohibited Use of E-Mail, Voice Mail, Internet and Other Electronic Communications

E-mail, voice mail and other electronic communications transmitted on Mendocino Transit Authority equipment, systems or networks may not contain any content that would reasonably be considered offensive, harassing or disruptive to another individual. Offensive content would include sexual comments or images, racial slurs, gender-specific comments, or any comments that might be construed as offensive by a reasonable person on the basis of race, age, sex, sexual orientation, religious or political beliefs, national origin, or disability.
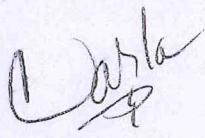
Regarding Internet and e-mail access and use, employees should be advised that the company expressly prohibits use of the Mendocino Transit Authority-provided Internet and e-mail for the following activities:

- Dissemination or printing of copyrighted materials, including articles and software, in violation of copyright laws.
- Sending, receiving, printing or otherwise disseminating proprietary data, trade secrets or other confidential information of Mendocino Transit Authority or its business counterparts in violation of company policy or proprietary agreements.
- Using offensive or harassing statements or language, including disparagement of others based on their race, national origin, sex, sexual orientation, age, and disability, religious or political beliefs.
- Sending or soliciting sexually oriented messages or images.
- Operating a business, usurping business opportunities, soliciting money for personal gain or searching for jobs outside Mendocino Transit Authority.
- Sending chain letters or e-mails.
- Gambling or engaging in any other activity in violation of local, state or federal law.
- Circulating jokes, comics or nonjob-related computer graphics.

Consequences for Violations of Electronic Communications Policy

The measure of discipline will correspond to the gravity of the offense as weighed by its potential effect on Mendocino Transit Authority, its fellow employees, the Collective Bargaining Agreement and Mendocino Transit Authority Personnel Policies.

Nothing in this policy should be construed to prohibit conduct that is expressly permitted or protected under applicable federal, state or local laws.

TO: MTA Board of Directors
FROM: Carla Meyer, General Manager
RE: 100-Day Organizational Quarterly Report
DATE: January 25, 2017

At the August, 2016 Board of Directors meeting the MTA 100-Day Organizational Assessment was presented. The assessment was based on four major areas: Culture, Compliance, Structure and Strategy. Summary Strategies & Recommendations were presented for each major area along with A Roadmap Forward for the next six (6) months and one year.

Following is a review of where MTA is to date:

Implementation Priorities

Immediate:

1) 1. Reduce current management work overloads by:

A. Development and hire of a full-time HR position manager.
In today's society, HR sets the culture in developing an employee-oriented, productive workplace in which employees are energized and engaged. HR not only manages the day to day hiring, benefits and performance functions, but, also serves to assist the management team with strategic goals, agency vision, its mission and engaging employee programs and processes. Currently, both Finance and HR duties are assigned to one manager; resulting in ongoing 50-70 hour workweeks often including weekends. This overload will eventually have devastating effects on any employee, regardless of commitment and dedication.

B. Development and hire of a Maintenance "lead mechanic" position.
The current Maintenance Operation at MTA has a strong team spirit and commitment to the agency. However, again, overloading of duties on the current Management Manager has resulted in long work weeks, excessive time "on-call" and limited time off.

C. Restructure current MTA Organizational Chart to realign trainer, road supervisor and HR positions. (see Org Chart, page 19)

2) Update critical FTA policies; with particular attention to EEO and DBE. The importance of these policies and procedural follow-thru are critical to FTA direct-funded grants. In-dependent consultant RFQ'S for EEO is completed and DBE is expected to be done by August 31st.

3) Adequate Staffing: While staffing of the Operations Manager position is critical, in the current transit environment, a large segment of agencies hiring for this position is limiting our recruitment of qualified candidates. In the interim, the GM must oversee establishment of internal work procedures that will increase operational and cost efficiencies within that

department. Addition of one road supervisor and realignment of operational workloads amongst the supervisors will allow MTA to move forward with necessary modifications while initiating an environment of employee mentoring, personal development and career advancement opportunities.

Within the Next Year (not in priority order)

1) To establish an organizational restart for all employees, develop an employee led task force to define operational core values to which all off MTA employees will be held ac-countable.

2) Explore transit specific software applications that could be utilized at MTA to streamline internal operations and increase cost efficiencies.

3) Establish a mandatory annual "All-Staff Training Day".

4) Re-explore retention of a public relations firm to revive MTA's public persona as was started by Marketing/Planning Manager Glenna Blake.

5) When open, apply for 5310 (formerly 5317) grant funds for Mobility Management Manager. This employee will handle marketing, senior center contracts, ADA functions and work with executive management planning team.

6) Quarterly meetings with Board of Directors for in-depth discussion and review of cultural, compliance and structural reorganization procedural plans and ongoing implementation .

7) Re-establish an annual Management/Board of Directors retreat to discuss ongoing agency goals and objectives, future direction and leadership strategies.

8) Establish an employee 'Route Committee' to review and make recommendations on existing routes.

9) Explore 'reasons' for ridership decline in relation to fares, routing, vagrant usage of shelters, etc.

10) Review all internal communication mechanisms to enhance cross department al coordination and communications.

11) Review internal departmental procedures for best practices, efficiencies and staffing requirements.

12) Develop succession planning, leadership development and talent management structures to ensure continuity and availability of essential skills and competencies.

(a) HR should identify employees with essential subject matter knowledge and mission critical expertise and develop a retention plan, along with a method for capturing and transferring knowledge, prior to critical roles leaving the organization.

13) Begin agency critical Disaster Preparedness Planning

14) Development of clear, concise "operational" work rules that are articulated, documented and consistently enforced by management.

15) Implement agency-wide performance evaluations including retraining needs