



**CITIZENS ADVISORY COMMITTEE
and
2000 MEASURE A WATCHDOG COMMITTEE**

Wednesday, November 8, 2006

MINUTES

1. CALL TO ORDER

The Regular Meeting of the Citizens Advisory Committee (CAC) was called to order at 4:35 p.m. by Chairperson Schulter in Conference Room B-104, Valley Transportation Authority (VTA), 3331 North First Street, San Jose, California.

ROLL CALL

Members Present

Don Burnett
Ellen Fletcher
Ray Hashimoto
Roberta Hughan
Robert Jacobvitz
Gaye Morando
Margaret Okuzumi

Members Present

Charlotte Powers
Sally Probst
Connie Rogers
Martin Schulter, Chairperson
Laura Stuchinsky
Noel Tebo

Members Absent

Stephen Blaylock, Vice Chairperson
Chris Elias

Members Absent

Luis Mendez
Irene Hsu

A quorum was present.

Chairperson Schulter noted the Orders of the Day, stating that Agenda Item #8., Staff proposal to advance the 2000 Measure A Projects, will be heard after Agenda Item #12., 2000 Measure A Annual Audits and Revenue Summary.

At the request of some Committee Members, Agenda Item #7., Community Design and Transportation Program Capital Grants was moved from CAC Consent Agenda to CAC Regular Agenda.

2. PUBLIC PRESENTATIONS

There were no Public Presentations.

3. **Committee Staff Report**

Jim Lawson, Government Affairs Manager and Staff Liaison, reported the following:

- VTA and the City of San Jose jointly sponsored the Caltrain Joint Powers Board Meeting last Thursday.
- VTA overall Ridership for the month of September increased 10 percent with approximately 150,000 overall boardings on an average weekday.
- VTA's River Oaks Bicycle and Pedestrian Bridge Project was awarded the American Society of Civil Engineers Outstanding Small Project of the Year for 2006.
- The Palo Alto Transit Center Project is the recipient of the California Construction Magazine's "Best of 2006" award.
- The completion of the Route 152/156 Project will be delayed for a month or two due to a disagreement with the Federal Highway Administration (FHWA). Supervisor and VTA Board Member Gage is involved in resolving the issue and the Committee will be apprised of the developments.
- The BART Warm Springs Extension Project received a Record of Decision from the Federal Transit Administration (FTA). This important segment must be constructed to be able to further extend BART to Santa Clara County.

Members Powers and Stuchinsky took their seats at 4:42 p.m.

4. **Chairperson's Report**

Chairperson Schuller reported that as discussed last month, he is continuing to set up the discussion about improving communication with other Advisory Committee Chairpersons. He advised the Committee that the No Smoking Policy recommendation is moving forward. He noted that a copy of the memorandum is being distributed by staff.

Mr. Lawson reported that the No Smoking Policy will be forwarded to the Administration and Finance Committee next week and is anticipated to be approved by the Board of Directors at the December 14, 2006 Regular Meeting. He noted that upon approval, staff plans to have a press release and include it in the VTA literature. Mr. Lawson thanked the CAC for their work on the No Smoking Policy.

The Committee thanked Member Fletcher for suggesting a No Smoking Policy.

Chairperson Schuller encouraged CAC Members to attend the December 14, 2006 Board of Directors Regular Meeting to show support to the No Smoking Policy.

Member Tebo took his seat at 4:43 p.m.

**BUSINESS REFERRED TO COMMITTEE BY THE BOARD OF DIRECTORS/
GENERAL MANAGER**

**COMBINED CAC AND 2000 MEASURE A WATCHDOG COMMITTEE CONSENT
AGENDAS**

5. Minutes of October 11, 2006

M/S/C (Powers/Hashimoto) to approve the Minutes of September 13, 2006.

6. Proactive CMP Reviewed and Approved Projects Quarterly Status Report July through September 2006

M/S/C (Powers/Hashimoto) to review Proactive CMP Reviewed and Approved Projects Quarterly Status Report July through September 2006.

7. (Removed from the Consent Agenda and placed on the Regular Agenda.)

Review and recommend that the VTA Board of Directors approve the project list to program \$5,843,440 in Community Design & Transportation Program Capital Grants.

CITIZENS ADVISORY COMMITTEE REGULAR AGENDA

7. Community Design & Transportation Program Capital Grants

Upon inquiry of Member Fletcher, John Sighamony, Transportation Planner, clarified that “bike only” projects were not included as the intent of the Program is for projects with bike and pedestrian components.

Member Rogers inquired if projects that fell below the 50-point cut-off line could reapply after the project has been improved.

Mr. Sighamony noted that the Scoring Committee established the 50-point cut-off line. He noted that cities could work to improve their projects and then re-apply. The Scoring Committee will review the criteria once more to ensure that application process is easier.

M/S/C (Rogers/Probst) to review and recommend that the VTA Board of Directors approve the project list to program \$5,843,440 in Community Design & Transportation Program Capital Grants.

The Agenda was taken out of order.

NOTE: M/S/C MEANS MOTION SECONDED AND CARRIED AND, UNLESS OTHERWISE INDICATED, THE MOTION PASSED UNANIMOUSLY.

9. Election Process for Advisory Committee Chairperson and Vice Chairperson

Stephen Flynn, Sr. Management Analyst, provided a brief background noting that the Chair and Vice Chair serve a one-year term, current Chair and Vice Chair are eligible for re-election. It is a three-step process wherein a Nominating Committee is appointed, followed by a Nominating Committee report, and election is held on January of each year. The Nominating Committee's purpose is to determine who is interested to serve as Chair and Vice Chair.

M/S/C (Tebo/Powers) to appoint Members Hashimoto, Probst, and Stuchinsky as the Nominating Subcommittee to identify Committee members interested in serving as the Chairperson and Vice Chairperson for 2007.

10. Market Segmentation Analysis: Mode Choice

Kevin Connolly, Transportation Planning Manager, provided a PowerPoint Presentation entitled "Comprehensive Operations Analysis: Market Analysis Results." He reviewed the market segments discussed at last month's meeting and noted that the presentation today will focus on how to locate those segments and how to competitively position transit versus the automobile, the travel markets, and how VTA could better address those travel needs by transit. All of this information will be incorporated into the COA to produce better transit products.

Mr. Connolly reviewed the surveys that were conducted, the six Santa Clara County Customer Segments (Transit Trippers, Mellow Movers, LINKs & MINKs, Boomers & Blazers, Young & Restless, and Movers & Shakers), size of each segments, characteristics and geographic representation of each segment.

The next phase, Transit Competitiveness Factor (TCF), is the analysis that combines Transit Planning Factors with Market Segmentation Research to identify geographical areas in the County that are amenable to transit service. There are three overriding factors that make transit competitive: Transportation Land Use Factors, Customer Types, and Trip Purposes.

Member Okuzumi took her seat at 5:05 p.m.

Mr. Connolly presented a map of the County that highlights the areas with high TCF's origins and destinations. Mr. Connolly explained the connection of the TCF to the COA and stated that the High TCF location is a high potential for transit ridership, and therefore a candidate location for transit investment. The low TCF, on the other hand, is a low potential for transit ridership, and therefore a candidate location for transit disinvestment. The High TCF areas transit service could be designed to have convenient stops at origin and destination and operates outside of congestion. It could also be designed based on the customer segments or purpose of trips.

The next steps include redefining and adjusting the market analysis as necessary, developing information to support the COA, and incorporation of data into software called the Transit Service Planning Tool. The Transit Service Planning Tool will apply the results of market segmentation research that stores existing mode shares, matches markets with transit service, segments markets geographically, inputs service scenarios, and outputs ridership.

Upon inquiry of Member Powers, Mr. Connolly stated that there is close coordination with the local agencies so that this information could be used by cities.

Member Probst commented that there should be special fare consideration for the lower income groups and added that farebox recovery should not be so important when it comes to the two lower income groups.

Member Stuchinsky referred to Member Probst's comments and noted that it would be helpful if there is a way to identify who cannot afford to pay the full fare and identify another source of funding that will subsidize the fare for those people. She noted that this way, transit service is provided to low income and the transit agency's financial survival is not adversely affected.

Member Burnett commented that what has been presented is a powerful tool. Member Tebo commented that the process is fascinating as it gives VTA real tools to capture the bigger market.

Member Probst noted that there is another segment that is not included, which is the people who use day passes to get out of the cold. She noted that it is a very important service.

Mr. Connolly stated that those people Member Probst mentioned were surveyed in the On-Board Survey.

On order of Chairperson Schulter, there being no objection, the Committee received a presentation on the Market Segmentation Analysis: Mode Choice.

11. Draft Service Design Guidelines

Pamela Vasudeva, Transportation Planner, provided a presentation entitled "Service Design Guidelines Recommendations." She discussed the overview of the Transit Sustainability Policy (TSP) that include Menu of Transit Choices, Peer Review, Existing Conditions Report, Core Principles, Service Design Guidelines and Standards.

Member Stuchinsky left the meeting at 5:30 p.m.

The Menu of Transit Choices includes technologies and mode application. Peer review includes the lessons learned from other regions of the country that have similar land uses as Santa Clara County. Peer review also includes industry performance that compares VTA with Industry Standards.

Existing Conditions Report includes the Plans & Policies, Case Studies on how the stations and lines are performing, and Transit System. Overall, local agencies in Santa Clara County are motivated to build ridership. The Case Studies showed that VTA is making progress but there is more work that needs to be done to build up land-use around station areas and integrate station areas with the land-use to ensure better transit connections. Ms. Vasuveda presented a map highlighting areas of Transit Competitiveness.

In summary, the Existing Conditions Process revealed that VTA's transit network performs below peer agencies in North America; other agencies have seen a relationship between high density development and transit ridership; VTA and local agencies are creating policies that encourage high density, transit friendly communities around station areas; attention to urban planning and design is needed around transit stations and; there are many transit friendly corridors where a mix of urban planning and the right transit improvements would encourage transit ridership.

Ms. Vasudeva noted that the Service Design Guidelines is made up of two parts: Service Guidelines and Ridership Standards. The goals of the Service Design Guidelines are to: create service standards that will increase transit ridership; develop a process for planning and implementing transit service in Santa Clara County, and; match appropriate service option to the community it will serve.

The Ridership Standards are based on peer review, existing service performance, and Service Management Plan. The proposed standard is average passengers per revenue hour by mode. Ms. Vasudeva noted that VTA currently has one Bus Rapid Transit (BRT) route and added that a methodology will be provided for evaluating potential BRT routes. She also presented a matrix of transit modes with proposed boardings per station and proposed passengers per route mile. Ms. Vasudeva noted that the benefits of the ridership standards include: improvement of overall system performance, improvement of line performance, and enhancement of services that are performing above standard.

The Service Design Guidelines will be presented next month and it will offer design elements to optimize service by mode, including route structure, available technologies, and operation plans. The next steps include Service Design Guidelines and TSP Board adoption in January 2007, COA initial service recommendations in early 2007, Draft COA Service and Operations Plan by April 2007, and Implementation of Phase I service changes in July 2007.

Upon inquiry of Member Okuzumi, Mr. Lawson explained that one of the challenges VTA faces is the fact that Santa Clara County does not have the density that other counties do as it was originally developed as an agricultural and suburban area. Having said that, Mr. Lawson stated that the County is moving towards Transit Oriented Development. Mr. Lawson stated that the standards that are being set will be used as guidelines for judgment to make the community more vital and more transit oriented.

Member Burnett referred to Agenda Item #6., and noted that it is a good practice that VTA reviews the projects and makes recommendations to projects.

Member Hashimoto noted the challenges of high-density development including parking requirements, location, and neighborhood's perception of high-density.

On order of Chairperson Schulter, there being no objection, the Committee reviewed the Draft Service Design Guidelines.

2000 MEASURE A WATCHDOG COMMITTEE REGULAR ITEMS

12. 2000 Measure A Annual Audits and Revenue Summary

Grace Salandanan, Fiscal Resources Manager, reviewed the Independent Auditor's Report and Financial Statements for Year Ended June 30, 2004 and period from inception through June 30, 2003; Independent Auditor's Report and Financial Statements for Years ended June 30, 2005 and 2004, and; 2000 Measure A Program Preliminary Revenue Summary Fiscal Year Ended June 30, 2006. Ms. Salandanan stated that in the previous audits, there were no management letters or audit findings on the Measure A Program.

On order of Chairperson Schulter, there being no objection, the Committee 2000 received the Measure A Annual Audits and Revenue Summary.

8. Staff proposal to advance the 2000 Measure A Projects

Jack Collins, Chief Construction Officer, reviewed the 2000 Measure A Progress, highlighting that VTA has: completed Low floor light rail vehicles purchase, implemented the 522 Bus Rapid Service (BRT) and will begin studying other BRT improvements in the Measure A Corridor; in the second year of the Zero Emission Bus (ZEB) demonstration project; completed final design on half of the Caltrain double tracking to Gilroy; wrapping up preliminary engineering on the BART extension to Silicon Valley; began final design on Capitol Expressway Light Rail to Eastridge; developed and reviewed a draft Measure A Program Cost Report that will be issued on a quarterly basis; working with Subcommittee of the Policy Advisory Committee (PAC) to prepare a list of Caltrain Capital needs priorities, and; re-established the Project Advisory Committee to advise the Board on funding issues, cash flow, potential hold points, and "No New Revenue" scenarios. Mr. Collins enumerated the Measure A related agreements/contracts that will go to the Standing Committees in November 2006 for Board approval in December 2006.

Member Okuzumi inquired if VTA will acquire Union Pacific Railroad (UPRR) right-of-way for Caltrain. Mr. Collins stated that UPRR currently does not want to sell to VTA the right-of-way between Morgan Hill and Gilroy, so any additional slots will require more rent payment.

Member Probst inquired when the BART Extension to Silicon Valley will receive a Record of Decision from FTA. Mr. Collins stated that staff anticipates a Record of Decision from FTA for the BART Extension Project by December 2008.

Member Powers inquired about the “on-time” Caltrain problems. Mr. Collins explained that there are problems due to the bad shape of the tracks. However, he noted that the double tracking will actually improve Caltrain on-time performance.

On order of Chairperson Schulter, there being no objection, the Committee reviewed staff’s proposal to advance the 2000 Measure A Projects.

13. Downtown East Valley Project Status Update

On order of Chairperson Schulter, there being no objection, the Committee deferred the Downtown East Valley Project Status Update.

14. Status of Measure A Audit for FY 2006

Leonard Danna, Vavrinek, Trine, Day & Co., LLP, stated that the Measure A audit is still in process and is going smoothly. He provided a brief background about the Audit Firm.

On order of Chairperson Schulter, there being no objection, the Committee received the Status of Measure A Audit for FY 2006.

COMBINED CAC AND 2000 MEASURE A WATCHDOG COMMITTEE ITEMS

15. CAC Work Plan and 2000 Measure A Watchdog Committee Work Plans

Mr. Lawson suggested that the CAC forms a subcommittee to work on the work plan together with the Committee Chairperson. He encouraged Members to e-mail or inform staff of their suggestions.

On order of Chairperson Schulter, there being no objection, the Committee reviewed the CAC and 2000 Measure A Watchdog Committee Work Plans.

16. Announcements

There were no Announcements.

17. ADJOURNMENT

On order of Chairperson Schulter, there being no objection, the Meeting was adjourned at 6:23 p.m.

Respectfully submitted,

Elaine F. Baltao, Board Assistant
VTA Board of Directors