



SFMTA
Municipal
Transportation
Agency

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

OPERATIONS AND CUSTOMER SERVICE COMMITTEE

MINUTES

**Tuesday, February 13, 2018
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**

**COUNCIL SECRETARY
Keka Robinson-Luqman**

ORDER OF BUSINESS

1. Call to Order

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

2. Roll Call

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

OCSC members absent: Daniel Murphy (with notification)

CAC members present: Stephen Cornell

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

CAC Secretary Robinson-Luqman made the announcement.

4. Approval of Minutes

No public comment.

On motion to approve the minutes of November 7, 2017:

ADOPTED: AYES – Mark Ballew and Joan Downey

ABSENT – Daniel Murphy

5. Report of the Chairman (For discussion only)

Chairman Ballew reported that the April meeting may need to be rescheduled.

6. Public Comment

PUBLIC COMMENT:

Edward Mason stated that Friday there is a hearing on establishing a joint shared commuter shuttle bus stop with Muni at 30th and Mission streets. In a two hour window between 7am and 9am, there are 60 commuter buses. Muni staff has said that they are going to divert 20% of those buses to new joint shared stop. That indicates there is a proliferation and no cap of the amount of commuter buses in the city. It's time to bring back the hub study or some other alternative. Local decisions for expansion two counties away are having an impact on the neighborhoods in San Francisco.

REGULAR CALENDAR

7. Presentation, discussion, and possible action regarding the Muni Etiquette Campaign.
(Kristin Smith, Marketing Manager. Explanatory Documents include a slide presentation.)

Kristin Smith presented the item.

PUBLIC COMMENT:

Edward Mason inquired if there are trademark infringements with the song title usage. He asked if other transit agencies are doing anything similar. He inquired how success is measured. Santa Clara Valley Transportation Authority has a program where they go out to schools and show the children how to ride the system. Etiquette is very important. He asked if this will be incorporated into the rubber tire fleet. There is a need. He asked what the entire etiquette campaign cost.

OCSC Motion 180213.01

The SFMTA CAC recommends continuing and expanding the Muni etiquette campaign.

On motion to approve:

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

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

Joan Downey inquired how many seats are on the new LRV trains in comparison to the old LRV trains.

Mark Ballew asked what the time impact will be on the bus lines that use the 30th and Mission Street stop by sharing the stop with commuter shuttles.

Mark Ballew inquired how it is determined where shared stops will be placed and how does Muni measure impact of commuter shuttles when adding or taking away stops.

Joan Downey inquired of Proof of Payment (POP) officers give citations for riders putting their feet on the seats, taking up seats with their bags, and other unfavorable rider behaviors. If so, she would like to know the number of citations given for those behaviors in 2017.

Joan Downey asked if there are rules for rider behavior spelled out anywhere and if so, what are they and where can she find them.

ADJOURN- The meeting was adjourned at 4:16 p.m.

Submitted by:



Keka Robinson-Luqman
SFMTA CAC – Secretary

Next regular meeting: Tuesday, April 10th at 3:30 p.m.
1 South Van Ness Avenue, 7th Floor, Noe Valley Conference Room #7075