



**SFMTA**  
Municipal  
Transportation  
Agency

**SAN FRANCISCO  
MUNICIPAL TRANSPORTATION AGENCY  
BOARD OF DIRECTORS  
POLICY AND GOVERNANCE COMMITTEE**

**MINUTES**

Friday, July 21, 2017  
1 South Van Ness Ave. 7<sup>th</sup> Floor  
Union Square Conference Room

**REGULAR MEETING  
9:00 A.M.**

**COMMITTEE**  
Joél Ramos, Chairman  
Gwyneth Borden  
Cheryl Brinkman

Edward D. Reiskin  
**DIRECTOR OF TRANSPORTATION**

Roberta Boomer  
**BOARD SECRETARY**

## ORDER OF BUSINESS

### 1. Call to Order

The meeting was called to order by Chairman Ramos at 9:06 a.m.

### 2. Roll Call

Present: Gwyneth Borden  
Cheryl Brinkman  
Joél Ramos

### 3. Approval of Minutes

No public comment.

On motion to approve the minutes of the June 16, 2017 Regular Meeting: unanimously approved.

### 4. Public Comment

Edward Mason stated that the commuter bus shuttles are not in line with the SFMTA's goals. Boarding on uneven pavement isn't safe or efficient. Public transit and walking are the SFMTA's preferred modes however the public uses private shuttles and buses are half empty. He urged the reduction of private transit systems and supports innovative solutions that do not adversely affect Muni service. The SFMTA survey fails to address how people get around most of the time.

Anastasia Yovanopolous stated that she spoke to the Citizens' Advisory Council about the pile up of commuter buses on 24<sup>th</sup> Street. Dangerous conditions still exist. She suggests staggering commuter buses to eliminate bunching. SFMTA should work with commuter buses and consolidate the buses if they aren't full.

### 5. Presentation, discussion and possible action regarding the Controller's quarterly report. (Explanatory documents include a slide presentation.)

Corrina Monson, Project Manager, and Joe Lapka, Project Manager, Controller's Office, presented the report

### PUBLIC COMMENT

Anastasia Yovanopolous asked if there was a correlation between the issuance of citations and less collisions.

Director Ramos requested that future reports contain more data and address the high injury networks correlation.

6. Presentation, discussion and possible action regarding update of the Vision Zero High Injury Network. (Explanatory documents include a slide presentation.)

Devan Morris, GIS Developer and Analyst, San Francisco Department of Public Health, presented the report.

Director Brinkman requested this presentation be made at a Board meeting.

No public comment.

7. Presentation, discussion and possible action regarding one way car sharing. (Explanatory documents include a slide presentation.)

Tracy Minicucci, Transportation Planner, presented the report.

#### PUBLIC COMMENT:

Edward Mason asked how drivers return the cars and if they are charged by distance or time. He also inquired about data on other areas where the service is used.

Walter Rosenkrantz stated that Car2go has over 800,000 members in 11 markets in North America. Similar to traditional car share, renters are charged by the minute using an app. Users can pick up a car where they find the nearest one. Car2go has a team to address when a car sits for too long or if there is a clustering of cars. It doesn't happen a lot. Cars sit the least amount of time in dense areas. In Seattle cars sit for 20 minutes on average.

Pete Demster stated that BMW's car sharing service, Reach Now, has over 60,000 members in Seattle, Portland and Brooklyn. Their one way model ensures rapid turnover of cars. After one year, 16% of their members said in a survey that they got rid of their car. Car shedding is happening. 23% of the members use Reach Now to get to high capacity transit agencies. Reach Now openly shares all GPS data.

Mary Ann Campbell, AAA car share program, stated that they are partnering with the city and will share their data. This service fills a phenomenal need in the Bay Area, makes transit safer and the city can make smart decisions using the data. AAA is in alignment with SFMTA's guiding principles and offers their full support.

Eli Sadler stated that the Scoot network hopes car sharing companies include electric vehicles, have fuel efficient cars and comply with data requirements. Scoot hopes a one way car sharing program is competitive, fair and reasonable to all parties. We need to get people out of their cars.

Elliott Martin stated that car sharing can cause reductions in vehicle ownership because the service eliminates the need for a private vehicle. Others use the services as a substitute for public transit.

Warren Logan stated that the SFCTA and SFMTA will be hosting a workshop on August 4th with advocacy groups, city agencies and emerging mobility service and technology companies to better understand how these services and technologies can help San Francisco meet its goals.

Director Borden would like to see a pilot program implemented.

Director Ramos encouraged the industry to increase engagement with low income communities and provide additional language services.

ADJOURN – The meeting adjourned at 11:32 a.m.

Submitted by:

*Caroline Celaya*

Caroline Celaya  
Assistant Board Secretary

The Ethics Commission of the City and County of San Francisco has asked us to remind individuals and entities that influence or attempt to influence local legislative or administrative action may be required by the San Francisco Lobbyist Ordinance [S.F. Campaign and Governmental Conduct Code section 2.100 et seq.] to register and report lobbying activity. For more information about the Lobbyist Ordinance, please contact the Ethics Commission at 415-581-2300; fax: 415-581-2317; 25 Van Ness Ave., Suite 220,, SF, CA 94102-6027 or the web site: [sfgov.org/ethics](http://sfgov.org/ethics).

