



SFMTA
Municipal
Transportation
Agency

SAN FRANCISCO
MUNICIPAL TRANSPORTATION AGENCY
CITIZENS' ADVISORY COUNCIL

NOTICE OF MEETING AND CALENDAR

Thursday, December 4, 2014
Room 7080, Union Square Conference Room
1 South Van Ness Avenue, 7th Floor

MINUTES

5:30 P.M.

COUNCIL MEMBERS

Daniel Weaver (Chair), Daniel Murphy (Vice Chair), Mark Ballew,
Joan Downey, Steve Ferrario, Katie Haverkamp,
Alex Reese, Steve Taber, Susan Vaughan, Dorris Vincent, Roland Wong, and Frank Zepeda

COUNCIL LIAISON

Roberta Boomer

COUNCIL SECRETARY

Yvette Torres

ORDER OF BUSINESS

1. Call to Order

Chairman Weaver called the meeting to order at 5:30 p.m.

2. Roll Call

CAC members present at Roll Call: Joan Downey, Steve Ferrario, Katie Haverkamp, Daniel Murphy, Alex Reese, Susan Vaughan, Dorris Vincent, Daniel Weaver, Roland Wong, and Frank Zepeda

CAC members absent: Mark Ballew and Steve Taber

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

CAC Liaison Boomer made the announcement.

4. Approval of Minutes:

Public Comment:

None

On motion to approve the minutes of November 6, 2014: Approved

Ayes – Joan Downey, Steve Ferrario, Katie Haverkamp, Daniel Murphy, Alex Reese, Susan Vaughan, Dorris Vincent, Daniel Weaver, Roland Wong, and Frank Zepeda

5. Report of the Chair (For discussion only)

Chair Weaver asked for discussion regarding whether the CAC wanted to take a position on the recent taxi report and future of industry. He asked the Staff Liaison Boomer to find a time when a representative from the California Public Utilities Commission could come to the CAC to discuss regulation of TNC's.

6. Public Comment:

Edward Mason discussed corporate commuter shuttles and issues with them on Vicksburg Street. On garbage days, it's especially difficult on Vicksburg. He also noted a recent news story on the impact on VTA of corporate commuter shuttles. The VTA Board is revising the ability for commuter shuttles to use VTA property.

REGULAR CALENDAR

7. Presentation, discussion and possible action regarding the SFMTA's FY2014 Annual Report. (Ed Reiskin, Director of Transportation)

Ed Reiskin reviewed highlights of the report, both what was accomplished and where the SFMTA fell short of meeting its goals. The Annual Report is oriented around the Strategic Plan which is guiding

the agency through 2018. He mentioned several accomplishments over the past year including passage of Prop A, budget approval, adoption of “Vision Zero”, reduction of workplace injuries, rail procurement, expanding all types of vehicle sharing including cars, bikes and scooters. *SFpark* was effective in balancing demand and reducing congestion. Mr. Reiskin stated that “Muni Forward” accomplishments included vehicle procurement, capital improvements, customer service and communication. The SFMTA also introduced a new Muni map and launched a twitter feed. Platform signs will be upgraded soon. Staff looked at ways to reduce energy costs. With the passage of Prop A, staff will focus on project delivery and will make sure that for the monies given, staff delivers projects effectively and efficiently.

With regard to the Central Subway project, the SFMTA finished tunneling in less time than anticipated which was a significant milestone. The project remains on schedule and budget. This past year, Mr. Reiskin has focused on a culture of support, collaboration and innovation. Internally, work is being done to change how we operate and better integrate different cultures that were cobbled together when voters created the SFMTA. There hasn’t been a culture of appreciating work. The next two year budget includes a ten percent increase in Muni service over the next two years. Today the SFMTA is providing more service than before the cuts in 2009.

The SFMTA will continue the “Free Muni for Youth” program and will expand it to include seniors and people with disabilities who are on low to moderate income. Prop. A provided a significant amount of money to forward the TEP, bike and pedestrian safety projects. Director Reiskin stated that his focus over the next year will include swift implementation of the Prop. A bond; implementation of “Vision Zero” improvements; advancing vehicle procurement; the radio project and the Sunset and Twin Peaks tunnel re-rail projects. He would also like to revitalize the taxi industry.

Councilmember Vaughan asked for a list of “Vision Zero” projects as well as projects that enhanced bicycle and pedestrian safety.

Public Comment:

Randall Glock said it’s good the radio replacement project is going forward and in the budget.

Frank Zepeda left at 6:37 p.m.

8. Presentation, discussion and possible action regarding the “All Door Boarding” report. (Jason Lee, Performance Manager, Technology and Performance)

Jason Lee stated that the SFMTA was the first transit system to implement “All Door Boarding” and remains the only transit system that has it. Muni still allows customers to pay on-board. Most customers prepay with just over 10 percent paying in cash during peak periods at the busiest stops. He reviewed implementation steps including hiring new transit fare inspectors and education. Customers have distributed themselves evenly between all doors which has reduced dwell time per person by 38 percent. Dwell time consistency increased and variability decreased. “All Door Boarding” has helped keep Muni moving.

Mr. Lee discussed deployment and staffing of transit fare inspectors. Staff recently checked over 50,000 customers and found continued fare compliance. Staff looked at how “All Door Boarding” affected fare revenues and found a decrease in fare evasion and increase in fare revenues. Customers

are taking less time to board, buses are moving forward and fare evasion has been reduced. The SFMTA has achieved the goals established for “All Door Boarding”.

Public Comment:

Randall Glock commented that Clipper is helping and wondered if that would help with fare evasion. MAAC members hear people saying that they didn't know that they were using their child's card.

Eric Scott said that he sees rampant fare evasion along particular lines and stops, mostly on the F line. The two biggest problems are paper transfers and lifeline passes. In NYC, every boarding is electronically counted. Los Angeles got rid of paper transfers. The SFMTA should be able to cross reference boardings with data from automatic passenger counters. The Clipper card should be used for Lifeline passes. Staff needs to look at fare evasion problems.

Roland Wong left at 7:07 p.m.

9. Presentation, discussion and possible action regarding the CAC agenda items for 2015.

Councilmember Haverkamp asked staff to schedule a tour of the new Control Center and for a tour of the Central Subway. (Staff Liaison Boomer stated that the Central Subway tour wouldn't be accessible and thus couldn't be scheduled.) Councilmember Downey suggested that first, the OCSC discuss each of the control centers to explain what they do and how they interact.

Chair Weaver asked how Muni responds to events such as the previous day's heavy rain storm. He also asked that someone talk about revisions to the SFMTA website.

Councilmember Reese suggested looking at the lessons learned from the Giant's parade. He also requested a discussion about how Muni schedules are built to meet service demand throughout the day.

Councilmember Downey asked for a report on the Service Standard quality audit and for a presentation on SFMTA service standards. (Staff Liaison Boomer stated that monthly reports on service standards were email to the SFMTA.) Ms. Downey asked that members of the SFMTA Board be invited to CAC meetings and that there be more facility tours. She also requested information about the SFMTA's state legislative plan.

Councilmember Vaughan asked the CAC to look at former motions on a quarterly or biannual basis to see what's happened and whether the CAC wanted to take further action. She suggested periodic reports on Prop A and B and on SFMTA bonds. She suggested periodic updates on the implementation of the Transit Effectiveness project; Geary and Van Ness BRT projects and Vision Zero.

Vice Chair Murphy asked for a discussion about wayfinding at stations and bus stops.

PUBLIC COMMENT:

Ed Mason suggested an update on the new Clipper card and fireboxes; the accounting system, training and an update on the Transit Impact Development Fee and what projects are being paid for by these fees.

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

- Dorris Vincent stated that the seats at Third and Palou still haven't been replaced and now the seats at Third and Evans have been removed outbound. She would like to know when they will be replaced.
- Joan Downey asked why the bus shelter on Frederick at Willard has been removed.
- Sue Vaughan would like to know the results of the post-implementation review of 83X service and whether there was increased productivity.

11. Schedule upcoming calendar items. (For discussion only)

Next meeting: Thursday, January 8, 2015 at 5:30 p.m.

1 South Van Ness Avenue, 7th Floor, Union Square Conference Room, #7080

ADJOURN - The meeting was adjourned at 7:42 p.m.

Submitted by:
Roberta Boomer
SFMTA CAC – Liaison

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