

**Social Service Human Relations Board  
Minutes of the Regular Meeting of the Social  
Service Human Relations Board (SSHRB),  
February 23, 2017**

**1. CALL TO ORDER AND ROLL CALL**

Vice-President Blake called the meeting to order at 7:00 p.m. Present were members Hyman, Sorensen, Hastings, Jenks, and Youngblood. Absent was member Chilcott.

**1.-A SEASON FOR NONVIOLENCE DAILY  
READING -**

President Blake provided a brief history of the International Season For Nonviolence Campaign, and shared the Season for Nonviolence way of living peacefully for the day, which was Forgiveness.

**2. APPROVAL OF MINUTES**

The minutes of the regular meeting of January 26, 2017, and special meeting of December 1, 2016, were approved as presented. M/S Jenks / Sorensen Unanimous

### 3. AGENDA ITEMS

#### 3.-A CITY OF ALAMEDA PARATRANSIT PROGRAM PLAN FOR FISCAL YEAR 2017-18 PRESENTATION BY GAIL PAYNE, TRANSPORTATION COORDINATOR – CITY OF ALAMEDA BASE REUSE & TRANSPORTATION PLANNING DEPARTMENT

Ms. Payne began her presentation by introducing Victoria Williams, the new Traffic Coordinator for the City of Alameda. Ms. Williams has 30 years of experience working with seniors, her office will be at Mastick Senior Center, and she will be coordinating the Paratransit Shuttle and Taxi Voucher Program.

Ms. Payne then provided a PowerPoint presentation (Attachment A) that provided an overview of the Paratransit Program Shuttle Service, Taxi Services, Group Trips, and Scholarship Programs.

Some of the program changes staff plans to implement are increased frequency of the shuttle service, rebranding the shuttle name as “Alameda Loop”, increasing premium tax subsidy to 70% per trip, and increasing the cost of a premium taxi voucher to three dollars.

In response to a question from member Sorensen regarding seniors in the photos on the Shuttles, Ms. Payne responded that the new photos will include youth and families. The plan is to market the program as a Community Shuttle, with a priority for seniors and the disabled.

Vice President Blake commented that the signs at the shuttle stops were small, and not easy to read.

Member Hyman moved recommend approval the application for Measure B/BB Paratransit funding in the amount of \$608,000 for FY17-18, with a request that the comments made by the Board be

considered as the program moves forward.  
M/S Hyman/Hastings Unanimous

### **3.-B ELECTION OF OFFICERS**

Member Sorensen made a motion that Vice-President Blake's and member Hyman's nominations, for President and Vice-President respectively, be approved.

M/S Sorensen / Youngblood Unanimous

### **3.-C WORK GROUP PROGRESS REPORTS**

Vice-President Hyman shared that the Human Relations Workgroup (HRW) had met and was

planning to bring together individuals and organizations who convene meetings in the community,

such as John Knox White, John-Michael Kyono, and Laura Rose representing the Alameda All

Faiths Coalition. The purpose would be to develop a communication network that would encourage

individuals and organizations to work together to maximize the participation in these community

meetings. It was also discussed that the workgroup might explore ways to create a community

calendar.

The workgroup will also review the guidelines of the Hate Incident Response Team (HIRT) and consider asking that it be reactivated.

President Blake shared that the Assessment and Awareness Workgroup (AAW) is continuing to reach out to community organizations and stakeholders as they finalize the draft of the 2017 Community Needs Survey. President Blake has made a presentation to the Commission on Disability Issues, and staff has made presentations to the Alameda Health District Board, and Alameda Collaborative for Children, Youth, and their Families co-chairs, to solicit their input regarding edits or additions they feel would improve the effectiveness of the survey.

#### **4. BOARD/STAFF COMMUNICATIONS, NON-AGENDA**

Member Hyman shared that she attended the Town Hall meeting at Rhythmix Cultural Center this past Monday evening and shared information regarding the work that the Board and the HRW are doing as a follow-up to its public hearing on November 29, 2016. A number of members shared that they participated in the Hands across Alameda event on Monday afternoon, which was well attended, in spite of the pouring rain.

#### **5. ORAL COMMUNICATIONS - NONE**

## **6. ADJOURNMENT**

The meeting was adjourned at 7:52 PM  
M/S Hyman/ Youngblood Unanimous

Respectfully submitted by:  
Jim Franz, Secretary

# **ATTACHMENT A**

**SSHRB MINUTES**

**FEBRUARY 23, 2017**

City of Alameda  
Paratransit



*Transportation for Seniors  
and People With Disabilities*

# City of Alameda Paratransit Program Fiscal Year 2017/2018



Funded by Measures B and BB

- County Transportation  
Commission



# Agenda a Overview

- Service Overview
- Program Changes
- Budget



- Planning Process Overview

# Service Overview

## ■ Shuttle Service:

- Acts as a bridge between AC Transit and East Bay

Paratransit

## ■ Taxi Services:

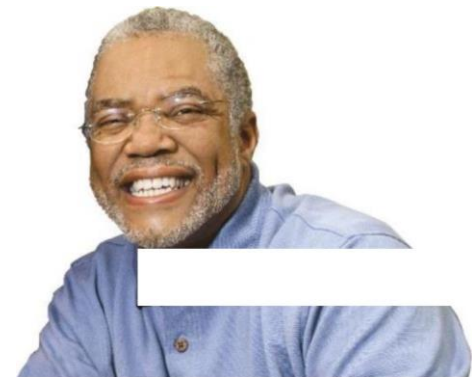
- Provides subsidized same day door- to-door services

## ■ Group Trips:

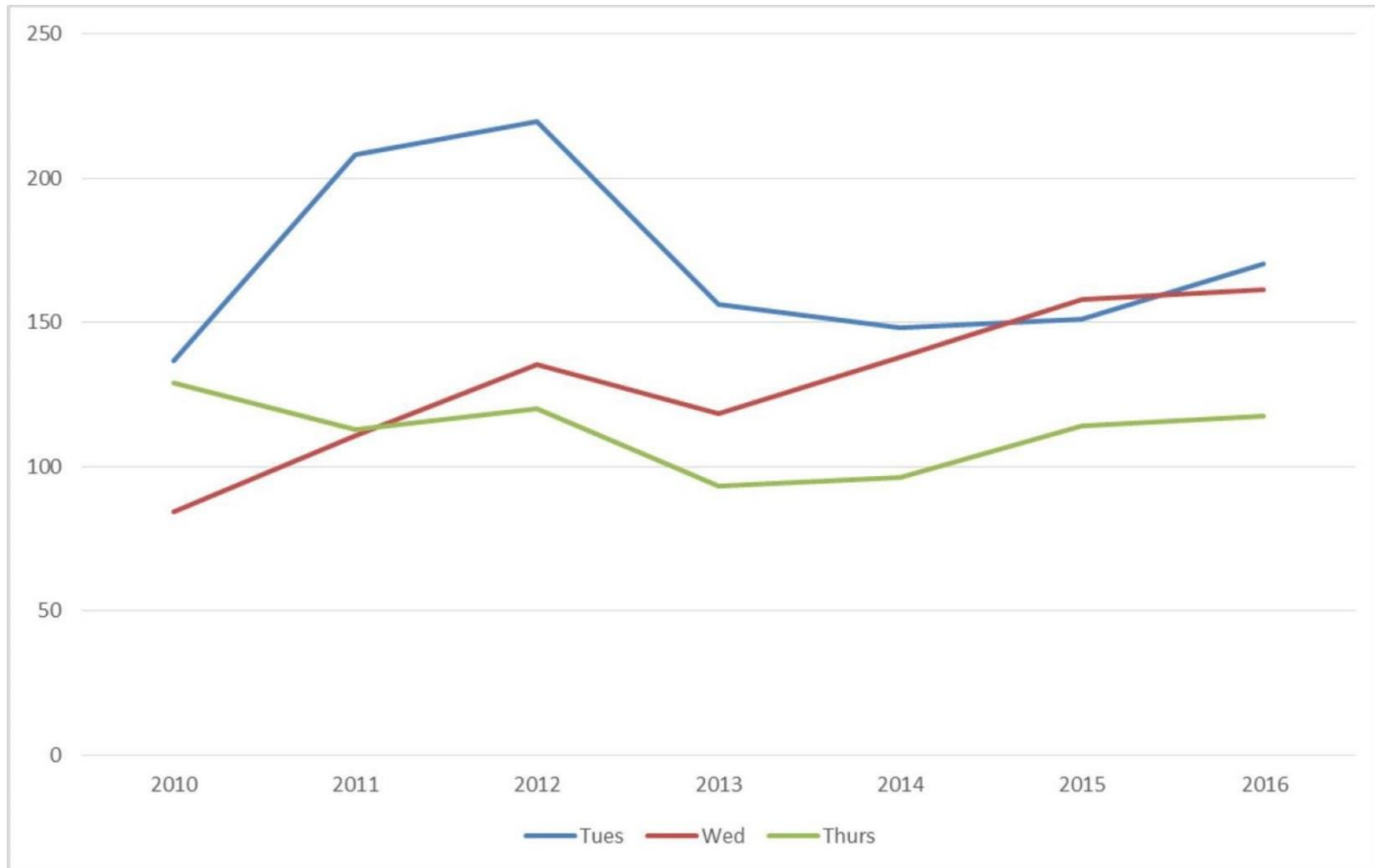
- Provides leisure activities

## ■ Scholarship Program:

- Assists with taxi services
- Provides bus passes for Alameda Point Collaborative



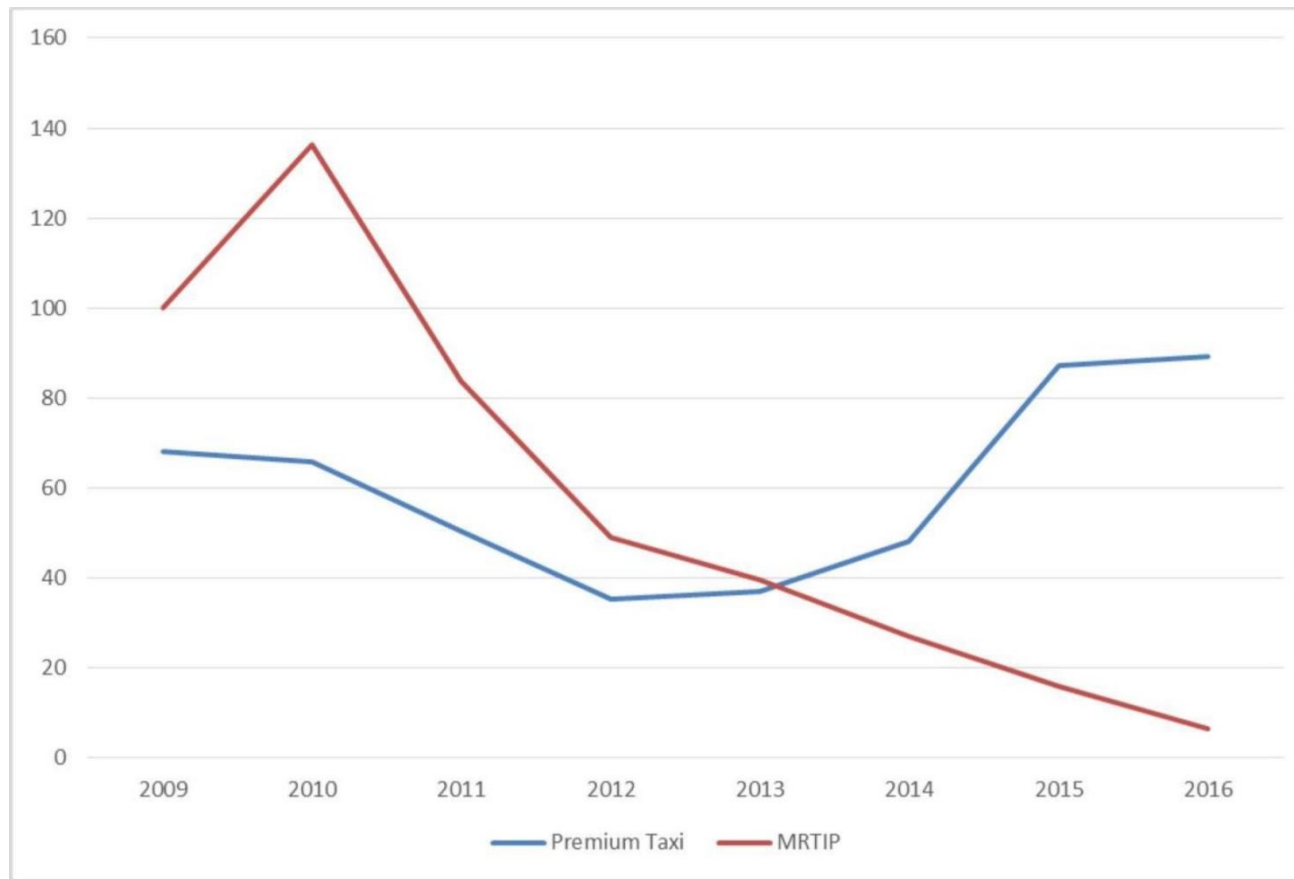
# Service Overview - Shuttle



■ Average 449 boardings per month in 2016

■ 6% higher than 2015

# Service Overview - Taxi Programs



■ Premium: Averages 89 trips/month, \$11/trip

■ MRTIP: Averages 6 trips/month, \$30/trip

# Program Changes

## ■ Shuttle Service

- Increase Shuttle Service Frequency
- Rebrand shuttle name as "Alameda Loop"



## ■ Taxi Services

- Increase Premium taxi subsidy to 70 percent per trip
- Increase cost of Premium taxi voucher to \$3



# Program Changes (cont.)

## ■ Mobility Management

- Consider new program

## ■ Group Trips • Continue current trips with increased subsidy

## ■ Scholarship Program • Continue taxi subsidies and Alameda Point Collaborative bus passes



# Program Changes (cont.)

## ■ Capital Program

- Bus benches, poles, signs at shuttle stops
- Curb ramps, accessible on-street

## ■ Outreach/Marketing

parking spaces, accessible parking spaces, accessible signals, etc.

Website

Advertisements

Cross-street

banners

Brochures/mailings

Orientations



City of Alameda  
Transportation for Seniors  
and People With Disabilities  
Alameda Paratransit

We offer the following services:

- Alameda Shuttle - free and open to the public!
- Taxi ride discounts\*
- East Bay Paratransit ticket sales
- Group trips - from Mastick Senior Center to various Bay Area locations
- Scholarship program\*
- Transportation assistance

\*Restrictions apply

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Mastick Senior Center  
1155 Santa Clara Avenue  
Alameda, CA 94501  
Ph: (510) 747-7513  
Fax: (510) 523-0247  
TDD/TTY: (510) 522-5160  
[www.AlamedaParatransit.com](http://www.AlamedaParatransit.com)





# Revenues Budget Measures Planning Process

## Overview

East Bay Paratransit tickets	\$358,237 (+ \$300,000 balance)
Taxi vouchers Total revenues	\$6,000 \$8,000 \$672,237 \$44,400
<b>Expenditures</b>	\$61,600
Management	\$287,000
Customer Service	\$200,000
Trip Provision Capital	\$608,000
Total expenditures	<i>(\$64,000)</i>
<i>(Reserves</i>	



# Planning Process

## Overview

- Survey (December 2016/January 2017)
- Outreach to Commissions (Feb 2017)
  - Commission on Disability Issues
  - Recreation and Park Commission

# Planning Process Overview

- **S** u tSoc<sup>i</sup> Program? HiamaciMieiah' ard



- Transportation Commission

# Survey Results

■ Respondents: 115 Taxi Program

- Reason do not use program: 33% stated did not know about it
- Prefer Lyft/Uber over taxis: 24%
- Prefer shared Lyft/Uber ride with other passengers: 61%

Shuttle Service

- Reason do not use program: 27% stated did not know about it
- Preferred name: Alameda Loop



City of Alameda  
Paratransit  
Transportation for Seniors  
and People With Disabilities



# City of Alameda Paratransit Program Fiscal Year 2017/2018

*Contact Information.* Victoria

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