



SFMTA
Municipal
Transportation
Agency

**SAN FRANCISCO
MUNICIPAL TRANSPORTATION AGENCY
CITIZENS' ADVISORY COUNCIL**

MINUTES

**Thursday, May 3, 2018
Room 7080, Union Square Conference Room
1 South Van Ness Avenue, 7th Floor**

**REGULAR MEETING
5:30 P.M.**

COUNCIL MEMBERS

**Daniel Weaver (Chair), Frank Zepeda (Vice Chair), Neil Ballard, Mark Ballew,
Barbara Bocci, Jarie Bolander, Steve Cornell, Joan Downey, Michael Eshleman, Cesar
Magdaleno, Daniel Murphy, Steve Taber, Susan Vaughan, and Dorris Vincent**

**COUNCIL LIAISON
Roberta Boomer**

**COUNCIL SECRETARY
Keka Robinson-Luqman**

ORDER OF BUSINESS

1. Call to Order

Chairman Weaver called the meeting to order at 5:32 p.m.

2. Roll Call

CAC members present at Roll Call: Neil Ballard, Mark Ballew, Stephen Cornell, Michael Eshleman, Steve Taber, Dorris Vincent, Daniel Weaver, and Frank Zepeda

CAC members absent at roll call: Cesar Magdaleno

CAC members absent with notification: Barbara Bocci, Jarie Bolander, Joan Downey, and Susan Vaughan

CAC members absent without notification: Daniel Murphy

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

CAC Secretary Robinson-Luqman made the announcement.

4. Approval of Minutes:

No public comment.

On motion to approve the minutes of March 22, 2018:

ADOPTED: AYES – Neil Ballard, Mark Ballew, Stephen Cornell, Michael Eshleman, Steve Taber, Dorris Vincent, Daniel Weaver, and Frank Zepeda

ABSENT – Barbara Bocci, Jarie Bolander, Joan Downey, Cesar Magdaleno, Daniel Murphy, and Susan Vaughan

5. Report of the Chair (For discussion only)

Council Member Taber informed the Council that he will be resigning from the Council effective Friday, May 4, 2018. He expressed appreciation to the Council and SFMTA staff for the opportunity to be a member of the CAC for the past few years.

Council member Magdaleno arrived at 5:39 p.m.

Council member Magdaleno informed the Council that he will be resigning from the CAC effective Friday, May 4, 2018.

Chairman Weaver thanked Council members Magdaleno and Taber for their time served on the CAC.

Chairman Weaver advised the Council that whenever there are recommendations passed by the CAC, he will delegate presenting them at the SFMTA Board meetings to any Council member who would like to present the report.

6. Public Comment:

Edward Mason provided an update on the Corporate Commuter Shuttle Program. Over the past three years, there have been 2,100 citizen complaints regarding the program. Parking control officers have issued over 5,164 citations totaling \$708,862. These citations were for double parking, blocking the bicycle lane, staging, and other types of activities along those lines. Administration penalties assessed total \$1,158,500 these are for things like violating the plan agreement such as operating on weight restricted streets. One of his neighbors had to call southern California to have a scooter removed from in front of her house.

REGULAR CALENDAR

7. Presentation, discussion, and possible action regarding an update on the new SFMTA website and SFMTA rebranding. (Kristin Smith, Manager, Marketing and Digital Communications. No explanatory documents.)

Kristin Smith stated that overall, input on the website has been mostly positive. Staff worked hard talking to stakeholders and users to better understand how to improve the site. The overall analytics of the site show that people are going to less pages on the new website, which means that they are finding what they need quicker than on the old website. The site was designed with the mobile user in mind. As a result, mobile visits to the website are up. on the architecture of the site and they are finding what they need much easier.

She stated that the SFMTA has a lot of different logos and over the last few years, the communications team has been doing research on what the public and as well as staff know about the work of the agency and how to get more buy-in for the work that the SFMTA does. After extensive quantitative and qualitative research, focus groups, and surveys the results show that people don't really know what the work is of the SFMTA. When asked to name the agency that comes to mind about transportation in San Francisco, Less than 12% of those asked named the SFMTA. Research indicated that the agency needed a new logo that tied it together.

PUBLIC COMMENT:

Edward Mason stated that when he first saw the new website, he just wanted to figure out where the schedules were, but he couldn't find it. He stated that he's frustrated that the SFMTA is rebranding when it would be more helpful to put the resources used for rebranding into the subway. He inquired if there is going to be an increase in service. At one point this week, there was a 37-minute wait for an M Oceanview outbound train in the subway. He gets constant complaints from his neighbors about the degradation of the system.

8. Presentation, discussion, and possible action regarding the SFMTA Electric Powered Vehicle Policy. (Gary Chang, Senior Program Manager. Explanatory documents include a resolution.)

Bhavin Khatri, Project Manager, stated that starting in 2025, the SFMTA will start purchasing electric buses only in order to have a full fleet of zero emission buses by 2035.

PUBLIC COMMENT:

Edward Mason stated that there was a Request for Proposals (RFP) for replacement of the 35-foot buses and it stated that electric buses would be considered. He inquired where the agency is in the process of that RFP. He also inquired if the electric trolley buses will be discontinued once the SFMTA switches to plug in electric buses and what will happen with light rail vehicles (LRV).

9. Presentation, discussion, and possible action regarding the Operations and Customer Service Committee (OCSC) report and recommendations.

Council Member Dorris reported on the April 10th OCSC meeting.

10. Presentation, discussion, and possible action regarding the Engineering, Maintenance, and Safety Committee (EMSC) report and recommendations.

EMSC Chairman Frank Zepeda presented two motions from the April 25th EMSC meeting.

EMSC Motion 180425.01

The SFMTA CAC supports the proposed plan for E-Scooters. It is recommended that SFMTA provide guidelines on how and where scooters are placed, and that SFMTA consistently encourage SFPD to enforce the state laws against sidewalk riding. It is further recommended that SFMTA work with the scooter companies to share user travel data so that analyses are done to update a comprehensive transit plan which can ultimately reduce congestion.

PUBLIC COMMENT:

Edward Mason stated that the SFMTA should encourage the SFPD to enforce the rules of the scooter pilot program. Enforcement is either going to have to be at the neighborhood level or Darwin will take care of it. The SFMTA doesn't have the money to fund cops on overtime to enforce the rules. It looks nice on paper but, in reality, it's not going to happen.

CAC Motion 180501.01 (EMSC Motion 180425.01)

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On motion to approve:

ADOPTED: AYES – Neil Ballard, Mark Ballew, Stephen Cornell, Michael Eshleman, Cesar

Magdaleno, Steve Taber, Dorris Vincent, Daniel Weaver, and Frank Zepeda
ABSENT – Barbara Bocci, Jarie Bolander, Joan Downey, Daniel Murphy, and Susan Vaughan

EMSC Motion 180425.02

The SFMTA CAC recommends that complete cars (1106, 1108, 1139, 1140, 4008, 4009) slated to be scrapped not be scrapped but rather retained for the planned expansion of the historic rail line service in the future. As other cars are being moved to a new storage area, these cars can also be moved at the same cost as the other cars. The cost and storage of stripping the cars is offset by the moving cost of the cars, thus keeping the cars intact is far more beneficial for Muni. The argument of 'significant rust' also applies to the cars that are kept - they too have been stored outdoors for the past 15 years. To an outside observer it makes no sense to scrap a complete car instead of a completely stripped car. Therefore, it is recommended that if necessary, already completely stripped, gutted cars 1026, 1027, and 1028 be scrapped in exchange for 3 of the complete cars.

PUBLIC COMMENT:

Edward Mason stated that he is disgusted that the vehicles were allowed to sit out in the elements and deteriorate to the condition that they are now in. He can't believe the bureaucracy allowed this to happen. Its unconscionable.

CAC Motion 180501.02 (EMSC Motion 180425.02)

The SFMTA CAC recommends that complete cars (1106, 1108, 1139, 1140, 4008, 4009) slated to be scrapped not be scrapped but rather retained for the planned expansion of the historic rail line service in the future. As other cars are being moved to a new storage area, these cars can also be moved at the same cost as the other cars. The cost and storage of stripping the cars is offset by the moving cost of the cars, thus keeping the cars intact is far more beneficial for Muni. The argument of 'significant rust' also applies to the cars that are kept - they too have been stored outdoors for the past 15 years. To an outside observer it makes no sense to scrap a complete car instead of a completely stripped car. Therefore, it is recommended that if necessary, already completely stripped, gutted cars 1026, 1027, and 1028 be scrapped in exchange for 3 of the complete cars.

On motion to approve:

ADOPTED: AYES – Neil Ballard, Mark Ballew, Stephen Cornell, Michael Eshleman, Cesar Magdaleno, Steve Taber, Dorris Vincent, Daniel Weaver, and Frank Zepeda

ABSENT – Barbara Bocci, Jarie Bolander, Joan Downey, Daniel Murphy, and Susan Vaughan

Council member Mike Eshleman left at 6:52 p.m.

11. Council Member Information and Agenda Item Requests. (For discussion only)

Dorris Vincent inquired if there is a diagram or a sheet that shows a picture of what illegal parking looks like. If so, she would like copies to pass out in her neighborhood so that residents can be reeducated.

ADJOURN – The meeting was adjourned at 6:59 p.m.

Submitted by:

A handwritten signature in black ink, appearing to read 'KAR Luqman', with a stylized flourish at the end.

Keka Robinson-Luqman
SFMTA CAC – Secretary

Next regular meeting: Thursday, June 7th at 5:30pm
1 South Van Ness Avenue, 7th Floor, Union Square Conference Room, #7080