

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

Wednesday, June 9, 2010

MINUTES

CALL TO ORDER

The Regular Meeting of the Citizens Advisory Committee (CAC) was called to order at 4:32 p.m. by Chairperson Powers, in Conference Room B-104, VTA River Oaks Campus, 3331 North First Street, San José, California.

1. ROLL CALL

Attendee Name	Title	Status
Stephen Blaylock	CAC Member	Present
Clinton Brownley	CAC Member	Present
Bena Chang	CAC Member	Present
Chris Elias	CAC Member	Absent
Ray Hashimoto	CAC Member	Present
Roberta Hughan	CAC Member	Absent
Robert Jacobvitz	CAC Vice Chairperson	Present
Bruce Liedstrand	CAC Member	Present
Gaye Morando	CAC Member	Present
Aaron Morrow	CAC Member	Present
Charlotte Powers	CAC Chairperson	Present
Sally Probst	CAC Member	Present
Connie Rogers	CAC Member	Absent
Martin Schulter	CAC Member	Absent
Noel Tebo	CAC Member	Present
Herman Wadler	CAC Member	Present

A quorum was present.

2. ORDERS OF THE DAY

Chairperson Powers moved the following Agenda Items to the beginning of the Agenda: **Agenda Item #11.** Bus Service to Colleges in Santa Clara County and the Update on Airport Flyer/Route 10.

On order of Chairperson Powers and there being no objection, the Committee accepted the Orders of the Day.

3. PUBLIC PRESENTATIONS

There were no Public Presentations.

4. Committee Staff Report

Greta Helm, Chief External Affairs Officer and Staff Liaison, reported: 1) The Board approved a proposal to place a ballot measure before the voters of Santa Clara County in November 2010 to authorize a \$10 increase in the fees of motor vehicle registration for transportation-related projects and programs; 2) June 17th is “Dump the Pump Day,” a national campaign to raise community awareness regarding money that can be saved utilizing public transit. In its effort to raise awareness, VTA is advertising via Facebook, through its EcoPass Partners, and through its CAC members. The Building Owners and Managers Association (BOMA) is posting information on their website. Chairperson Powers and Vice Chairperson Jacobvitz have agreed to participate in Facebook videos discussing the benefits of public transit; and 3) VTA will be implementing service changes on July 12, 2010.

Update on Airport Flyer/Route 10

Jim Unites, Deputy Director of Service and Operations Planning, provided the staff report in response to a request by the Committee. He stated VTA and the City of San José, through its Airport Department, have a long standing cooperative agreement to provide the Airport Flyer, VTA Bus Route 10, which runs between the Metro Airport Light Rail Station, the Airport, and the Caltrain Station.

Member Tebo arrived at the meeting and took his seat at 4:38 p.m.

Mr. Unites stated the Airport Flyer is currently in good standing, a change in service is not imminent, and the City of San José recently approved a two-year funding agreement through 2012.

Member Wadler arrived at the meeting and took his seat at 4:42 p.m.

The Agenda was taken out of order.

CITIZENS ADVISORY COMMITTEE REGULAR AGENDA

11. Bus Service to Colleges in Santa Clara County

Jim Unites provided the staff report in response to a request from the Committee. He noted the focus of the report would be on community colleges, because Stanford University, University of Santa Clara, and San José State University (SJSU) all have extensive transit options. He reported: 1) Through a 2008 survey, 9,500 people at SJSU indicated they utilized VTA to travel to campus; 2) the main late-night routes into the community college campuses will continue in order to accommodate classes ending at 10:00 p.m., with the buses transporting riders out to the main transportation network.

Members of the Committee questioned the satisfaction with ridership levels. Mr. Unites stated there is general satisfaction. VTA’s marketing department is working to attract a

younger demographic. He noted an interest in the ECO Pass Program among the junior colleges, with several exploring the option of joining.

Member Blaylock provided Mr. Unites with Geographic Information System (GIS) maps prepared by Altrans to show shuttle routes to the community colleges, which do not duplicate VTA routes. He noted, although the maps are seven-years old, they give a good representation of where the students are residing. Member Blaylock stated enrollment patterns are fairly stable.

Members of the Committee applauded VTA's efforts and commitment to provide students with a safe ride home.

5. Receive Chairperson's Report

Chairperson Powers stated in her report to the Board she had defined the extensive advertising for the Citizens Watchdog Committee's Public Meeting, which resulted in only one member of the public choosing to speak at the hearing.

Chairperson Powers reported she will continue to attend the San José Diridon Station Joint Powers Advisory Board meetings. The next meeting is scheduled for June 18, 2010. She stated the efforts of the task force will have an important impact on the region.

Chairperson Powers noted the Ad Hoc Financial Recovery Committee Member Report has been moved to Item 13.X. on the Agenda.

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

COMBINED CAC AND 2000 MEASURE A CITIZENS WATCHDOG COMMITTEE CONSENT AGENDAS

6. Minutes of May 12, 2010

M/S/C (Probst/Hashimoto) to approve the Regular Meeting Minutes of May 12, 2010.

7. Bill Position: AB 2516

M/S/C (Probst/Hashimoto) to recommend that the VTA Board of Directors adopt a support position for AB 2516 (Hill), which requires the Department of Housing and Community Development to establish the Accessible Housing Task Force to come up with strategies to increase the amount of housing that is both accessible to the elderly and disabled, and is located near public transit.

8. Monthly Legislative History Matrix

On order of Chairperson Powers and there being no objection, the Committee reviewed the Monthly Legislative History Matrix.

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

9. **Transit Operations Performance Report Q3 FY 2010**

On order of Chairperson Powers and there being no objection, the Committee received the Fiscal Year to Date 2010 Third Quarter Transit Operations Performance Report.

2000 MEASURE A CITIZENS WATCHDOG COMMITTEE REGULAR AGENDA

10. **CWC Annual Report and Publication Strategy**

Stephen Flynn, Senior Management Analyst, discussed the options before the Committee:

1. The content and format of the full report for placement on VTA's website.
2. The content and format of the abbreviated report for publication in local newspapers.
3. A publication strategy for publishing the abbreviated CWC Annual Report in local newspapers to fulfill the Committee's ballot-specified responsibility of informing Santa Clara County residents on how Measure A funds are being spent.
4. Other methods of informing Santa Clara County residents on how Measure A funds are being spent and making the CWC Annual Report available to the public.
5. Authorize the General Manager to expend up to \$15,000 in 2000 Measure A Transit Improvement Program funds to implement the publication strategy.

Vice Chairperson Jacobvitz noted a link to the CWC annual report on the VTA website would be posted on the BOMA website.

Ms. Helm stated the annual reports would be printed on an as need basis. Members of the Committee stated the cost for distributing the report, via all vehicles, should not exceed \$10,000.

Members of the Committee requested that on the list of newspapers in Attachment C the Spanish Weekly Newspaper El Observador replace the staff recommended Spanish Weekly Newspaper La Oferta.

Members of the Committee expressed concern over the fluctuation in publication costs within the staff report. Staff stated printing costs are cheaper after the Fourth of July. Members of the Committee requested staff publish the report after the Fourth of July.

Chairperson Powers directed the Committee to contact Mr. Flynn with their requests for printed copies of the annual report.

Members of the Committee agreed with Ms. Helm's recommendation to have members of the CWC participate in VTA's community outreach meetings.

M/S/C (Morrow/Tebo) to approve Attachment A as the annual report for the Citizen's Watchdog Committee, with the addition that the following statement be added to the report: "CWC members and VTA staff are available to meet with community and civic groups to provide information on Measure A, the CWC's responsibilities, findings and

Annual Report, and to receive input on Measure A. Contact VTA's Speakers Bureau at (408) 321-5965."

M/S/C (Liedstrand/Morrow) to approve Attachment B, for the content and format of the abbreviated report for publication in local newspapers.

M/S/C (Brownley/Probst) to approve 1) recommendation #1 of Attachment C, a publication strategy for publishing the abbreviated report for publication in local newspapers, amended to replace the staff recommended Spanish-language newspaper La Oferta with the Spanish-language newspaper El Observador; 2) recommendation #3 of Attachment C, with a \$2,000 limit for an advertising link on Google; and 3) 500 copies of the full report printed with printing costs not to exceed \$10,000.

CITIZENS ADVISORY COMMITTEE REGULAR AGENDA (continued)

12. Clipper Fare Collection System MOU - Update

Ali Hudda, Deputy Director of Accounting, provided the staff report.

Mr. Hudda acknowledged Member Chang's request that he make a future presentation to members of the Silicon Valley Leadership Group.

Members of the Committee discussed the benefits of VTA's participation in the Clipper Fare Collection System and the value of inter-regional transit cards.

On order of Chairperson Powers and there being no objection, the Committee received an update on the Clipper Fare Collection System MOU.

13. Discussion on Citizens Advisory Committee Stakeholder Representation Subcommittee Report

Member Tebo reported, with the recent inclusion of the Disabled Community position on the CAC filled by a member of the Committee for Transit Accessibility, the subcommittee's recommendation is to change CAC's current Disabled Persons position to a position for Higher Education. He noted Member Schuler, currently holding the Disabled Persons position, is employed by San José State University and would ably fill this position. Vice Chairperson Jacobvitz noted Member Schuler could liaise with other colleges regarding transportation issues.

Chairperson Powers recommended an action item be placed on the August CAC Agenda to replace the Disabled Persons position with that of Higher Education.

Members of the Committee recognized that increasing the size of the Committee would change the Committee's dynamics and agreed that the size of the Committee should remain at the current 17 members.

Members of the Committee noted the importance of receiving input from low-income housing sources and recommended discussions be held with Non-Profit Developers (i.e. Tri-County Apartments, CORE, and Community Housing Developers) as well as other

joint venture groups. Vice Chairperson Jacobvitz and Member Chang will coordinate this effort.

Ms. Helm noted the most effective way to provide information to outside groups is through focus groups and/or speaking engagements. Member Tebo recommended staff contact Committee members to attend meetings in which their interests are being addressed.

On order of Chairperson Powers and there being no objection, the Committee reviewed and discussed the Citizens Advisory Committee Stakeholder Representation Subcommittee Report.

13.X. Joint Labor/Management Task Force of the Ad Hoc Financial Recovery Committee (Ad Hoc FRC)

Members of the Committee expressed concern that the proposed Joint Labor/Management Task Force, to be formed out of the Ad Hoc FRC to determine the final list of VTA service reductions and cuts, does not fully represent all of the Ad Hoc FRC's stakeholders.

Members of the Committee noted stakeholders representing the advisory committees should be present as part of the dialog, because they provide an alternate perspective and represent the interests of the citizens.

Ms. Helm suggested as part of the motion the Committee should determine how this recommendation will be communicated to the Board.

M/S/C (Wadler/Blaylock) Recommend, via a unanimous decision of the Citizens Advisory Committee, that a letter from the Citizens Advisory Committee be issued to VTA Board Chairperson Liccardo, Ad Hoc Financial Recovery Committee Chairperson Gage, VTA General Michael T. Burns, and VTA Board Secretary Sandra Weymouth, stating the Committee's recommendation that the VTA Board of Directors include representation from the Citizens Advisory Committee (CAC) on the proposed Joint Labor/Management Task Force, which is being considered by the Ad Hoc Financial Recovery Committee to advise the Board on strategies for increasing operating revenues, reducing expenditures, and developing budget recommendations for FY11/FY12.

COMBINED CAC AND CITIZENS WATCHDOG COMMITTEE ITEMS OTHER

14. Committee Work Plan

Chairperson Powers recommended that all advisory committees should hold a joint meeting one time per year, in lieu of individual meetings, for a series of staff presentations and/or updates. Chairperson Powers suggested September would be a good month for an annual joint advisory committee meeting.

Members of the Committee suggested potential topics for joint-committee discussions as: 1) Budget guidance – Fiscal Year 12/13 budget; and 2) A Joint Advisory Committee Public Statement touting VTA committee accomplishments.

Greta Helm, Chief External Affairs Officer and Staff Liaison, recommended a discussion on the idea of a joint advisory committee meeting be held with Board Chairperson Liccardo when he meets with the advisory committee chairs and vice chairs.

15. ANNOUNCEMENTS

There were no Announcements.

16. ADJOURNMENT

On order of Chairperson Powers, there being no objection, the meeting was adjourned at 6:36 p.m.

Respectfully submitted,

Susan E. Garcia, Board Assistant
VTA Office of the Board Secretary