



**SFMTA**  
Municipal  
Transportation  
Agency

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

**OPERATIONS AND CUSTOMER SERVICE COMMITTEE**

**MINUTES**

**Tuesday, May 9, 2017  
1 South Van Ness Avenue, 7<sup>th</sup> 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**

**COUNCIL SECRETARY  
Keka Robinson-Luqman**

## ORDER OF BUSINESS

### 1. Call to Order

Chairman Ballew called the meeting to order at 3:31 p.m.

### 2. Roll Call

OCSC members present at Roll Call: Mark Ballew and Joan Downey

OCSC members absent at Roll Call: Daniel Murphy

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

Acting CAC Secretary Celaya made the announcement.

### 4. Approval of Minutes

No public comment.

On motion to approve the minutes of March 14, 2017:

ADOPTED: AYES – Mark Ballew and Joan Downey

ABSENT – Daniel Murphy

### 5. Report of the Chairman (For discussion only)

Chairman Ballew announced that agenda Item nine would be presented before Item eight.

### 6. Public Comment

Edward Mason provided an update on commuter shuttle violations including expired stickers, Muni delays, idling, double parking, operating on restricted streets, and a vehicle stall on April 11 that lasted from 5:45pm to 8:30pm. This was the third incident in three months.

## REGULAR CALENDAR

7. Presentation, discussion and possible action regarding street sign simplification. (Ricardo Olea, Traffic Engineer. No explanatory documents.)

Daniel Murphy arrived.

Ricardo Olea stated that Sustainable Streets staff follow state and federal guidelines when creating and posting street signs. There are times when a lot of information needs to be conveyed to the public especially around the AT&T ballpark. The Giants games posting are supposed to be in one row on one pole.

Our goal is to have each regulation get the attention of the public. The color red is used for towing. In Residential Permit Parking (RPP) areas we have green time limits posted. Most of the city has signs for both RPP and street sweeping. The parking meters contain the information the public needs. Sometimes the information changes so we need to be flexible. We developed a standard sticker plan on meters. The meters alert people to check signs for other restrictions. Stickers have information where there is overlap.

For construction and temporary postings, a 72 hour notice is required and posting is done every 100 feet or less. The SFMTA uses our logo on postings and the Department of Public Works uses their logo so the public knows who posted the temporary sign. We also have parking tips on our website. The public does understand the signage for the most part.

#### PUBLIC COMMENT:

Allan Kessler stated that it would be better for the ballpark signs to have only the home games listed. Parking meter signs only need the basic information. The SFMTA has programmable meters and should have programmable signs. This would solve the public's problem of dealing with the complexity of signs.

David Pilpel stated that technology is advancing and the costs may be going down. For yellow curbs there are different regulations and people have to look at the meter. He suggested larger meter signs or a different color for partial days. More can be done and some signage is good but can be better. People should know who to contact if they have questions.

8. Presentation, discussion and possible action regarding the Strategic Plan Goals, Objectives and Metrics. (Travis Fox, Chief Performance Officer and Tim Quayle, Principal Analyst. Explanatory documents include slide presentation and report.)

Travis Fox, Chief Performance Officer and Anne Fritzler, Manager, Strategic Planning & Initiatives, discussed the pre-development strategic planning. They reviewed feedback from the Citizens' Advisory Council and Board of Directors discussions. Some key issues to address in the next plan including sustainability, regional impacts, autonomous vehicles and equity.

#### PUBLIC COMMENT:

Edward Mason stated that a program where staff receives rewards for useful suggestions is a good project and administrative costs are worth it. The accidents and crimes per miles and hours metric is meaningless regardless of the industry standard. There should be dollars for workers compensation injuries. He asked if there is technology to determine the number of time wheel chair lifts are used for walkers. There are dueling walkers when multiple seniors are onboard.

9. Presentation, discussion and possible action regarding Residential Parking Permit Program recommendations. (Kathryn Studwell, Senior Administrative Analyst. Explanatory documents include slide presentation.)

Hank Wilson, Manager, Parking Policy, provided the project background including issues and concerns for each pilot area, Bernal and Dogpatch. Some of the issues include guest passes, the number of permits per household and the timely notification of residents. Next steps include Board approval, finalizing the implementation programs and meeting with the communities.

**PUBLIC COMMENT:**

Nicky Jacobson stated that there is a white washing from staff which has not been her experience in the Dogpatch neighborhood. She commended staff for sending emails and postcards. She has a problem with the map in the presentation and believes the area is doubling in size. The reason staff wants to do this project is because of all of the development there. Neighbors are in agreement with the two permits per home but believes there will be a selling of permits. She has seen quotes where it is lower than the hospital rate. The public hasn't gotten any specifics yet. She asked what the measurements of effectiveness are and believes the current proposal is contrary to what residents need.

Edward Mason stated that with restricting parking in new developments the unintended consequence is that people are taking Uber and Lyft. The number of those vehicles is overwhelming. Public transit isn't sufficient. If people have enough parking they'd use it only when they need it instead of using Uber and Lyft.

Mark Miller stated that he is concerned about the process of this evaluation. Policy reforms were decided over two years ago which is the requirement of the funding for this project. The staff study didn't adequately address residents' needs. The Coalition of SF Neighborhoods voted to reject the proposal until a traffic study is done that includes times the SFMTA staff didn't include. The main problem with the data presented is occupancy numbers.

Allan Kessler has been looking at the data and doesn't get the same conclusions that staff gets. A plan is needed that will grow with the changing community. The staff conclusions don't add up.

Chairman Ballew would like a follow up presentation.

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

None.

ADJOURN - The meeting was adjourned at 5:55 p.m.

Submitted by:

*Caroline Celaya*  
Caroline Celaya  
Acting SFMTA CAC – Secretary



Next regular meeting: Tuesday, July 11<sup>th</sup> at 3:30 p.m.  
1 South Van Ness Avenue, 7th Floor, Noe Valley Conference Room #7075

