



Special Meeting of the Board of Directors – Strategic Planning Workshop
Tuesday, December 20, 2022
12:00 p.m.

Antelope Valley Transit Authority Community Room
42210 6th Street West, Lancaster, California
www.avta.com

OFFICIAL MINUTES

CALL TO ORDER

Chairman Crist called the meeting to order at 12:05 p.m.

PLEDGE OF ALLEGIANCE

Jordan Catanese led the Pledge of Allegiance.

ROLL CALL:

Present

Chairman Marvin Crist, Vice Chair Dianne Knippel, Director Richard Loa, Director Raj Malhi, Director Michelle Flanagan

APPROVAL OF AGENDA

Motion: Approve the agenda as comprised.

Moved by Vice Chair Knippel, seconded by Director Malhi

Vote: Motion carried (5-0-0-0)
Yeas: Chairman Crist, Vice Chair Knippel, Directors Loa, Malhi, Flanagan
Nays: None
Abstain: None
Absent: None

PUBLIC BUSINESS – AGENDIZED AND NON-AGENDIZED ITEMS:

Fran Sereseres - Suggested that the Authority install a button at the bus stops to alert the operators when a rider is waiting.

AVTA Staff in Attendance:

Martin Tompkins, Executive Director/CEO; Judy Vaccaro-Fry, Chief Financial Officer; Esteban Rodriguez, Senior Director of Operations and Planning; James Royal, Director of Marketing; Carlos Lopez, Customer Service Manager; Geraldina Roma, Planning Manager; Karen Conrad, Field Services Supervisor; Tisha Lane, Operations Analyst

Other Attendees:

MV Transportation - Mike Sherrill, General Manager; Terrance Gore, Assistant General Manager

County of Los Angeles Public Works - Jordan Catanese, Vanessa Rachal

Public - Charlotte Baxter, Dial-A-Ride client, Fran Sereseres, Los Angeles Commissioner

DISCUSSION ITEMS:

DI 1 BUS OPERATIONS – STRATEGIC PLANNING

Passenger Pass-Ups

Executive Director/CEO Martin Tompkins stated that at the October 25, 2022 Board meeting, staff was directed to schedule a strategic planning workshop in December with AVTA and MV staff, and the Board members to discuss passenger pass-ups. AVTA and MV Transportation staff identified the bus stops with high passenger pass-ups and developed a plan to tackle the issue.

Ms. Lane presented information regarding the valid passenger pass-up complaints between November 21, 2021, and November 2022, adding that staff is developing a report comparing AVTA with peer transit agencies.

Mr. Sherrill stated the reasons for the passenger pass-ups include the operators not paying attention to an upcoming stop, traffic, passengers distracting the operator, weather, and time of day. He detailed the below "Pass-Up Awareness" campaign.

1. Table Talk: Each table in the drivers' lounge will have updated safety, operations, and customer service announcements available.
2. Safety Monitor: Actual pass-up footage will be shown, prevention tips and fun facts will be provided, and commendations will be awarded.
3. Monthly Safety Blitz: December is Pass-Up Awareness Month. Management created games and activities geared toward passenger pass-up awareness. Each month, there will be a different safety topic, including passenger pass-up prevention tips and suggestions to reduce the number.

4. Rewards and Incentives: Prize drawings for operators with zero valid complaints or pass-ups.
5. "No Pass Up" Pledge: Each operator will sign and receive an "I Pledge to No Pass-Ups" button.
6. "State of Charge" (SOC) 650 Grand Prix" game:
 - a) All players will receive a bus with their name on it and begin the game with 100% SOC.
 - b) Each player who maintains a high SOC will be eligible for a gift at the end of each month.
 - c) A minimum of five gifts will be raffled each month.
 - d) Employees maintaining an SOC of 85% or above will be eligible for premium prizes at the end of each quarter.
 - e) Poor attendance, coachable drive cam events, and improper uniform or credential compliance will cause a 4% loss of SOC.
 - f) Employees who receive a commendation will receive a supercharge of 5%.
 - g) Employees with a major violation, i.e. valid pass-up complaint or preventable accident, will receive a 100% loss of SOC.
7. Provide the operators with bus stop lists and copies of rights and lefts for every new bid,
8. Create a Customer Service Committee that meets monthly to address current events, customer complaint prevention, and de-escalation techniques, and
9. Management will continue progressive discipline for each valid customer service complaint.

Mr. Royal presented AVTA's proposed communication plan to reach riders and the public. The message includes safely making the connection and ensuring the operator sees the rider on approach. To communicate the message, staff will install transit center signs and communication boards, signs at the bus stop amenities, and car cards on the buses, and play pre-recorded announcements on the buses.

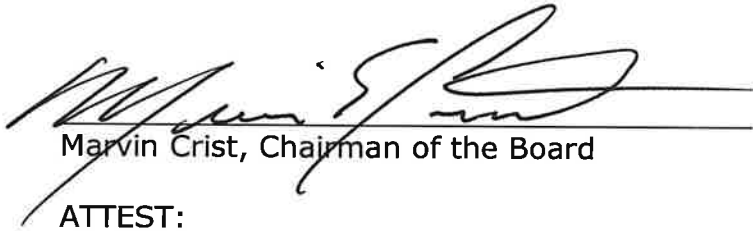
The attendees discussed the chart detailing valid passenger pass-ups, peer agencies' passenger pass-up data, the guidelines included in the "No Pass-Up" Pledge, managing the unhoused at the bus stops, bus stop amenities, the pros and cons of stopping at every stop, and jurisdictional shares.

Staff will monitor the pass-up issue for the next three to four months and present their findings and recommendations at the April Board meeting. MV staff will investigate the time of day pass-ups are occurring.

ADJOURNMENT:

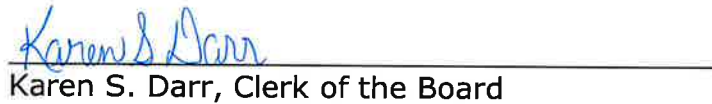
Chairman Crist adjourned the meeting at 1:45 p.m. to the Regular Meeting of the Board of Directors on January 24, 2023, at 10:00 a.m. in the Antelope Valley Transit Authority Community Room, 42210 6th Street West, Lancaster, CA.

PASSED, APPROVED, and ADOPTED this 28th day of FEBRUARY 2023.



Marvin Crist, Chairman of the Board

ATTEST:



Karen S. Darr, Clerk of the Board

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