



City of Carson Report to Mayor and City Council

July 19, 2011
New Business Consent

SUBJECT: CONSIDER APPROVAL OF AN AMENDMENT TO THE ADMINISTRATIVE SERVICES COOPERATIVE, INC. CONTRACT TO PROVIDE DIAL-A-RIDE SERVICES

Submitted by M. Victor Rollinger
Development Services General Manager

Approved by Clifford W. Graves
Interim City Manager

I. SUMMARY

The Transportation Services Division's (TSD) Dial-A-Ride program provides door-to-door cab service to the senior and disabled residents of the city of Carson.

On December 1, 2009, the City Council reviewed a list of suggested program modifications and enhancements to the existing Dial-A-Ride (DAR) program in an effort to control the increasing costs of providing this service to the senior and disabled community of Carson. City Council authorized staff to implement the card swipe system which is a credit card system converting the DAR program to a paperless system (Exhibit No. 1).

Additionally, at the March 1, 2011, City Council meeting, the council took action to increase the per-trip cost for the DAR program from \$1.00 per one-way trip to \$2.00 per one-way trip and a \$20.00 limit was placed on the maximum value of each one-way trip (Exhibit No. 2).

Subsequent to the service modifications being formally implemented on May 1, 2011, there was an immediate reduction in program costs. That being said, staff is asking City Council's approval to appropriate enough resources to cover the outstanding costs of operating the DAR program for FY 2010/11.

II. RECOMMENDATION

TAKE the following actions:

1. APPROVE an increase in the Dial-A-Ride contract with Administrative Services Cooperative, Inc., in the amount of \$211,000.00.
2. APPROVE an increase in the FY 2010/11 Proposition A budget for Dial-A-Ride from \$660,000.00 to \$711,000.00.
3. APPROPRIATE \$51,000.00 from the unreserved, undesignated Proposition A fund balance to account no. 18-80-999-179-6005 to augment the amount currently budgeted for the Dial-A-Ride program for FY 2010/11.

III. ALTERNATIVES

TAKE another action the City Council deems appropriate.

IV. BACKGROUND

The Dial-A-Ride (DAR) program provides reliable and affordable transportation for Carson residents who are at least 60 years old or who are disabled adults 18 years of age or older. Administrative Services Cooperative, Inc. (ASC), a taxicab operator, has provided this curb-to-curb transportation since 2002. The service is provided by taxicabs and two wheelchair lift-equipped minivans, 24 hours/day, 7 days/week, including holidays.

The funding source for the DAR program is Proposition A, the county's ½ cent sales tax that was approved by the voters in November, 1980. These funds were authorized for transportation purposes only. Proposition A funds are allocated on a formula based on population with Carson receiving \$3,599,308.00 for FY 2010/11 which was used to support the Carson Circuit and other transportation programs, as well as the DAR program.

The city's net cost to operate the DAR program has been approximately \$650,000.00 for each of the last four years. Based on the increased popularity of the DAR program subsequent to the implementation of the card swipe program in 2010, the costs for operating the DAR program has skyrocketed to just over \$710,000.00 for FY 2010/11.

Since City Council approved changes to the DAR program which were implemented on May 1, 2011, the TSD has seen an immediate reduction in the costs of operating the DAR program (Exhibit No. 3).

Based on staff's initial evaluation of the DAR program costs for the months of May and June 2011, and if travel patterns remain consistent with the current trends, then the DAR program will realize an approximate 19% reduction in program costs at the conclusion of FY 2011/12 (an estimated \$134,605.00 in savings).

The senior and disabled users are wisely utilizing the DAR program and they are also using better judgment in planning their trips so as to maximize the potential for each one-way trip. Senior and disabled users are also increasing the incidence of "shared trips" so that only "one" person pays for the trip, no matter how many users are in the cab.

The TSD management staff is making exceptions for cases where the DAR user is submitting a waiver application requesting consideration based on their life-saving treatments. The intent of the DAR service modification is to streamline costs, not to create an adverse impact for DAR users who use the DAR program to travel to and from their life-saving treatments. These requests are being evaluated on a case-by-case basis and approved accordingly.

V. FISCAL IMPACT

Funds for the DAR program were included in the FY 2010/11 budget, but the total cost of \$710,605.18 exceeds the \$660,000.00 budget, therefore, the budget will need to be increased by \$51,000.00. Funds should be appropriated from the unreserved, undesignated Proposition A fund balance to account no. 18-80-999-179-6005.

VI. EXHIBITS

1. City Council Meeting Minutes – December 1, 2009. (pgs. 4-5)
2. City Council Meeting Minutes – March 1, 2011. (pgs. 6-7)
3. Dial-A-Ride Program Costs – FY 2010/11. (pg. 8)

Document10

Prepared by: Isabella Meni, Acting Transportation Supervisor

TO:Rev032811

Reviewed by:

City Clerk	<u>City Treasurer</u>
<u>Administrative Services</u>	<u>Development Services</u>
<u>Economic Development Services</u>	<u>Public Services</u>

Action taken by City Council

Date _____ Action _____

**ITEM NO. (17) CONSIDERATION FOR APPROVAL OF PROPOSED SERVICE
MODIFICATIONS FOR THE DIAL-A-RIDE PROGRAM AND APPROVAL
TO RELEASE THE REQUEST FOR PROPOSALS FOR THE DIAL-A-RIDE
PROGRAM (DEVELOPMENT SERVICES)**

This item was heard after Item No. 11.

Transportation Services Manager Rice summarized the staff report and recommendation.

Development Services General Manager Rollinger discussed the program funding.

Public Comments

Helen Anderson, 17539 S. Amantha Avenue, Carson, California 90746, thanked the Mayor and City Council for the Dial-A-Ride Program services.

Bill Smalley was not present when called by Mayor Dear.

Levi Sheer was not present when called by Mayor Dear.

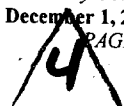
Sergio Carrillo, 2129 W. Rosecrans, Gardena, California 90249, new director of Public Affairs, So. Bay Yellow Cab/United Checker Cab, discussed the operational concerns and encouraged Item No. 9 of the staff recommendation in particular the card-swipe program. He provided the elected officials with a sample picture card. He offered the pilot program for one year, \$5,000 to set up, \$10/card to produce and would absorb \$15,000 cost.

Transportation Coordinator Meni discussed the suggested program modifications to the Dial-A-Ride program.

RECOMMENDATION for the City Council:

TAKE the following actions:

1. AUTHORIZE staff to implement the Dial-A-Ride Program service modifications and enhancements.
2. APPROVE limiting eligibility to residents that no longer drive.
3. APPROVE eliminating Saturday service.
4. APPROVE eliminating Sunday service.
5. APPROVE reducing the number of books sold per month from three books (30 tickets) to two books (20 tickets).
6. APPROVE increasing the cost of the ticket book from \$10.00 per book (\$1.00 per ticket) to \$30.00 per book (\$3.00 per ticket).
7. APPROVE limiting the number of tickets that can be used for non-medical trips.



8. APPROVE limiting the number of medical facilities served outside city limits.
9. AUTHORIZE staff to release the Request for Proposal for a service provider for the Dial-A-Ride Program including the requirement to provide taxicabs equipped with a card-swipe system.

ACTION: It was moved to 1) Authorize staff to implement the Dial-A-Ride Program service modifications and enhancements; 2) Keep the eligibility to residents that no longer drive; 3) Keep Saturday service; 4) Maintain Sunday service; 5) Approve reducing the number of books sold per month from three books (30 tickets) to two books (20 tickets); 6) Approve increasing the cost of the ticket book from \$10.00 per book (\$1.00 per ticket) to \$30.00 per book (\$3.00 per ticket) and increase the cost of the ticket book to \$2.00; 7) Allow non-medical trips; 8) Keep the existing number of medical facilities served outside city limits; 9) Authorize staff to release the Request for Proposal for a service provider for the Dial-A-Ride Program including the requirement to provide taxicabs equipped with a card-swipe system and include a pilot program to be funded by the provider for a one a year pilot program on motion of Dear, which was seconded by Santarina.

Mayor Pro Tem Davis-Holmes offered a substitute motion to do a trial run of the card-swipe program for one year and bring back a report that would address all the concerns that staff had identified in the report and to also include consideration of the age limit which was seconded by Gipson.

Shirley Pe, Director of Marketing, So. Bay Yellow Cab/United Checker Cab, discussed the accountability and process of the card-swipe system and thanked staff for all their hard work on this project.

Transportation Coordinator Meni clarified that we are currently on the 3rd amendment to the agreement with Administrative Services Cooperative. The City Council authorized a month to month service until the release of the Request For Proposals and would amend the purchase order to encompass the one year without amendments.

The substitute motion was unanimously approved by the following vote:

Ayes:	Mayor Dear, Mayor Pro Tem Davis-Holmes, Council Member Santarina, Council Member Gipson, Council Member Ruiz-Raber
Noes:	None
Abstain:	None
Absent:	None

The New Business Consent Calendar item was heard at this time.

ITEM NO. (11) CONSIDERATION OF APPROVAL OF SERVICE MODIFICATIONS FOR THE DIAL-A-RIDE PROGRAM AND APPROVAL TO RELEASE THE REQUEST FOR PROPOSALS FOR THE DIAL-A-RIDE PROGRAM (DEVELOPMENT SERVICES)

Item No. 11 was heard after Item No. 12 at 9:32 P.M.

Development Services General Manager Rollinger summarized the staff report and recommendation.

Public Comments

Nathaniel "Nate" Riddick, 2723 Monroe Street, Carson, California 90810

Referred to the allocation of Prop A funding and impact on senior citizens.

Sergio Carrillo, representing Associated Services Cooperative, Inc. (ASC), 2129 W. Rosecrans Avenue, Gardena, California 90249

Reported that ASC has been the City's service provider for Dial-a-Ride and Paratransit services since 2002 and had been operating on month-to-month basis for the past six years and offered comments in support of the staff recommendation.

RECOMMENDATION for the City Council:

TAKE the following actions:

1. AUTHORIZE staff to implement a "per trip" maximum value of \$20.00 per trip.
2. AUTHORIZE staff to increase the one-way per trip cost for the DAR program from \$1.00 per one-way trip to \$2.00 per one-way trip.
3. AUTHORIZE staff to release the Request for Proposals (RFP) to solicit bids to operate the Dial-A-Ride program.

ACTION: It was moved to approve the staff recommendation on motion of Dear and seconded by Ruiz-Raber.

During discussion of the motion, the following issues were discussed: 1) staff recommendation to release the Request for Proposal for the Dial-a-Ride Program; 2) maximum value amount; 3) card swipe system; and 4) benefits attributed to the new technology.

Upon inquiry, City Treasurer Avilla expressed her willingness to work with Mayor Dear to establish a satellite location to increase services.



Amended Motion

Mayor Dear offered a friendly amendment to the motion to include that the City Treasurer and Mayor would work together to establish an additional location for senior citizens to make payments, possibly at the South Bay Pavilion, which was accepted by Ruiz-Raber, and unanimously carried by the following vote:

Ayes:	Mayor Dear, Mayor Pro Tem Santarina, Council Member Davis-Holmes, Council Member Gipson, and Council Member Ruiz-Raber
Noes:	None
Abstain:	None
Absent:	None



DAR Program Costs - FY 2010/11 (actuals)
DAR Program Costs - FY 2011/12 (projected)

July-10	\$62,535.45	
August-10	\$64,607.21	
September-10	\$69,478.91	
October-10	\$65,713.19	
November-10	\$58,841.50	
December-10	\$59,945.62	
January-11	\$57,579.39	
February-11	\$55,578.63	
March-11	\$63,829.28	
April-11	\$56,917.00	
May-11	\$46,079.00	DAR Service modification effective May 1, 2011
June-11	\$49,500.00	
TOTAL FY 2010/11	\$710,605.18	
Ave. monthly FY 2010/11	\$59,217.10	
Ave. monthly FY 2011/12	\$48,000.00	
TOTAL Projected FY 2011/12 Costs	\$576,000.00	Projected ave. annual cost due to DAR service modifications effective May 1, 2011
TOTAL Projected Savings	\$134,605.18	Approximately 19% reduction in annual program cost

