



SAN FRANCISCO  
MUNICIPAL TRANSPORTATION AGENCY  
CITIZENS' ADVISORY COUNCIL

ADMINISTRATION, OPERATIONS, AND CUSTOMER SERVICE COMMITTEE

MINUTES

Thursday, September 17, 2020

**WATCH:** (link can be found online at <https://www.sfmta.com/calendar/administration-operations-and-customer-service-committee-aocsc-regular-meeting-september-17>)

**PUBLIC COMMENT CALL-IN:** (415) 646-2800 | Conference ID: 681238

REGULAR MEETING  
4 P.M.

COMMITTEE MEMBERS

Aaron Leifer, Chair  
John Lisovsky  
Daniel Murphy  
Karim Salgado  
Sue Vaughan

COUNCIL LIAISON  
Roberta Boomer

COUNCIL SECRETARY  
Keka Robinson-Luqman

Due to the COVID-19 health emergency and to protect our Council Members, SFMTA staff, and members of the public, the SFMTA Meeting Room (Noe Valley Conference Room) is closed.

**Members of the public are encouraged to participate remotely. If you want to ensure your comment on any item on the agenda is received by the Council in advance of the meeting, please send an email to [CAC@sfmta.com](mailto:CAC@sfmta.com) by 5pm on Wednesday, September 16<sup>th</sup>, or call (415) 646-2388.**

## ORDER OF BUSINESS

### 1. Call to Order

Chair Leifer called the meeting to order at 4:00 p.m.

### 2. Roll Call

AOCSC members present at Roll Call: Aaron Leifer, John Lisovsky, Daniel Murphy, and Karim Salgado

AOCSC members absent at Roll Call: Sue Vaughan

AOCSC members absent: (without notification)

CAC members present: Neil Ballard and

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

No announcement was made.

### 4. Approval of Minutes

PUBLIC COMMENT:

No public comment.

On motion to approve the minutes of August 13, 2019 (OCSC):

ADOPTED: AYES – Aaron Leifer, John Lisovsky, Daniel Murphy, and Karim Salgado

ABSENT – Sue Vaughan

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

Chair Leifer offered remarks of welcome. He stated that he looks forward to spirited presentations and debates.

### 6. Public Comment

Edward Mason expressed a need for Muni signage consistency at the Daly City Bart Station. He had difficulty finding where the 14R bus stop was. There is difficulty in wayfinding and signage. The signage should become current. He experienced the change of the J Church routing at Market and Church streets.

David Pilpel asked what the status is of basic system signage and how does the current temporary signage during the virus emergency relate to the basic signage, so the SFMTA is providing as current and useful information as possible. Staff should make sure current appropriate signage is at Church and Market, Church and Duboce, and Daly City Bart.

## REGULAR CALENDAR

7. Presentation, discussion, and possible action regarding public outreach during the pandemic. (Deanna DeSedas, Interim Director, Communications, Marketing, & Outreach. Explanatory documents include a slide presentation.)

Lulu Feliciano, Manager, Public Outreach and Engagement, presented the item.

### PUBLIC COMMENT:

Written 150-Word Public Testimony by David Pilpel for Minutes of SFMTA Administration, Operations, and Customer Service Committee Regular Meeting September 17, 2020: Agenda Item 7, Public Outreach During the Pandemic comments:

1. The MTA Board and staff claim to support POETS, it's not clear to me what's changed.
2. I make many comments and suggestions, most of which seem to be ignored, leading to frustration.
3. For example, I've asked for mailed notices for all MTA projects. That still doesn't happen.
4. Project managers and communications staff change; contacts and knowledge may not get transferred.
5. Not everyone has access to technology or email; people may have other types of constraints as well.
6. If staff wants fewer appeals, they can be more proactive in engaging me early in the process.
7. Try not to compete at the same time, like the Bayview Quick Build Open House happening now.
8. For virtual outreach, website updates should be clear, with comments posted and responded to.
9. Someone should tell the larger story and connect projects. Adrienne Heim call is a good example.

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

Daniel Murphy asked if the bus stop signage improvement plan includes the 14R at Daly City Bart.

Sue Vaughan stated that the SFMTA has posted signs on poles on Slow Streets with ways that people can give electronic feedback on the Slow Streets program. She asked how many people have responded and what the SFMTA analysis is of that feedback.

Daniel Murphy asked if text message updates for the rail lines are still going out to subscribers for the corresponding substitute bus lines.

### PUBLIC COMMENT:

David Pilpel stated he had no further suggestions. He congratulated Chair Leifer on chairing his first meeting.

Edward Mason stated that 511 NextBus is not functioning for the J Church line.

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

Submitted by:

A handwritten signature in black ink, appearing to read 'KARobinson-Luqman'.

Keka Robinson-Luqman  
SFMTA CAC – Secretary

Next regular meeting: Thursday, November 19<sup>th</sup> at 4 p.m. | Online via Microsoft Teams