

## Kanefsky Michael

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**From:** JARC-NF  
**Sent:** Friday, October 07, 2011 1:02 PM  
**To:** Kanefsky Michael  
**Subject:** FW: Corrected: NF Application- Zuni South Dade Service  
**Attachments:** Responses to SFRTA Questions.doc; Shared Ride Plan Zuni.doc.doc; Regions credit letter.pdf

Supplemental to CD#5

Natalie Yesbeck Pustizzi  
Transportation Planner  
South Florida Regional Transportation Authority  
800 NW 33rd St., Suite 100  
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**From:** Jorge Azor [<mailto:JAzor@zunitrans.com>]  
**Sent:** Tuesday, September 27, 2011 3:52 PM  
**To:** JARC-NF  
**Cc:** McKeever Carla  
**Subject:** RE: Corrected: NF Application- Zuni South Dade Service

Attached please find the information you have requested. Thank you very much for your consideration.

**JORGE E. AZOR**  
DIRECTOR  
23635-A S. DIXIE HWY.  
HOMESTEAD, FL. 33032  
T. (305) 258 - ZUNI  
F. (305) 258 - 0536



**EASTERN**  
MEDICAL COURIER

Please consider the environment before printing this email or attachments.

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**From:** JARC-NF [<mailto:JARC-NF@sfrta.fl.gov>]  
**Sent:** Friday, September 23, 2011 1:55 PM  
**To:** Jorge Azor  
**Cc:** McKeever Carla  
**Subject:** Corrected: NF Application- Zuni South Dade Service  
**Importance:** High

Dear Mr. Azor,

There is one additional piece of information that the SFRTA will need:

- Specify the nature of the in-kind match and how you are going to track it.

We will still need the information requested in my previous email:

- Provide proof of providing shared ride services.
- Need more information on the service gaps referenced throughout your application
- Justify the need for 10 vehicles.
- What's the primary purpose of new vehicles?
- There has been no coordination between SFRTA and Zuni. Specify what role you expect SFRTA to play in this service.
- What fees are you planning to charge the users?

Once again, this information is to be received, via email, no later than Tuesday, September 27, 2011.

Thank you,

Natalie Yesbeck Pustizzi  
Transportation Planner  
South Florida Regional Transportation Authority  
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**From:** JARC-NF  
**Sent:** Friday, September 23, 2011 1:42 PM  
**To:** 'jazor@zunitrans.com'  
**Cc:** McKeever Carla  
**Subject:** NF Application- Zuni South Dade Service

Dear Mr. Azor,

The South Florida Regional Transportation Authority (SFRTA) has received your New Freedom application for Zuni South Dade Service. In order to fully evaluate your application, we ask that you please provide the following information:

- Provide proof of providing shared ride services.
- Need more information on the service gaps referenced throughout your application
- Justify the need for 10 vehicles.

- What's the primary purpose of new vehicles?
- There has been no coordination between SFRTA and Zuni. Specify what role you expect SFRTA to play in this service.
- What fees are you planning to charge the users?

This is a time sensitive request. We ask that you please submit this information, ***via email only***, by close of business (5 pm) on Tuesday, September 27, 2011.

Sincerely,

Natalie Yesbeck Pustizzi  
Transportation Planner  
South Florida Regional Transportation Authority  
800 NW 33rd St., Suite 100  
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954-788-7957  
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## Responses to questions from SFRTA

**Q. Specify the nature of the in-kind match and how you are going to track it.**

A. Zuni has the resources to provide not only our required 20% match of all capital funding but also the available credit to fund 100% of the vehicle costs until such time as we receive our reimbursement for fronting the payments for the 80% federal match. Please see the attached document regarding our financial capabilities.

**Q. Provide proof of providing shared ride services.**

A. Zuni has been arguably the largest provider of shared rides in Miami Dade County over the past 17 years. Zuni Transportation has been the largest provider of ADA transportation in Miami Dade County since 1994 through our work as a provider on the county's STS program. Our load-factor, that is, the number of riders transported on each trip, was the highest in the county. Our company's dispatching component is one of the most experienced and knowledgeable in South Florida, and is the premier unit in South Miami Dade.

Furthermore, our company has a formal program of ride-sharing available not just to our municipal, corporate, and non-profit clients, but also to the public. In addition to what we offer the public, Zuni has agreements with several Miami-Dade County hospitals, including Baptist Health Systems of South Florida as well as The University of Miami Hospital, Mercy Hospital, Pan American Hospital and Mount Sinai Medical Center. It is very common for our company to transport two or more hospital patients or visitors on the same trip, and in those cases the hospital simply pays one fare, not two. The hospital pays one shared cost, even if the passengers go to different destinations.

For example, if Baptist Hospital calls Zuni to assist the hospital case manager in discharging two different patients with one going, for example, to Cutler Ridge and the second to Homestead, Zuni can dispatch only one vehicle, and charge only one fare, which would be the total fare at the completion of the trip in Homestead. In this example, Baptist would incur little to no charge for the Cutler Ridge patient, since he or she would be dropped off on the way to Homestead. That is what Zuni currently does on a daily basis, and has been doing throughout our company's history. We intend to broaden and extend this service under our new Freedom Ride Sharing Program.

**(Please see our attached Ride Sharing Procedure Memo which is part of our dispatching procedures.)**

**Q. Need more information on the service gaps referenced throughout your application**

A. Here is the list of our proposed services that we listed in our application to fulfill current gaps. Below this list is more detailed information on our proposed services.

- Promotion of new Beyond-ADA transportation services for the elderly and disabled residents of southern Miami-Dade County
- Providing Non-Emergency Transportation and Beyond-ADA paratransit-style services in southern Miami-Dade for recipients who cannot afford the costs of



## Responses to questions from SFRTA

- transportation for Social, Educational, Rehabilitative (TD), and Life sustaining & Medical Services
- Transportation of disabled passengers outside the  $\frac{3}{4}$  mile A.D.A. area in South Dade to the nearest rail stations. We will offer very inexpensive zone-style fares to individuals who ride on this program. This fare will be known to the rider in advance of the trip, and will be only a fraction of the cost of a commercial wheelchair lift-van ride presently available to the public.
  - Demand/Response transport of wheelchair passengers from Metro Rail stations to the next station when the elevators breakdown.
  - Enhancement of interstate commerce by providing reliable airport transportation to residents in southern Miami-Dade due to the largely unavailable taxi service south of Cutler Bay
  - Working with South Florida Commuter Services to market transportation services between Cutler Bay and Marathon Florida in Monroe County.
  - Assist Miami-Dade Transit's Planning staff in their program of visits and helping training staff at One Stop centers

Here is an elaboration on the above: As we know, the New Freedom program is specifically designed to fill gaps in local transit options to the transportation disadvantaged, which includes the elderly, the disabled, the infirm, and the indigent.

Throughout Miami-Dade County, several populations are considered to be underserved, the most notably of which were elderly and disabled. Many of these people are also low and fixed income individuals just above the Medicaid threshold that need transportation to medical services. Furthermore, many of these individuals either live in the remote areas of the region, or in an area far removed from the services they require. Many local people who are either seniors or disabled have difficulty in getting to other destinations other than senior centers, primarily for basic needs like groceries and other non-medical services.

While there are many human services organizations and non-profit agencies providing transportation for the people of our target group, the fact is that most of these organizations provide specific trip types, which may limit their ability to provide transportation to others who do not fall into the categories in which they serve. For example, an agency who serves the disabled may not be able to serve low income individuals due to a restriction on use of funds and/or the agency mission statement. However, agencies with similar needs may be able to "share" a vehicle or resources. Zuni does business with many of these human service agency and non-profit clients throughout southern Miami-Dade County. We can offer our service to provide them with excess capacity.

Our company already transports dozens of elderly and disabled each day of the week to various area social service agencies, non-profits, health care providers, medical centers, and elderly housing facilities. With our professional call center and dispatch component, we will bring even greater efficiencies to this project than we already bring to our current clients. Our ride sharing program combined with our dispatch technology demonstrates our robust ability to conduct mobility management.



## Responses to questions from SFRTA

Our riders travel to and from many local hospitals and clinics, assisted living centers, government agencies, universities and schools, insurance agencies, travel and transportation attractions centers, and major employers. The wheelchair-accessible cabs will be further marketed via traditional advertising means, including our web site. We will keep the community fully apprised on this project.

Zuni can also create shuttle-type services for remote residential communities to an from areas where residents can access many needed services, even additional transportation services. This is a perfect example of coordination with existing public transportation providers because, for example, Miami-Dade transit does not reach our most remote communities. Zuni would pick-up from where they leave off. Additionally, Zuni can take service requests 24/7/365, so we could be an on demand service for Miami-Dade County transit, and also a Guaranteed Ride Home Program when public transit is not available.

### **Q. Justify the need for 10 vehicles.**

A. Miami-Dade County currently does not have very many satisfactory options for demand/response transportation for those needing a wheelchair-accessible vehicle. We know that Miami-Dade County's ADA paratransit service does not provide same-day service. In addition, quality demand-response accessible service from taxicabs, particularly in southern Miami-Dade, is virtually non-existent. In fact, taxicab service at all in southern Miami-Dade County is unreliable even at its best levels.

Although there are some wheelchair-accessible taxicabs in Miami-Dade County, very few of them work the South Dade area. These vehicles tend to congregate on Miami-Beach, downtown Miami, the Civic Center hospital zone, and Miami International Airport. With this application, Zuni intends to fill this major need (demand response accessible transportation) in the county's largest geographic area, southern Miami-Dade.

The lack of demand response accessible transportation service has also affected our county's STS riders. In 2008 and 2009, Easter Seals Project Action did a nationwide study called "The Use of Taxicabs in Paratransit Programs." This report is available of the Project Action website. When the researchers interviewed the managers of Miami-Dade STS program, they learned that, unlike many other American cities, our local paratransit program does not utilize taxicab service as a back-up transportation option. The reason: the service is horrible. At one time many years ago, the entire STS program was run in taxicabs. Now, none.

Zev Naiditch, the STS manager interviewed by Project Action, stated that the service level was so unacceptable that the decision was made to no longer utilize taxicabs. While that decision has helped to eliminate bad taxi service, the fact remains that many riders have to wait for service in ties of inclement weather, vehicle breakdowns or service errors.

As we state elsewhere in our application and also in this document, we aim to offer our New Freedom program to assist every entity currently suffering due to the lack of quality demand-response taxi-like service:



## Responses to questions from SFRTA

- ADA paratransit riders
- Riders of Miami-Dade transit
- Metro-Rail riders
- Human service agencies
- Hospitals and medical centers
- The transportation disadvantaged
- The members of the public that travel in wheelchairs

These service gaps and unmet needs are monumental, and our company fields, on a daily basis, many phone calls from prospective riders seeking an alternative to their current dearth of options. It is these phone calls that have inspired us to make this application. We feel that 10 vehicles may not be nearly enough to service the demand, but we are committed to making this service a great success.

### **Q. What's the primary purpose of new vehicles?**

**A.** The primary purpose of the new vehicles is to provide a way for the transportation disadvantaged of Miami-Dade County, and in particular, southern Miami-Dade to be able to access services available to the public at large, but not to them.

Here is an example of what we mean. On a Sunday morning, a local family contacts an acquaintance and invites her to Sunday dinner. The acquaintance is an elderly woman in a wheelchair who the family has met at church. The family is unaware that this woman has to set up her rides to and from church in advance, to conform to the requirements of the Miami-Dade County's STS program. The woman sadly explains that she has no way to get to the family's home, even though it is only 2 miles from hers, and has to decline the invitation. This is heartbreaking for the people involved, yet these sad events happen every day, unbeknownst to the public at large.

This example could have been some disabled college students deciding to attend a movie on a Saturday night. Or a disabled citizen who picked up the Sunday paper and read about a free concert in the park that afternoon. These people are continually disappointed that they cannot access the services every else is able to.

Most residents of Miami-Dade County take their mobility for granted, and do not understand the challenges involved for the disabled on matters that seem so simple to us. Our New Freedom Program will be specifically designed to meet all these challenges and to provide the demand –response transportation that the people in those examples deserve; and we will offer them at a reasonable cost.

Zuni will advertise and promote this service through the marketing we intend to do as part of our New Freedom Project outreach plan. By offering this service to the transportation disadvantaged community as well as members of the general public, Zuni is providing an opportunity to save money though ride-sharing for a variety of entities, including the following:

- The general public, including residents who would utilize our service more often if they could share the cost with another rider.



## Responses to questions from SFRTA

- Elderly and disabled residents, who need demand response service not currently available now in Miami-Dade County. Many of these common needs were detailed in our proposal.
- Human Service organizations that lack either vehicle capacity or a demand response component in their transportation service. This need was also detailed in our proposal.
- The Miami-Dade County STS ADA paratransit service currently has a limited amount of back-up capability on a demand/response basis. So does the broker for the county's Medicaid Transportation service. Zuni intends to offer our accessible vehicles and our Ride Sharing capabilities to both of these entities to provide them with an inexpensive, safe, and professional transportation alternative should they experience service problems during the course of their daily operation.

**Q. There has been no coordination between SFRTA and Zuni. Specify what role you expect SFRTA to play in this service.**

**A.** Zuni intends to offer the public a way to better access public transit, and the services already provided by local government. One of the ways that Zuni will do this is by addressing the gap in transit known as "First Mile, Last Mile." This service gap occurs when a local elderly or disabled rider is able to access Metro bus service or the Metro Rail, but cannot get from their home to the bus stop or the Metro Rail Station, nor can they get from the destination bus stop to their final destination. Zuni's demand-response service for wheelchair accessibility provides a very inexpensive way for riders to get from their home to the bus stop or the bus transfer depot, and then from the destination drop off to their final destination.

Zuni also plans to approach Miami-Dade County about offering to provide an inexpensive alternative to operating transit buses for all day shifts in remote areas or during times of low ridership. Many communities in this country now use demand/response accessible transportation in non-peak periods to service disabled riders, and the cost savings to the transit agency is often significant, with the agency no longer having to deploy large buses and hourly-paid drivers during periods of low ridership

**Q. What fees are you planning to charge the users?**

**A.** It is important to remember that, historically, the price of a one way trip in a wheelchair-lift vehicle offered to the public on a fee-for-service has been \$ 50.00 drop and 3.00 per mile. A taxi ride in a wheelchair accessible taxi if you could find one in South Dade would equate to 3.00 drop and 4.00 per mile.

In contrast, Zuni's fees for New Freedom trips will be the following:

- \$ 3.00 for trips within 5 miles
- \$ 6.00 for trips within 6-10 miles
- \$ 9.00 for trips within 11-15 miles
- \$ 12.00 for trips within 16-20 miles
- \$ 15.00 for trips greater than 21 miles.



## Responses to questions from SFRTA

The Zuni New freedom fares would also apply to Airport transfers, same day service, trips outside  $\frac{3}{4}$  mile corridor, one stop centers, and transportation between Metrorail stations when the elevators breakdown.

A much needed same day trip in a accessible van to a local Walgreens to fill an important prescription for a disabled rider would cost as much as \$ 55.00 each way, it now could be accomplished for \$ 3.00 each way thanks to New Freedom!



## Zuni Transportation Shared Ride Program

Zuni Transportation offers a Shared Ride program for local residents who wish to avail themselves of this service option. Our service is called "Ride Sharing", and is arranged and conducted in a similar manner to private car pooling. Zuni provides this service not only as a way to save money for our clients, but also to do our part as a responsible company to offer ways for local residents to be able to travel locally if they are elderly or disabled and have limited travel options. This service also promotes both a healthier environment and traffic decongestion.

The program works like this:

- A prospective Ride Share customer calls at least two hours (though preferably farther in advance) prior to needing their service.
- Zuni then notes their pickup (Point A) and drop off (Point B) information, and enters that information into a database.
- Zuni then attempts to find a Ride Share match for the customer. A match would consist of another rider who needs to go from the same general area as Point A to the same general area as Point B at approximately the same time. If no match is found, the first person will ride alone.
- Zuni charges each client a percentage of the fare based upon the portion of the Ride Share that their request required. The amount that each passenger pays added together equals the total fare.
- **Each rider acknowledges that this is a shared-ride service and has no control over whether or not another passenger is picked up, which passenger(s) is picked up, or how many passengers are picked up.**
- In the case of daily commuters, subscription (regular, repeated trips) service is available.

The fares will be the following:

- \$ 3.00 for trips within 5 miles
- \$ 6.00 for trips within 6-10 miles
- \$ 9.00 for trips within 11-15 miles
- \$ 12.00 for trips within 16-20 miles
- \$ 15.00 for trips greater than 21 miles



September 27<sup>th</sup>, 2011

South Florida Regional Transportation Authority

RE: Zuni Transportation Inc.

Dear Sir/Madam:

Zuni Transportation, Inc. has maintained a banking relationship with Regions Bank and its successors' since August 2<sup>nd</sup>, 1985. Zuni Transportation, Inc. keeps all of its accounts in good standing and currently has at their disposal approved financing of \$500,000 to satisfy their future equipment needs. Zuni Transportation, Inc. is a valued client of the bank and held in our highest regards.

Sincerely,

A handwritten signature in black ink, appearing to read "Fernando Santiesteban", written over a horizontal line.

Fernando Santiesteban

Vice President