

Operations and Customer Service Committee May 8, 2012, Minutes

**City and County of San Francisco
Municipal Transportation Agency
Citizens' Advisory Council**

**Operations and Customer Service
Committee**

Tuesday, May 8, 2012, at 3:00 p.m.
1 South Van Ness Avenue, Room 3075
San Francisco, California

MINUTES

1. Call to Order

Chairman Downey called the meeting to order at 3:02 p.m.

2. Roll Call

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

OCSC members absent at Roll Call: Daniel Murphy

OCSC members absent: None

SFMTA CAC members not on this committee, but also present: Steve Ferrario

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

The CAC Secretary made the announcement.

4. Approval of Minutes:

Public Comment:

None

On motion to approve the minutes of March 13, 2012: Approved

Ayes – Ballew and Downey

Nayes – None

Absent - Murphy

5. Report of the chairman (For discussion only):

None

6. Public Comment:

None

7. Presentation, discussion and possible action regarding contractor construction permits.
(Sonali Bose, CFO/Director, Finance & Information Technology)

Diana Hammons discussed proposed changes to the SFMTA Contractor Parking Permits. Contractor permits are issued through the Citation Processing Section to state-licensed contractors. The intent of the permit provides an “as needed permit” for contractor vehicles parking at metered locations (except at yellow parking meters). Currently, the permit costs \$842 per year and is scheduled to increase to \$876 on July 1, 2012. The proposed change to the permit will restrict the use of parking within a certain number of feet around the contractor’s primary business.

Motion 120508.01

The SFMTA CAC recognizes that the staff-proposed changes to the Contractor Parking Permit system terms must go into effect on June 1, 2012. The SFMTA CAC recommends that a proposal for a more fair and equitable system be drafted by staff no later than September 2012, allowing contractors, and possibly other small businesses, to park at metered spaces for the full meter price, but without a limit on time. The SFMTA CAC recommends that the permit should include a way for small businesses to buy permits allowing them to park in RPP areas, similar to the proposed prepaid daily RPPs.

On motion to approve Motion 120508.01: Approved

Ayes – Ballew, Downey, and Murphy

Nayes – None

Absent – None

Public Comment:

None

8. Presentation, discussion and possible action regarding the daily operations report. (John Haley, Director, Transit Services)

This item was continued to the next meeting.

Public Comment:

None

9. Presentation, discussion and possible action regarding dogs on Muni. (John Haley, Director, Transit Services)

This item was continued to the next meeting.

Public Comment:

None

10. Presentation, discussion and possible action regarding implementation of the Strategic Plan. (Darton Ito, Manager, Capital Planning Systems)

Timothy Papandreu discussed various goals in the Preliminary Unconstrained List of Actions FY 2012/13- FY 2013/14. The Committee made the following recommendations for approval:

Objective 2.1.1 – Expand and refocus messaging to include all modes in pursuit of the Agency’s 50/50 mode split goal by 2018

Motion 120508.02

The SFMTA CAC recommends that social media tools be used to deliver real-time service information, particularly regarding planned and unplanned delays or shutdowns on lines, allowing people to make alternate plans, and that the PSR process be incorporated into the Agency’s social media presence.

On motion to approve Motion 120508.02: Approved

Ayes – Ballew, Downey, and Murphy

Nayes – None

Absent – None

Objective 2.1.4 – Complete SFMTA website rebuild

Motion 120508.03

All Daily Ops reports and all reports made available to management should be available on the redesigned web site. The redesign of the web site should have as its primary emphasis the experience of mobile users, and the site should not display ads in its mobile versions.

On motion to approve Motion 120508.03: Approved

Ayes – Ballew, Downey, and Murphy

Nayes – None

Absent – None

Objective 2.1.5 – Develop effective branding and signage of transit vehicles and integrate multi-modal wayfinding of all modes at stations, stops and in vehicles

Motion 120508.04

Signs should prioritize being concise over including “please” on every sign. The agency should investigate, get outside assistance with, and implement best practices for wayfinding before undertaking any further wayfinding changes.

On motion to approve Motion 120508.04: Approved

Ayes – Ballew, Downey, and Murphy

Nayes – None

Absent – None

Objective 2.1.6 – Create a new online and physical transportation map to show relative weight of frequent higher capacity transit services, bicycle routes and key multi-modal connections

Motion 120508.05

As part of these effects, Muni should preserve and incrementally improve the existing Muni map.

On motion to approve Motion 120508.05: Approved

Ayes – Ballew, Downey, and Murphy

Nayes – None

Absent – None

Objective 2.1.10 – Develop and implement customer focused program for mezzanine-level

customer service interactions with the Muni station agents

Motion 120508.06

Muni needs a clean, uniform look and feel for station agent booths.

On motion to approve Motion 120508.06: Approved

Ayes – Ballew, Downey, and Murphy

Nayes – None

Absent – None

Objective 2.1.12 – Develop hiring/selection process for frontline employees that is aligned with selecting candidates who will excel in customer service and retrain existing staff on customer communications

Motion 120508.07

P.A. systems in vehicles and stations need improvement. Operators and dispatchers need more training in verbal communication skills, and public announcements need to be made more audible and robust, and pre-recorded when possible.

On motion to approve Motion 120508.07: Approved

Ayes – Ballew, Downey, and Murphy

Nayes – None

Absent – None

Objective 2.1.13 – Install improve signage and customer information outside of subway stations

Motion 120508.08

Electronic signage inside stations needs upgrading as well.

On motion to approve Motion 120508.08: Approved

Ayes – Ballew, Downey, and Murphy

Nayes – None

Absent – None

Objective 2.2.3 – Facilitate the movement of transit vehicles with consistent enforcement of transit-only lanes and traffic laws

Motion 120508.09

The SFPD needs additional transit focused training emphasizing the importance of mass transit and other non-automobile forms of transportation to San Francisco.

On motion to approve Motion 120508.09: Approved

Ayes – Ballew, Downey, and Murphy

Nayes – None

Absent – None

Objective 2.2.4 – Identify opportunities to prioritize transit during regular service and special events

Motion 120508.10

The Agency should track lessons learned from special event operations.

On motion to approve Motion 120508.10: Approved

Ayes – Ballew, Downey, and Murphy

Nayes – None

Absent – None

Objective 2.2.11 – Develop system of accountability for supervisors, controllers, Central Control, maintenance, etc.

Motion 120508.11

PSRs regarding service problems should reflect on street supervisors, not just operators.

On motion to approve Motion 120508.11: Approved

Ayes – Ballew, Downey, and Murphy

Nayes – None

Absent – None

Objective 2.2.13 – Enforce leave paperwork deadlines

Motion 120508.12

Given the high rate of absenteeism at Muni, this should be made a very high priority.

On motion to approve Motion 120508.12: Approved

Ayes – Ballew, Downey, and Murphy

Nayes – None

Absent – None

Objective 2.2.15 – Improve dynamic supervision and service management, including a fully operational line management center

Motion 120508.13

This strategy should explicitly include re-designation of vehicles at Embarcadero station.

On motion to approve Motion 120508.13: Approved

Ayes – Ballew, Downey, and Murphy

Nayes – None

Absent – None

Motion 120508.14

The process for towing vehicles blocking transit lines should be streamlined. Operators should be able to summon tow trucks directly, and tow trucks should prioritize this type of call.

On motion to approve Motion 120508.14: Approved

Ayes – Ballew, Downey, and Murphy

Nayes – None

Absent – None

Objective 2.3.7 – Implement comprehensive bicycle sharing program and expand scope

Motion 120508.15

The SFMTA CAC recommends SFMTA, BART, and Caltrain should collaborate on bike sharing plans.

On motion to approve Motion 120508.15: Approved

Ayes – Ballew, Downey, and Murphy

Nayes – None

Absent – None

Motion 120508.16

The SFMTA should undertake a limited pilot program for bicycle space on Metro vehicles.

On motion to approve Motion 120508.16: Approved

Ayes – Ballew, Downey, and Murphy

Nayes – None

Absent – None

Public Comment:

None

11. Committee members' requests for information. (For discussion only)

- Joan Downey would like to know the color schemes of taxis in the City.
- Joan Downey would like to know why NextBus signage is not part of Title VI.
- Mark Ballew would like to know when the upgrade of the radio project will be online.

Public Comment:

None

12. Schedule upcoming Meeting and Agenda Items. (For discussion only)

Next regular meeting: Tuesday, July 10, 2012 at 3:00 p.m.
1 South Van Ness Avenue, 6th Floor (Conference Room 6053)

ADJORN: The meeting was adjourned at 5:00 p.m.

Respectfully submitted by:
Yvette Torres
SFMTA – CAC Secretary