



SFMTA
Municipal
Transportation
Agency

SAN FRANCISCO
MUNICIPAL TRANSPORTATION AGENCY
CITIZENS' ADVISORY COUNCIL

OPERATIONS AND CUSTOMER SERVICE COMMITTEE

MINUTES

Tuesday, January 13, 2015
1 South Van Ness Avenue, 7th Floor
Noe Valley Conference Room, #7075

REGULAR MEETING
3:00 P.M.

COMMITTEE MEMBERS
Joan Downey, Chairman
Mark Ballew
Daniel Murphy

COUNCIL LIAISON
Roberta Boomer

ORDER OF BUSINESS

1. Call to Order

Chairman Downey called the meeting to order at 3:05 p.m.

2. Roll Call

OCSC members present at Roll Call: Mark Ballew, Joan Downey and Daniel Murphy
CAC members present: Stephen Cornell

3. Announcement of prohibition of sound producing devices during the meeting.

The Acting CAC Secretary made the announcement.

4. Approval of Minutes

PUBLIC COMMENT:

David Pilpel stated that on page one there was a typo. The agenda items appear to have been taken out of order which could have been noted. Roland Wong should have been listed as appointed pro tem member and not just pro tem.

On motion to approve the minutes of September 9, 2014:

ADOPTED: AYES – Mark Ballew, Joan Downey and Daniel Murphy

5. Report of the Chairman (For discussion only)

None.

6. Public Comment

David Pilpel noted in the Sept. 9, 2014, minutes a discussion on hiring and suggested the committee get an update on the general Human Resources operation. He heard that hiring part time operators was not successful and therefore the agency was not hiring part time drivers.

REGULAR CALENDAR

7. Presentation, discussion and possible action regarding the next generation of the Clipper Card. (Diana Hammons, Manager, Revenue Collection and Sales)

Diana Hammons stated that the Metropolitan Transportation Commission (MTC) oversees the Clipper system and asked transit agencies to determine what each would like to see in the next generation. The Clipper card is a very complicated regional system with expansion underway.

The system was designed in the mid-1990's and has limitations. The current

contract expires in 2019 and the card readers and other equipment are approaching the end of their life. New payment options are emerging such as online payment by smart phones and other technologies including partnering with third parties.

The goals of public input are to solicit feedback from customers regarding what they like and what they want in the next generation and to solicit feedback from stakeholders to enhance the next generation. The questions include what is working and what isn't, what form of payment is preferred, the best way to manage an online account and other ways to better serve commuters and businesses.

Staff would like to work with the CAC to get their input.

PUBLIC COMMENT:

Edward Mason asked if the new pass could transform into a monthly pass which could encourage people to go to the Clipper Card system. It would be more convenient for low income passengers to use a pay-as-you go system. He inquired about the number of companies involved in fare structure and if the SFMTA participated in the survey that MTC did. Interagency discounts may encourage people to sign up. He asked if the SFMTA would be keeping the fare boxes.

David Pilpel suggested the SFMTA host outreach open houses. If MTC is doing outreach, they should host them throughout the nine counties. He suggested having stations at the open house for fare technology and privacy policies. Further outreach to others beyond the CAC is needed. There is an opportunity to expand Clipper Card use on the owl service. He stated that it would be helpful to include fact sheets in staff presentations.

Anthony Nachoa stated that the trend of moving away from cash can present conflicts for low income riders. Suica and Pasma smart cards in Japan allow customers to accumulate airline miles and offer other incentives. He suggested integrating with banking systems. New technology is inspiring and hopeful for the millennial generation.

8. Presentation, discussion and possible action regarding service changes going into effect on January 31, 2015. (Jeff Flynn, Manager, Service Planning)

Jeff Flynn presented the Muni Forward upcoming changes including the launch of the new 55 16th street line to Mission Bay, expanded 44 O'Shaughnessy frequency, improved operator restroom access and reliability improvements on six other lines.

SFMTA Ambassadors will alert customers of the new 55 line service. UCSF will continue to run their shuttle which doesn't make local service stops. The required Title VI analysis has been completed. Other changes include expanding the frequency of the 44, schedule reliability improvements on the 9

lines, 14, 24, 33, 49 and 52 lines. Operator restroom access has been improved on the 35, 38, 44, 54 and 56.

PUBLIC COMMENT:

Edward Mason inquired about the types of buses and the availability of drivers for the 55 line. He asked if operators were trained to stop before they go over tracks and at what distance.

Anthony Nachoa expressed concern about bus bunching on 16th Street. There are already a lot of buses on 16th Street and passengers risk getting on the wrong bus.

David Pilpel would like to see a map that shows where the 55 line connects to the T line. He suggested staff monitor the 33rd Avenue and Geary area. For the additional changes, he wants them presented sooner so the CAC can provide feedback.

9. Presentation, discussion and possible action regarding Transit Services preparation for and post incident review of special events and weather-related events. (John Haley, Director, Transit Services)

John Haley discussed the recent weather related service issues. The main problems were surface flooding and intermittent power outages. Muni didn't abandon service and sent frequent updates. The Transit Management Center was utilized although the antiquated radio system was a challenge. The new radio system will solve many issues. The design of the new system is due in February 2015 and the radio system will be completed by 2016. The radio system impacts many other areas of Transit operations.

Mr. Haley presented lessons learned and recommendations for the handling of future incidents. Staff was able to implement pre-emptive measures given the forecast by weather officials.

PUBLIC COMMENT:

Edward Mason commended staff on the lessons learned fact sheet. He discussed his experience during the last St Patrick's Day parade. Transit was so slow he missed his appointment across the Golden Gate Bridge. He inquired if the new radio system was going to allow text messages instead of voice control.

David Pilpel stated that an update on the status of the radio system is needed. CAC members should be able to call staff directly to make traffic changes. He expected this item to be about staff giving special events operations orders and follow up.

Anthony Nachoa suggested that at the next major event that the SFMTA create a temporary bus hub to prevent passenger confusion. It has worked in the past in Oakland.

10. Committee Members' requests for information. (For discussion only)

Mark Bellew suggested an update on the radio system.

Dan Murphy asked staff to determine if EMSC has had a radio system update recently.

Joan Downey suggested TMC as an agenda topic for the March 2015 OCSC meeting and the Clipper card presentation to the entire CAC.

11. Schedule upcoming calendar items. (For discussion only)
Next regular meeting: Tuesday, March 10, 2015 at 3 p.m.
1 South Van Ness Avenue, 7th Floor, Noe Valley Conference Room #7075

ADJOURN - The meeting was adjourned at 5:34 p.m.

Submitted by:



Caroline Celaya
Acting SFMTA CAC Board Secretary



