



SFMTA
Municipal
Transportation
Agency

SAN FRANCISCO
MUNICIPAL TRANSPORTATION AGENCY
CITIZENS' ADVISORY COUNCIL

OPERATIONS AND CUSTOMER SERVICE COMMITTEE

MINUTES

Tuesday, November 10, 2015
1 South Van Ness Avenue, 7th Floor
Noe Valley Conference Room, #7075

REGULAR MEETING
3:30 P.M.

COMMITTEE MEMBERS
Mark Ballew, Chairman
Joan Downey
Daniel Murphy

COUNCIL LIAISON
Roberta Boomer

ORDER OF BUSINESS

1. Call to Order 3:30

Chairman Ballew called the meeting to order at 3:30 p.m.

2. Roll Call 3:31

OCSC members present at Roll Call: Mark Ballew, and Daniel Murphy

OCSC members absent: Joan Downey – with notification

CAC members also present: Neil Ballard, Steven Cornell, Daniel Weaver and Roland Wong

3. Announcement of prohibition of sound producing devices during the meeting. 3:32

CAC Staff Liaison Boomer made the announcement.

4. Approval of Minutes 3:33

No public comment.

On motion to approve the minutes of September 8, 2015:

ADOPTED: AYES – Mark Ballew, and Daniel Murphy

ABSENT – Joan Downey

5. Report of the Chairman (For discussion only) 3:36

Chairman Ballew stated that the next OCSC meeting will be in February.

6. Public Comment 3:40

None.

REGULAR CALENDAR

7. Presentation, discussion and possible action regarding current public outreach efforts. 3:45
(Lulu Feliciano, Public Outreach and Engagement.)

Kate Elliott, Public Information Officer, discussed the Safer Market Street Project. Market St. is a high injury corridor and 60% of all collisions are on six percent of city streets. Four of those intersections are on Market Street. Ms. Elliott reviewed public outreach efforts for Safer Market Street including surveys, fliers, and outreach to GPS mapping providers. The SFMTA has received good feedback from pedestrians and cyclists. In spring 2016, staff will analyze transit performance, economic input, congestion and crime.

Councilmember Cornell suggested that staff inform the Council of District Merchants and the Small Business Commission.

Adrienne Heim, Public Information Officer discussed the operator convenience facility project. A recent hypertension study for transit operators revealed that a major factor is the lack of restroom facilities. Muni is looking to construct facilities at terminals where none exist now. Staff has identified these locations and started the lengthy approval process. The facilities are ADA compliant and are pre-constructed. The SFMTA will have six sites installed by the end of the year. There has been little pushback from the neighbors. It's very helpful when neighbors hear directly from transit operators.

PUBLIC COMMENT:

Edward Mason suggested that staff reach out to other Bay Area newspapers to alert out-of-town shoppers about the changes.

8. Presentation, discussion and possible action regarding update on cable car service overments. (Ed Cobean, Senior Transportation Manager, Cable Car)

4:10

Ed Cobean stated that there hasn't been supervision on a daily basis due to vacancies in transit inspectors. By the end of the year, the Cable Car division will have seven dedicated inspectors. The busiest hours are between 10 am and 7pm, during which time there will be two inspectors. This will provide a visible presence and allow for better service. The SFMTA Board approved the Powell St. Pilot project on November 3 which will decrease wear and tear on cable car cables. The streets in this pilot project are bottlenecked in the evening and during the holidays. Staff expects to see an 80% reduction in autos on Powell St. below Geary. The life of the cable car cable was only two to four weeks and with this project, it will increase to three to four months.

No public comment.

9. Presentation, discussion and possible action regarding the MuniMobile App. (Travis Fox, Manager, Performance Monitoring)

4:30

Travis Fox and Eli Longnecker showed how the MuniMobile App works. The Metropolitan Transportation Commission (MTC) approved this pilot and it will be rolled out in mid-November. The MTC viewed it as a way to get people away from paying transit fares with cash. This app will handle all fares except monthly passes. Staff conducted a beta test and the biggest concerns are the ability to tag, put their monthly pass or their Clipper Card on the app, and where people can board. This pass will not compete with the Clipper Card. The next iteration of Clipper will examine the data collected via this pilot program. This app is a bridge to "Clipper 2.0".

Chairman Ballew requested the cost per transaction for fare methods.

PUBLIC COMMENT:

Edward Mason stated that there needs to be a review of the citation process. He recently received a citation for fare evasion because the farebox was broken. He wrote a detailed letter which was disregarded. He got run around the flagpole. The system needs to be fixed. He inquired whether there were any lessons learned from VTA.

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

Chairman Ballew requested the cost per transaction for fare methods

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

Next regular meeting: February 9, 2016

1 South Van Ness Avenue, 7th Floor, Noe Valley Conference Room #7075

ADJOURN- The meeting was adjourned at 5:02 p.m.

5:00

Submitted by:



Roberta Boomer
SFMTA CAC Staff Liaison

