



SFMTA
Municipal
Transportation
Agency

**SAN FRANCISCO
MUNICIPAL TRANSPORTATION AGENCY
BOARD OF DIRECTORS AND
PARKING AUTHORITY COMMISSION**

MINUTES

Tuesday, February 4, 2014
Room 400, City Hall
1 Dr. Carlton B. Goodlett Place

**REGULAR MEETING AND CLOSED SESSION
1 P.M.**

SFMTA BOARD OF DIRECTORS

Tom Nolan, Chairman
Cheryl Brinkman, Vice Chairman
Malcolm Heinicke
Jerry Lee
Joél Ramos
Cristina Rubke

Edward D. Reiskin
DIRECTOR OF TRANSPORTATION

Roberta Boomer
SECRETARY

ORDER OF BUSINESS

1. Call to Order

Chairman Nolan called the meeting to order at 9:00 a.m.

2. Roll Call

Present: Cheryl Brinkman
Malcolm Heinicke – absent at Roll Call
Jerry Lee
Tom Nolan
Joél Ramos
Cristina Rubke – absent at Roll Call

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

Chairman Nolan announced that the ringing of and use of cell phones, pagers and similar sound-producing electronic devices are prohibited at the meeting. He advised that any person responsible for the ringing or use of a cell phone, pager, or other similar sound-producing electronic devices might be removed from the meeting. He also advised that cell phones that are set on “vibrate” cause microphone interference and requested that they be placed in the “off” position.

Director Heinicke arrived.

4. Communications

None.

5. Citizens’ Advisory Council Report

No report.

6. Presentation and discussion regarding key performance indicators and actions for SFMTA Strategic Plan Goals including safety, customer service, modal strategies, operations and finance. (Explanatory documents include a slide presentation.)

Director Rubke arrived.

Ed Reiskin, Director of Transportation, presented the item.

PUBLIC COMMENT:

Bob Planthold discussed the need to have the right stakeholders in place. The survey is a biased demographic and limited to those who have a Clipper card. Transit intensive users, minorities and

people with discount passes weren't part of the survey. Mr. Planthold also discussed enforcement on Church and on Market streets.

Nicole Schneider stated that she was excited about the Market St pilot projects, especially for right and left hand turns. 50% of all pedestrian collisions are due to drivers making left hand turns and failing to yield to pedestrians. Restrictions can help improve pedestrian safety.

Leah Shahum discussed *SFpark*. The SFMTA should stay strong on the program. She expressed frustration with Market Street projects as they seem to be stuck. She suggested that perhaps another agency should take on the next steps if the SFMTA can't move the near term improvements quickly.

7. Presentation and discussion regarding Municipal Railway transit service. (Explanatory documents include a slide presentation.)

John Haley, Director, Transit Services, presented the report.

PUBLIC COMMENT:

Thea Selby said that the improvements were fantastic but this information needs to be provided to the public. She noted the improvement on Church Street with the implementation of the red lanes. She expressed concern about 11 hour shifts and hopes that with these improvements, some of the money can be put towards more service.

Bob Planthold discussed the outreach program and improvements with technology and communication. He noted that meetings during the evening are hard for people with disabilities, families and seniors and suggested that there be some variation as to when meetings are held.

8. Presentation and discussion regarding the SFMTA's Bicycle Strategy. (Explanatory documents include a slide presentation and fact sheet.)

Tim Papandreou, Deputy Director, Sustainable Streets, presented the item.

PUBLIC COMMENT:

Stephanie Kwan stated that cyclists need better lane and signage as these will encourage more families to ride. If the city funds and builds infrastructure for cyclists, more people will ride.

Amy Chen stated that bicycling is important to her. She hears from friends and co-workers that they would ride a bike but they're scared. Anything that the City can do to get people on a bike and make them feel safe is great for roads, congestion, and the environment. For some people transit isn't an option but the City can't handle more cars on the road. If the Bike Plan was funded, it can change the conversation for people who want to ride.

Leah Shahum commended the SFMTA for their goals, data collection and strategy but added that there hadn't been enough follow through with regard to funding, a sense of urgency and implementation. The budget draft document is "business as usual." There is no funding commitment. She expressed frustration that the Strategic Plan goals don't "sync" with the budget. There are no near term changes and no plans to address the areas where people are being hit and injured the most.

Stan Parkford discussed fear for his safety while riding a bike. The streets are increasingly crowded so the SFMTA has to invest in options that will have the highest return, not just socially but environmentally as well. Funding bike infrastructure is the biggest bang for the buck but that funding is "sub-par." The SFMTA should increase funding for cycling infrastructure.

Madeleine Savit stated that Polk St. is emblematic for what is happening in San Francisco. One doesn't jump into advocacy unless one is distraught and frustrated. The City needs to build infrastructure for the future. There are generational differences over the Polk St. changes. The Board needs to have the courage and the strength of conviction to make the changes. Disinformation should be countered with facts. Opposition will erode when people are educated about what is being done and why.

Herbert Weiner wondered whether the SFMTA, as a "Transit First" agency was giving transit top priority.

Henry Pan expressed hope that the Board will support additional funding for bicycle infrastructure. It is no longer feasible to add cars or overburden Muni. Muni can't accommodate more riders.

Chairman Nolan requested Items 9 and 10 be called together.

9. Presentation and discussion regarding the SFMTA's Pedestrian Strategy and the WalkFirst Capital Improvement Program. (Explanatory documents include a slide presentation.)

Seleta Reynolds, Section Leader, Sustainable Streets presented the item

10. Adopting a vision to reduce traffic fatalities in San Francisco to zero by the year 2024; supporting the creation of a "crisis intervention" team in collaboration with other city agencies, which would be tasked with analyzing data to determine the highest rate, number and/or severity of traffic collisions; supporting the implementation of at least 24 pedestrian and/or cyclist safety near-term projects over the next two years at locations established by the WalkFirst project and through analysis of the highest rate of traffic collisions involving bicyclists, and supporting the work of the "Large Vehicles and Safer Streets Working Group" to create a mandatory driver safety curriculum to increase the safety of efficient goods and commuter movement by all large vehicles with the goal of implementing this training program by 2015. (Explanatory documents include a staff report and resolution.)

Jerry Robbins, Director, Sustainable Streets, presented the item.

PUBLIC COMMENT:

Members of the public expressing support: Nicole Schneider Thomas McDonald, Priya Sawhney, Sunny Anguilo, Andrew Sun, and Madeline Savit

Members of the public expressing neither support nor opposition: Bob Planthold, Herbert Weiner and Amy Chen

RESOLUTION 14-024

On motion to approve:

ADOPTED: AYES – Brinkman, Heinicke, Lee Nolan, Ramos and Rubke

11. Presentation and discussion regarding taxicab regulation including electronic taxi access, enforcement and medallion issuance. (Explanatory documents include a slide presentation.)

Christiane Hayashi, Director, Taxis and Accessible Services, presented the item.

PUBLIC COMMENT:

Greg Cochran stated that Desoto cab would like to support the ETA system but adding another layer of technology will slow it down. They already have Flywheel. Dispatch data is proprietary and he expressed hope that it will stay that way.

Tony Swei stated that Flywheel is serving over 1000 rides per day. Flywheel has brought smart phone technology to the taxi industry. He urged the SFMTA to define the goals of the ETA system regarding customer satisfaction. Adding layers can mean significant technological hurdles to ensure that customers get a quick response, which can impact a taxi driver's response to customer.

Mark Gruberg stated that he likes Flywheel and expressed hope that it expands to the entire taxi system. Most of the public doesn't know that taxis have the same technology as companies like Lyft and Uber. He stated that he understands the desire to put more cabs on the street but he urged the SFMTA to be cautious. Taxi companies can't fill shifts so until the industry can absorb what they have now, the SFMTA shouldn't push more out onto the street. There should be a cap on medallion lease fees. The new world of "apps" is leveling the playing field. Traditional dispatch isn't as important any longer.

Keith Raskin stated that he's not hearing about centralized dispatch. He would like to see a branded taxi "app" for customers who want a San Francisco taxi. Right now, people don't have a clue about the difference between a cab and a regular car. The power of having every cab on one system would be powerful. Now it's chaotic for passengers, drivers and taxi companies.

Charles Rathbone stated that taxi companies are apprehensive about the ETA system. It's complex both technically and conceptually. It's not easy to understand despite considerable efforts to explain. There is a lot of misunderstanding and there is much to be gained by further communication with the industry to allay concerns about what it will do, how it will unfold and what the expectations are. A solution isn't too far away.

12. Presentation and discussion regarding the SFMTA's FY15 and FY16 Capital and Operating budgets. (Explanatory documents include a slide presentation.)

Sonali Bose, Director, Finance and Information, presented the item.

PUBLIC COMMENT:

Morgan Fitzgibbons asked the Board to increase funding bicycle and pedestrian projects. It looks like there is .5% funding for bikes and pedestrians. Bicycle funding is the most cost effective improvement that can be made. Anyone who rides a bike, isn't on Muni, isn't driving, parking or adding to congestion. He expressed hope that the funding can meet the goals that the Board has set especially given the challenges that the City is facing.

Madeleine Savit suggested that the SFMTA make liberal use of taxi stands in corridors such as Polk Street. At the very least, there should be part-time taxi stands where people can wait so space is freed up for parking.

Marcia Weisbrot stated that cycling is a great way to get around the City; it benefits the environment and contributes to less crowding on Muni. Cycling is empowering and it's important to empower people.

Thea Selby stated that she is glad to see that budget is increasing but is disheartened that revenue increases are coming from fares and riders. The vehicle license fee can be used for both operating and capital funds so it's a good way to raise revenues. The current budget doesn't include labor increases or service increases. Those will need additional revenue.

Elias Zamaria stated that he would like to see more than .5% of the budget allocated towards bicycle improvements. If the SMTA wants to get near to 20% by 2020, it has to do better than what is being done now. He added that he's not sure if discontinuing meters on Sundays is a good idea. It will encourage more people to drive, circle, and will result in more emissions. He questioned why revenue has to come from bus riders rather than parking. He would like to see a real effort to discourage people from driving.

Cyndi Bakir requested that funding for bicycling infrastructure be prioritized. Muni and car sharing help support cycling. Cycling encourages fitness. Tourists rent bikes. Cycling is here whether the SFMTA builds infrastructure or not. Safety is the greatest barrier. She urged more investment in cycling infrastructure including the full build out of Bike Strategy.

Leah Shahum urged the SFMTA to put the same attention on street safety as it has for state of good repair efforts.

Herbert Weiner stated that he is against raising fares for people riding Muni.

Director Lee requested an evaluation of the effect of Sunday meter enforcement in different parts of San Francisco.

Director Rubke requested information regarding accessible capital projects.

13. Public Comment

None.

ADJOURN - The meeting was adjourned at 3:42 p.m.

A tape of the meeting is on file in the office of the Secretary to the San Francisco Municipal Transportation Agency Board of Directors.

Roberta Boomer
Board Secretary

The Ethics Commission of the City and County of San Francisco has asked us to remind individuals and entities that influence or attempt to influence local legislative or administrative action may be required by the San Francisco Lobbyist Ordinance [S.F. Campaign and Governmental Conduct Code section 2.100 et seq.] to register and report lobbying activity. For more information about the Lobbyist Ordinance, please contact the Ethics Commission at 415.581.2300; fax: 415.581.2317; 25 Van Ness Avenue, Suite 220, SF, CA 94102-6027 or the web site: sfgov.org/ethics.

California Environmental Quality Act (CEQA) Appeal Rights under S.F. Admin. Code Chapter 31: For identified Approval Actions, the Planning Department or the SFMTA has issued a CEQA exemption determination or negative declaration, which may be viewed online at the Planning Department's website. Following approval of the item by the SFMTA Board, the CEQA determination is subject to appeal within the time frame specified in S.F. Administrative Code Section 31.16 which is typically within 30 calendar days. For information on filing a CEQA appeal, contact the Clerk of the Board of Supervisors at City Hall, 1 Dr. Carlton B. Goodlett Place, Room 244, San Francisco, CA 94102, or call (415) 554-5184. Under CEQA, in a later court challenge, a litigant may be limited to raising only those issues previously raised at a hearing on the project or submitted in writing to the City prior to or at such hearing, or as part of the appeal hearing process on the CEQA decision.