

**SITE: Bank of America Building (So. Van Ness @ Market)
One South Van Ness Avenue, 7th Floor
Union Square Conference Room, Room 7080**

Please turn off all cell phones for the duration of the meeting. Thank you.

Minutes: May 15, 2014, 1 to 3 p.m.

Members Present:

Heidi Seretan, Miro Kielbus, Roland Wong, Randall Glock, jakkee bryson, Les Clark, Jean M. Green, Kevin Lee, David Longa, Bruce Morgan, Marty Smith, DeMian Williams, Daniel Catalan, Byron Yan

Members Absent:

Vernon Smith*, Ed Evans*

*Excused

Guests:

Kate Mazzy, Lily Marshall-Flicker, Jen, Justin Hamada

Approval of Agenda and Minutes

A Motion was made and seconded to approve the minutes and agenda as written. **Motion carried.**

Public Comment

There was no public comment.

Announcements

Muni has reconfigured the interior seating for one of its Light Rail Vehicles. This vehicle has fewer seats, but wider aisles. We are seeking your input on how you like this – Please check it out. It will be running on the N Judah and L Taraval Lines.

If MAAC Members are interested, we may be able to purchase some T-Shirts with the Muni Logo on them. If you are interested in getting a shirt, please contact Matt West at 701-4439.

There is a small possibility that the paratransit drivers may go on strike. If this does happen, there is a plan in place and people will still be able to get paratransit services. We will keep you updated as events unfold.

The Mayor's Disability Council is holding a meeting on the new BART Cars. All are encouraged to attend:

Mayor's Disability Council
Friday, May 16th, 1pm – 4pm
City Hall, Room 400

Presentations:

Please hold all questions until after each presentation

1. SFMTA Transportation Bond

Neal Patel, Project Liaison, Livable Streets
neal.patel@sfmta.com | 415.701.5485

Mr. Patel provided information on the SFMTA's 2030 Bond, which will be placed on the November ballot. He highlighted that the SFMTA has many infrastructure issues which need to be addressed. There is not a lot of State or Federal Money for these types of projects. As a result, a

recent mayoral task force on transportation recommended this bond measure to fill the gap.

It costs \$6.3 billion to do all of the infrastructure investments the SFMTA wishes to do. This bond will raise \$500 million of that. In addition, there are plans to restore the vehicle license fee to its historic level of 2%, and to place language into the city charter stipulating that new revenue from these two projects be used to fund transportation projects, such as safer street, better transit and better roads.

Money from these proposals would be used for accessibility improvements. Up to 1,000 curb ramps could be constructed annually. New Elevators, APS, the construction of Key Stops, and the procurement of low floor buses would all be funded through these measures.

Mr. Smith stated that one untapped potential source of funding is to license bicycles and have that revenue go towards transportation improvements.

Mr. Patel stated that the SFMTA did look at this and came to the conclusion that it would actually lose money.

Mr. Smith stated that he thought that was an odd conclusion to come to as he remembers that as a child you had to license your bike in San Francisco and the money was used to help fund projects in San Francisco.

Mr. Wong asked when the Mayor's Task Force met, and if it is still possible to participate?

Mr. Patel stated that the task force concluded on 2013.

Mr. Kielbus wanted clarification as to what the money would be spent on.

Mr. Patel said that, if approved, the money would go to both DPW and SFMTA, and would be used by DPW for curb ramps and by SFMTA for safe streets and transit.

Mr. Yan asked if any money would be used for access on Market Street.

Mr. Patel stated that it would not – Improvements to Market Street are covered by the Better Market Streets Plan.

Ms. Bryson asked if any money would be used for access on Market Street.

Mr. Patel stated that it would not – Improvements to Market Street are covered by the Better Market Streets Plan.

2. SFMTA Decal Project

Kathleen Phu, SFMTA Transportation Demand Mgt.
kathleen.phu@sfmta.com | 415.701.4332

Shanna Hurley, SFMTA Marketing and Communications
shanna.hurley@sfmta.com | 415.701.4393

Ms. Hurley briefed the MAAC on a new decal project which is looking at redesigning and simplifying the decals used on Muni buses. The goal of this project is to reduce the overall number of decals on each bus and to standardize the messaging.

Mr. Williams stated that pictures are very helpful.

Mr. Longa stated that it would be good to have text stating what each picture means placed on each decal, or perhaps on a take one flyer.

Ms. Seretan stated that she prefers plain text, and not ALL CAPS.

Ms. Green lamented that it is a given that no one will read, or adhere, to these. She also believes that the priority boarding decal needs to be more aggressive.

Mr. Glock likes these – ALL CAPS should be used on the exterior for the priority boarding sign.

Ms. Seretan asked if we could enlarge the exterior decal.

Mr. Kilebus was happy that the SFMTA was finally stepping into the 20th century! Color wise he thought that red and green may be problematic due to color blindness. Also he suggested pairing shapes with specific tasks – Perhaps Octagons for “Stop doing this”, triangles for “Caution”, etc.

Ms. Bryson stated that ALL CAPS should be used on the exterior decals.

Mr. Smith suggested an additional decal stating in bold red lettering, “Watch for Peds. before Passing”

Ms. Hurley continued in her presentation, focusing on decal placement.

Mr. Kielbus stated that he liked the placement. The “Move to the Rear” decal in Germany is quite nice.

Ms. Green asked what the need was for the “Exit through Rear Door” Decal.

Mr. Kielbus stated that these should be placed at eye level.

Mr. Longa said that decals should be kept off of the windows. Also, operators often are the enforcers on the bus – Instead of more decals we should make operators enforce the rules.

Mr. Morgan asked if we could place an exclamation point on the Priority Boarding Sign.

Mr. Williams he didn't like using ALL CAPS.

Mr. Lee asked how blind people will read the decals.

Ms. Mazzy stated that the operator is often a valuable resource for visually impaired people as decals are not too useful to them.

Mr. Glock likes the pictogram; they do need to be explained though.

Mr. Kielbus suggested adding what each pictogram means to the Muni Passport – For tourists.

Seating Design Issue

3. Seating in the securement section

Proposal to disable the forward facing seats
Located in many Muni securement areas

Due to safety concerns the first row of forward facing seats on many Muni buses will be disabled, and will be permanently locked in the “up” position.

4. MAAC Membership/Officer Nominations

Members were nominated to run for office. Election will be held in June.

For Chair:

Heidi Seretan, Kevin Lee

For Vice Chair:

Kevin Lee, Randall Glock

For Secretary:

Daniel Catalan

For Liaison(s):

Randall Glock, Dave Longa, Bruce Morgan, Byron Yan

5. New Business

- New member appointment

Ms. Katy Mazzy is appointed to a two year membership on the SFMTA MAAC.

- Motion to change time of MAAC Meeting

A motion was made by Ms. Seretan to make a change to the bylaws and move the meeting time from 1 – 3pm to 2 – 4pm.

Several members expressed reservation at moving the time of the meeting.

Ms. Seretan amended the motion to ask member to discuss this idea at the next SFMTA MAAC meeting.

The motion was seconded by Mr. Glock.

Motion Carried.

7 Ayes: Ms. Seretan, Mr. Williams, Mr. Catalan, Ms. Mazzy, Mr. Glock, Mr. Kilebus, Ms. Green.

5 Neas: Mr. Longa, Mr. Wong, Mr. Yan, Mr. Morgan, Mr. Lee

6. Adjourn

The next MAAC Meeting is on June 19th.

