

SAN FRANCISCO
MUNICIPAL TRANSPORTATION AGENCY
BOARD OF DIRECTORS
POLICY AND GOVERNANCE COMMITTEE

MINUTES

Friday, July 19, 2013
1 South Van Ness Ave. 7th Floor
Union Square Conference Room

REGULAR MEETING
9:00 A.M.

COMMITTEE
Jerry Lee, Chairman
Cheryl Brinkman
Joél Ramos

Edward D. Reiskin
DIRECTOR OF TRANSPORTATION

Roberta Boomer
BOARD SECRETARY

ORDER OF BUSINESS

1. Call to Order

The meeting was called to order by Chairman Lee at 9:01 a.m.

2. Roll Call

Present: Cheryl Brinkman
Jerry Lee
Joél Ramos

3. Approval of Minutes

On motion to approve the minutes of the June 21, 2013 Regular Meeting: unanimously approved.

4. Public Comment

None.

5. Presentation, discussion and possible action regarding key metrics and actions for SFMTA Strategic Plan Goal 1: Create a safer transportation experience for everyone. (Explanatory documents include a report.)

Ed Reiskin, Director of Transportation, presented the monthly Strategic Plan report.

- Safety Report

No public comment.

6. Presentation, discussion and possible action regarding key metrics and actions for SFMTA Strategic Plan Goal 2: Make transit, walking, bicycling, taxi, ridesharing and carsharing the most attractive and preferred means of travel. (Explanatory documents include a report.)

- Operations Report

Chairman Lee inquired about the number of private vehicles currently using the transit only lane.

- Private Commuter Shuttles policy

Carli Paine, Transportation Demand Management Project Manager, presented the report.

PUBLIC COMMENT:

Adrian Cover, Bay Area Council, stated that he represented several shuttle providers. The issues are exceedingly complex and involve over 35,000 residents and employers. He thanked staff for including the shuttle community in the process. The definition of cost recovery needs to be defined. He inquired about implementation phasing and suggested accommodating commute patterns.

Forrest, Ride Pal, stated that he is pleased to work with the SFMTA. The stop times vary by private shuttles. A static approach doesn't address the need to maximize efficiency. Some of the criteria could hinder private use of stops. Staff should identify stops, extend stop lengths and use GPS to reduce headways.

Edward Mason stated that this isn't a shuttle because it is a long haul on a fixed route and these are private vehicles. The solution is to create an employee bus shuttle within the city to create a property tax. He has observed low occupancy. Median turn lanes on Valencia Street are being used and shuttles do not observe the weight limit on Guerrero. A fee should be appropriate as they are taking up public space. He suggested staff look at VTA.

7. Presentation, discussion and possible action regarding key metrics and actions for SFMTA Strategic Plan Goal 3: Improve the environment and quality of life in San Francisco.
(Explanatory documents include a report.)

- Financial Report

No public comment.

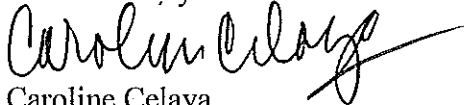
8. Presentation, discussion and possible action regarding key metrics and actions for SFMTA Strategic Plan Goal 4: Create a collaborative environment to support delivery of outstanding service. (Explanatory documents include a report.)

PUBLIC COMMENT:

Edward Mason stated that the SFMTA needs to recognize more operators. He suggested the SFMTA publicize the "Muni man of the month" and post pictures of the awardees.

ADJOURN – The meeting adjourned at 11:02 a.m.

Submitted by:



Caroline Celaya
Assistant Board Secretary