

Proposal to the



For the Operation and Management of the Senior Shuttle Service



Submitted by:

TC

TRANSPORTATION CONCEPTS

**12 Mauchly Building I
Irvine, California 92618**

May 10, 2021

Kelly Fujio
Director of Community Services
City of La Habra
101 West La Habra Blvd
La Habra, CA 90631

Dear Ms. Fujio:

On behalf of Parking Concepts Inc., dba Transportation Concepts (TC), I would like to begin by thanking you for the opportunity to submit a proposal for the Shuttle Services component of the City of La Habra Request for Proposals for Senior Transportation Services.

Parking Concepts Inc. is a California Corporation formed in 1974. Our Federal Employer I.D. # is 95-2909899 and our corporate headquarters are in Irvine, California. Transportation Concepts is a DBA of Parking Concepts Inc. We began public transportation service back in 1982. Our focus over these 39 years has been to constantly strive to meet or exceed the expectations of each of our clients as well as the communities that we serve. Over these years we have developed an outstanding reputation in the public transit industry. We believe this is due to the strength of our people at the local level as well as the support of a strong local corporate support team. We have an extremely capable workforce that will be assigned to the City of La Habra Senior Shuttle Services.

We hope that through our proposal we were able to demonstrate our dedication and commitment to the City and the highlights of our company and our offer to operate this very important service to include:

- A Project Manager with profound knowledge of Shuttle Services
- A strong local staff team designed to insure the success of the Shuttle Services for the City of La Habra
- Highly qualified corporate support staff based in Irvine, California
- An operational plan that focuses on customer service resulting in a positive experience for the end user
- Positive references from supportive clients who have continued to contract with Transportation Concepts for their shuttle needs year after year

Transportation Concepts is experienced in providing special shuttle services as well as all types of passenger transportation services. Over the years we have had the pleasure to provide shuttle services throughout the Orange County area for clients such as the City of Huntington Beach, the City of Irvine, the City of Buena Park, as well as the County of Orange to name a few. Additionally, our staff is well versed in requirements set forth with OCTA.

The local team that would be assigned to the Senior Shuttle service will each have a clear understanding of the needs of the City system, the technology utilized in day to day operations, and the parameters driving the system.

Mr. Brett Baum, our proposed Project Manager for the City of La Habra Shuttle Service, leads with a very hands-on management approach. He understands his internal working environment as well as the external environment his team serves. He is adamant about getting out into the community on a regular basis and has frequent contact with the clients. Brett has had over 20 years of experience managing contractual bus services for several agencies throughout the Southern California Region.

We hope that through our proposal you realize the dedication and commitment that only Transportation Concepts will bring to the City of La Habra. We have focused on the qualifications of our company, our local team, our knowledge with Shuttle Service operations and our sincere desire to manage and operate the City of La Habra Senior Shuttle Service.

If further information is needed, please contact me at (949) 864-3493, (949) 753-7526 (facsimile) or via e-mail – rrogers@transportation-concepts.com. I am the individual authorized to bind Transportation Concepts to the terms of this proposal, which is valid for a minimum of 120 days from submittal deadline. We are confident that we have submitted a very sound and competitive proposal and look forward to the opportunity to be the selected as the Contractor of choice for this shuttle project.

Sincerely,



Rich Rogers
Chief Operating Officer
Transportation Concepts

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Company Qualifications



PARKING CONCEPTS INC.

Profile - Transportation Concepts is the public transportation division of Parking Concepts, a California Corporation, with corporate offices in Irvine, California. We currently employ close to 1,200 people. Gill Barnett, President and owner of Parking Concepts, founded the company in 1974 in order to provide an enhanced level of customer service to an industry that had been sorely lacking in customer service. Today, Parking Concepts is one of the most successful and respected parking facility operators in the United States.

In 1982, Parking Concepts was awarded a shuttle bus contract at the Ontario International Airport. It was at that time that **Transportation Concepts** was formed. Over the last 39 years Transportation Concepts (TC) has successfully operated several fixed-route / shuttle service contracts similar to the City's services.



We are committed to community outreach and assist as needed in special events and City sponsored activities, we are familiar with the service area, system needs relative to dispatch process, staffing, supplies, etc. We believe we can facilitate a positive image relative to the senior shuttle service that we would provide on behalf of the City of La Habra. As a result, we intend to increase ridership and productivity through an enhanced customer service attitude, greater awareness of the services available to the residents and education as to how the system works. Our aim is to ensure that the City and the passengers we transport throughout the City of La Habra and surrounding areas are completely satisfied with the service we provide. Transportation Concepts has the capability and will provide qualified personnel to manage and operate the City of La Habra Senior Shuttle system.



Operations Programs

As a professional provider of transportation services for almost forty years, we have developed and implemented programs for a full range of transportation services. Generally, our programs include the following:

- **Safety – employee, ridership, maintenance shop, environmental, accident/incident prevention and response.**

- Customer Service – passenger relations, disability awareness.
- Employee Development – recruitment, screening, hiring, training, and supervision.
- Maintenance – preventive, body work, warranty, parts inventory, vehicle appearance, heating/air conditioning, audit/inspection, and technician training.
- Vehicle Operation – employee check in, vehicle inspection, dispatch/vehicle communications, on time performance, route supervision, fare collection and extensive training.

All of these programs will be in place for the City of La Habra. In order to successfully facilitate our programs throughout each of our operations we must effectively maintain our support structure and ensure that each area is developing and continuously improving. Every person on our team must demonstrate a high degree of passion for customer service and be able and willing to provide it to the community and the system ridership.

“City staff has come to rely on location and corporate support and expertise. We value this assistance and believe your company is a partner in our success”

Brian Champion
Previous Contract Administrator
City of Corona

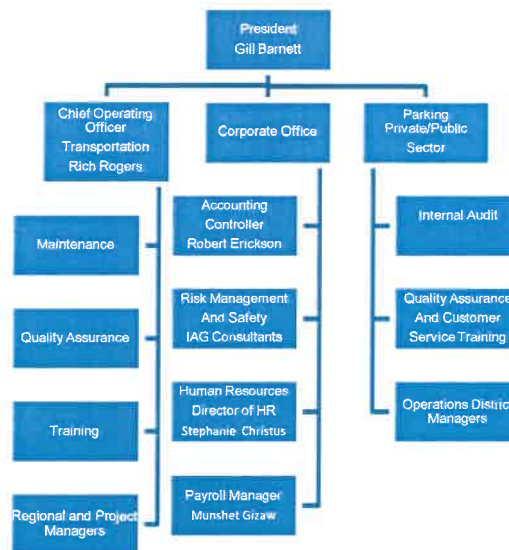
Transportation Concepts has had excellent performance records with contracts we operate. We have consistently surpassed contractual on-time performance standards, maintained an excellent safety record, and have a industry reputation for getting the job done as promised. We are proud of our success. In addition, we acknowledge that we always have room for improvement. Any constructive feedback is always welcomed, taken into consideration, and acted upon as necessary. Our philosophy is one of always keeping our eyes open for a better way. We will operate under this philosophy relative to the service provided for the City of La Habra.

Although Transportation Concepts operates as a dba under Parking Concepts, the provision of effective transportation operations is the core business of Transportation Concepts. We do not have other businesses that divert focus from our primary objective with our clients and potential clients such as the City of La Habra; which is to transport passengers safely, and effectively creating a positive image for the City as well as our organization simultaneously. Our concentration remains on your service. If additional services are needed other than the provision of services, we have internal staff that can provide consulting and assistance in the areas of maintenance, labor, risk management, safety, technology, and environmental concerns. If Transportation Concepts does not have internal staff that can provide assistance to the degree necessary, we have several

professional consultants that we work with regularly that will provide service as necessary.

Transportation Concepts offers a management approach/philosophy that is specific to the needs of the City of La Habra's outlined services. Although it is extremely important to have reliable corporate support, we believe that the service is only as strong as the local team. The local team will operate as a single entity in partnership with City staff working towards the same goal of providing premier service to the residents and visitors of La Habra. Our objective is to ultimately improve the quality of life in the communities that we serve. Part of our efforts include: hiring locally, hiring as many of the current employees (that are qualified and still available) as possible, and providing as many full time shifts as possible. In addition, our corporate team will provide as much support as necessary and be available for consult as requested.

CORPORATE ORGANIZATIONAL CHART



Corporate Support Team



Gill Barnett, President – Gill Barnett, founder and owner of Parking Concepts and Transportation Concepts, has been actively involved in the parking and transportation industry for over 50 years. He began his career as a parking attendant at the age of 17 and worked his way up to management by the age of 22. Noting the lack of quality customer care from the beginning of his career, Gill envisioned a company devoted to providing *excellent customer service*.



Rich Rogers, Chief Operating Officer – Rich Rogers has been actively involved in the public transit industry for forty (40) years. Mr. Rogers is directly responsible for the oversight of all Transportation Concepts operations, and will insure that the highest level of quality service is provided to the City of La Habra Senior Shuttle Service. As the Chief Operating Officer, he will see to it that TC's operations meet company and

contractual performance requirements to insure that safe, reliable and responsive service is consistently delivered. Mr. Rogers will continue to be directly involved in any contract negotiation and will have direct responsibility in continuing our working relationship with the City relative to contractual compliance and revisions as directed. Mr. Rogers will be instrumental in supporting the local team in implementing potential service and contractual changes throughout the term of the contract and will encourage regular meetings with the City of La Habra Community Services staff and TC location management staff to continue fostering a successful relationship and partnering collectively towards enhancing the Senior Shuttle Service operation over the contract period.



Christopher Milligan, Director of Maintenance – Mr. Milligan has 15 years of experience in maintenance management. He has hands on experience with similar fleets and clearly understands California regulations relative to maintaining our proposed fleet. Mr. Milligan currently has several ASE Certifications and is in the process of becoming an ASE Master Technician. He is well versed in diagnostics relative to preventive maintenance and vehicle repair. He has hands on experience scheduling maintenance in both a manual and automated environment. In addition, he has a proven track record of shop management, employee scheduling, inventory control, and warranty procedures. He will be instrumental in working with the local maintenance team, along with Brett Baum, our Project Manager throughout the term of the City of La Habra contract.



Stephanie Christus, Human Resources Manager – Stephanie has been in the Human Resource industry for the last 20 years. She currently serves Transportation Concepts as the HR Manager. Ms. Christus is responsible for developing and administering all employee related programs to ensure compliance with all regulations governing labor on a federal, state, and local level. She provides pertinent information to all operating locations and monitors compliance. Areas of focus include training, EEO, Affirmative Action and Civil rights, labor relations, integrity and compliance. Ms. Christus also acts as the liaison to attorneys, insurance companies and individuals, as well as all of our employees.



IAG Risk Solutions – As a integral component of our Corporate Support team we have partnered with IAG Risk Solutions in our quest to continue reducing employee risk and incident reduction from occurring. The IAG team works with TC to establish high standards for benchmarking safety in the workplace. Collectively we conduct weekly reviews on every accident/injury or near miss, provide monthly management training sessions, as well as quarterly offsite full day safety meetings for managers and supervisors. The IAG Risk Solution group conducts regular OSHA audits at all of our locations, works with our insurance carrier, our medical clinics/medical network, and our attorneys, with the overall goal of consistently reducing accidents and incidents with a goal of achieving *Zero claims*





Monique Lemus, Risk Management Analyst – Ms. Lemus is responsible for handling claims procedures with our insurance carrier and managers. She monitors and tracks our loss-prevention statistics and works as a liaison with TC senior management and IAG in rolling out our risk-management and loss-prevention programs and initiating policies to comply with safety legislation and the transportation industry practices. Ms. Lemus also acts as the liaison to attorneys, insurance companies and individuals, investigating any incidents that may result in loss.

Management Philosophy

Although Transportation Concepts operates as a dba under Parking Concepts, the provision of effective transportation operations is the core business of Transportation Concepts. We do not have other businesses that divert focus from our primary objective with our clients, such as the City of La Habra; which is to transport passengers safely and effectively while creating a positive image for the Senior Shuttle Service as well as our organization simultaneously. Our concentration remains on your service. If additional support is needed other than the provision of normal services, we have very successful and knowledgeable internal staff that can provide consulting and assistance in the areas of maintenance, labor, risk management, safety, technology, and environmental concerns

Over the last 39 years, Transportation Concepts has nurtured a management approach/philosophy that is specific to the individual needs of each of our customers. Although it is extremely important to have reliable corporate support, we believe that the service is only as strong as every member of the team. As we have demonstrated to all of our clients over these close to 4 decades, our team will operate as a partner with all City staff in working towards the mutual goal of providing premier service to the residents and visitors of each of the city transit operations and surrounding areas we have served

Over these years Transportation Concepts has consistently demonstrated our ability to work with Cities to enhance transit technology. In fact, TC partnered with the several City governments on the development of an RFP along with the selection process for the AVL, MDC, Scheduling Application, and digital on board video surveillance recording system. TC has more knowledge and information specific to this operation than any of our competitors.

We are committed to community outreach and assist as needed in special events and City sponsored activities, we are intimately familiar with the service area, the equipment and any related technology, system needs relative to call center process, staffing, supplies, etc., and most importantly, we are familiar with our passengers. TC has worked in conjunction with the all of our Cities to create a positive image relative to their transit system. We believe we have succeeded. The passengers we transport throughout the City of La Habra and surrounding areas will be extremely pleased with the service we provide. We are proud of our success however we acknowledge that we always have room for improvement. Our philosophy is one of always striving for improvement in all that we do. We will continue to operate under this philosophy relative to each of the service components provided to the City of La Habra.

Our objective is to ultimately improve the quality of life in the communities that we serve. Part of our efforts include: attempting to retain existing employees, recruiting new hires

locally and provide an environment that promotes camaraderie and exceptional levels of morale, as well as community involvement throughout our contractual term with the City of La Habra. In addition, our corporate team will always provide as much support as necessary and will still be available for consultation as requested anytime.

Ability to Perform

Parking Concepts Inc., dba Transportation Concepts has been a company in existence for over 47 years. Throughout the years we have always been a financially strong organization. There is no past, current or pending financial or legal issues that would in any way jeopardize our ability to continue operating the City of La Habra Senior Shuttle Services. However, pursuant to the RFP request, included under separate cover, marked confidential is a list of all arbitrations, lawsuits, settlements and the like that they company has been involved with in the past five (5) years.

Bankruptcy Filings

Parking Concepts Inc., dba Transportation Concepts has never filed or been a party to any Bankruptcy filings throughout the last 47 years since inception.

Local Staffing

Key Management - Transportation Concepts offers a management team lead by Mr. Brett Baum, our Director of Operations for TC and located at our Redondo Beach location. Mr. Baum has extensive experience with demand response Dial a Ride, fixed-route, and shuttle services. He is an effective leader and has a history of success and operational expertise in the areas of implementation and human resources relative to service provision. In addition, Mr. Baum has in-depth knowledge related to community shuttle service environments similar to the City of La Habra. Although Transportation Concepts offers extensive support, we are convinced that the service quality is only as good as the local team.



Brett Baum, Project Manager

Mr. Baum has over 20 years experience in transit management, and has been with Transportation Concepts since 1998. Brett has extensive fixed-route service experience. Over the years he has held overall management responsibility for several fixed route transit contracts throughout the Southern California region. He will provide direct over-site of this project and will be the liaison with the City of La Habra. As the Project Manager, Brett will be in direct communication with his drivers, monitor service, develop reports, evaluate employee performance, and serve as a role model in the areas of safety and customer service. The City of La Habra staff will have the ability to contact Brett during the day and after hours via cell phone.



George Raya, Maintenance Supervisor

Mr. Raya has 28 years of fleet maintenance experience. He has hands on experience diagnosing and repairing alternative fueled fleets. He clearly understands the requirements associated with preventive maintenance, repair, and regulatory compliance of the proposed fleet. He will provide management oversight of the maintenance efforts of the Senior Shuttle equipment and provide regular maintenance quality assurance reviews relative to contractual and regulatory compliance. He will coordinate with Brett Baum and will report to and be supported by Christopher Milligan, our Director of Maintenance to ensure that all maintenance work is being conducted in accordance with Regulatory, Company and City Standards.



Ernesto Lizarraga, Safety and Training Manager

Mr. Ernesto Lizarraga will provide the necessary training for the City of La Habra Senior Shuttle project. Ernesto will be responsible to provide all new hire and reoccurring training to existing vehicle operators. Mr. Lizarraga is a TSI instructor and has completed training as a DOT instructor in bus operator training, the smith system trainer program, as well as the DMV employer testing program. Ernesto started his transit career as a bus operator for Los Angeles METRO in 2011.

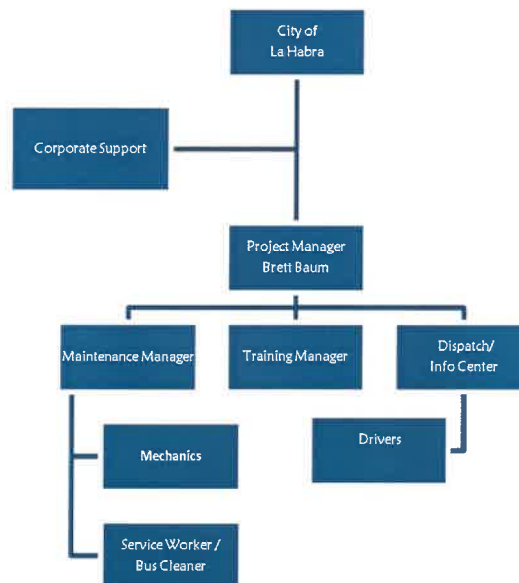
Ability to Retain Management Personnel

Transportation Concepts has a successfully track record of retaining our Managers. What sets our company apart is that we not just talk about caring for our people, we show it. The majority of our Transit Managers have been with our company for 10 or more years.

We provide a very fair compensation package and offer annual bonuses based upon performance. We empower our managers, providing them with support, guidance, executive coaching and leadership training. Like all of our employees, we invest the time and resources necessary to insure their success.

Position	Number of Employees	Average Wage Year 1
Vehicle Operators	1FT / 1PT	\$18.00 hour
Project Manager	1 PT	Included in Overhead
Maintenance Manager	1 PT	Included in Overhead
Lead Mechanic	1 PT	Included in Overhead
Road Supervisor	1 PT	Included in Overhead
Dispatcher	1 PT	\$19.00 hour
Regional Trainer	1 PT	Included in Overhead
Service Worker/Bus Wash	1 PT	Included in Overhead

Local Staffing Organizational Chart



Job Description Summaries

Job Title	Primary Responsibilities and Functions
Project Manager	<ul style="list-style-type: none"> ▪ Primary liaison to the City of La Habra ▪ Provides tactical and strategic planning for the daily operation of the Senior Shuttle Service. ▪ Overall responsibility for the shuttle service, including safety, system performance, quality, adherence to all governmental regulations, and compliance with the Contractual /TC – established standards and procedures. ▪ Ensures system is properly staffed given requirements and goals. ▪ Monitors service performance against set goals/targets. ▪ Reviews daily, weekly, monthly reports
Dispatcher / Reservationist	<ul style="list-style-type: none"> ▪ Ensures that the services are provided in a safe, reliable and timely manner. ▪ Ensures that all customer service issues are responded to, resolved and reported in a timely manner. ▪ Submits formal operational reports at specified intervals. ▪ Completes all customer service tasks related to telephone requests for information or scheduling rides ▪ Provides excellent customer service
Safety Trainer	<ul style="list-style-type: none"> ▪ Carries out Safety Plan for BCT operation ▪ Assists in the recruitment and hiring of vehicle operators ▪ Provides Classroom and coordinates all behind the wheel trainer ▪ Investigates accidents, incidents and near misses and retrain as needed ▪ Conducts monthly safety meetings ▪ Collectively with Project Manager conducts facility safety audits and OSHA compliance audits
Mechanic	<ul style="list-style-type: none"> ▪ Follow appropriate maintenance intervals for preventive maintenance program ▪ Perform and track all vehicle maintenance activity and repair ▪ Comply with all CHP regulations; prepare shop; prepare vehicle records ▪ Administer warranty program ▪ Effectively manage and track inventory
Service Worker / Bus Cleaner	<ul style="list-style-type: none"> ▪ Provides interior bus cleaning activities for the La Habra Senior Shuttle service ▪ Ensures all necessary supplies are ordered /in stock ▪ Maintains Cleaning Schedule for buses ▪ Assists Lead Mechanic on minor vehicle repairs
Driver	<ul style="list-style-type: none"> ▪ Safely transport passengers throughout the service area. ▪ Provide excellent customer service

Operational Approach

Hiring the Right Person

Transportation Concepts utilizes a thorough, seven-step selection process in order to identify the right candidate to hire and train as a member of our team. The seven steps include:

Job Description

When an applicant arrives at Transportation Concepts to fill out an application for employment, they are given a job description that describes in detail all of the aspects of the job that the applicant will be expected to perform if they are selected for the position.

Application review

The review of the application includes statements by the applicant regarding their previous employment history, their previous driving record history, any history of vehicle accidents, and any history of workplace injuries.

Motor Vehicle Record Check

Each applicant is required to submit a current driver record (pull notice) printout from the Department of Motor Vehicles, which details the applicants' driving record for the past ten years. Only original, current reports are accepted. Any applicant who is unable to provide this is not given further consideration.

Interview

All of the staff responsible for interviewing have been trained in specific questions to ask that among other things will identify an individual's initial skills and more importantly their attitude towards passengers, peers and the service they were provide.

Reference Checks

The applicants must identify on the application form their three most recent employers. In addition, they must sign an authorization form, which gives permission to their former employer to comment upon their performance as an employee. The employment references that each applicant identifies are contacted and questioned about the work performance of the applicant. All of the responses gained through these references are documented in order to provide organization and structure to the process.

Criminal Background Check

Each Transportation Concepts Operator providing service for the City of La Habra Shuttle service will have successfully completed a "live scan" background check before hiring; these qualifications must also be maintained throughout employment.

- Must have five years of driving experience.
- May have one break or interruption in holding a valid license of no more than 90 days during the five-year period immediately preceding the submittal of an employment application. The break or interruption cannot be the result of a state having suspended or revoked the license and the candidate must still be able to demonstrate that they have a minimum of five years driving experience.
- No felony convictions.
- No more than two at-fault or preventable accidents in the last three years.

- No more than two convictions of moving violations in the last three years.
- When combined, no more than two incidents (preventable accidents or moving violations) during the last three years.
- No record of DUI or DWI within the past 15 years.
- Not subject to outstanding warrants for arrest

Physical and Drug Screening

All Transportation Concepts employees must pass a physical examination and a drug screen prior to being accepted as an employee. The company's physical examination and drug screening program meets the Department of Transportation (DOT) requirements. The company's local DOT certified facility is US Healthworks Medical Group who conducts the medical screening and issues a DOT medical card. The company's drug screening program is conducted locally by US Healthworks which meets all Federal Transit Administration guidelines.



Drug and Alcohol Screening

Transportation Concepts is committed to providing consistently safe and dependable transportation service to the passengers of the transit systems that it operates. In compliance with these goals, and with the Federal Transit Administration's requirements, the company has adopted a Drug-Free Workplace Policy.



The Screening Guarantee:

- To ensure that employees are not impaired in their ability to perform their assigned duties in a safe, productive and healthy manner.
- To create a workplace environment free from the adverse effects of drug and alcohol use and misuse.
- To prohibit the unlawful manufacture, distribution, dispensing, possession or use of controlled substances
- To encourage employees to seek professional assistance anytime personal problems, including alcohol or drug dependency, adversely affect their ability to perform assigned duties.

Transportation Concepts' Drug and Alcohol screening policy applies to all safety-sensitive and non-safety-sensitive Transportation Concepts employees, paid part-time employees and contractors when they are on TC property or performing any transit related business for TC.

All safety-sensitive and non-safety-sensitive employees shall be subject to the following testing:

- Pre-Employment
- Random
- Post-Accident
- Return to Duty (after Leave exceeding 30 days)

Selection Criteria

Once the employee completes the seven steps, the following criteria will be reviewed and must be met before employment is offered:

- Five years minimum driving experience, including a minimum three year U.S. residence.
- Minimum 25 years of age.
- Possession of all required licenses, including a Commercial Driver's License (Class B driver's license).
- Have the ability to obtain the special permits and endorsements.
- Proven ability in the area of customer service.
- Be able to speak, write and understand English and possess the capability to perform simple mathematic functions.
- Provide proof of U.S. citizenship or legal alien status, must have lived in the United States for three years.
- No negative feedback on ex-employment references.
- Demonstrate compassion and sensitivity for customer service and passenger assistance.

In addition, if it is discovered through a Motor Vehicle Record Check that an existing employee has an infraction and has not notified us it could lead to termination. If the employee has notified us, the infraction could result in re-training or termination depending on the contract and the infraction.

Vehicle Operator Training

Training, at Transportation Concepts, is a comprehensive program that encompasses new driver training, orientation to the safety policy of the company, and regular, ongoing in-service training for all existing employees. Using the company's proprietary Driver Training program, which has been developed using the TAPICO Transit and Paratransit driver training program, along with additional Transit materials from the Transportation Safety Institute (TSI), APTA, and the National Safety Council.



The key elements in our operating procedures are the concern our professional bus operators demonstrate for the safety and comfort of their passengers, and the drivers' effective technical performance in operating the equipment, coupled with orientation to the safety policy of our company, and regular, ongoing in-service training for all existing employees. Our training program will be conducted by one of our TSI Certified Trainers.



They will ensure that all training requirements, including all company policies and procedures, contractual requirements, and those required by regulatory agencies governing transit in the State of California are carried out.

The following is a breakdown of the Driver Training program:

Driver Classroom Training

We begin our classroom training with 8 hours of company orientation. This is followed by an additional 40 hours for employees without previous transit training. This is an intense technical training program using the TAPTCO Training System however it will be enhanced and customized for the City of La Habra Senior Shuttle operation. If the new hire driver is already an experienced transit driver, we will reduce the classroom training time down, depending upon the Trainers assessment of the individual, however a minimum of 32 hours are required for all experienced vehicle operators that we hire.

Behind the Wheel Training

Behind the Wheel Training also follows the TAPTCO driver training program. We have enhanced the program to include specific elements specific to the Senior Shuttle operation. For new drivers, we require that they complete the 40 hour program. Experienced drivers will complete a minimum of 8 hours of BTW however, depending on the assessment of our trainer, the behind the wheel instruction may continue up through the entire 40 hour program.

In-Service Training

In service training is conducted with one of our certified behind the wheel drivers. A new driver without experience will be required to complete 40 hours of operating the bus in service with an experienced evaluator. For those new hire drivers with previous certifications / experience, we require a minimum of 32 hours of in-service training with an experienced BTW evaluator.

The breakdown by mode for Vehicle Operator Training hours for new hires is shown below:

Vehicle Operator Status	Classroom	BTW	In-Service	Total Hours
No Transit Experience	48 hours	40 hours	40 hours	128 hours
Transit Experienced	32 hours	8-40 hours	32 hours	72-104 hours

Our Classroom driver training course provides instruction in the following general areas:

- ✓ Introduction to Professional Driving
- ✓ Federal Regulations
- ✓ Hazards Communication
- ✓ Creating a Drug & Alcohol Free Workplace
- ✓ Blood-borne Pathogens
- ✓ Heat Stress Prevention / Wellness
- ✓ Whistleblower
- ✓ Introduction to the Bus
- ✓ Pre-Trip Inspections
- ✓ Air Brake System
- ✓ Safety Best Practices
- ✓ Mirror Adjustments & Reference Points



- ✓ Fatigue Management
- ✓ LLLC Defensive Driving / Critical Points
- ✓ Prevent Harassment
- ✓ Preventing Driving Distractions
- ✓ Following Distance
- ✓ Intersections
- ✓ Railroad Crossings
- ✓ Pedestrian Awareness
- ✓ Preventing Backing Accidents
- ✓ Merging, Lane Changing & Passing
- ✓ Special Driving Conditions
- ✓ Introduction to ADA & Sensitivity
- ✓ ADA, Lifts, Ramps & Securement
- ✓ Professionalism / Customer Service
- ✓ Conflict/Aggression Management
- ✓ Accident & Emergency Procedures
- ✓ NTI – Warning Signs
- ✓ IIPP
- ✓ Slip, Trips and Falls
- ✓ AVL / Paddles / Manifest
- ✓ The Mark DVD
- ✓ Active Shooter DVD
- ✓ Local Issues / SOP / Policies and Procedures
- ✓ Employee Handbook
- ✓ Reasonable Accommodations
- ✓ Title VI
- ✓ Fuel Tank / Filling Procedures
- ✓ Lock Out / Tag Out
- ✓ Fire Extinguisher / Emergency Evacuation
- ✓ OSHA Training
- ✓ TSI Transit Training



Our Behind the Wheel (BTW) driver training course provides instruction in the following general areas:

- ✓ Introduction to the Bus / 10 step
- ✓ Skills / Maneuvering Standards
- ✓ Daily Driving Standards



In Service training focuses on all elements of operating the bus in “real time” conditions. A qualified BTW Trainer is onboard at all times while the new employee is operating the bus on the public streets.

As the new operator progresses to on the road training with a qualified driver trainer meeting the requirements as outlined above. This individual will reinforce the basics of

size/type of revenue vehicle. This training includes monthly safety meetings, safety orientation for new employees, and retraining as necessary for employees who have been involved in accidents. In addition, management will conduct a safety and performance evaluation ride check with each driver at least once every 90 days, and one hour refresher training on proper use of wheel chair lifts at least once every twelve months. All preventable accidents result in retraining for the individual in an effort to prevent recurrence of the accident. Training is customized for the individual based upon the nature of their infraction.

Advanced Customer Service Training



The Company's expectations are clearly articulated to all employees constantly. The company's primary objectives are to provide safe, courteous, professional and dependable service to every customer. Knowledge of these objectives is reinforced in training. Safety, attitude, on-time performance, customer relations, effective communication, and appearance are all stressed as being our major focal points. On an ongoing basis, the company reinforces that our role is to serve our customers. Transportation Concepts infiltrates the idea that our goal is to deliver exceptional customer service in all areas of our business. Our customers should experience customer satisfaction upon every interaction with any representative of our organization. As mentioned earlier, our program incorporates the following principles:

- Teaching importance of excellent customer service
- Developing the operators professional image
- Establishing positive relationships with customers

Each employee is required to review customer service principles and implement simple methods to ensure that they are projecting a positive image and providing a pleasant experience for those they come in contact with on a daily basis. We continuously strive for customer service excellence and provide tools to our employees so that they can deliver exceptional customer service. Our objectives for the program are described below:

- ✓ Understand who your customer is
- ✓ Define exceptional customer service for that individual
- ✓ Identify the benefits of great customer service
- ✓ Recognize barriers to the delivery of outstanding customer service
- ✓ Demonstrate how to measure customer satisfaction and take corrective action
- ✓ Learn techniques for dealing with angry or upset customers
- ✓ Develop a personal action plan to improve customer service skills

Transportation Concepts' primary goal is to deliver exceptional customer service. If we are fulfilling all of our contractual obligations, we should have extremely satisfied customers that experience a pleasant, safe, and timely ride, as well as expedience and professionalism if they call in for a reservation or need system information. Such concepts are a significant part of our day at Transportation Concepts. We emphasize the importance of these objectives and how they can assist in and out of the workplace. Our

customer service philosophy will continue to emphasize that this is the responsibility of each employee, and will include the following:

Professional Attitude

Wear specified uniforms that are clean and maintained. Be well groomed and ready to work at designated times and positions. Be calm, energetic, pleasant and polite. Smile, make eye contact, and be committed to excellence.

Superior Customer Service

Go out of your way to meet customer needs, providing personalized service when appropriate. Work as an effective team member with an enthusiastic attitude. Be able to take direction with minimal supervision.

Effective Communication

Speak clearly and in a friendly tone of voice. Ask questions to clarify customer's understanding, and assist any special needs passengers. Seek bilingual assistance when necessary. Be an active listener and demonstrate attentiveness and sincerity.

Problem Solving

Handle and resolve difficult situations promptly. Be discrete, apologize to the customer or driver, and suggest solutions. Remain calm and notify a supervisor when necessary to keep a situation from escalating. Be a pro-active problem solver and anticipate potential issues.

Operations Staff and Maintenance Staff Training



Transportation Concepts has defined our mission to be focused and customer oriented as well as to be the safest and most reliable supplier of high quality passenger transportation service. We understand that our greatest resources in fulfilling this mission are our employees. We believe that we must work through the first-line employees; our operators, staff, and mechanics, to provide the quality of service, safety, and professionalism that our customers expect. Our staff selection process is designed to identify employees who understand our mission and are committed to fulfilling its aims. Development is one of the most important ingredients that TC focuses on. Not just at the time of hire, but continually.

Managers and Supervisors

To achieve these goals, we must equip our first and second-level managers with leadership skills that they can use every day. Therefore, we have undertaken a training process to help these managers develop the skills they need. Every supervisory employee receives "Interaction Management" training. This training develops the skills they need to coach, develop and lead others.



Managers receive ongoing quarterly training in such areas as:

- The foundation of leadership skills
- Reinforcing effective performance
- Coaching for success
- Improving work habits
- Resolving conflict
- Improving employee performance
- Using effective follow-up
- Maintaining improved performance
- Sexual Harassment
- California Labor Laws
- Health and Wellness
- Developing and Nurturing a Successful Safety Culture

Daily and Monthly Operations Reporting

Transportation Concepts' Vehicle Operators will record their daily operations on a daily Driver Trip Sheet. These Trip Sheets will be turned into the Dispatcher at the end of their shift. The Dispatcher will perform a review of the Trip Sheet when it is turned in to ensure that all of the primary information is recorded. Subsequently, the information from the Trip Sheets will be entered into an Excel spreadsheet by the staff. All of the information from the Trip Sheets will be entered into the spreadsheet within three days of service and will be available for City review within five days of service.



At the end of each month, Transportation Concepts will also prepare a Monthly Operating Report (MMR) that will include information on all of the Operating Data as required or desired by the City of La Habra. This report will be submitted to the City on or before the 10th of the month.

National Transit Data Base Reporting (NTD)

As a contracted operator of public transit services TC reports operating statistics to clients and agencies who directly report to NTD. The following is a sample of the procedures and reporting areas that are typically reported by TC. With each specific operation the reporting parameters and data may be different.

NTD Operating Statistics

- Ridership by the number of Unlinked Passenger Trips
- Total Vehicle Miles
- Vehicle Revenue and Non-Revenue Miles
- Total Vehicle Hours
- Revenue and Non-Revenue Hours
- Type of Vehicle and Service Mode
- Number of Vehicle Trips
- Farebox Collection if applicable
- Incidents and Accidents
- ADA Stats; Mobility Aids, Attendants, Lift Boarding
- Passenger Complaints

NTD Sampling Plan as directed by the City of La Habra

- Method selected by City Staff
- As defined by NTD Sampling Plan Manual
- Separate sampling statistics and reporting
- Cross checking of data for Quality Assurance

Transportation Concepts will comply with, and provide the City of La Habra with all required NTD reporting documents and information. In order to ensure that this important function is completed accurately, Transportation Concepts continually sends representatives to training sessions presented by the FTA on the NTD reporting systems. These programs are presented periodically by the FTA and provide both a valuable training session on the completion of the reports, as well as providing the opportunity to create a direct contact with an FTA representative. Transportation Concepts is well versed in the requirements of NTD reporting and can be counted upon by the agency to address this important area in an accurate and timely manner.

Dispatch Reservations System

Transportation Concepts has considerable experience in both “off the shelf” systems, such as Route-Match and Trapeze, as well as location specific customized computerized reservation/dispatch systems. Over 5 years ago we implemented a computerized reservations software system that aligned with our vision to improve ridership productivity while enhancing reporting characteristics. The system is called “*Simpli Transport*”.

Over these years we have recognized the following system improvements:

- Improved On Time Performance
- Reduction in missed trips
- Improved accuracy of information for drivers
- Identification of mobility device need in advance for driver
- Improved information provided to driver, i.e. pick up at rear of building
- Reduced Idle time
- Reduced errors with verbal communication. All is done through MDT
- System allows Dispatch to monitor Driver at all times for “real time status”
- Improved scheduling. Overlap of addresses eliminated



Here are a few features of *Simpli Transport*:

Easy Client Management

Managing rides can be a time consuming manual task. The client management feature in Simpli will speed up the process allowing you to:

- Register new clients quickly by capturing rider’s address, disability, fare, funding source, etc.

- Record and track Medicaid eligibilities with date ranges with cause for ineligibility.
- Edit client records easily, set statuses such as active, suspended, on vacation or delete entirely.
- Search for client records in seconds.

Quick Trip Booking

Using Simpli, booking trips couldn't be easier. In seconds you can create new trips, edit existing trips and create subscription trips. The ability to manage your trips in Simpli will not only speed up your process but also provide a vast amount of important data to report on.

- Create subscription trips (repeat, reoccurring trips)
- Track past rides and easily copy
- View pick up and drop off locations on the integrated Google map
- Automatically create return trips with a click of a button

Computerized Scheduling

Building schedules efficiently and cost effective is essential when running your demand response operation. Simpli Transport's computerized scheduling and dispatch software provides the tools you need to optimize your routes.

Key Features:

- ✓ Live scheduling with real-time updates
- ✓ Ability to assign pick up and drop offs optimally
- ✓ Automatic client look-up feature
- ✓ Estimated travel time and distances calculated automatically by Google maps
- ✓ Templates for reoccurring routes which automatically assign trips
- ✓ Edit trips quickly and accurately
- ✓ Mark cancelled trips easily as well as tracking no-shows
- ✓ Plot out entire route on Google maps to see where the vehicle is throughout the day

Quick Reporting

The ability to generate accurate reports when you need them is vital when running an efficient transportation service. Simpli Transport allows you to generate the most commonly used reports in seconds. Extract meaningful statistics quickly and easily into six different formats (ie. Word, excel, PDF, ect.) The standard suite of reports features twelve separate reporting arrangements with the ability to create additional custom reports.

Mobile Data Terminal

Simpli Mobile puts the information your drivers need right in their hands. Using mobile tablet devices with internet access, drivers can log into Simpli Mobile and view all of their transports for the day. SimpliMobile connects drivers and dispatchers in real-time.

- Maximize workflow efficiencies by eliminating the need for manual data entry and paper work

- Minimize the risk of human errors
- Immediate driver and dispatch communications
- Significantly reduce dispatcher/driver radio traffic

Dispatch Approach



To operate this service effectively, Transportation Concepts' will provide Dispatch coverage during all hours of operations.

Our approach to effective supervision focuses on safe and effective operations primarily considering headways, quality assurance, and a **30 minute response time goal** (relative to on-street response).

The Dispatcher is also responsible for making sure all work is assigned timely, in accordance with the rules and procedures governing the assignment of work and overtime. This individual ensures Operators are in proper uniform, are fit for service, and are prepared to carry out their assignment. Part of this function includes working to ensure that pre- and post-trip inspections are thoroughly performed and that only vehicles in a proper state of readiness are released into service. Dispatchers also coordinate with the maintenance department for preventive/unscheduled maintenance and follow up to ensure that maintenance issues are addressed.

Supervision

The Road Supervisors and / or Operations Supervisor will monitor the daily activities of the Senior Shuttle Service. Their responsibilities will include but not be limited to:

- Knowledge of routes
- Communicating instructions
- Reviewing driver activity reports, informing management of customer/driver issues
- Interacting with drivers and passengers, responding to passenger concerns,
- Counseling and Training personnel
- Monitoring service intervals
- Have the ability to drive system vehicle if necessary

TC Accident/Incident Reporting

The following are the procedures in the event of an accident or incident:

- ✓ Notify the City of La Habra Representative immediately of any accident or incident.
- ✓ Respond to any emergency or accident involving property damage, passenger injuries, or as requested by the City during or after the operational hours of the service.
- ✓ Report emergencies or incidents involving injuries, major damage, or media coverage to the City immediately after occurrence.
- ✓ Determine if employee post accident drug and alcohol testing is required in conjunction with FTA guidelines.

- ✓ Complete internal accident/incident investigation to determine cause and provide solutions to prevent reoccurrence.

Vehicle Break Down/Road Call Procedures

In the event of a vehicle failure, Transportation Concepts will deploy a spare City provided 17 passenger vehicle immediately to transport the passengers aboard the failed vehicle. Our goal is a 30 minute response time. The on-duty Supervisor and/or Project Manager will be directed to proceed out with an immediate replacement when necessary.

Maintenance will respond to the downed vehicle. If the failure is not immediately repairable, the bus will be immediately towed. A Road Call Report is used each time a vehicle has to be exchanged due to a malfunction or a technical problem. The personnel attending the road call complete the pertinent information on the Road Call Report form and the form is signed and the information is submitted to our maintenance department.

Handling Operational Emergencies

Another element of our training is handling operational emergencies. In any transportation system, operational emergencies will occur. In general, Transportation Concepts believes that with thorough operator training and a high quality preventive maintenance program these emergency situations can be minimized.

Vehicle Maintenance Program

Transportation Concepts' goal is to provide safe, clean and well maintained vehicles to our drivers and passengers. Our main objectives in the maintenance department are as follows:

- Perform quality service inspections meeting both OEM and Client expectations.
- To be proactive in addressing proper part replacement through identifying life expectancy of parts and incorporating replacement schedules as part of the PM process.
- Assure vehicles are clean.
- Stock a proper level of inventory to reduce down time.
- Assure quality parts are being utilized.
- Assure vehicles are safe and in compliance with state and local regulations.
- Track and keep accurate records.
- Keep road calls at a minimum.

Transportation Concepts has a strong commitment to fleet maintenance based upon the precepts of preventive maintenance and has developed procedures to ensure vehicle maintenance quality and fleet longevity. All maintenance personnel receive specific fleet training through manufacturers or by our Director of Maintenance, Mr. Christopher Milligan or other qualified outside resources, involved in the TC maintenance program.



This training will include, at a minimum, the following:

- ✓ Review of PM monthly (City and other regulatory compliance)

- ✓ Contract compliance for safety, maintenance and cleaning.
- ✓ Minimum of 48 hours of certified training on specific bus components
- ✓ Parts inventory and vendors
- ✓ Service requirements
- ✓ **ASE Certification Training**
- ✓ Alternative fuels awareness and safety

Additional Maintenance Training

Although each mechanic receives continual training in all areas of maintenance technology, additionally, they receive a minimum of 12 hours training annually in each of the following OSHA required training segments:

- ✓ **Heat Stress Prevention**
- ✓ **Hazard Communication**
- ✓ **Fire Prevention**
- ✓ **First Aid**
- ✓ **IIPP**
- ✓ **Log Out /Tag Out**
- ✓ **PPE**
- ✓ **Blood Bourne Pathogen**

George Raya, our Maintenance Supervisor will be ultimately responsible for the vehicle and facility maintenance efforts relative to the designated services for the Senior Shuttle Service. Mr. Raya will coordinate with an assigned mechanic to ensure that all maintenance requirements of the contract are met. Mr. Raya is well versed in all aspects of fleet maintenance and will work directly with our Director of Maintenance relative to OEM requirements of the proposed fleet.

Any maintenance personnel assigned to work on the System buses will have a thorough knowledge of:

- Bus drivetrain components, electrical, multiplex I/O electrical systems, traction motor controller, drive differential gearbox, hydraulic and air systems, battery charging system passenger heating and cooling (A/C), and related mechanical parts.
- Methods and procedures used in servicing powertrain equipment.
- Bus chassis and bodies.
- Tools, precision instruments, equipment, and procedures used in the general repair and maintenance of bus equipment.
- Decimals, fractions, and specifications related to bus mechanics.
- Specialized areas such as painting, upholstery, brake relining, air-conditioning, destination signs and wheelchair lifts.

Maintenance personnel shall be able to:

- Inspect electric powertrain components, traction motor with controller, final drive differential as well as related parts.
- Diagnose electrical, multiplex I/O electrical, hydraulic, and air system problems and related parts.



- Repair electrical, hydraulic, and air system problems and related parts.
- Perform wheelchair/lift/ramp inspections
- Inspections on video recording devices
- Document, on City-approved forms, all repairs performed.

Transportation Concepts' maintenance program consists of five primary components:

- ◆ **Daily Vehicle Inspections**
- ◆ **Preventive Maintenance**
- ◆ **Vehicle Repairs**
- ◆ **Vehicle Cleaning**
- ◆ **Maintenance Record Keeping**

Daily Vehicle Inspections:

Transportation Concepts requires all operators to complete a thorough pre-trip inspection prior to placing the vehicle into service, as well as a post-trip inspection at the end of each day. The inspections are performed and documented by the vehicle operator on a Daily



Bus Report (DBR). If any defects are noted, a written record for use by the Maintenance Department is created. For defects needing immediate repair, the dispatcher or on-duty supervisor will contact the maintenance department to immediately make the repair so the vehicle can be released for service on time, or will assign a different vehicle for

service. These pre-trip and post-trip inspections are important to help ensure that service continues with the highest level of operating safety and to minimize service delays by identifying mechanical problems prior to the vehicle pulling into service.

Preventative Maintenance Inspections:

The company uses a series of preventative maintenance inspections, which are conducted at varying mileage levels depending upon the fleet type and contractual requirements.

The PMI Process is generally broke down as follows:

- Drive on inspection – This portion is utilized to check specific gauges, warning lights, indicators, driver area specific items, switches, windshield etc.
- Interior inspection- This portion is dedicated to inspecting floors, seats, windows, emergency window operation, lights, heat, vent and A/C operation, stanchions, safety equipment, registration and other required items.
- Exterior inspection- this portion will include the inspection of the exterior including body condition, tires, windows lights, bumpers, tires, rims, lift, interlock and other applicable items.
- Chassis inspection- This portion will include a thorough inspection of the undercarriage, engine, suspension, brakes and look for items identified through our specific Preventative Maintenance level inspection.
- Test drive- This portion is used to check for proper shift points, energy performance, braking etc.

Any defects noted during the process will be reviewed and safety items repaired before being placed back into service.

Transportation Concepts utilizes preventive maintenance programs based on Manufacturer and Company specific requirements. Maintenance staff will perform the review of failed items in efforts to determine premature failure or to identify potential issues that can be added to the PMI process in efforts to schedule replacement cycles for specific items reducing vehicle road calls and improving proficiency.

All preventive maintenance will be performed at regularly scheduled intervals according to OEM standards for the designated fleet.

All maintenance (including, but not limited to, vehicle PM inspections, brake inspections, lift inspections, major lift PM's, battery maintenance, interior cleans, upholstery shampoos, climate control inspections) will be tracked utilizing an computerized system



TC will comply with all Federal, state and local exhaust emission requirements. In addition, all vehicles will have a valid vehicle registration and permanent license plates. All vehicles in revenue service will carry proof of insurance.

Vehicle Repairs:

Transportation Concepts policy is structured to assure that quality and thorough repairs are made on all vehicles. Repairs will be thorough and performed to industry standards. Parts will meet and or exceed OEM specifications. Work orders will be used to document repair functions, diagnostics performed, itemized parts and fluids that were used.

All wheelchair lifts, ramps, tie-downs, and related equipment will meet ADA requirements and shall be inspected, serviced, and lubricated at intervals as necessary to insure that the wheelchair lifts and ramps are safe and fully operational before the vehicle is used in revenue service. Operator pre-trip inspections will be utilized to check lift operation before pull-out from the garage. The vehicle will not be placed in service for any safety related item, including inoperable wheelchair lifts at the time of pull-out. The bus will either be placed out of service until repaired.

All body damage, corrosion, stress cracking, and defects not covered by the original manufacturer will be repaired in a professional manner. All repairs and painting will be done in a professional manner.

Visibility for driver and passengers will not be obstructed, and glass shall be replaced when, pits, cracks, abrasions and/or scratches are excessive. Excessive rattles and other annoyances to passenger comfort shall be repaired.

All mechanical, electrical, multiplex I/O electrical, air, and/or hydraulic systems will be maintained in a safe and operating condition.

Heating and air-conditioning (A/C) (climate control) systems will be maintained and used to insure that the passenger compartment temperature is comfortably maintained under all climatic conditions at all times on all in-service runs. TC will maintain the climate control system, heating and A/C systems, in an operable condition throughout the

entire year. TC will meet all Federal, state, and local EPA requirements related to the use of Freon.

All repairs will be made in accordance with applicable procedures listed in the vehicle manufacturer's maintenance manuals and shall comply with all local, state, and Federal regulations.

Vehicle Cleaning:

The cleanliness of the vehicles that are used for the provision of transit service is an important indicator to the passengers of the quality of the service. The exterior and interior cleanliness of the vehicle is readily noticed by the passengers and contributes greatly to their perception of the service quality. Transportation Concepts will utilize a utility worker as well as an outside vendor who will be responsible to maintain the consistent cleanliness of the fleet. It would be the intent to wash the bus weekly. The Project Manager will use a calculated schedule to monitor the cleaning of the fleet and to ensure that each vehicle receives its' required cleaning and detail.



On a daily basis, all vehicles utilized in revenue service will have the interiors swept and wiped down. At a minimum of once weekly, the exteriors will be fully scrubbed and washed. In addition, the wheels and inside of all windows will be cleaned, and scrubbing of oil or other excessive residue off the rear end; dusting or vacuuming of all seats, dashboard, stanchions and exposed surfaces; and sweeping or vacuuming of all floor areas, including the removal of gum, grease, oil, etc will be performed.

Vehicle Records:

The proper functioning of the maintenance department relies upon an accurate system of record keeping verifying the performance of the department. TC will provide an up-to-date vehicle file for each vehicle which shall contain all pertinent vehicle and maintenance information including but not limited to vehicle make, model, running repairs, pm schedules and activity, work orders, other equipment, road call information, warranty information, and inspection documentation.

The preventive maintenance inspection reports will be kept for the term of the contract. Daily bus condition reports will be kept for a 90-day period, in accordance with CHP requirements.

Implementation Plan

Transportation Concepts (TC) realizes that the implementation of the new contract is critical to the overall success of the operation. It is our chance to make an outstanding "first impression". We take this very seriously as this will set the tone for public perception which not only reflects on TC but the City of La Habra as well. This is a tremendous responsibility and our approach to transition is one of dedication and commitment to ensure that the outlined service will start up on a positive note with the operations service provider that continues throughout the term of the contract.

TC operates several contracts that involved an initial transition from public to private operator, from competitor to TC, or new service altogether. In addition, the nature of this business requires the need to transition from day to day on many levels day to include: the addition of service, route revisions, new employees, implementation of new policies, new technology, or new contractual obligations, even traffic or weather conditions can facilitate the need for making a transition. TC believes the most important element of effectively carrying out a designated "transition" is open, clear, and consistent communication. If all of the people involved in implementing a transition along with all of the people who will be affected by the transition are informed and prepared to make the transition, we are guaranteed success.

This is where the strength of our people makes the difference. Our team brings extensive experience, professionalism, and commitment and a history of performance excellence in transitions similar to the City's Services. We recognize that the City's services are unique with several distinctive characteristics. However, the City's operational requirements relative to the transit service are familiar to us as we have hands on experience in every application proposed for this service.

We have assumed a July 1, 2021 start up. We would like to hold a meeting with the City immediately upon contract award. Our plan will be adjusted based on any schedule changes initiated by the City. Additionally, the plan will be further tailored upon coordination with the City.

Described below are the elements necessary for a smooth transition and implementation. The primary ingredient to a successful transition is the establishment of a respectful partnership between TC and the City. This requires communication, working together as a team, final clarification of and negotiation of the contract, and establishing common goals. In order to ensure that we accomplish these things, we will assign various members of the local and support team duties and responsibilities required to ensure each identified milestone is met and all items necessary for contract transitions are carried out. A master plan will be distributed to our team and team members will be held accountable relative to their assignments.

Workforce

Through our existing operations throughout southern California and through our proposed team, we have a sound understanding of the service area, in addition to the nature of the service, the regulatory issues governing the service, and the relationship that must exist between the Contractor and the City.

As required by law, TC will offer employment to any hourly employee of the current contractor who is qualified and interested in making the transition. However, as we realize the current contractor ended operations months ago, we are prepared to hire as necessary. We will begin the recruiting process immediately upon contract award / Notice to proceed.

We have a solid approach to hiring and retaining employees. We will set up a hotline in which existing employees can call in and leave a message as to any questions or concerns they may have. Someone on the transition team will return their call within 24 hours.

For all new hires, we will implement strategies to include advertising in local newspapers, working with the City in conjunction with the City's website, and community outreach that focuses on the service area. Once we hire the optimal number of employees to ensure effective operations, we have to ensure that they are trained properly.

Transportation Concepts will begin training classes as necessary to ensure 100% service provision on day one. TC has assumed that we will provide cutaways for training purposes.

Our training approach will ensure that a sufficient number of Operators are trained and ready on our first day of service. This is the same philosophy to accommodate any turnover experienced during the term of the contract. Transportation Concepts has assumed an average of 20% turnover throughout the term of the contract.

Training Staff

Ernesto Lizarraga, our Safety and Training Manager will be responsible for the coordination of all training efforts during the transition phase and in the first month of the contract. He will work directly with the Project Manager to ensure all safety and training elements are properly addressed. The local team will work in conjunction with Ernesto during the transition phase and take over all safety and training responsibilities upon service start. The Project Manager and the Training Manager will be ultimately responsible for both safety and training efforts for this project. Mr. Lizarraga is TSI certified and clearly understands the requirements associated with the system drivers. All training will be completed at the Redondo location.

Administrative Duties

Administrative requirements such as the dissemination of operating materials, the development and maintenance of detailed employee files, creating and keeping an extensive library of training materials and setting up payroll are significant factors during the transition. All administrative functions will be handled locally under the direction of Brett Baum, our Project Manager in conjunction with our Operations Staff. Brett will assign a designated individual during the transition phase that will be responsible for the establishment of accounts, the establishment of petty cash funds, credit card accounts and payroll, the identification and implementation of the billing process, creation and maintenance of both employee files and training library, setting up the preparation of the vehicles and initiation of insurance coverage, any additional office supplies, coordination of cleaning process for system vehicles, fare collection and revenue procedures, and banking.

Operational Issues

A finalized timeline and plan will be put together after contract award and meetings with the City as circumstances often change from the planning stages to the actual implementation time.

Transportation Concepts is successful due to the ability to be flexible and effectively manage day to day operations. We are proposing a very hands-on, team oriented operational approach to this project. Due to the size of our company and our strategic approach to pursue opportunities that are a good fit for the organization, we will have the ability to give this project very personal attention from the top of the organization and

beyond. This will be evident in the overall performance of the service and the impact on the community.

Transportation Concepts truly believes in teamwork, among our employees and with the clients we serve. We approach contracting as a true partnership to provide the greatest good to the community. This philosophy will drive the entire process and greatly benefit the service in the long run. Our goal with the City is continuous growth and development and of course the effective operation of the City's service. In an ever-changing environment, there is always room for improvement, and we at TC will continuously strive for improvement that will result in a successful operation. Transportation Concepts (TC) clearly understands the City's requirements and currently has all operational requirements in place to continue providing service in a seamless manner upon signing a new contract.

Operating Facility / Vehicle Storage

Our plan is to operate out of an existing facility location in Redondo Beach. This site is 30 miles to the City of La Habra Community Services Building and is fully functional for both operations and vehicle maintenance.

A detailed timeline is included below:

**Key Dates
& Events**

MAY 18 – NOTICE TO PROCEED
 MAY 18 – PRE START UP MEETING
 MAY 18 – BEGIN PREPARATION OF CITY VEHICLES
 MAY 21 – PREPARE LOCATION MATERIALS
 MAY 21 – SET UP INITIAL MEETING WITH ANY POTENTIAL EXISTING EMPLOYEES
 MAY 21 – PROVIDE MATERIAL TO THOSE POTENTIAL EXISTING EMPLOYEES
 MAY 21 – SET UP EMPLOYEE HOTLINE FOR EXISTING EMPLOYEES TO CALL AND GET INFORMATION
 JUNE – SET UP FUEL AGREEMENT
 MAY/JUNE – STRATEGY MEETINGS WITH TEAM, ENSURE TEAM UNDERSTANDS ROLES
 MAY/JUNE – SET UP CLEANING CONTRACT

Preparation

MAY 20 - BEGIN RECRUITING PROCESS
 MAY 20- BEGIN FACILITY READINESS PROCESS
 MAY 20- GET INSURANCE PROCESS STARTED
 MAY 20- BEGIN TAKING APPLICATIONS
 MAY 20- PREPARE TRAINING MATERIALS
 MAY 22- REVIEW APPLICATIONS, SCHEDULE INTERVIEWS
 MAY 27 - MEET WITH CITY REVIEW PROGRESS
 MAY 27- ORDER SAFETY MATERIALS/START CUSTOM SAFETY MANUAL
 MAY 27 NOTIFY UNIFORM VENDOR & AGREEMENT
 MAY 27- SECURE ALL REQUIRED LICENSE AND CERTIFICATIONS,
 MAY 27- SET UP NECESSARY ACCOUNTS
 MAY 28- REVIEW APPLICATIONS, CONDUCT INTERVIEWS
 MAY 28- SET UP PROCESS WITH CLINIC AND BACK GROUND CHECK
 MAY 29- INTERVIEW ANY POTENTIAL CURRENT EMPLOYEES IF APPLICABLE, START HIRING PROCESS
 MAY 30- INTERVIEW ADDITIONAL CANDIDATES IF NECESSARY
 MAY 30- SEND EMPLOYEES FOR DRUG TEST AND PHYSICALS

On the Move



**MAY 28 -30 – OFFER EMPLOYMENT TO QUALIFIED EMPLOYEES,
JUNE 4 – START TRAINING CLASSES
JUNE 5 – START FILES/CONFIRM INSURANCE
JUNE 5 – CONFIRM ALL SHOP TOOLS AND SUPPLIES
JUNE 10 – MEET WITH CITY
JUNE 10 – ORDER UNIFORMS, SET UP OFFICE & VEHICLE CLEANING SCHEDULES
JUNE 13 – ENSURE ACCOUNTING PROCEDURES & PAYROLL PROCESS IS IN PLACE
JUNE 14 – EMPLOYEE FILES IN PLACE
JUNE 17 – FINALIZE CUSTOMIZED SAFETY MANUAL
JUNE 20 – FINAL CHECK ON EMPLOYEES, SAFETY PROGRAM MATERIALS
JUNE 23 – ENSURE SECURITY PROCEDURES DISPLAYED
JUNE 24 – MEET WITH CITY/REVIEW PROGRESS
JUNE 24 – ENSURE BENEFIT PACKAGES ARE IN PLACE
JUNE 25 – SET UP MAINTENANCE FILES**

**JUNE 24 - ENSURE ALL TECHNOLOGY IS READY
JUNE 25 – DRIVER ASSIGNMENTS
JUNE 25 – CONFIRM DISPATCH/RADIO PROCEDURES
JUNE 25 – CONFIRM ADMINISTRATION PROCEDURES
JUNE 25 – TRANSFER CITY VEHICLES TO TC LOCATION
JUNE 26 – CONFIRM TRAINING OF ALL STAFF
JUNE 26 – ALL ROUTE TRAINING COMPLETE
JUNE 27 – RECEIVE UNIFORMS
JUNE 27 - ALL EMPLOYEES AND EQUIPMENT READY
JUNE 30 – PHONE & RADIO FINAL CHECK
JULY 1 – SERVICE START**



References

We invite you to contact our current clients for confirmation of our dedication, commitment, and excellent service standards and performance. Below are multi-mode Dial-A-Ride and Fixed Route / Shuttle contracts that we have continued to operate in the Southern California Region over the last several years.

Location Name	BEACH CITY TRANSIT REDONDO BEACH Redondo Beach, California
Contact Information	City of Redondo Beach Joyce Rooney Transit Manager 1922 Artesia Blvd Redondo Beach, CA 90278 (310) 318-0631 x 2670 Joyce.rooney@redondo.org
Nature of Services	Fixed route and curb to curb paratransit transportation services. Approximately a 10-mile service area includes Redondo Beach, Hermosa Beach, Manhattan Beach and El Segundo. Vehicle fleet consists of 20 CNG powered buses, 6 of which are assigned to paratransit. Responsible for dispatch, operation, supervision and vehicle maintenance on fleet of City provided buses.
Length of Contract	11 Years
Type of Fleet Dispatching System	Currently using computerized dispatch system with GPS system. Implementation of annunciator system and "Real Time" technology along with Metro TAP system
# of Employees	36
Annual Revenue	\$1.9 Million

Location Name	Palo Verde Valley Transit Authority Blythe, California
	City of Blythe Joseph DeConinck Board Chairman 235 North Broadway Blythe, CA 92225 (760) 250-5918 joeydeconinck@gmail.com
Nature of Services	Fixed route and paratransit transportation services Vehicle fleet consists of 12 buses. Responsible for dispatch, operation, supervision and Maintenance on fleet of City buses.
Length of Contract	16 Years
Type of Fleet Dispatching System	Currently using AVL fleet tracking capabilities as well as a digital on board video surveillance recording system
# of Employees	20
Annual Revenue	\$1.2 Million

Location Name	AVALON TRANSIT Avalon, California
	City of Avalon Audra McDonald Transit Manager 410 Avalon Canyon Rd Avalon, CA 90704 (310) 510-0220 audra@cityofavalon.com
Nature of Services	Shuttle and Dial-a-Ride Transportation services throughout the City of Avalon, using a fleet of 1-2 buses for the Shuttle Route and 2 for the Dial-a-Ride. Responsible for dispatch, operations, supervision and provision of coordinating vehicle maintenance on fleet of City and TC buses.
Length of Contract	5 years
Type of Fleet Dispatching System	Utilizing "Simpli Transit" computerized dispatch system along with an AVL system and Swiftly for real time technology.
# of Employees	13
Annual Revenue	\$700k

Location Name	CITY OF GLENDORA Glendora, California
	City of Glendora Steven Mateer Transportation Coordinator 116 East Foothill Blvd Glendora, CA 91741 (626) 852-4646 smateer@ci.glendora.ca.us
Nature of Services	Fixed route, Metrolink, and paratransit transportation services. Vehicle fleet consists of both cutaway buses and minivans, operating on CNG and Gasoline fuels. Responsible for dispatch, operation, supervision and vehicle maintenance on fleet of City provided buses.
Term of Agreement	11 years
Type of Fleet Dispatching System	Currently using fully automated computerized dispatch system "RouteMatch" with a GPS system.
# of Employees	18
Annual Revenue	\$800k

Location Name	PLAYA VISTA SHUTTLE Playa Vista, California
	Playa Vista Parks and Landscape Organization Dawn Suskin Executive Director 6200 Playa Vista Drive Playa Vista, CA 90094 (310) 437-6070 Dawn.suskin@fsresidential.com
Nature of Services	Fixed route, Shuttle, and on-demand transportation services. Vehicle fleet is comprised of 5 Type 7 CNG buses. Responsible for dispatch, operation, supervision and vehicle maintenance on fleet of Client provided buses.
Term of Agreement	8 years
Type of Fleet Dispatching System	Currently using fully automated computerized dispatch system "Simpli" with a GPS system and Transloc for AVL.
# of Employees	9
Annual Revenue	\$600k

Cost Proposal

Transportation Concepts will provide the management and operation of the Senior Shuttle Service utilizing all three (3) 17 passenger wheelchair equipped vehicles provided by the City of La Habra. We will provide fully trained and commercial licensed drivers, provide vehicle insurance as required to meet California City requirements, provide management and supervisory oversight of operation, maintain all vehicles in accordance with regulatory requirements from CHP and PUC. Shuttle service will be provided based upon the final shuttle schedule determined by the City of La Habra.

The rate for this operation would be billed as a fixed monthly and variable hourly billing methodology. The fixed amount would be paid each month. This covers all costs associated with the vehicle insurance, staff administration and overhead costs. The variable hourly rate would be billed based upon the actual vehicle service hours that operate each month. These costs include driver labor, regular vehicle maintenance, and cleaning expenses. Fuel will be provided by the City as well as Major vehicle maintenance components, such as; engine, transmission and rear differential replacements:

	Year 1	Year 2	Year 3	Year 4
Fixed Monthly Amount	\$6,796.80	\$6,964.56	\$7,205.07	\$7,491.42
Vehicle Service Hour (VSH) Rate	\$42.35	\$43.35	\$44.63	\$46.58

	Year 1	Year 2	Year 3	Year 4
* Maximum Obligation	\$185,201.55	\$187,614.70	\$193,572.89	\$201,689.09

* Based upon operating 2,400 VSH per year (200 per month)

Additional Information

Exceptions

Upon review of the RFP and sample contract, Transportation Concepts requests the only exceptions at this time:

RFP Item E - Criminal History Background Investigation, remove the first sentence. We have conducted Live Scan background checks for other operations however have never had to register as a HR agency. The proposed change is highlighted in red below:

E. Criminal History Background Investigation

Contractor shall be registered with the Department of Justice as a Human Resources Agency. Contractor shall at a minimum perform background checks on drivers utilizing a vendor such as Live Scan to ensure that drivers with inappropriate backgrounds are not employed to provide Services under this Agreement. Drivers shall have no felony conviction history consistent with Contractor's obligations under Government Code Section 12952.

RFP Item –Vehicle Maintenance Services, insert section allowing major maintenance component replacements (Engine, Transmission, Differential) to be reimbursed to Contractor by City. The proposed change is highlighted in red below:

Vehicle Maintenance Services:

Vehicle Maintenance

Vehicle maintenance shall be provided by and the sole expense of the Contractor, with the exception of major component failures on City owned vehicles (engine, transmission, differential) which City agrees to reimburse contractor for those replacement items. The City reserves the right to inspect the vehicles at any time for vehicle cleanliness or other maintenance needs.

Business Entity

Transportation Concepts is a dba of Parking Concepts Inc. a California corporation. Our corporation number is C740412.

DIR Registration / Contractors License

Parking Concepts Inc.'s DIR number is 1000017454

Contract Signatories

Pursuant to California Corporation Code Section 313 the two individuals that the company has authorized to bind the organization is as follows:

- Rich Rogers, Chief Operating Officer
- Gill Barnett, Corporate Secretary