



## **POLICY ADVISORY COMMITTEE**

Thursday, October 12, 2006

### **MINUTES**

#### **1. CALL TO ORDER**

The Regular Meeting of the Policy Advisory Committee (PAC) was called to order at 3:03 p.m. by Chairperson Glickman in Conference Room B-104, Valley Transportation Authority (VTA), 3331 North First Street, San Jose, California.

#### **ROLL CALL**

##### **Members Present**

Mark Brodsky  
David Casas  
Dominic Caserta  
Steve Glickman, Chairperson  
Yoriko Kishimoto  
Norman Kline, Vice Chairperson  
Linda J. LeZotte  
Laura Macias  
Christopher Moylan  
Paul Correa, Alternate  
Greg Sellers  
Kris Wang

##### **Representative Cities**

Monte Sereno  
Town of Los Altos  
Santa Clara  
Los Gatos  
Palo Alto  
Saratoga  
San Jose  
Mountain View  
Sunnyvale  
Gilroy  
Morgan Hill  
Cupertino

##### **Members Absent**

Armando Gomez  
Joseph D. Hernandez  
Pete McHugh  
Al Pinheiro

##### **Representative Cities**

Milpitas  
Campbell  
Santa Clara County Board of Supervisors  
Gilroy

**A quorum was present.**

#### **2. Orders of the Day**

There were no Orders of the Day.

3. **Public Presentations**

There were no Public Presentations.

4. **Committee Staff Report**

Jim Lawson, Government Affairs Manager and Staff Liaison, commented that VTA Board of Director Vice Chairperson Dean Chu testified at the Senate Transportation and Housing Committee September 27, 2006 regarding the impact of Proposition 1B to VTA. Vice Chairperson Chu's testimony was very thorough and was well received by the Committee.

Mr. Lawson commented that the additional auxiliary lane on Northbound Highway 17 between Camden and Hamilton Avenues is nearing completion. Due to the contractors equipment malfunctions, the opening was delayed beyond the 5:00 a.m. anticipated time and VTA sincerely regrets the inconvenience it caused to motorists.

Mr. Lawson commented that the second phase of the Route 152 Bridge Widening Project in Gilroy is presently two months ahead of schedule, with the expected completion date of early January 2007. VTA looks forward to having another ribbon cutting event as part of the continuing efforts to improve conditions along Route 152.

Mr. Lawson commented that VTA would not be operating the Sharks Shuttle for this hockey season. Mr. Lawson informed the PAC that Michael T. Burns, VTA General Manager stated that VTA agreed to pay for half of the cost of operation of the shuttle service as has been done in previous years, but the San Jose Sharks Management made a business decision not to renew the agreement and pay for the other half of the operating costs this season. Mr. Lawson noted that VTA provides exemplary service to HP Pavilion with Vasona Light Rail service, and Bus Lines 22 and 522. Mr. Lawson commented that VTA would continue to maintain the offer to pay its share if the Sharks management agrees to pay for the other half of the shuttle service.

Mr. Lawson announced that the Cities of San Jose and Santa Clara hosted the Rock and Roll Half Marathon on Sunday morning, October 8, 2006. Although there were significant impacts to VTA service due to the marathon, VTA succeeded in mitigating service disruptions and implemented regular rail service in less than half an hour.

Mr. Lawson announced that VTA is hosting the American Public Transportation Association (APTA) Annual Conference from October 7 to October 11, 2006. Mr. Lawson noted that 2,000 participants are expected to attend APTA. VTA Board Member Dolly Sandoval represented VTA on the Host Committee together with City of San Jose Mayor Ron Gonzales. Mr. Lawson noted that VTA presented a session on VTA activities and provided a brief video and overview highlighting VTA services and activities for the attendees. Further, Mr. Lawson commented that VTA Board Members, as well as some Advisory Committee Members attended the events and participated in the activities.

Mr. Lawson introduced Evelyn Tran, Senior Assistant Counsel. Ms. Tran distributed a sign up sheet to register PAC members for Ethics Training.

Member Brodsky referred to a past suggestion from the PAC that sound-walls should be decorated with “a touch of whimsy.” Member Brodsky suggested that the new sound wall under construction on Highway 85 could be enhanced with a whimsical touch or artistic facade.

**5. Chairperson’s Report**

Chairperson Glickman reported the RIDE Task Force has finished their work and the Final Report will be presented at the Thursday, October 12, 2006 PAC meeting.

Chairperson Glickman commented that a video highlighting VTA was presented by David Terrazas, Customer Service Manager, at the VTA Board of Directors Regular Meeting Thursday, October 5, 2006. Mr. Glickman summarized the video, stating it was informative, interesting, and very well received by the Board. He requested the video be provided to the PAC at a future meeting.

**6. City Grouping Report.**

Member Moylan commented that the North County City Grouping met and discussed informational data submitted by the Caltrain Subcommittee meeting.

Member Casas commented that the Subcommittee is a very focused group and a great deal of information is received and discussed.

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

**CONSENT**

**7. Minutes of September 14, 2006**

M/S/C (Kline/Brodsky) to approve the Minutes of September 14, 2006 as amended on Page 3 of 11, Paragraph 3 line 9, to remove the apostrophe in the word its.

Member Casas referenced Agenda Item # 8, BART Economics Study from the September 14, 2006 PAC meeting and requested staff provide analysis data compiled by Wilbur Smith Associates relating to the economic forecasts and projections for the BART project to the PAC.

**8. Programmed Projects Quarterly Monitoring Report for July to December 2006**

M/S/C (Kline/Brodsky) to review the Programmed Projects Quarterly Monitoring Report for July to December 2006.

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

## REGULAR

### 9. Strategies for Increasing Ridership

Mark Brodsky, Mayor, City of Monte Sereno and PAC Committee Member, provided a PowerPoint presentation on Strategies for Increasing Ridership for Santa Clara County.

Member Brodsky commented that VTA must rethink old ideas to increase VTA ridership and provided suggestions on “How to create a new transit delivery model in Silicon Valley.” Member Brodsky suggested that more transit riders are needed as soon as possible noting more transit riders equal lower subsidies. Member Brodsky noted that 96.5 percent of residents are not public transit users. Member Brodsky commented that incentives such as time efficient routes, providing attractions to use peoples time better, and comfort out of the weather would be a contributing factor in increasing ridership. Member Brodsky suggested that helping transit users define the service, locate where users congregate, make waiting a more pleasant experience, and facilitate payment and transfers as a seamless processes could lead into the introduction to casual carpooling in the region. Mr. Brodsky noted that casual carpooling is a transit option in other large cities in Northern California and suggested consideration to implement this concept in Santa Clara Valley.

Member Brodsky suggested new VTA Charters include: 1) Transit Charter - Attract more people into every vehicle; 2) Capital Charter – Build infrastructure that enables more people to be moved quickly by every vehicle; and 3) Economic Charter – Develop technology and incentives locally. Member Brodsky suggested introducing node to node connections implementing “My VTA,” personal web pages, commence with cutting edge internet technologies, add electronic tracking for safety, and utilize electronic billing to generate more funds.

Member Brodsky commented that good transportation is the door that opens the door to housing, and new technologies should be implemented in public transportation. Member Brodsky proposed the capital charter to build infrastructure should include: 1) Speedy service for commuters; 2) Comfortable surroundings; and 3) Realization that Silicon Valley is more than San Jose.

Member Brodsky suggested building strategic Transit Oriented Development (TOD) once transit hubs are defined. Member Brodsky added that strategic TOD could precipitate: 1) Shore up ridership; 2) Anchor for city growth; 3) Link BART to HOV net and transit access; 4) Site for increased housing density and services; 5) Create icons defining the capital of Silicon Valley; and 6) Establish principals for additional TODs.

Member Brodsky referenced the Seattle Convention Center built over nine lanes of Washington State Interstate 5 and suggested that as a proposal for Cupertino at Wolfe Roads over California Interstate 280 establishing a new Apple icon. Member Brodsky noted that the airspace is free land with no NIMBY (Not in my back yard), establishing a High Occupancy Vehicles (HOV) network, and include user services such as homes and shopping facilities.

Member Moylan asked if casual carpooling operated anywhere other the San Mateo Bay Bridge. Member Brodsky commented that the success of casual carpooling is dependent on motorist incentives to use HOV lanes.

Member Casas suggested if public transit users were able to plan their travel by logging in routes of travel, time of travel, connections, and Caltrain schedules it would facilitate more efficient travel. Member Casas supported the concept of “My VTA.”

Member Brodsky noted that “more riders equals more money” proposes that a change in the charter and network could provide those benefits.

Member Macias commented that to get motorists out of their vehicles on to public transit the transit service must be fast, convenient, and inexpensive.

Member Sellers commented that the City of Morgan Hill is anxiously awaiting Community Bus service in the community.

Member Wang endorsed the proposal to increase ridership with new technologies and community bus implementation.

Member Kline commented that most users of public transit use it out of necessity. Member Kline noted that surveys show with more HOV lanes traffic and congestion on freeways increase. This is due to the fact that motorists have been encouraged to use freeways. Member Kline commented that the optimal method to increase public transit ridership is to increase density. Member Brodsky noted he endorses strategic density.

Mr. Lawson thanked Member Brodsky for his presentation and stated that VTA continually strives to improve transit services and provide a high level of customer service to the residents of Santa Clara County.

**On Order of Chairperson Glickman**, there being no objection the Committee received the Strategies for Increasing Ridership.

**The Agenda was taken out of order.**

**11. Market Segmentation Analysis**

Kevin Connolly, Transportation Planning Manager, summarized the Comprehensive Operations Analysis (COA), Market Segmentation Phase I. Mr. Connolly commented that VTA staff has been conducting Market Segmentation Analysis since October 2005, as a component of the COA. Mr. Connolly commented that the Market Segmentation Analysis would provide a sophisticated and detailed understanding of Santa Clara County residents’ demand for public transit. Key steps in the study include the collection of demographic and attitudinal data through a telephone survey. Market Segmentation identifies groups of customers or market segments with similarities in characteristics or needs and who are likely to exhibit similar purchase behavior and/or responses in regards to changes in the marketing mix. Mr. Connolly noted that the data collection effort

includes: 1) On-board survey; 2) Customer Preference survey; 3) Operations and Service Data; and 4) Pilot Services Evaluation. Mr. Connolly noted the Market Segmentation Study, Transit sustainability Policy, and the Service Design Guidelines are the current segments in analysis. The next segment in the process is the Comprehensive Operations Analysis, leading to the final products to include: 1) Marketing Strategy; 2) Transit Corridor Expansion Plans; 3) Line 522 Conceptual Engineering; 4) Service Operating Plan; and Passenger Facility Improvements.

Mr. Connolly noted that the Market Segmentation Analysis targets potential public transit users. Mr. Connolly clarified that the Analysis segments the market and identifies the size of the markets. Mr. Connolly commented that understanding traveler attitudes and attitude based survey results contribute to the determination and packaging of transit services.

Mr. Connolly commented that Phase I of the study represents the 819 households in Santa Clara Valley that participated in the survey.

Member Casas asked what was the incentive for the surveyed residents to participate in such a lengthy process. Mr. Connolly replied no incentives were given.

Mr. Connolly reported that the survey indicated various thoughts about public transportation including: 1) Transit takes too long; 2) Riders are willing to transfer if they could walk between transit services; 3) Riders would not mind walking a few minutes to get to and from transit; 4) Riders do not mind if transit runs a little behind schedule; 5) Residents prefer Light Rail rather than bus transit services; and 6) Transportation modes reflect social status.

Chairperson Glickman commented regarding the two distinct groups of transit users, one group that utilizes public transit by choice and the second group that uses public transit out of necessity.

Mr. Connolly commented that the consultants conducting the survey have initiated a process to link neighboring attitude statements and group the connecting vital surveyed factors. The seven key transportation factors were determined to include: 1) Price Sensitivity; 2) Transit Tolerance; 3) Time Sensitivity; 4) Travel Flexibility; 5) Stress Sensitivity; 6) Social Sensitivity; and 7) Pro-Environment.

Mr. Connolly noted that the high transit user demographic group represents households with no vehicles available, lower income, retired, unemployed or employed part-time, high school educated, and English is not the primary language spoken in the household.

Mr. Connolly commented that the low transit user demographic profiles the group maintaining a higher income, employed full-time, highly educated, and married. Mr. Connolly explained that the next steps would include: 1) Input into the on-going COA; 2) Combine market research results with geographic information and service analysis; 3) Identify high transit potential origins and destinations; and 4) Design transit services that meets market needs.

Member Brodsky inquired as to what percentage of the surveyed participants are computer savvy and could utilize website technologies. Mr. Connolly answered that particular question was not included in the survey.

Mr. Connolly summarized the Market Segmentation Analysis as containing key steps to include the collection of demographic and attitudinal data through a telephone survey, analyzing potential demand based on market segmentation/mode choice models, and to develop an interactive Service Planning Tool. The analysis results will be translated into service improvement plans and marketing strategies to support the COA.

**On Order of Chairperson Glickman**, there being no objection, the Committee reviewed the Market Segmentation Analysis.

## **12. Comprehensive Operation Analysis: Service Performance Analysis Element**

Ying Smith, Sr. Transportation Planner, gave a brief overview of the Comprehensive Operations Analysis: Service Performance Analysis Element. Ms. Smith directed attention the PowerPoint presentation entitled “Service Performance Analysis Summary of Findings.” She provided a report on the Comprehensive Operations Analysis highlighting: 1) COA Operations Analysis; 2) Service Performance Analysis; 3) COA Work Program including Market, Service, and Operations Assessment. Ms. Smith noted that the presentation outlines: 1) Assessment of Demographics and Employment; and 2) Service Effectiveness Analysis; and Summary of Key Findings.

Ms. Smith indicated that the COA has the potential to increase VTA’s operations efficiency, improve overall system ridership, and improve farebox recovery. To facilitate these goals, a comprehensive assessment of VTA’s existing services is necessary. One of the first tasks of the COA is the Service Performance Analysis of existing fixed-route services. Ms. Smith explained that the COA consultant has prepared an evaluation of existing operations efficiency, ridership, passenger activity, on-time performance, and farebox revenue.

Ms. Smith commented that the Travel Demand Assessment provides data to include: 1) Population Density; 2) Employment; 3) Special Demographic Groups; and 4) Demographic profile. Ms. Smith referred to several maps in the presentation supporting population and employment density data.

Ms. Smith commented that Key Findings of Travel Demand Assessment include: 1) much of Santa Clara County is characterized by low and low to medium population densities; 2) Demographic characteristics that support transit use (population density, population living in poverty, vehicle availability deficit) tend to exist in East San Jose and the Caltrain/El Camino Real Corridor; 3) Higher job densities are located in Downtown San Jose, and in the Golden Triangle area. There are pockets of high job densities in Milpitas, Palo Alto, North Santa Clara, Cupertino, and Campbell; and 4) The scarcity of areas with employment densities exceeding 30 jobs per acre effectively results in there being no strong destinations throughout much of the VTA network.

Ms. Smith noted that the Service Effectiveness Analysis includes: 1) Service Profile; 2) Productivity including boardings and ridership by route; 3) Financial Performance to include subsidy per boarding and farebox recovery; and 4) Detailed Route Analysis.

Member Macias asked what is the criterion for high density. Ms. Smith answered that more than 40 persons per acre is considered high density.

Ms. Smith commented that Route Productivity Indicators-Findings include: 1) Alum Rock-Santa Teresa light rail line (90120 has the highest weekday ridership and boardings per revenue hour; 2) Route 22 is the flagship route, clearly out performing all other bus routes; 3) Routes 23, 25, 55, 66, and 70 have above average weekday performance for all key indicators; and 4) Routes 13, 17, 19, and 65 are consistently low performing; and there are a few high performing routes in each category.

Member Casas inquired if the census data included the site of Los Altos High School. Ms. Smith indicated the census data referred to any jobs within the specified area.

Member Macias stated that with the downturn in the economy and loss of jobs data derived from the 2000 Census are now obsolete.

Ms Smith commented that the Financial Performance Findings include: 1) Currently the system-wide farebox recovery ratio is 14 percent except for Route 10, which has a special funding partnership arrangement, only route 22 reaches the farebox recovery goal of 20 to 25 percent; 2) Light rail lines have below average farebox recovery ratios due to higher operating cost; 3) Primary grid bus routes generally perform better than other categories; 4) Feeder routes generally have a higher subsidy per boarding; and 5) All service days, weekday, Saturday and Sunday, have similar levels of financial performance.

Ms. Smith summarized the findings of Service Effectiveness including: 1) Current service frequencies do not support spontaneous transit use, except for East San Jose and a few key corridors, primarily during the weekday peak; 2) The existing network appears to be providing coverage rather than productivity, comprising of a few high performance corridors within a large low productivity service coverage area with all day service; 3) A small number of routes contribute the majority of network boardings. The 6 highest performing routes (22, 25, 23, 70, 66, 68, and 522) contribute 50 percent of total bus ridership, with 39 percent of resources allocated; and 4) Currently the system-wide farebox recovery ratio is 14 percent. Line 22 has the highest farebox recovery ration at 22 percent.

Ms. Smith noted the next steps include: 1) Analysis will be used as a benchmark for recommending service restructuring alternatives; 2) Incorporate strategies developed by the Market Segmentation Analysis to expand to new markets; 3) Look for opportunities to improve service efficiencies and re-invest resources in productive services; and 4) Develop a restructuring plan in accordance with the Board adopted Core Principles. Ms. Smith clarified that the analysis prepared by the consultant will provide an objective evaluation of the system performance and would serve as a benchmark for service restructuring.

Vice Chairperson Kline inquired if the Next Steps will provide a new criterion and definition for a Value Statement. Chris Augenstein, Transportation Planning Manager, clarified that the Core Principles speak to the issue and redefine the direction of the COA. The Core Principles were brought to the Transit Planning & Operations (TP&O) Committee and they recommended that the Core Principles advance to the VTA Board for adoption.

Member Kline asked if any of the Core Principles were changed after review by the PAC and before adoption by the Board. Mr. Augenstein replied that the changes were very slight and that he would provide copies of the changes to PAC.

Member Brodsky commented that the COA Analysis lacks current data concerning jobs and lacks obvious destinations. Member Brodsky questions how outreach to potential riders can be achieved for spontaneous use without including data on areas residents congregate. Mr. Lawson clarified that within the last year VTA has implemented many positive changes and identified this analysis as one component VTA would utilize to design routes, although many other factors would contribute to final consideration in the formations of those routes.

Member Casas noted that Routes 44, 15,17, and 38 were the worst performing from a utilization and recovery standpoint and inquired at what point the community would become engaged in the process.

**On Order of Chairperson Glickman**, there being no objection the Committee reviewed the Comprehensive Operations Analysis: Service Performance Analysis Element.

## **12. Comprehensive Operations Analysis: Service Performance Analysis Element**

Chris Augenstein, Transportation Planning Manager, provided an overview and PowerPoint presentation entitled, "VTA COA/TSP Evaluation Process." Mr. Augenstein reported that the COA has the potential to increase VTA's operation efficiency, improve overall system ridership, and improve VTA's farebox recovery. To achieve these goals a comprehensive assessment of VTA's existing services was needed. The primary task of the COA is a Service Performance Analysis of existing fixed-route services.

Mr. Augenstein reported the COA evaluation principles were developed in collaboration with consultants and working groups. Mr. Augenstein noted the COA consultant prepared an evaluation of existing operation efficiency, ridership, passenger activity, on-time performance, and farebox revenue. This analysis was based on a review of VTA's existing policies and studies, such as the Service Management Plan and Short Range Transit Plan (SRTP), in conjunction with current ridership and operating statistics.

Mr. Augenstein provided that the major areas of the Service Performance Analysis would include: 1) Effectiveness and Efficiency Indicators-Service and ridership metric that include passengers per revenue hour, passengers per revenue mile, passengers per one-way trip, seat utilization, operating ratio, average trip length, and operating subsidy; 2) Service Performance Profile- A complete route-by-route profile incorporating

operating data, and service performance data; 3) Bus Network Profile-Performance profile of the entire network and individual route segments, including system-wide and network trips per hour by segment, day type or time of day. Mr. Augenstein noted that analysis prepared by the consultant would objectively evaluate system performance and serve as a benchmark for restructuring service.

Mr. Augenstein noted that the TSP/COA Key Events Timeline includes: 1) TSP Core Principles will be presented to committees in September 2006; 2) TSP Process through committees in October 2006; 3) Tsp Service Design Guidelines in November 2006; 4) TSP to VTA Board December 2006 for adoption; 5) COA initial service recommendation early 2007; 6) Draft COA Service & Operations Plan April 2007; and 7) Implementation of Phase 1 services changes July 2007.

Mr. Augenstein distributed a text dissertation of the PowerPoint presentation entitled, "Draft Transit Sustainability Process." Mr. Augenstein explained the TSP flow chart and indicated the key components include: 1) Step 1-Project Definition and Project Identity; 2) Step 2-Application/Evaluation; 3) Step 3- Recommendation/Approval or Deferment Process; and 4) Step 4-Action/Implement Project or Revisit Project in the Future.

Mr. Augenstein commented that in the evaluation process of an existing service if the bus line does not meet Service Guidelines Criteria an adjustment will be necessary and an Improvement Plan may include: 1) Integration of land uses around corridor or stations area; 2) Prepare specific plan or update general plan to allow higher density mixed used developments around station/stops; 3) Phasing Plan that allows the Project (mode/service level) to expand as ridership potential increases; and 4) Transit preferential streets treatments.

Mr. Augenstein indicated that Alternative Improvements may include: 1) Alternative service and/or operations plan that meets ridership criteria by reducing service levels, restructure route, alter operations plan or consider skip-stoop elimination at lower performing transit stations; 2) Marketing Plan; 3) A Phasing Plan that allows Project (mode/service-level) to expand as ridership potential increases. Mr. Augenstein encouraged the PAC to provide input and comments to staff via e-mail or telephone.

Member Casas thanked staff for their diligence and hard work on the presentation and remarked that he agreed with the path VTA is taking with the TSP/COA to increase ridership.

Member Wang asked how the priority level is set for projects. Mr. Augenstein replied that VTA would provide the project recommendations; and the Board determines project prioritization. Mr. Lawson clarified the VTA Board of Directors establishes project prioritization.

**On Order of Chairperson Glickman**, there being no objection the Committee reviewed the Comprehensive Operations Analysis: Service Performance Analysis Element.

13. **FY 2006 Preliminary Annual Transit Operations Performance Report (July 1, 2005-June 30, 2006)**

**On Order of Chairperson Glickman**, there being no objection the Committee deferred the FY 2006 Preliminary Annual Transit Operations Performance Report (July 1, 2005-June 30, 2006)

**14. RIDE Task Force Final Report**

Nancy Coss-Fitzwater, Policy & Administrative Manager, provided an overview on the Ridership Initiative to Develop Energy-Efficiency (RIDE) Task Force's Final Report. Ms. Coss-Fitzwater commented that the Ride Task Force has completed its work and the PAC has been asked to review the Final Report and recommend the VTA Board direct staff to review and consider the recommendations.

Ms. Coss-Fitzwater provided a brief overview and background of the Task Force. She stated that the Task Force was initiated in June 2005 by a coalition of labor, environmental and community organizations concerned with ridership decline. Ms. Coss-Fitzwater commented that the Task Force was formed in September 2005 by the VTA Board. Co-Chairpersons were selected, Advisory Committee Chairpersons were included, and business stakeholders. The Board requested that the Task Force's recommendations be compatible with Board adopted policies, including Valley Transportation Plan (VTP 2030), the work of the Ad Hoc Financial Stability Committee, and the Fare Policy that includes a goal of 20 to 25 percent farebox recovery.

Ms. Coss-Fitzwater reported that the vision of the Task Force was to create an open process that produces workable, reasonable, and cost effective strategies that increase VTA ridership for both the near and long term. The Task Force met a total of nine times, with information exchanged and many ideas suggested and generated by the participants.

Ms. Coss-Fitzwater noted the Tasks Force's accomplishments are described in the Final Report and the recommendations contained within the four goal areas including: 1) Fare Affordability and Convenience; 2) Better Information for Riders; 3) Better Access to System; and 4) Service Improvements. The Task Force reviewed and considered all 150 ideas, identified costs, benefits, goals, and results noting that the results on investments should be recognized.

Ms. Coss-Fitzwater stated that the Fare Affordability and Convenience recommendations include: 1) Consider reducing fares paid by low-income, youth, seniors, and the disabled; 2) Consider reducing cost of the Day Pass; 3) Consider expanding ECO Pass to community colleges and regional transit services; 4) Consider making the discounted Summer Blast Pass a permanent program offered each summer to youth; and 5) Consider making the Light Rail Excursion Pass a permanent element of the fare structure.

The Task Force recommends Better Information for Riders including: 1) Marketing and promotional activities aimed at the transit dependent youth instilling a transit culture early; 2) Taking better advantage of times and location when traffic congestion occurs or in the event that parking is limited, to promote transit as an alternative transportation mode; 3) Reviewing print and electronic materials to include information to facilitate transit use, including connections between bus and light rail lines and with connecting

regional transit services; and 4) Collaborating with others ( e.g., hotels, events, visitor and convention bureaus) to promote transit.

The Task Force provided recommendations to provide Better Access to System that include: 1) Increase the funding made available to improve safe and accessible paths of travel for seniors and disabled people at bus stops, transit centers, and light rail platforms; and 2) Consider increasing the number of bus stop benches and shelters at higher-use bus stops and transit centers; 3) Continue to work with cities to determine the need for curb cuts, sidewalks, crosswalks, and pedestrian traffic signals to facilitate safe and accessible paths of travel to bus stops, transit centers, light rail stations, and light rail platforms; 4) Develop a program to increase the number of bike racks located at high volume bus stops, transit centers and light rail stations.

Service Improvements recommended to VTA by the RIDE Task Force include: 1) Explore additional opportunities to implement “rapid” bus service, similar to the Rapid 522 service, which has increased ridership in the El Camino Corridor by over 15 percent; 2) Work in conjunction with Valley Medical Center and other local hospitals throughout the County to address a need of late-night transportation for their patients, when transit service is not available; 3) Work with San Jose State University staff to better define and justify the transit needs of its students, including providing direct bus from Northeast San Jose to Downtown San Jose, and providing a non-stop from the Fremont BART Station to Downtown San Jose; 4) Continue to reallocate resources from low-productivity transit services to improve and attract more ridership; and 5) Work with connecting transit services to coordinate schedules and connections, and fare structures.

Ms. Coss-Fitzwater indicated that the Task Force proposes that VTA staff provide the Board of Directors with annual updates on the status of effort to improve ridership with the inclusion of a comparison of goals and results. Ms. Coss-Fitzwater stated that the RIDE Task Force Final Report would be presented at the Committee for Transit Accessibility (CTA), Citizens Advisory Committee (CAC), Bicycle and Pedestrians Advisory Committee (BPAC), and the PAC. The Transit Planning & Operations committee will review the Report the week of October 16, 2006, and the RIDE Task Force Final Report will go to the Board at its regular meeting Thursday, November 2, 2006.

Member Casas suggested that the evaluation work that was reviewed in the Committee today would dovetail into the relevance of how the RIDE Task Force Final Report can be applied to that evaluation work.

Vice Chairperson Kline commented that he supports the goals of the RIDE Task Force Final Report.

Member Brodsky supports the Report but recommended more detail to certain areas of the Report. Mr. Lawson commented that the goals of the RIDE Final Report will be revisited again, and additional data and information will be considered to increase ridership.

Chairperson Glickman asked if the Committee would like to prioritize the goals and recommendations established in the Final Report. Member LeZotte noted that PAC concurs with the Task Force's recommendations.

Vice Chairperson Kline suggested that prioritization without a system results in the elimination of the statistical reference of the prioritization.

Member Macias noted that the data provided by the presenters of all agenda items today has been very substantial and informative, and she indicated her support of the Final Report.

Member Kishimoto commented that real time GPS information precipitates service to low density routes as a viable concept for consideration for the 16 cities in Santa Clara County.

Member LeZotte suggested that in the "Better Access to System" section of the RIDE Final Report, the recommendation to "consider adding benches and shelters at high use stops" to add alternate energy-efficient (solar) lighting at bus shelters.

**M/S/C (Kline/Kishimoto)** to receive the Ridership Initiative to Develop Energy-efficiency (RIDE) Task Force's Final Report and recommend the Board direct staff to continue to review and consider the report's recommendations as it develops and implements fare, service, marketing, promotional, and community outreach proposals and plans.

## **OTHER**

### **15. Committee Work Plan.**

**On Order of Chairperson Glickman**, there being no objection, the Committee deferred the Committee Work Plan.

### **16. Announcements**

There were no Announcements.

### **17. ADJOURNMENT**

**On order of Chairperson Glickman**, there being no objection, the meeting was adjourned at 6:15 p.m.

Respectfully submitted,

Jacqueline F. Golzio, Board Assistant  
VTA Board of Directors