

**PROPOSAL TO PROVIDE:**

**Vanpool services for the Coachella Area**

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**PREPARED FOR:**

South Coast Air Quality Management District  
Dated: June 6, 2012

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**SUBMITTED TO:**

Procurement Unit  
South Coast Air Quality Management District  
21865 Copley Drive  
Diamond Bar, CA 91765-4178

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**SUBMITTED BY:**

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*Public Vanpools Leading The Way*

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June 6, 2012

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To whom it Concerns:

In response to numerous requests from the area to do so, CalVans (California Vanpool Authority) is pleased to submit a proposal to establish and operate a vanpool project as part of the state wide project now serving 14 other counties. CalVans is submitting this proposal because several local organizations have asked if the CalVans project might consider expanding to include the Coachella area.

CalVans has partnered with Independent Living Partnership in developing and preparing the application. This will help insure that the project will be well received in the area and achieve the goals outlined in this proposal.

CalVans has a track record of developing successful vanpool projects in rural locations with large percentages of Hispanic residents. To accomplish this CalVans hires people from the community who have the knowledge and ability to work with local residents.

The fact that CalVans now provides over 400 vanpool trips, providing daily rides to 5,200 individuals speaks to its ability to work deliver service to those that need it.

Sincerely,

Ronald Hughes  
Executive Director

# **VOLUME I**

## **TECHNICAL PROPOSAL**

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# COACHELLA COMMUNITY TRANSPORTATION VANPOOL PROJECT

## Section A SUMMARY

Air Quality Management District has stated that two of its primary objectives are long term emission reduction and job creation. Both of these goals have been addressed in others areas through the creation of the program now referred to as the California Vanpool Authority. This Authority, a public transit agency, is now referred to as CalVans, generating an ever increasing reduction in emission as the number of participants in the program continues to increase. The participants benefit by being able to secure steady year around work and by having a reliable transportation option, which contributes to a reduction in green house gas emissions.

CalVans has received numerous requests to submit proposal to the RFP being circulated. As CalVans is a public transit agency and not a private contractor this submittal will be somewhat different than others that may submitted.

CalVans proposes to establish a self sustaining vanpool program as part of the overall CalVans operation, now providing services in 14 other California Counties. The funding being requested will provide for the purchase of vehicles, hiring of staff and the establishment of an office in the Coachella area.

Given the agencies experience in other areas, it is anticipated that grant funds will provide for the initial 3 year startup phase. Following that period the revenues from those using the service will support its continued operation as a member of the CalVans operation.

CalVans is comprised of 9 public planning agencies, ranging from Council of Governments to Regional Public Transit Agencies. It is anticipated that a like organization from the Coachella area would become a member of CalVans during and after the project phase.

## Section B PROJECT DESCRIPTION

### 1 Transportation needs being addressed by this project:

The project being proposed will address transportation and employment concerns of the Coachella area. The non-urban, rural area of the Eastern Coachella Valley is not

served by SunLine Transit Agency or other transportation services. According to a report by the UCLA Center for Health Policy Research, published in November 2011, seventy-one percent (71%) of the households in the Eastern Coachella Valley are low-income; ninety-nine percent (99%) of the residents are Latino; and fourteen percent (14%) are unemployed.

Thirty percent (30%) to forty percent (40%) of principally agricultural workers are not able to drive a vehicle to work or to other needed destinations, including workforce development and job training sites. Members of the Building Healthy Communities Work Group, which is a 10-year plan of the California Endowment to achieve broad health outcomes in 14 specific areas in California, were asked about travel destinations where residents of the Eastern Coachella Valley needed to travel and the transportation stakeholder group identified the following:

- Workforce Development Center in Indio for job training, job placement, unemployment filing, housing authority, classes, and other services
- Mecca Family & Farm Worker Service Center/Mecca Library for job training courses, computer use, health information and services, unemployment filing, fulfill mandated service hours
- Center for Employment Training in Coachella
- Coachella Adult School for citizenship, English classes, job training courses, computer lab hours
- Indio Regional Occupation Program and County Services off Oasis Street in Indio for job training, social and health services, mandated program (juvenile justice, probation, mental health, etc.)

The persons who could be serviced by this project are inferred from findings of the 2006 Coachella Valley Farm Worker Survey: Final Report, by the Institute for Urban Research and Development because the report provides the most detailed statistics about employment related transportation needs of Eastern Coachella Valley workers. The survey found that seventy-two percent (72%) of farm workers live in the valley year-round, twenty-eight percent (28%) live in the Coachella Valley seasonally, and forty percent (40%) of both the year-round and seasonal farm worker labor force have trouble getting to work and to other locations and places due to lack of transportation.

- (1) According to U.S. Census Bureau data on Means of Transportation to Work for residents of Mecca, forty-one percent (41%) of 2,279 workers 16 years and older carpool to and from work by car, truck or van. From the same data source, it is estimated that 938 of the 938 workers who carpool are at or below the poverty level. Similarly, thirty-one percent (31%) of 953 workers, who are 16 years and older and live in Thermal, carpool to and from work by car, truck or van. From the same data source, it is estimated that 297 of the 297 workers are at or below the poverty level.
- (2) From the U.S. Census Bureau Industry by Class of Worker data for Mecca, 835 of Mecca's workers are employed in the agricultural industry. By

extension, we expect that the potential number of low-income Mecca workers, needing transportation assistance for work related purposes (forty percent of farm workers indicating that they have trouble getting to work or other locations), to be between 334 and all of the carpool workers (938).

From the U.S. Census Bureau Industry by Class of Worker data for Thermal, 302 of Thermal's workers are employed in the agricultural industry.

Therefore, we can expect that the potential number of low-income Thermal working residents, needing transportation assistance for work related purposes (forty percent of farm workers indicating that they have trouble getting to work or other locations), to be between 118 and all of the carpool workers who are below the poverty level (297).

- (3) UCLA Center for Health Policy Research, November 2011: unemployment rate in the Eastern Coachella Valley is 14%.
- (4) From the U.S. Census Bureau Industry by Class of Worker data for Thermal, 302 of Thermal's workers are employed in the agricultural industry. Therefore, we can expect that the potential number of low-income Thermal working residents, needing transportation assistance for work related purposes (forty percent of farm workers indicating that they have trouble getting to work or other locations), to be between 118 and all of the carpool workers who are below the poverty level (297).

Many workers, agricultural workers in particular, work a six-day work week, but do not work year-round. Travel to work data in the U.S. Census Bureau Means of Transportation to Work reports, for residents of Mecca, reports a mean drive time of 28 minutes for Mecca workers who carpool. 92.6% of Thermal workers have travel time of less than 30 minutes and 44.5% of Thermal workers travel less than 15 minutes each way to and from work. The results of the 2006 Coachella Valley Farm Worker Survey indicated that approximately forty percent of respondents reported difficulty getting to and from work.

## **2 CalVans Findings and Approach in Other Areas**

As farmworkers in the Coachella Valley struggle just to find reliable and safe transportation to their job site, farmworkers in other parts of the state take advantage of safe and affordable vanpools provided by CalVans. CalVans presently provides over 400 vanpools to residents of 14 California Counties resulting in over 5,000 individuals getting a ride to work or school.

Funding is being requested to address the lack of transit services between the rural communities and places of employment or education; while addressing air pollution reduction as a secondary goal. The rural transit needs of farmworkers are difficult to provide and not something traditional transit agencies can easily provide. This problem is further compounded by the seasonal nature of crops grown in the Coachella Valley, resulting in farmworkers traveling both in and out of the area for work. Traditional transit services to the rural communities generally include one round trip opportunity per day for traveling to the urban center where residents may



have access to employment, social services needs, medical or business appointments. None of these services address the needs of those who come to the area to work in remote locations at odd hours of the day. Growers often struggle to find steady workers from the area with reliable transportation

A September 2007 study titled "Southern San Joaquin Valley rural Vanpool and rideshare Assessment" by Moore and Associates, studied a similar area in the San Joaquin Valley. It looked at various public transit options available for farm workers in the southern San Joaquin Valley to see if any of them met the needs of farm workers. It was found that none of the valley transit agencies provided service that the farm workers could use to get to work. The transit systems did not go in the direction the farm workers needed to go, nor did not start early enough to get workers to the field by sunrise, It was found that most farm workers share rides with others, in most cases paying the driver a fee.

Farmworkers in a number of other California Counties take advantage of Public transit vanpools provided by the California Vanpool Authority. The program provides farmworkers the ability to travel in a "public transit" vehicle that complies with all State and federal rules governing farmworker transportation. Farmworkers using the program are able to work in a reliable fashion and are now able to travel greater distance to secure year around work. Workers in the Salinas Valley recently spent 6 months in the Imperial and Yuma areas as they followed the work as it moved due to the winter weather in Salinas.

The Air District RFP states that 30% of the funds will be spent on environmental justice projects. Providing minority residents the means to access work in a safe and efficient manner would be consistent with this goal. The secondary goal will be a reduction the number of vehicles driven by those without proper documentation; eliminating unsafe and polluting vehicles.

A September 2009 Vanpool Market Research Study, prepared by Profile Research and Marketing, looked a three valley cities to identify the typical farm worker, the farm worker family and their transportation needs. The makeup of these three communities mirrors Coachella with 40,000 residents, 96% of which are of Hispanic origin. This study found that most farmworkers are married, have a family size of 4 or more, have been in their residents for more than 5 years, have children in school, have one car, travel over 25 miles to work and make less that \$20,000 a year. The study groups identified reliable transportation as one of their biggest struggles. The findings of this study mirror what the background information reveals for the Coachella area.

Conventional vanpools provided by private companies are not an option for those working in the agricultural sector. Both Federal and State Department of Labor laws, as well as Department of Motor Vehicles rules set requirements that persons transporting others to the fields have to comply with. Failure can result in criminal charges against the driver as well as fines and citations against the labor contractor,

grower and/or farmer. Repeated violations can result in jail time for the driver and loss of labor contractor's contracting license.

To address the Federal Department of Labor issues CalVans requested and received from the Federal Department of Labor a 13 page letter spelling out how farm workers may use its vans to transport agricultural to and from the fields. To date this is the only such letter the Department has issued.

The issues with the State Department of Labor were resolved following an incident where a vanpool driver was criminal cited for operating a vanpool with out being a registered Farm Labor Contractor. The Department of labor's position was that anyone transporting others to the field for a fee, regardless of the size of the vehicle is violating the law. Legal Counsel for the Labor department had the charges dropped after it determined that the driver was collecting a fare for a public transit agency and not collecting a fee to make a profit.

The Department of Motor Vehicle states that a driver of a 10 to 15 passenger van to field must obtain a Class B license and consider his vehicle a farm labor vehicle. The following section of the vehicle code specifies vanpools operated by a public transit agency are not considered farm labor vehicles. It is this section that allows farmworkers to drive a vanpool vehicle without a Class B license:

322. (a) A "farm labor vehicle" is any motor vehicle designed, used, or maintained for the transportation of nine or more farmworkers, in addition to the driver, to or from a place of employment or employment-related activities.

(b) For the purpose of this section, a farmworker is any person engaged in rendering personal services for hire and compensation in connection with the production or harvesting of any farm products.

(c) **"Farm labor vehicle" does not include:**

(1) Any vehicle carrying only members of the immediate family of the owner or driver thereof.

(2) **Any vehicle while being operated under specific authority granted by the Public Utilities Commission or under specific authority granted to a transit system by an authorized city or county agency.**

Those working in non-agricultural sectors face economic hurdles in securing vanpools as well. This comes from the fact that most private vanpool providers require that a prospective vanpool driver pass a credit check and a have credit card balance that allows the vanpool company to bill the monthly cost and to collect the last months vanpool rent should the driver not give a 30 day notice. This often creates a hardship for the driver as vanpool groups can quickly fall apart when one or

two of the riders drop out of the group leaving the driver the responsibility of paying the bill.

CalVans address these concerns by not requiring a credit check, deposit or credit card from the vanpool driver. The driver simply provides his or her drivers license number so that their driving record can be reviewed. Following a successful review the driver gets a Class B physical and is ready to receive their vanpool. When they stop their vanpool bill is prorated to only charge for the days they used the van. CalVans has been successful in low income communities because it is public transit agency and has adopted these operating policies.

### **3 Project Scope of Work**

The Scope of Work details the step necessary to establish a vanpool project patterned after the successful CalVans project operating in other rural areas of the state. CalVans is self funded 7.5 million dollar operation providing over 400 vanpools for a wide range of users, including farmworkers, college students, casino workers and government employees. The CalVans project recovers all its operating cost from those using the program and therefore will need local funding once a project is established in the Coachella area.

The initial cost of the projects would involve staffing, office expenses and the purchase of 40, 15-passenger vans to start the project. Some of the staffing and office costs could be reduced if staff or offices can be shared with existing operators. The attached budget envisions a startup over three years with operating cost being recovered from the users after that time.

Initial outreach methods will focus on partnering with local Hispanic support organizations that already have a presence in the area. The goal will be to partner with organizations such as California Rural Legal Assistance, and Poder Popular of the Coachella Valley. These organizations have a history of working in the area and already know most of the transportation issues faced by residents. Outreach will include targeted surveys to determine where and how transit needs could be addressed by improved transportation options.

This Scope of Work assumes that the project in Coachella will be in partnership with the local regional planning agency as a member agency of CalVans. As a non profit public transit agency representing like organizations it is critical that a local agency with local representative sit on the CalVans board to both give input at the board level but to be a sounding board for local concerns. The membership in CalVans can be discontinued at any time should the project be not succeed.

Attached are several DVDs that explain the operating parameters used by CalVans to insure success while complying with various laws and regulations. The DVD titled "Farmworker's Roadway to Employment" explains how the program has evolved to meet the particular needs of the farm workers. These needs are unique and require

special focus with regard to carrying water and tools, while making sure the concerns of the regulating agencies are addressed.

The CD titled "Rural Vanpool Conference" explains the evolution of the program from its founding in 2001 by Kings County Area Public Transit Agency to the formation of California Vanpool Authority in 2011. The goal from the beginning has been to focus on areas and individuals not served by conventional transit. This has resulted in the placement of a large number of vans in rural areas of the state. For this reason the program is well suited to the Coachella area and its residents.

Operating policies and controls have been revised and improved as the program has grown. This has resulted in successful program that can operate in multiple jurisdictions, thus insuring a high rate of success for its operation in Coachella.

The key elements of control are:

1. Driver's must have less than 2 points and no DUI or Reckless citations
2. Driver's records are continually monitored through the State's Pull Notice Program.
3. Driver's are not required to have a Class B License, but must pass a Class B Physical.
4. Vehicles will not start until the driver has entered their assigned PIN into the on-board computer.
5. The fuel Card that is assigned to the vehicle requires the same PIN.
6. The on-board computer generates reports showing the location and speed of each van. This is reviewed daily, with driver being counseled on their speed. Driver who do not slow down are dropped as drivers.
7. The vehicle can be disabled remotely should it be stolen or the driver is using it inappropriately.
8. CalVans Staff performs random inspections to insure compliance.
9. Servicing of all vans is done on-site, they are not brought in except for major repairs such as new tires or brakes.
10. Vans are only used to travel between home and work or school.

#### **4 Regional Air Quality Impacts**

Reduction in Green House Gases is one of the stated goals of the RFP. Reducing the number of single vehicle trips is one of the methods used in achieving this goal. CalVans provides not only the means but the ability to count and quantify the trips and number of vehicles miles reduced by those participating in its program.

The tracking of all trips, including distance traveled and number of riders is accomplished through on-board computers. All vanpool drivers log on to the van and report the number of passengers they transport using the on board computer. This information is gathered on a system wide basis and reported to the Federal Transit

Administration's National Transit Database System. This results in the generation of additional transit funds for local transit agency. Each vanpool that ends up traveling to the Riverside UZA area will generate from 15 to 20 thousand dollars on an annual basis. These are funds the transit agency can use to fund its transit operations.

This ridership information is also sorted by county and provided to the regional planning agency for purposes of AB32 compliance. This allows the planning agency to report a reduction in VMT (Vehicle Miles Traveled). This reduction in VMT means a corresponding reduction in local GHG (Green House Gas) as well as a reduction in peak hour trips on the roadways. The 69 million miles not traveled by CalVans riders resulted in a 28,000 ton reduction in GHG.

It is estimated that the 40 vanpools averaging 12 riders traveling 80 miles per day would annually generate the following local benefits:

Reduction in VMT (Vehicle Miles Traveled)	8,800,000
Reduction in tons of GHG (Green House Gas)	4,500
Reduction in Single Vehicle Trips	220,000

As great as the above benefits may be, they do not address the true importance of providing work or college trips for those who may not have that ability now. The ability to secure a steady job, provide for your family is crucial for the well being of the family as well as the community.

## **5 Long Term Job Creation Forecast**

This project will not create jobs, but instead will insure that Coachella residents have the means to access jobs both in and outside the area. It will also provide the ability for college students join together and travel to colleges outside the immediate area.

Whether it is traveling to work or school, residents can gain training and job skill that will provide them upward mobility. The ability to vanpool allows them the ability to reach job sites and switch worksites should that be necessary. As everyone travelling on a vanpool is working, the number of jobs obtained is only limited by the number of vans in operation.

This project will directly place at least 40 vanpools in the community. System wide we are averaging 12 riders per van, meaning the Coachella vanpools would provide 480 residents trips to work or college. This equates to 240,000 trips per year assuming 2 trips per day at 250 work days per year. The jobs may or may not be in the Coachella area but the riders would all be from the area.

## **6 Examples of Leveraged Funding Purposes**

CalVans is self funded through revenues received from its riders. However, Staff works on a continual basis to identify outside funds that can be leveraged so that the rider's cost can be reduced. These funds are most often used to reduce the cost for those who have not ridden in a vanpool before. The funds are generally available for a one year period after which the rider picks up the full cost of their vanpool trip. The majority of those starting this way continue vanpooling after the first year.

### **a. San Joaquin Air Pollution Control District**

CalVans has worked closely with the San Joaquin Air Pollution Control District for the past 10 years. The District is responsible for the 8 San Joaquin Valley counties from Kern in the south to San Joaquin in the north. In the beginning the Air District's Remove program provided subsidies of \$350 per month for one year to new vanpool groups of 8 or more riders.

Several years ago CalVans Staff recommended a change in the program from subsidies for new vanpool group to vouchers for new vanpool riders. This change was implemented this past year. New vanpool riders now receive a \$30 voucher to be used on any CalVans vanpool. This change has generated more new riders and given existing vanpool groups a tool or incentive for attracting new riders. Today there are more than 200 vanpools taking advantage of this program. Colette R. Kincaid, Senior Air Quality Specialist is familiar with this program and can be reached at [Colette.Kincaid@valleyair.org](mailto:Colette.Kincaid@valleyair.org) or by calling (559) 230-5814.

### **b. Monterey Bay Unifies Air Pollution Control District**

CalVans Staff has also worked with the Monterey Bay Unifies Air Pollution Control District and Association of Monterey Bay Area Governments in developing programs to promote vanpool use in the region. New vanpool groups now receive \$350 per month for the first year as an inducement to try vanpooling. The program has met with success and is looking towards its third round of funding. The contact for this program is Sasha Tepedelenova, Planner for the Association of Monterey Bay Area Governments at [stepe@ambag.org](mailto:stepe@ambag.org) or by calling (831) 264-5087.

### **c. Caltrans Job Access and Reverse Commute Grants**

CalVans Staff has successfully applied for a number of Caltrans Rural JARC (Job Access and Reverse Commute) grants for areas it operates in. Presently 8 member agencies have had or are receiving a grant for the purpose of helping residents get to work or college. The grants range from \$100,000 to \$200,000, and provide eligible residents vouchers worth up to \$75 or 50% of their monthly cost of vanpooling for one year. Vouchers are used by farm

workers and college students and help them become familiar with the vanpooling program.

d. Kings County Association of Governments Congestion and Air Quality Funds

CMAQ (Congestion and Air Quality) funds have been used in Kings County to both provide vouchers and support the outreach and marketing of the vanpool program. These funds also support the emergency ride home program for residents of Kings County.

e. Federal Transportation Administration) 5307 funds

Through the reporting of passenger trips in to the NTD (National Transit Database) system CalVans has been able to generate additional FTA (Federal Transportation Administration) 5307 funds for member transit agencies. This year over 1.3 million has been generated and will be used to purchase additional vanpools for those counties in which the funds were generated. This amount will increase each year as the number of vanpools being reported increases.

f. Fresno County Measure C Funds

CalVans Staff worked with Fresno County in passing a local sales tax that assigns funds to support vanpool users in Fresno County. Presently, and for the next 17 years, agricultural vanpool riders receive monthly vouchers worth \$40 that they can use in paying for their trip. New general Vanpools receive \$350 per month as new vanpools for a one year period. The funds are also used to promote vanpools and support an emergency ride home program.

## **7 Examples of Project Impact in Other Areas**

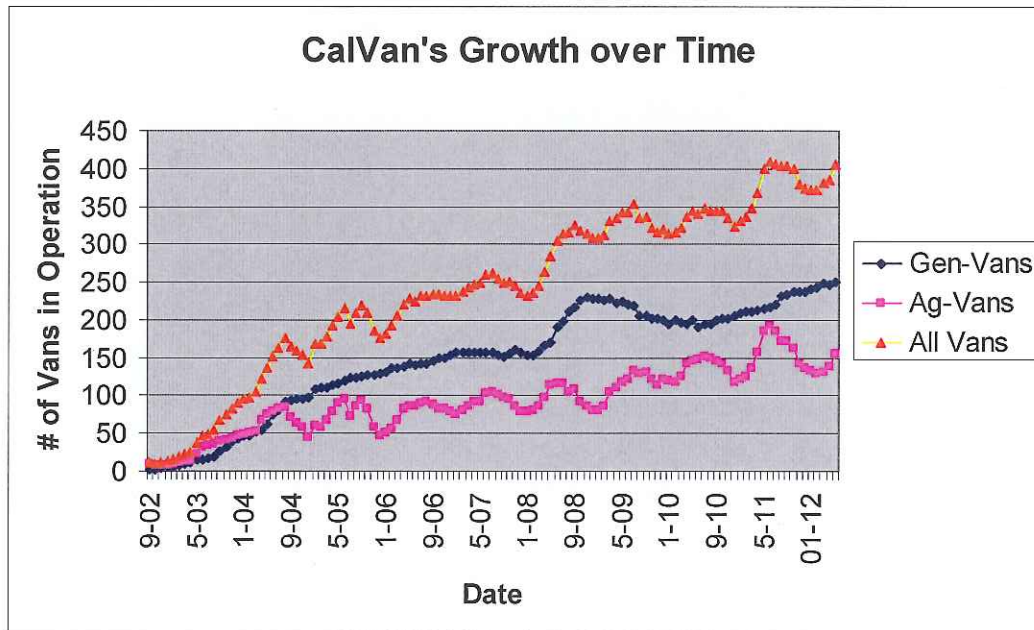
a. San Joaquin Valley

The project started Hanford, California and has steady spread from there. The growth in the San Joaquin Valley came over time with help from local, State and Federal organizations. It has become part of the transportation fabric of the valley. At local unmet needs hearing the program is offered as a solution to those who may have a need to get to work but are too few to warrant stating a new bus service.

The program was grant funded at first with various media outlets used to promote the program. The media helped but it was not the primary reason for success. Success came through word of mouth testimonies from those who were using the program. This has continued and become the primary method of getting the word out about the program. CalVans Staff will hold weekend

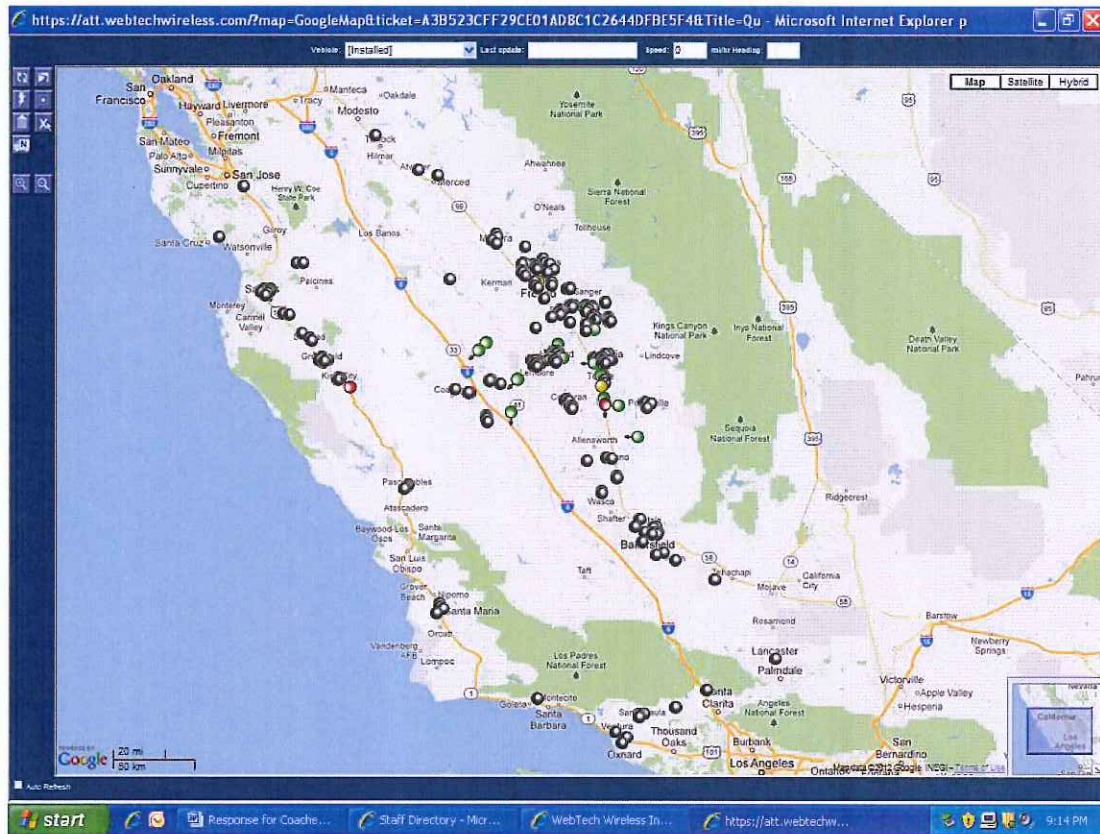
picnics in the local parks so that existing drivers can share and get to know prospective drivers and riders as well. These have become community social events that are well attended.

The following graph plots the growth of the project over time. It separates the agricultural vans from the general vanpools. The graph shows the seasonal nature of the agricultural vanpool as well as the constant increase in general vanpools. The spike shown for the general vanpools reflects the increase demand that occurred when gas went to \$5 a gallon several years ago.





The following shows the location of all central California vanpools using the web based system used by CalVans to monitor all vanpools.



## SECTION C STATEMENT OF WORK

CalVans, under the oversight of a public board, seeks to provide service in the same fashion as other forms of public transit. Staff is responsive to the concerns of the Board as well as the concerns and needs of its clients. The following details how the agency insures quality service while minimizing liabilities.

### 1 STAFF

CalVans Staff is comprised of 27 individuals ranging from the Executive Director to the Transit Aides. The Executive Director spent the last 23 years working as a transit professional for Kings County Area Public Transit, and for the past 6 months as the Executive Director for the new California Vanpool Authority. Over the past 12 years the Director has taken the idea of providing farm workers with vanpools from a concept to a reality. Along the way the self funded CalVans program has been established as a public transit model, recognized by local, state and federal officials.

Transit Coordinators assigned to each area are the key to success in the field. These individuals are fluent in Spanish and easily explain the program individually or before groups. Coordinators monitor the drivers and provide direction or assistance if necessary.

The key to support comes from the Transit Aids who are responsible for moving and cleaning vehicles. They insure that vehicles are clean and delivered where needed. They are versed in how the program work and provide additional outreach as they provide support in the fields.

The office Staff approves, assigns and monitors drivers that are added to the program. They also prepare the monthly bills and insure that payment is received.

Routine service is done on a regular basis by an outside contractor. The contractor does all routine maintenance on site eliminating the need to bring the vehicles to a shop. This saves the driver the need to swap vehicles, reduces the need for additional spare vehicles and saves staff time moving vehicles.

## 2 PROCEDURES

Procedures and practices have been established that insure drivers are monitored, vehicles are maintained and the project pays for itself. This did not happen overnight, but is a result of continual efforts to make the program more responsive to the needs of those who use it. It is important that those using the program can count on its continued existence if they are to provide for their families

Persons wanting to use the program submit a copy of their driver's license which is then allows staff to obtain the driver's motor vehicle record. Drivers over 25 with less than 2 points and no DUI or reckless driving violations in the past 5 years are approved, conditional upon passing a Class B physical.

Staff then meets with the approved driver, either in the office or at their home and goes over how the program works and what is expected. The driver then signs a Driver Agreement and is given the keys.

This ridership information is also sorted by the county and given to the regional planning agency for purposes of complying with AB32 requirements. This allows the planning agency to report a reduction in VMT (Vehicle Miles Traveled). This reduction in VMT means a corresponding reduction in local GHG (Green House Gas) as well as a reduction in peak hour trips on the roadways. The 6.9 million miles traveled annually by CalVans drivers results in a 28,000 ton reduction in GHG.

### 3 CONTROLS

CalVans tracks who is driving the by use of on board computers that requires that the driver log in before the van will start. This allows Staff to track where the vehicle is and who is in driving it. Should it become necessary, Staff can delete the driver from the on board computer, preventing them from starting the vehicle.

All vanpool drivers are entered in to CalVans Pull Notice program which alerts Staff if some one were to receive some form of violation. Staff reviews all notifications and removed drivers from the program. CalVans presently has over 2,000 drivers enrolled in the program.

Speeding and misuse of the van are tracked by automatic reports showing where the vans were and how fast it was traveling. Staff reviews this report on a daily basis with emails or phone calls being made to those drivers that are not using the van properly. Speeding and using the van for other than work purposes are two of the primary reasons someone is dropped from the program.

The onboard GPS/Computer allows for the tracking of all trips, distance traveled and number of riders. All vanpool drivers log on to the van and report the number of passengers they transport each day by using the on board computer. This information is gathered on a system wide basis and reported to the Federal Transit Administration's National Transit Database System. This results in the generation of additional transit funds for local transit agencies that are part of an urbanized area.

## **SECTION D PROGRAM SCHEDULE**

### **1 Time Schedule of Activities**

#### **ESTABLISH A PRESENCE IN COACHELLA**

- ◆ Establish office in Coachella
- ◆ Establish Policies and Procedures for office
- ◆ Hire office staff
- ◆ Purchase vehicle using public procurement process

#### **DEVELOP PUBLIC PARTICIPATION & OUTREACH PLAN**

- ◆ Identify key Stakeholders
- ◆ Establish local public outreach targets
- ◆ Establish measurement criteria to determine success
- ◆ Develop marketing campaign and material

#### **PLACE VANPOOL IN THE COMMUNITY**

- ◆ Coordinate with community groups to identify potential vanpool participants
- ◆ Coordinate with employment centers to identify transportation needs
- ◆ Establish vanpool groups as drivers come forward and groups form

#### **ESTABLISH LONG TERM SUSTAINABILITY**

- ◆ Establish rates that recover the cost of the service
- ◆ Monitor the program identify areas of improvement
- ◆ Coordinate with other CalVans operations to achieve economies of scale

# PROJECT TIMELINE

## TASK LIST

		1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter
Task 1, ESTABLISH A PRESENCE IN COACHELLA													
	Establish office in Coachella												
	Establish Policies and Procedures for office												
	Hire office staff												
	Purchase vehicle using public procurement process												
Task 2, DEVELOP PUBLIC PARTICIPATION & OUTREACH PLAN													
	Identify key Stakeholders												
	Establish local public outreach targets												
	Establish measurement criteria to determine success												
	Develop marketing campaign and material												
Task 3, PLACE VANPOOL IN THE COMMUNITY													
	Coordinate with community groups to identify potential vanpool participants												
	Coordinate with employment centers to identify transportation needs												
	Establish vanpool groups as drivers come forward and groups form												
Task 4, ESTABLISH LONG TERM SUSTAINABILITY													
	Establish rates that recover the cost of the service												
	Monitor the program identify areas of improvement												
	Coordinate with other CalVans operations to achieve economies of scale												
	Provide monthly reports as required												

## PROJECT TIME LINE

## **SECTION E PROJECT ORGAIZATION**

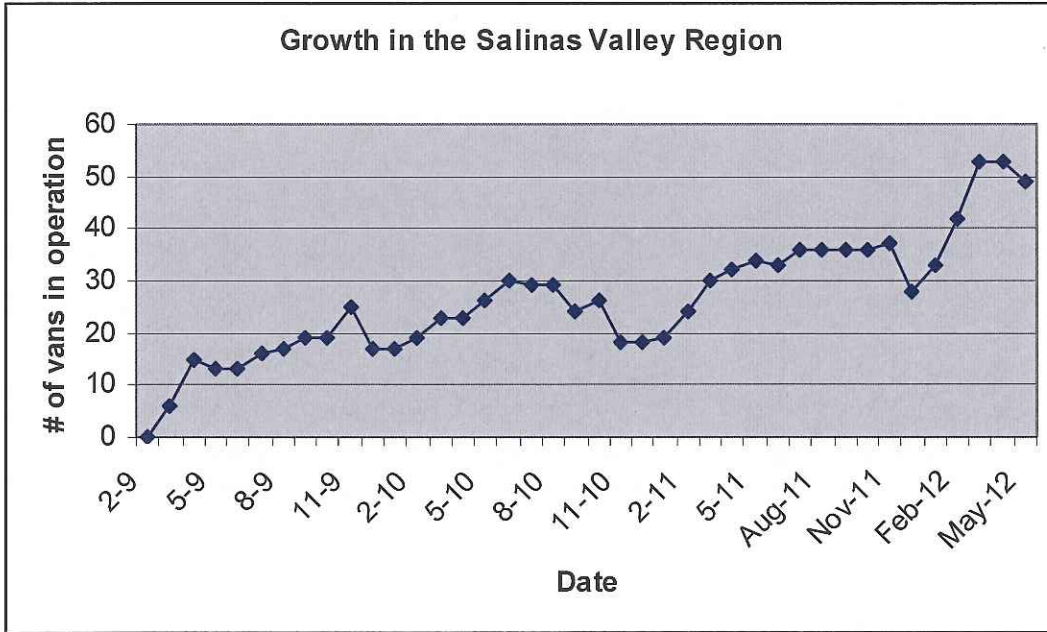
The project will set up and organized in the same fashion as described in Section C above. On site staff will conduct outreach and monitoring activities as vanpools are placed into service. Their primary concern will be the dissemination of information to individuals in the project through the use of local groups who represent the various minority groups.

Past experience has shown that traditional media does not work well when trying to get the word out about a new program. Working within the community in nontraditional ways is essential to reaching those that might need the service. Once established, a viral marketing phenomenon tends to take over. Within the Hispanic Community it is import that those that use the program have a good experience and share it with others. Staff facilitates this by holding community meetings where drivers share their experience with others in an informal basis.

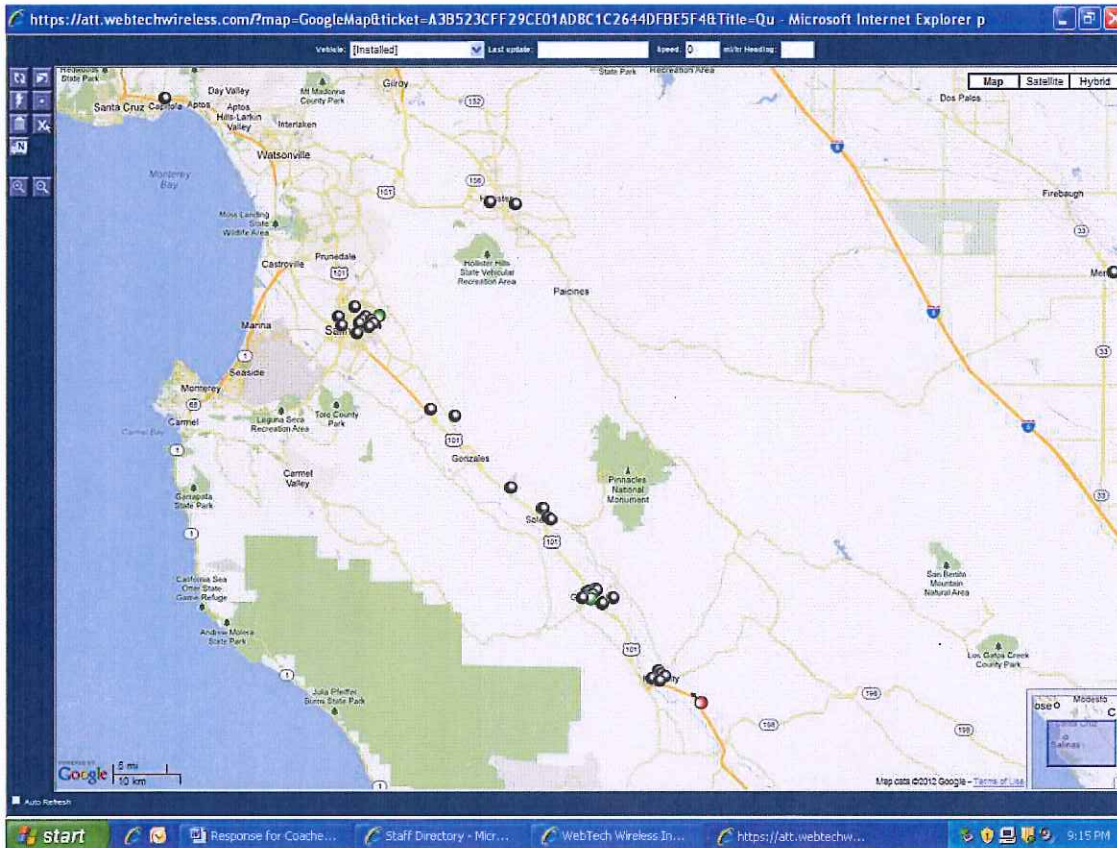
All HR and Billing functions are handled by the central Hanford office. On a monthly basis the Technical Advisory Committee meets to review the operation. These is followed by a Board meeting where the Board members from each area review the operation, pass on concerns they may have received from their constituents and ask any questions about operations in their areas. It is anticipated that this same process would take place through the representatives from the Coachella area.

## **SECTION F QUALIFICATIONS**

The Salinas Valley project is an example of a similar type project serving low income individuals located in the central Salinas Valley. The project started with approximately 1 million in grant funding to the City of Greenfield. After Greenfield received the Grant they asked CalVans if it would expand its project to include Monterey County. Following the program launch in February 2009 Monterey Bay Area Governments worked with CalVans to bring the program benefits to Santa Cruz and San Benito counties as well. Over the past three years the project has grown so that the revenue from the riders now supports CalVans Staff assigned to the region. About 2/3 of the vans reflected in the following graph are agricultural workers traveling to the fields



The following plots the vanpools in or near the communities of Salinas, Gonzales, Soledad, Greenfield and King City:



Local contacts for the above project are:

Brent Slama,  
Community Development Director,  
599 El Camino Real  
P.O. Box 127  
Greenfield, CA 93927  
832-674-5591

Sasha Tepedelenova, Planner  
Association of Monterey Bay Area Governments  
445 Reservation Rd., Suite G  
Marina, CA 93933  
[stepe@ambag.org](mailto:stepe@ambag.org)  
(831) 264-5087

Alan Romero, Air Quality Planner  
Monterey Bay Air Pollution Control District  
42580 Silver Cloud Court  
Monterey, CA 93940  
(831) 647-9418, ext 241

## **SECTION G      ASSIGNMENT OF PERSONNEL**

### **1.      Key Personnel**

The personnel who will be working on this project will be hired as soon as the project is awarded. Management and oversight will take place from the Hanford office. All new personnel will go through a training period at the Hanford office being mentored by existing staff. Personnel assigned to the Coachella area will be closely monitored by existing staff working along side them during the project startup.

### **2&3      Project Labor Hours for Assigned Staff**

Staffing will consist of one Transit Coordinator and one Transit Aide working full time.

Direct labor hours would be as follows:

<u>Staff Member</u>	<u>Year 1</u>	<u>Year 2</u>	<u>Year 3</u>	<u>Proj Total</u>
Transit Coordinator	2,120	2,120	2,120	6,360
Transit Aide	2,120	2,120	2,120	6,360

Total project labor hours = 12,720



#### 4 Statement Concerning EJ Funding

The proposed vanpool project will serve residents within the geographical boundaries. In addition, targeted individuals will be those minority and low income residents who would receive the most benefit from a vanpool program. This benefit would result from the ability to access work sites on regular basis in a vehicle with proper license and insurance.

5. CalVans presently provides services to over 400 vanpool groups traveling in one of the 14 counties serviced by the program. This accomplished through the central Hanford and the 4 regional offices. The monitoring system CalVans has established allow for the monitoring of all vanpools from any office.

This past year the agency supported 20 Salinas Valley vanpools that temporarily worked in the Yuma and Imperial areas for 6 month. This was done to allow Monterey residents the ability to follow the crops as the growers shifted their operation for the winter months. This enabled the Monterey farm workers to continue working instead of being unemployed. It also insured the growers had trained workers to do the job while in the Yuma and Imperial Areas.

Attached as part of this proposal are two DVDs that provide a detailed explanation of how the overall program works and how the agency has accommodated rules and regulations placed on agricultural workers.

#### **SECTION H SUBCONTRACTOR**

CalVans will not be using any subcontractors for this project.

#### **SECTION I CONFLICT OF INTEREST**

CalVans Staff has no relationship with AQMD or individuals in the Coachella area.

#### **SECTION J RIGHTS TO TECHNICAL DATA**

CalVans is a public agency, as such all technical information generated by this project is open and available to the public.

## SECTION K      ADDITIONAL INFORMATION

CalVans Staff has received a number of request and petitions for establishing vanpool service in the Coachella area. The following a letters that are attached to this proposal:

V. Manuel Perez, Assembly member, District 80  
University of Southern California, Los Angeles, CA  
Hidden Harvest, Coachella, CA  
California Rural Legal Assistance, Inc. Coachella, CA  
Raices Cultura, Coachella, CA  
Orgnizacion en California de Lideres Campesinas, Inc. Oxnard, CA  
Pueblo Unido CDC, Coachella, CA  
Grupa Maripsa, Coachella, CA

CalVans Staff has also received **545** individual responses from the Coachella Valley residents requesting CalVans application. They are broke down as follows:

Coachella	181
Thermal	128
Mecca	100
North Shore	65
Indio	23
Others	48

Copies of these were not made but submitted in one group with the 8 individual proposals

In addition, the two DVD gives more detail and history concerning CalVans formation and evolution. Also attached are examples of outreach brochures used to reach those who wish to take advantage of a CalVans vanpool.

STATE CAPITOL  
P.O. BOX 942849  
Room 4117  
SACRAMENTO, CA 94249-0043  
(916) 319-2080  
FAX (916) 319-2180



**STANDING COMMITTEES:**  
CHAIR, Jobs, Economic  
Development & the Economy  
Aging & Long-Term Care  
Health  
Government Organization  
Veterans Affairs

May 24, 2012

California Vanpool Authority  
Attn: Ronald Hughes  
1340 North Drive  
Hanford, CA 93230

Dear Mr. Hughes:

As the State Assemblymember serving the Coachella Valley, and on behalf of many local community organizations, I am writing to encourage you to consider bringing the California Vanpool Authority's services to the unincorporated communities on the eastern side of the Valley.

A program such as CalVans has the potential to help many of the rural residents in my district. These communities are at a great disadvantage when it comes to accessing adequate transportation. Currently, many people depend on rides from friends, family and/or neighbors. Having transportation provided through a vanpool system would be a great benefit for local families, not to mention for the local air quality, as it would reduce the number of vehicles on unpaved rural roads.

Recognizing that launching a new program in our region may involve significant start-up costs, I would enthusiastically suggest that the Vanpool Authority look into potential funding through the South Coast Air Quality Management District (AQMD). The AQMD currently is making grants available through an RFP process to support projects that will improve air quality and reduce health-harming emissions. A transportation project such as this seems to fit squarely within the RFP guidelines.

I am certain that this program will be well received. In fact, community organizations in the Coachella Valley have approached me with great interest in helping support your expansion into the region. Should you decide to pursue funding through a grant application for AQMD funds, such an application would receive my wholehearted support.

Sincerely,

V. MANUEL PÉREZ  
Assemblymember, District 80

**DISTRICT OFFICES**

**RIVERSIDE COUNTY**  
45-677 Oasis St., Indio, CA 92201  
(760)342-8047 / FAX (760) 347-8704

**IMPERIAL COUNTY**  
1625 W. Main St, #220, El Centro, CA 92243  
(760) 336-8912 / FAX (760) 336-8914

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**USC**

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UNIVERSITY  
OF SOUTHERN  
CALIFORNIA

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06/05/2012

Ron Hughes, Executive Director  
California Vanpool Authority  
1340 North Dr.  
Hanford, CA 93230

**RE: Letter of Support targeted at providing mobility and access to minority and low income residents.**

Juan David De Lara

American Studies &  
Ethnicity

College of Letters, Arts  
and Sciences

Dear Ms. Goss:

I'm writing to express my support for the proposed Vanpool Program in the Coachella Valley. I believe that the **California Vanpool Authority** can provide an invaluable source of affordable transportation to a vastly underserved set of communities.

Evidence shows that vanpool projects have been effective across the state. We are particularly interested in how the Agricultural Industries Transportation Services (AITS) and CalVans have evolved to serve both workers and college students. The proposed Coachella Valley project has been carefully crafted in collaboration with the support of Ron Hughes, the Executive Director of CalVans. Community members have also been involved in crafting the proposal and the project is certain to receive strong public support.

The **California Vanpool Authority**, through CalVans, will provide vans that are inspected for safety, maintained by qualified technicians, and insured against collision and injury. The drivers of the vans, workers or students themselves, will be licensed and insured. Programs such as AITS and CalVans have demonstrated operated safely and have improved the quality of life of participants. Health studies have shown improvement in stress related illness and employers report improvements in worker efficiency. CalVans and the California Vanpool Authority have the opportunity to make a dramatic positive contribution to the Coachella Valley community.

As a professor who studies the region and as a member of the California Endowment's Building Healthy Communities project, I support the grant application of the California Vanpool Authority and CalVans to the South Coast Air Quality Management District for implementation of a vanpool that will serve as a first step in a cleaner, more secure mode of transportation for Coachella Valley residents.

Communities in the rural, agricultural region of Eastern Riverside County are composed of 98% Latino families with median incomes of \$23, 500. Many of these families are employed in the agricultural sector and are forced to travel long distances to work. Local families also depend on jobs in the hospitality sector that are located on the west side of the Coachella Valley. Additionally, many eastern Coachella Valley youth regularly travel more than 36 miles to attend College of the Desert.

Communities in the eastern Coachella Valley are in desperate need of safe and affordable transportation. The public transit network that serves the region does not provide adequate service to address the needs of workers (or students) in the area. Due to multiple connections, insufficient routes, and geographical limitations, commuting by public transit is simply not possible for most residents of rural communities in the eastern Coachella Valley. For example, North Shore, a rural community located in the southeastern part of Riverside County, is not served by the one transit line that services other unincorporated communities. Currently, many people depend on rides from friends, family and/or neighbors. Having transportation provided through a vanpool system

University of  
Southern California  
3620 Vermont Ave  
Kaprielian Hall 462  
Los Angeles,  
California 90089  
Tel: 213 740 2426  
Fax: 213 821 0409

jdelara@usc.edu  
[www.usc.edu/ase](http://www.usc.edu/ase)

would be a great benefit to local families and for regional air quality, as it would reduce the number of vehicles on unpaved rural roads. A vanpool program would fill the existing transportation gap by providing local residents with safe, insured, and affordable mobility options.

I urge the AQMD to approve the eastern Coachella Valley vanpool proposal. Please contact me if you have any questions.

Sincerely,

A handwritten signature in cursive script that reads "Juan De Lara".

Juan David De Lara  
Assistant Professor  
and  
Learning and Evaluation Specialist



"Rescuing the Coachella Valley's Produce to Feed the Hungry"

**Board of Directors**

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Gerald Pharris

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John Voickmann

Joel Smilow  
*Ex Officio*

Jim Allen  
*In Memoriam*

Christy Porter  
Executive Director

May 21, 2012

Tracy A. Goss  
South Coast Air Quality Management District  
21865 Copley Drive  
Diamond Bar, Ca 91765

RE: Letter of support targeted at providing mobility and access to minority and low income residents.

Dear Ms. Goss:

Hidden Harvest enthusiastically supports the grant application for the California Vanpool authority to implement a Vanpool Program in Coachella Valley.

We have seen how effective vanpool projects have been across the state, and we are particularly interested in the evolution of the Agricultural Industries Transportation Services (AITS), and how it has grown into something larger through Cal Vans which serves workers across various sectors and helps provide transportation for college students as well. The project proposal for the Coachella Valley has been carefully crafted in collaboration with the support of Ron Hughes, the Executive Director of CalVans. We are certain that this program will be well received in our community.

The California Vanpool Authority through CalVans will provide vans that are inspected for safety, maintained by qualified technicians, and insured against collision and injury. The drivers of the vans, workers or students themselves, will be licensed, and insured. Programs such as AITS and now CalVans instituted in other areas have shown the value not only to safety, but in improvement in the quality of life of those who ride. Health studies have shown improvement in stress related illness and employers see improvements in worker efficiency. A program such as California Vanpool Authority and CalVans will benefit everyone.

Hidden Harvest supports the grant application of the California Vanpool Authority and CalVans to the South Coast Air Quality Management District for implementation of a vanpool which will serve as a first step in a cleaner, more secure mode of transportation in our region.

**Headquarters**

85-711 Peter Rabbit Lane P.O. Box 266  
Coachella, CA 92236

P: 760.398.8183  
P: 800.305.1422

[www.hiddenharvest.org](http://www.hiddenharvest.org)

Communities in the rural, agricultural region of Eastern Riverside County are composed of 98% Latino families with median incomes of \$23,500. Many of them are agricultural workers and have to travel longest distances to work in the fields dispersed throughout the area. Other families depend on jobs in the hospitality sector on the west side of Coachella Valley and many of their children attend the College of the Desert campus located in Palm Desert. For some it is a daily commute of at least 36 miles one way.

The rural communities of our region fall at the greatest disadvantage when it comes to obtaining adequate transportation service to meet the needs of the residents. The public transit network that serves the region does not provide services that address the needs of workers, or students in the area. Due to multiple connections, insufficient routes and geographical limitations, commuting by public transit is simply not possible for most residents of the rural communities of Eastern Coachella Valley. The community of North Shore, located in the far Southeastern part of Riverside County does not even benefit from the one single transit line that services other incorporated communities. Currently, many people depend on rides from friends, family and neighbors. Having transportation provided through a vanpool system would be a great benefit for our families and for the local air quality, as it would reduce the number of vehicles (many of them older and ill repair) on the unpaved roads. We believe this would ensure that our community members have the benefit of a mode of transportation that is safe, insured and economical, while obtaining a basic necessity that the local transit provider does not meet.

We hope you will consider this proposal for Vanpools for the Eastern Coachella Valley. We wholeheartedly believe that it will alleviate the burden to some of our county's most burdened families.

Thank you in Advance

A handwritten signature in black ink that reads "Christy Porter". The signature is written in a cursive, flowing style.

Christy Porter  
Executive Director  
HIDDEN HARVEST



# CALIFORNIA RURAL LEGAL ASSISTANCE, INC.

## COMMUNITY EQUITY INITIATIVE, Coachella Regional Office

**Coachella Office**  
1460 6<sup>th</sup> Street  
Coachella, CA 92236  
(760) 398-7261  
(760) 398-1050 (fax)  
[www.crla.org](http://www.crla.org)

Megan Beaman  
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Laura Massie  
Staff Attorney - CEI  
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Community Worker  
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Lorena Martinez  
Community Worker  
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Cristina Mendez  
Community Worker - CEI  
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Carmen Lopez-Rodriguez  
Administrative Legal Secretary  
E-Mail: [Crodriquez@crla.org](mailto:Crodriquez@crla.org)

Ruth Estrada  
Secretary/Receptionist  
E-Mail: [Restrada@crla.org](mailto:Restrada@crla.org)

**CENTRAL OFFICE**  
631 Howard Street., Suite 300  
San Francisco, CA 94105  
Telephone: (415) 777-2752  
Fax: (415) 543-2752

José R. Padilla  
Executive Director

William G. Hoerger  
Ilene J. Jacobs  
Michael Meuter  
Cynthia Rice  
Directors of Litigation, Advocacy,  
and Training



June 4, 2012

Ron Hughes, Executive Director  
California Vanpool Authority  
1340 North Dr.  
Hanford, CA 93230

**RE: Letter of Support targeted at providing mobility and access to minority and low income residents.**

Dear Mr. Hughes:

California Rural Legal Assistance, Inc. (CRLA) enthusiastically supports the grant application for the California Vanpool Authority to implement a Vanpool Program in the Coachella Valley. CRLA represents thousands of rural, low-income, and predominately Latino Californians statewide, including Ernesto Castro Ramirez and hundreds of other residents of the rural and unincorporated Eastern Coachella Valley. Our client communities in the Eastern Coachella Valley reside almost exclusively isolated rural areas, and consist of more than 50,000 largely disenfranchised low-income farmworkers and families with extensive obstacles to transportation.

We are happy to know that the Agricultural Industries Transportation Services (AITS) through Cal Vans may provide the opportunity for basic transportation for our client communities in the Coachella Valley. Cal Vans will provide a safe and reliable transportation alternative with flexible hours, routes, and service, which will better meet the needs of the thousands of farmworkers and families in the Eastern Coachella Valley, increasing their access to jobs and school. We anticipate that this mode of transportation may also benefit other employment sectors outside of our client communities, such as education, healthcare, and more.

Traditional transit has historically underserved rural communities like ours. We believe that extensive travel in an area like the Eastern Coachella Valley, which spans approximately 45 miles, can take an incredible toll on our communities, which are 98% Latino, and whose median income is approximately \$23,500. Barriers to transportation substantially reduce opportunities and income for our communities. Cal Vans will assist in reducing or preventing those unnecessary impediments, and therefore help to improve the quality of life.

The service provided by the California Vanpool Authority will alleviate the burden of our county's most burdened and segregated families.

Sincerely,

CALIFORNIA RURAL LEGAL ASSISTANCE, INC.

Cristina Mendez, Community Worker





P.O. Box 714, Coachella, CA 92236

June 5, 2012

Tracy A. Goss  
South Coast Air Quality Management District  
21865 Copley Drive  
Diamond Bar, CA 91765

**RE: Letter of Support for the Coachella Valley Vanpool Project**

Dear Ms. Goss:

Raices Cultura enthusiastically supports the grant application for the **California Vanpool Authority (Cal Vans)** to implement a Vanpool Program in the Coachella Valley. Raices Cultura is a nonprofit organization with the mission to create spaces for artistic and cultural expression, and promote health and well-being of communities in the Eastern Coachella Valley.

We have seen how effective vanpool projects have been across the state, and we are particularly interested in the evolution of the Agricultural Industries Transportation Services (AITS), and how it has evolved into something larger through Cal Vans which serves workers across various sectors and helps provide transportation for college students as well. The project proposal for the Coachella Valley has been carefully crafted in collaboration with the support of Ron Hughes, the Executive Director of CalVans. We are certain that this program will be well received in our community.

The **Cal Vans project** will provide vans that are inspected for safety, maintained by qualified technicians, and insured against collision and injury. The drivers of the vans, workers or students themselves, will be trained, licensed, and insured. Programs such as AITS and now CalVans instituted in other areas have shown the value not only in safety but in improvement in the quality of life of those who ride. Health studies have shown improvement in stress related illness and employers see improvements in worker efficiency. A program such as **Cal Vans** will benefit everyone.

[Organization name] supports the grant application of Cal Vans to the South Coast Air Quality Management District for implementation of a vanpool which will serve as a first step in a cleaner, more secure mode of transportation for residents in our region.

Communities in the rural, agricultural region of Eastern Riverside County are composed of 98% Latino families with median incomes of \$23,500. Many of them agricultural workers, these families have to travel the longest distances to work in the fields dispersed throughout the area. Other families depend on jobs in the hospitality sector on the west side of the Coachella Valley and many

of their children attend the College of the Desert Campus located in Palm Desert. For some it is a daily commute of at least 36 miles one way.

The rural communities of our region fall at the greatest disadvantage when it comes to obtaining enough and adequate transportation service to meet the needs of the residents. The public transit network that serves the region does not provide adequate service to address the needs of workers (or students) in the area. Due to multiple connections, insufficient routes, and geographical limitations, commuting by public transit is simply not possible for most residents of rural communities in the East Coachella Valley. North Shore, a rural community to the farthest Southeastern part of Riverside County does not even benefit from the one transit line that services other unincorporated communities. Currently, many people depend on rides from friends, family and/or neighbors. Having transportation provided through a vanpool system would be a great benefit for our families and for the local air quality, as it would reduce the number of vehicles on the unpaved rural roads. We believe this would ensure that our community members have the benefit of a mode of transportation that is safe, insured, and economic, while obtaining a basic necessity that the local transit provider does not meet.

We hope you will consider this proposal for Vanpools for the Eastern Coachella Valley. We wholeheartedly believe that it will alleviate the burden to some of our county's most burdened families.

Thank you in advance



Gabriel Perez  
Chairman,  
Raices Cultura



**Organización en California de Lideres Campesinas, Inc.**

(Organization of Farmworker Women Leaders in California)

2101 South Rose Avenue, Suite A, Oxnard, CA 93033

P.O. BOX 51156, Oxnard, CA 93031

Tel. (805) 486-7776 Fax (805) 486-8779 [liderscampesinas@hotmail.com](mailto:liderscampesinas@hotmail.com)

June 1, 2012

Tracy A. Goss  
South Coast Air Quality Management District  
21865 Copley Drive  
Diamond Bar, CA 91765

**RE: Letter of Support for the Coachella Valley Vanpool Project**

Dear Ms. Goss:

Organización en California de Lideres Campesinas enthusiastically supports the grant application for the **California Vanpool Authority (Cal Vans)** to implement a Vanpool Program in the Coachella Valley.

We have seen how effective vanpool projects have been across the state, and we are particularly interested in the evolution of the Agricultural Industries Transportation Services (AITS), and how it has evolved into something larger through Cal Vans which serves workers across various sectors and helps provide transportation for college students as well. The project proposal for the Coachella Valley has been carefully crafted in collaboration with the support of Ron Hughes, the Executive Director of CalVans. We are certain that this program will be well received in our community.

The **Cal Vans project** will provide vans that are inspected for safety, maintained by qualified technicians, and insured against collision and injury. The drivers of the vans, workers or students themselves, will be trained, licensed, and insured. Programs such as AITS and now CalVans instituted in other areas have shown the value not only in safety but in improvement in the quality of life of those who ride. Health studies have shown improvement in stress related illness and employers see improvements in worker efficiency. A program such as **Cal Vans** will benefit everyone.

Organización en California de Lideres Campesinas supports the grant application of Cal Vans to the South Coast Air Quality Management District for implementation of a vanpool which will serve as a first step in a cleaner, more secure mode of transportation for residents in our region.

Communities in the rural, agricultural region of Eastern Riverside County are composed of 98% Latino families with median incomes of \$23, 500. Many of them agricultural workers, these families have to travel the longest distances to work in the fields dispersed throughout the area. Other families depend on jobs in the hospitality sector on the west side of the Coachella Valley and many of their children attend the College of the Desert Campus located in Palm Desert. For some it is a daily commute of at least 36 miles one way.

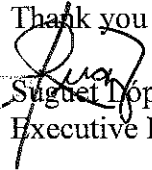
The rural communities of our region fall at the greatest disadvantage when it comes to obtaining enough and adequate transportation service to meet the needs of the residents. The public transit network that serves the region does not provide adequate service to address the needs of workers (or students) in the area. Due to multiple connections, insufficient routes, and geographical

limitations, commuting by public transit is simply not possible for most residents of rural communities in the East Coachella Valley. North Shore, a rural community to the farthest Southeastern part of Riverside County does not even benefit from the one transit line that services other unincorporated communities.

Currently, many people depend on rides from friends, family and/or neighbors. Having transportation provided through a vanpool system would be a great benefit for our families and for the local air quality, as it would reduce the number of vehicles on the unpaved rural roads. We believe this would ensure that our community members have the benefit of a mode of transportation that is safe, insured, and economic, while obtaining a basic necessity that the local transit provider does not meet.

We hope you will consider this proposal for Vanpools for the Eastern Coachella Valley. We wholeheartedly believe that it will alleviate the burden to some of our county's most burdened families.

Thank you in advance,

  
Susana Lopez  
Executive Director

Special thanks to: Applied Research Center, California Emergency Management Agency, Californian HealthCare Foundation, The California Endowment, Californians for Pesticides Reform, The Grousbeck Family Foundation, The Hispanics in Philanthropy, James Irvine Foundation, Jessie Smith Noyes Foundation, The California Women's Foundation, The California Endowment, Social Justice Fund of Ventura County and other donors for their contribution to Líderes Campesinas.

Date

Tracy A. Goss  
South Coast Air Quality Management District  
21865 Copley Drive  
Diamond Bar, CA 91765

**RE: Letter of Support for the Coachella Valley Vanpool Project**

Dear Ms. Goss:

The Grupo Mariposa enthusiastically supports the grant application for the **California Vanpool Authority (Cal Vans)** to implement a Vanpool Program in the Coachella Valley.

We have seen how effective vanpool projects have been across the state, and we are particularly interested in the evolution of the Agricultural Industries Transportation Services (AITS), and how it has evolved into something larger through Cal Vans which serves workers across various sectors and helps provide transportation for college students as well. The project proposal for the Coachella Valley has been carefully crafted in collaboration with the support of Ron Hughes, the Executive Director of CalVans. We are certain that this program will be well received in our community.

The **Cal Vans project** will provide vans that are inspected for safety, maintained by qualified technicians, and insured against collision and injury. The drivers of the vans, workers or students themselves, will be trained, licensed, and insured. Programs such as AITS and now CalVans instituted in other areas have shown the value not only in safety but in improvement in the quality of life of those who ride. Health studies have shown improvement in stress related illness and employers see improvements in worker efficiency. A program such as **Cal Vans** will benefit everyone.

~~[Organization name]~~ supports the grant application of Cal Vans to the South Coast Air Quality Management District for implementation of a vanpool which will serve as a first step in a cleaner, more secure mode of transportation for residents in our region.

Communities in the rural, agricultural region of Eastern Riverside County are composed of 98% Latino families with median incomes of \$23,500. Many of them agricultural workers, these families have to travel the longest distances to work in the fields dispersed throughout the area. Other families depend on jobs in the hospitality sector on the west side of the Coachella Valley and many of their children attend the College of the Desert Campus located in Palm Desert. For some it is a daily commute of at least 36 miles one way.

The rural communities of our region fall at the greatest disadvantage when it comes to obtaining enough and adequate transportation service to meet the needs of the residents. The public transit network that serves the region does not provide adequate service to address the needs of workers (or students) in the area. Due to multiple connections, insufficient routes, and geographical limitations, commuting by public transit is simply not possible for most residents of rural

communities in the East Coachella Valley. North Shore, a rural community to the farthest Southeastern part of Riverside County does not even benefit from the one transit line that services other unincorporated communities. Currently, many people depend on rides from friends, family and/or neighbors. Having transportation provided through a vanpool system would be a great benefit for our families and for the local air quality, as it would reduce the number of vehicles on the unpaved rural roads. We believe this would ensure that our community members have the benefit of a mode of transportation that is safe, insured, and economic, while obtaining a basic necessity that the local transit provider does not meet.

We hope you will consider this proposal for Vanpools for the Eastern Coachella Valley. We wholeheartedly believe that it will alleviate the burden to some of our county's most burdened families.

Thank you in advance

[ORGANIZATION NAME]

*Blanca Quintero*  
Director



**Pueblo Unido CDC**  
of the Eastern Coachella Valley

May 23, 2012

Tracy A. Goss  
South Coast Air Quality Management District  
21865 Copley Drive  
Diamond Bar, CA 91765

**RE: Letter of Support targeted at providing mobility and access to minority and low income residents.**

Dear Ms. Goss:

The PUEBLO UNIDO CDC enthusiastically supports the grant application for the **California Vanpool Authority** to implement a Vanpool Program in the Coachella Valley.

We have seen how effective vanpool projects have been across the state, and we are particularly interested in the evolution of the Agricultural Industries Transportation Services (AITS), and how it has evolved into something larger through Cal Vans which serves workers across various sectors and helps provide transportation for college students as well. The project proposal for the Coachella Valley has been carefully crafted in collaboration with the support of Ron Hughes, the Executive Director of CalVans. We are certain that this program will be well received in our community.

The **California Vanpool Authority** through Cal Vans will provide vans that are inspected for safety, maintained by qualified technicians, and insured against collision and injury. The drivers of the vans, workers or students themselves, will be licensed, and insured. Programs such as AITS and now CalVans instituted in other areas have shown the value not only in safety but in improvement in the quality of life of those who ride. Health studies have shown improvement in stress related illness and employers see improvements in worker efficiency. A program such as California Vanpool Authority and CalVans will benefit everyone.

Pueblo Unido CDC supports the grant application of the California Vanpool Authority and CalVans to the South Coast Air Quality Management District for implementation of a vanpool which will serve as a first step in a cleaner, more secure mode of transportation for residents in our region.

Communities in the rural, agricultural region of Eastern Riverside County are composed of 98% Latino families with median incomes of \$23, 500. Many of them agricultural workers, these families have to travel the longest distances to work in the fields dispersed throughout the area. Other families depend on jobs in the hospitality sector on the west side of the Coachella Valley and many of their children attend the College of the Desert Campus located in Palm Desert. For some it is a daily commute of at least 36 miles one way.

The rural communities of our region fall at the greatest disadvantage when it comes to obtaining enough and adequate transportation service to meet the needs of the residents. The public transit network that serves the region does not provide adequate service to address the needs of workers



**Pueblo Unido CDC**  
of the Eastern Coachella Valley

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We hope you will consider this proposal for Vanpools for the Eastern Coachella Valley. We wholeheartedly believe that it will alleviate the burden to some of our county's most burdened families.

Thank you in advance

Sergio Carranza; Executive Director



**COST PROPOSAL FOR PROVIDING:**

**Vanpool services for the Coachella Area**

\*\*\*\*\*

**PREPARED FOR:**

South Coast Air Quality Management District  
Dated: June 6, 2012

\*\*\*\*\*

**SUBMITTED TO:**

Procurement Unit  
South Coast Air Quality Management District  
21865 Copley Drive  
Diamond Bar, CA 91765-4178

\*\*\*\*\*

**SUBMITTED BY:**

California Vanpool Authority  
Mr. Ronald Hughes, Executive Director  
1340 North Drive  
Hanford, CA 93230  
Email: [ron.hughes@co.kings.ca.us](mailto:ron.hughes@co.kings.ca.us)  
Telephone: (559) 852-2696  
Facsimile: (559) 587-0714  
Website: [www.calvans.org](http://www.calvans.org)

# **VOLUME II**

## **COST PROPOSAL**

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## B COST PROPOSAL

### 1. Monthly Cost Breakdown

The following breaks down the monthly costs of establishing and maintaining a local office in the area. Expenses are estimated using like expenses for similar level of operations in other areas. Supplies are postage, copier, and janitorial type expenses. Marketing and outreach will cover pamphlets, handouts, expenses associated with local events, as well as some local radio station placement.

The hotel and food cover lodging for Coachella staff while in CalVans main office in Hanford as well as main offices staff while in the Coachella area.

<i>Monthly</i>		
Rent		1,400
Electric		75
Phone		
	Cell Phone	300
	Land Line	100
	Computer	150
		<hr/> 550
Office Supplies		
	Supplies	375
	Outreach and Marketing Material	500
		<hr/> 875
Misc		
	Hotel	300
	Food	200
		<hr/> 500
Staff vehicle cost		
	Fuel	400
	Insurance	200
	Maintenance	75
		<hr/> 675

## 2 Yearly Cost

The yearly total below simply rolls up the monthly totals above into an annual cost but includes office support focuses on certifying drivers and billing of vans from the Hanford office. The Salary and Benefits reflect two full time staff, a Transit Coordinator responsible for running the Coachella operation and a Transit Aide responsible for assisting the Coordinator as well as moving, cleaning and minor vehicle repair.

<i>Yearly</i>	
Rent	16,800
Electric	900
Phone & Computer	6,600
Office Supplies	10,500
Central Office Support	20,000
Travel	10,500
Car	8,100
Salary+Beni+Taxes	123,000
	<hr/>
	<b><u>196,400</u></b>

### 3 Vehicle Purchase and Operating Cost

The following vehicle purchase price and all related accessories needed for the agricultural usage. The vehicle purchase price is based what CalVans has been paying for the same vehicle for the past three years. It received almost \$8,000 in dealer subsidy that has kept the price very reasonable. Miscellaneous items include the water container carriers that go on the front of the vehicle, the tool box that slides in the back, a step and treatment to the floor of the vehicle so it can be washed out.

The cost per mile for maintenance is based on past experience. Fuel is estimated at \$4.25 per gallon with the vehicle getting 13 miles per gallon. Insurance as an annual coats that is paid over 9 months in monthly premiums.

Vehicle Costs	
Purchase	26,000
Misc accessories	2,100
	<b>28,100</b>
Operating Costs	
Maintenance (CPM)	0.12
Fuel (CMP)	0.33
	<b>0.45</b>
Insurance (Annual)	2,000

### 4 Breakdown of Overall Project Cost

The following breaks down the overall project startup costs leading to a sustainable project in the 4<sup>th</sup> year. It estimates that an average vanpool will travel 60 miles per day 5 days per week. It is understood that during the growing season vanpools may operate 7 days a week, but during the off season they will often work less than 5 day per week. There is income or revenue projected for the 2<sup>nd</sup> and 3<sup>rd</sup> year with the project reaching a breakeven point in the 4<sup>th</sup> year.

**Projected Project Start Up Costs for Coachella area:**

Estimated cost year one		
Admin costs from above	196,400	
Purchase of 40 vans	1,124,000	
\$/Mi- 20 vans at 60 mi /day 250days/yr	134,077	
Insurance	80,000	
		<b><u>1,534,477</u></b>
Estimated cost year two		
Admin costs from above	196,400	
\$/Mi- 20 vans at 60 mi /day 250days/yr	268,154	
Insurance	80,000	
		<b><u>544,554</u></b>
Less Revenue Generated		(270,000)
Estimated cost year three		
Admin costs from above	196,400	
\$/Mi- 20 vans at 60 mi /day 250days/yr	268,154	
Insurance	80,000	
		<b><u>544,554</u></b>
Less Revenue Generated		(405,000)
Three Year project Cost		<b><u>1,948,585</u></b>
Annual mileage at 60 miles per Van		600,000
Annual trips		240,000
Reduction in Vehicle Miles Traveled		6,600,000

**Program revenue at \$.90 per mile at project end.**

Assuming mileage of	600,000
Revenue of	540,000
Less annual cost of	(544,554)
Balance after expenses	(4,554)