



**SFMTA**  
Municipal  
Transportation  
Agency

SAN FRANCISCO  
MUNICIPAL TRANSPORTATION AGENCY  
CITIZENS' ADVISORY COUNCIL

OPERATIONS AND CUSTOMER SERVICE COMMITTEE

MINUTES

Tuesday, August 11, 2015

1 South Van Ness Avenue, 7<sup>th</sup> Floor,  
Potrero Hill Conference Room #7040

SPECIAL MEETING  
3:30 P.M.

COMMITTEE MEMBERS  
Mark Ballew, Chairman  
Joan Downey  
Daniel Murphy

COUNCIL LIAISON  
Roberta Boomer

COUNCIL SECRETARY  
Yvette Torres

1. Call to Order

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

2. Roll Call

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

OCSC members absent at Roll Call: None

OCSC members absent: Daniel Murphy (absent without notification)

SFMTA CAC members not on this committee, but also present: Stephen Cornell and Frank Zepeda

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

The CAC Secretary made the announcement.

4. Approval of Minutes:

On motion to approve the minutes of May 12, 2015:

ADOPTED: AYES – Mark Ballew and Joan Downey

ABSENT – Daniel Murphy

5. Report of the Chairman (For discussion only)

None

No public comment.

6. Motion to amend the start time of OCSC meetings from 3:00 p.m. to 3:30 p.m.

No public comment.

On motion to amend the start time of OCSC meetings from 3:00 p.m. to 3:30 p.m.:

ADOPTED: AYES – Mark Ballew and Joan Downey

ABSENT – Daniel Murphy

7. Public Comment

Edward Mason commented on bus service substitution connecting to the J Line.

David Pilpel expressed loss at CAC Secretary Torres' departure. Mr. Pilpel commented that his experience with the bus substitution service differed from Mr. Mason's experience. Mr. Pilpel stated that he gave staff a number of suggestions for the J Church and N Judah lines.

## REGULAR CALENDAR

8. Presentation, discussion and possible action regarding current public outreach efforts and revisions to the website. (Deanna Desedas, Manager, Public Outreach and Engagement and Kristin Smith, Manager, Marketing)

Kristen Smith discussed Phase Two of the SFMTA website redesign. Ms. Smith provided an overview of the original website; user analysis; phase two priorities and the next steps.

Ms. Smith discussed the Muni Decal project background and objectives, showed before and after renderings, and reviewed the next steps.

Deanna Desedas provided an overview of POETS (Public Outreach and Engagement Team Strategy); current project maps; and high profile projects, which include the Van Ness Bus Rapid Transit, Muni Subway System Upgrade Projects, and the Unity Plaza Development project.

### PUBLIC COMMENT:

Edward Mason inquired if staff has looked at what other transit agencies use in their website design. Mr. Mason commented on the VTA's website; the size of exterior vehicle identification numbers on Muni vehicles; and decals on VTA buses.

David Pilpel thinks schedules are a good start to making the website more usable for mobile users, but would not suggest putting PDF documents on mobile devices. Mr. Pilpel also commented about signage for passenger etiquettes, such as, no bikes on LRVs, reminders about animals, and the stroller policy.

9. Presentation, discussion and possible action regarding the following motion:

Motion 150811.01

The SFMTA CAC would like to thank and commend the SFMTA for the well planned and expertly executed service operation during the weekend of Aug 1 and Aug 2. The SFMTA's participation greatly helped BART maintain a smooth operation thereby giving the riding public a minimally disruptive yet a safe and comfortable journey across the bay. The SFMTA CAC recommends the SFMTA Board of Directors acknowledge the work of staff in this endeavor.

No public comment.

On motion to approve Motion 150811.01:

ADOPTED: AYES – Mark Ballew and Joan Downey  
ABSENT – Daniel Murphy

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

Mark Ballew would like to know the standard size used for vehicle bus number identification (exterior) and where they are placed on vehicles.

Frank Zepeda would like to know what is being done about the light posts along Van Ness Avenue.

Mark Ballew would like a fact sheet on the Unity Plaza Development Project.

Joan Downey would like a list of neighborhood group email/contact information that is used throughout the City.

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

Next special meeting: Tuesday, September 8, 2015 at 3:30 p.m.

1 South Van Ness Avenue, 7<sup>th</sup> Floor, Potrero Hill Conference Room #7040

ADJOURN - The meeting was adjourned at 5:25 p.m.

Submitted by:

A handwritten signature in blue ink, appearing to read 'Yvette Torres', is written over the printed name.

Yvette Torres  
SFMTA CAC – Secretary