



## TECHNICAL ADVISORY COMMITTEE

Thursday, December 14, 2006

### MINUTES

#### 1. CALL TO ORDER

The Regular Meeting of the Technical Advisory Committee (TAC) was called to order at 1:31 p.m. by Chairperson Yoshino in Conference Room B-104, Valley Transportation Authority (VTA), 3331 North First Street, San Jose, California.

#### ROLL CALL

##### Members Present

Dieckmann Cogill  
Nancy Coss-Fitzwater, Ex-Officio  
Dan Collen  
Don Dey, Vice Chairperson  
Joan Jenkins  
Robert Kass

##### Members Present

Hans Larsen  
Henry Louie  
Jim Porter  
Jim Rowe  
Lee Taubeneck, Ex-Officio  
Steve Yoshino, Chairperson

##### Members Absent

Greg Armendariz  
John Cherbone  
John Curtis

##### Members Absent

Gayle Likens  
Ralph Qualls, Jr.  
Gordon Siebert

**A quorum was present.**

#### 2. PUBLIC PRESENTATIONS

There were no Public Presentations.

#### 3. Committee Staff Report

Stephen Flynn, Sr. Management Analyst, provided an update on the following VTA construction projects nearing completion: 1) Route 152 B-2 Project; and 2) Re-opening of the Downtown San Jose Convention Center Light Rail Station.

Mr. Flynn provided a report on the Route 152/156 Improvement Project. He indicated that VTA has been coordinating with the Metropolitan Transportation Commission (MTC) and Caltrans to obtain the necessary Federal Transportation Improvement Program amendment from the Federal Highway Administration (FHWA) to secure the

necessary federal funding for the project and to allow construction contract advertisement to proceed. Caltrans forwarded the Transportation Improvement Program (TIP) Amendment to FHWA the week of December 4, 2006, for action. VTA anticipates advertising the project for construction bids before December 25, 2006, and awarding the contract at the March 2007 VTA Board of Directors meeting.

Mr. Flynn reported that VTA's Historic Trolley service will operate on Saturdays, 3:00 p.m. to 10:00 p.m., beginning November 25 through December 30, 2006. This special service coincides with the City of San Jose's Annual Christmas in the Park Display.

Mr. Flynn reported that on Saturday, December 9, 2006, VTA partnered with Toys for Tots, the United States Marine Corps, and K-BAY Radio for the "Eleventh Annual Stuff the Bus" Toy Drive. The Toy Drive was so successful that a second bus was deployed to meet the demands of the toy contributions. VTA was recognized for its role in the event in both print and broadcast media.

Member Kass took his seat at 1:36 p.m.

Mr. Flynn reported that in continuing the New Year's service tradition, VTA will offer free service on its buses and light rail to encourage everyone to enjoy the holiday safely while traveling to festivities around Santa Clara County. The free service will operate on Sunday, December 31, 2006 (New Year's Eve) from 7:00 p.m. until 3:59 a.m. on Monday, January 1, 2007. Promotion of the free service will take place through press releases, VTA's Take-One, and on VTA's website.

Mr. Flynn reported that on December 13, 2006, House Speaker-elect Nancy Pelosi announced that Congressman Mike Honda would join the House Appropriations Committee, and Congressman-elect, Jerry McNerney, would join the House Transportation and Infrastructure Committee.

**On order of Chairperson Yoshino**, there being no objection, the Committee Staff Report was received.

**4. Chairperson's Report**

There was no Chairperson's Report.

**5. Reports from TAC Working Groups**

• **Capital Improvement Program (CIP)**

John Sighamony, Transportation Planner III, provided a report on the November 2006 CIP meeting. The Committee discussed the modifications to the Community Design and Transportation (CDT) Capital Grants. He noted that the new Capital Grant Criteria for the CDT Program will come to the Technical Advisory Committee (TAC)

in January 2007 and forwarded to the Board of Directors for adoption in February 2007. Another release of a Call for Projects is anticipated for mid February 2007. The Committee also discussed the Transportation Fund for Clean Air Program Manager Fund Scoring Criteria. He noted that the MTC submittal deadline for the Pavement Surveys is December 31, 2006.

- **Systems Operations & Management (SOM)**

P. Paul Ma, Transportation Systems Planning Manager, City of San Jose - Department of Transportation, and SOM Working Group Chairperson, provided a report on the following two major items the SOM Working Group is currently working on: 1) 2006 Conformance and Monitoring Report; and 2) Traffic Impact Analysis Guidelines update. He referred to the 2006 Conformance and Monitoring Report and noted that VTA staff and the consultants are currently working to compile and reduce the data submitted by the Member Agencies. The schedule calls for completion of the draft 2006 Conformance and Monitoring Report will by January 2007, and a final draft report by February 2007. He referred to the Traffic Impact Analysis Guidelines update and noted that comments were received from two Member Agencies and VTA staff since the last draft review. The Working Group will incorporate these comments in the next draft. He noted that the following two decisions were made with regards to the Traffic Impact Analysis Guidelines: 1) an informational session for the consultants will take place the week of December 18, 2006, to provide them an update on the progress of the changes to the guidelines; and 2) VTA staff will conduct another training session to ensure that all the Member Agencies are up-to-date with the Traffic Impact Analysis Guidelines.

**On order of Chairperson Yoshino**, there being no objection, the Reports from TAC Working Groups, CIP and SOM, were received.

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

### **CONSENT AGENDA**

#### **6. Minutes of November 9, 2006**

Chairperson Yoshino directed attention to paragraph 8 on Page 2 of 11, which stated the following: "Alternate Member Batra noted that a press conference was held today indicating that the San Francisco 49ers have cancelled negotiations with the City of San Francisco and the City of Santa Clara is their first choice for relocation."

Chairperson Yoshino indicated that Alternate Member Batra requested that the paragraph read as follows: "*In response to questions from several TAC members, Alternate Member*

Batra noted that a press conference was held today indicating that the San Francisco 49ers have cancelled negotiations with the City of San Francisco and the City of Santa Clara is their first choice for relocation.”

**M/S/C (Dey/Rowe)** to approve the Minutes of November 9, 2006, as amended.

## **REGULAR AGENDA**

### **7. Nominating Subcommittee Report for Chairperson and Vice Chairperson Elections**

Chairperson Yoshino noted the three-step election process for Advisory Committee Chairperson and Vice Chairperson.

Member Jenkins reported that the Nominating Subcommittee has nominated the following slate of candidates for the 2007 elections: 1) Vice Chairperson Don Dey for Chairperson; and 2) Member Robert Kass for Vice Chairperson.

**On order of Chairperson Yoshino**, there being no objection, the Committee received the Nominating Subcommittee Report for Chairperson and Vice Chairperson Elections.

### **8. Revised Scoring Criteria for Transportation Fund for Clean Air Program Manager Fund**

Bill Hough, Transportation Planner III, provided background information on the Transportation Fund for Clean Air (TFCA) Program Manager Fund. He noted that the TFCA is generated by a \$4.00 surcharge on vehicle registrations and that the Bay Area Air Quality Management District (BAAQMD) returns 40 percent of the funds to the County of origin. The fund is called the TFCA Program Manager Fund (TFCA 40 percent), and VTA is the program manager for the County of Santa Clara.

Mr. Hough reported that VTA staff proposed revisions to the TFCA 40 percent Project Criteria based on the historical scoring results over the last decade. During the month of November 2006, the CIP Working Group reviewed VTA’s proposed scoring criteria changes. He noted that the changes will have no affect on the half of the TFCA 40 percent money that is designated to Bicycle Projects in the Countywide Bicycle Expenditure Plan.

Mr. Hough noted the following proposed revisions to the criteria:

- Recommendation #1: Increase the value of the Cost Effectiveness criterion from 15 to 30 points.

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

- Recommendation #2: Rename “Project Effectiveness” criterion to “Community Benefits”, revise the component metrics to more effectively

measure project performance, and increase the value of the criterion from 40 to 50 points.

- Recommendation #3: Increase Local Match from 15 to 20 points.
- Recommendation #4: Eliminate the “Multi Agency/Public-Private Partnership” criterion.
- Recommendation #5: Encourage timely completion of projects by including a prior delivery record element in the project screening criteria.

Ex-Officio Member Coss-Fitzwater asked how the geographic “Communities of Concern” relate to either Air Quality benefits or congestion mitigation. Marcella Rensi, Programming and Grants Manager, noted that there was no direct relation.

Upon query of Chairperson Yoshino, Mr. Hough noted that the main TFCA 40% Project Criteria for Santa Clara County was approved in December 1996, and the last set of minor revisions were approved in 2000.

Ex-Officio Member Coss-Fitzwater queried about the outreach VTA staff will conduct for potential applicants. Mr. Hough noted that VTA will issue a Call for Projects in late January 2007, an announcement will take place at the CIP Working Group meeting, and information would be posted on VTA’s website. Ex-Officio Member Coss-Fitzwater queried if staff will provide any assistance to help persons develop their proposals. Mr. Hough noted that staff could hold a workshop to provide assistance.

Member Jenkins commented that while there are some areas that have more air quality issues, she does not understand the correlation between income level and air quality.

Vice Chairperson Dey queried if a project would receive ten points if it served an area designated as a “Communities of Concern” and would the project receive zero points if it did not serve such an the area. Mr. Hough noted that the scoring committee would have to review this, because a project might be partially in or out of one of the “Communities of Concern” areas.

Member Porter commented that it seems that this geographic equity truly is an environmental justice issue. He noted that maybe there is a criterion for severely impacted areas.

Alternate Member Cogill queried if a project could receive a full number of points without serving an area designated as a “Communities of Concern”. Mr. Hough indicated probably not.

Alternate Member Cogill expressed concern regarding the timely completion of projects. She asked why, if a project sponsor has received project extensions, it would be ineligible for funding because it has five or more projects that are greater than two years old.

Mr. Hough noted that it is reasonable if one or two projects are extended due to extenuating circumstances. However, project sponsors should review why it has five projects that it cannot deliver on or close to schedule.

Member Larsen asked why VTA supports including the “Communities of Concern” item in the program. Ms. Rensi noted that it reflects the concerns communicated through MTC and the Air District. Member Larsen noted that he is aware that MTC is strongly advocating an environmental justice agenda. He noted that he views this as an action from VTA to be in good standing with MTC.

Member Larsen asked how VTA will address the issue of environmental justice and incorporate it into other programs. He proposed that TAC adopt the recommendation as provided by staff with the understanding that it represents a pilot project. Member Larsen requested that staff provide a report back on the following question in a timely manner: “What is VTA’s environmental justice program?”

Alternate Member Cogill recommended either elimination of Recommendation #5 or a revision to reflect the following: “An agency would be punished if it lost money for Santa Clara County if it did not deliver a project.”

Vice Chairperson Dey noted the importance of adding a policy statement about the funding. He recommended that an overall policy statement be put into place that says the purpose of this program is to expend all of the funds that are available to eligible projects on an annual basis.

**M/S/C (Larsen/Jenkins)** to review and recommend that the VTA Board of Directors modify the criteria used to evaluate and select projects for the Transportation Fund for Clean Air Program Manager Fund. Further, TAC requested that staff provide an overview on VTA’s plan/policy for applying environmental justice criteria to grant programs in a timely manner.

**9. Comprehensive Operations Analysis: Market Segmentation Analysis and Evaluation of Transit Service Performance**

Kevin Connolly, Transportation Planning Manager, reported that the COA analysis consists of four separate related studies, the Market Segmentation Study, Transit Sustainability Policy, Service Design Guidelines, and the On-Board Survey. The data collection and analysis feed into a larger COA set of analyses that generates a whole brand new Service Operating Plan for VTA’s transit services. He noted the data collection and analysis that have been completed to date.

Mr. Connolly provided a PowerPoint Presentation on the following two significant Comprehensive Operations Analysis (COA)-related efforts: the Market Segmentation Analysis and Service Performance Analysis.

Mr. Connolly referred to the Service Performance Analysis and noted that it is an evaluation of existing transit operations and will provide an objective evaluation of system performance that will ultimately serve as a benchmark for service restructuring.

Mr. Connolly provided a presentation on the Service Performance Analysis outlining the following: 1) Assessment of Demographics and Employment; and 2) Service Effectiveness Analysis (a. Service Profile; b. Productivity-Boardings/Ridership by Route; c. Financial Performance-Subsidy per Boarding/Farebox Recovery; and d. Detailed Route Analysis). Mr. Connolly provided a report on the Summary of Findings – Service Effectiveness.

Mr. Connolly noted the following Next Steps of the Service Performance Analysis: 1) The 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.

Mr. Connolly reported that a Market Segmentation Analysis is a market research tool frequently used in the private sector to capture one's customers. He provided a presentation on Understanding Traveler Attitudes, Attitude-Based Market Research Survey. VTA conducted a Recruit Survey which asked demographic questions and questions about a respondent's trip. There were a series of choice experiments comparing driving and transit options, and attitudinal questions were asked to measure sensitivity.

Mr. Connolly referred to the survey results and indicated that there are seven key transportation factors that influence the transit market: 1) Price Sensitivity; 2) Transit Tolerance; 3) Time Sensitivity; 4) Travel Flexibility; 5) Stress Sensitivity; 6) Social Sensitivity; and 7) Pro-Environment.

Mr. Connolly reported that the data was grouped into six Santa Clara County Customer Segments and provided a report on each segment: 1) Transit Trippers; 2) Mellow Movers; 3) Links & Minks; 4) Boomers & Blazers; 5) Young & Restless; and 6) Movers & Shakers. He noted the survey results of each segment when measuring time sensitivity along with transit tolerance, and price sensitivity.

Mr. Connolly referred to the next phase of the analysis, Transit Competitiveness Factor (TCF), and noted that the analysis combines transit planning factors with market segment research to identify areas of Santa Clara County that are amenable to transit service.

Mr. Connolly noted the following Next Steps: 1) Refine and adjust market analysis as necessary; 2) Develop information to support COA; and 3) Data is incorporated into Transit Service Planning Tool.

**On order of Chairperson Yoshino**, there being no objection, the Committee reviewed the Comprehensive Operations Analysis: Market Segmentation Analysis and Evaluation of Transit Service Performance.

#### **10. Transit Sustainability Policy Overview**

Upon query of Member Jenkins, Chris Augenstein, Transportation Planning Manager, indicated that the Transit Sustainability Policy (TSP) will be forwarded to the Board of

Directors for approval in January 2006, and the Board of Directors has already adopted the Core Principles. He noted that he could provide TAC with the Service Design Guidelines and that any comments could be sent to him for evaluation and incorporation into the Service Design Guidelines.

Mr. Augenstein provided a PowerPoint Presentation on the Transit Sustainability Policy Overview. He reported that the TSP is built on several existing VTA efforts, such as the recommendations from VTA's Ad Hoc Financial Stability Committee. One of the Board-adopted recommendations was for VTA to achieve a 20-25 percent farebox recovery ratio. The Transit Sustainability Policy will provide a framework working towards achieving the farebox recovery ratio goal. The strategies were incorporated into the Valley Transportation Plan (VTP) 2030 that was adopted in 2005. The TSP builds on two efforts that VTA has already developed and adopted, the Service Management Plan and the Community Design & Transportation Program.

Mr. Augenstein reported that the purpose of the TSP is to: 1) Inform the Board of Directors; 2) Guide the assessment of existing services and development of new services; and 3) Create a transit system that is well used, cost and operationally efficient, supported by local jurisdictions, and meets market needs.

Mr. Augenstein referred to the TSP Structure and noted the following three parts: 1) Policy language/Goals and Core Principles; 2) Service Design Guidelines; and 3) Process.

Mr. Augenstein noted that the TSP and COA have been merged together and he provided a report on the TSP/COA Goals & Core Principles. The Core Principles are designed to achieve the goals.

Mr. Augenstein provided a report on the TSP Process and Applications. He noted that the Service Design Guidelines will be used in the process.

Mr. Augenstein referred to the Key Event Timeline and noted the following: 1) VTA conducted most of its extensive research during the April-November 2006 timeframe; 2) TSP/COA Core Principles were adopted in October 2006; 3) VTA Committees heard the Process, Service Design Guidelines during the October-November 2006 timeframe; 4) Board action anticipated in January 2007; 5) Staff will present the COA initial service recommendations in early 2007; and 6) VTA anticipates implementing Phase 1 service changes in July 2007.

**On order of Chairperson Yoshino**, there being no objection, the Committee received the Transit Sustainability Policy Overview.

## **11. Caltrans Process for Local Development Review and Traffic Impact**

Ex-Officio Member Taubeneck reported that he represents Caltrans' Bay Area District 4 in Oakland. He provided a report on his Local Development – Intergovernmental Review Department. The Department looks at a sub-set of projects, which are less than a

million dollars, and addresses projects which have not been approved, but have started the environmental process.

Ex-Officio Member Taubeneck provided a PowerPoint Presentation entitled “Caltrans Local Development – Intergovernmental Review Program (LD-IGR).” He provided a report on the following: 1) Local Development – Intergovernmental Review Department’s Authority; 2) Caltrans’ Role in LD-IGR; 3) Roles and Responsibilities; 4) Traffic Impact Studies; 5) Cumulative Conditions; 6) Fair Share or Traffic Impact Fees; 7) Regional Impact Fees; and 8) Tri-Valley Transportation Council.

Member Larsen requested that the item be agendized for the January 11, 2007 TAC meeting. He suggested that the discussion focus on: 1) Discussing the role of private development and fair share; 2) Investing in other modes versus investing in highway expansion; and 3) Coordinating regional improvements and impacts to local jurisdictions. He noted that often times Caltrans’ procedures are not consistent with VTA’s procedures.

Alternate Member Cogill requested that the item be returned to the Committee for discussion in context with VTP 2030.

**On order of Chairperson Yoshino**, there being no objection, the Committee received a presentation on the Caltrans Process for Local Development Review and Traffic Impact.

## **OTHER**

### **12. Update from the Technical Advisory Committee (TAC) Subcommittee**

**On order of Chairperson Yoshino**, there being no objection, an update from the Technical Advisory Committee (TAC) Subcommittee was deferred.

### **13. Mission Statement for the Technical Advisory Committee**

**On order of Chairperson Yoshino**, there being no objection, the development of the TAC Mission Statement was deferred.

### **14. Committee Work Plan**

**On order of Chairperson Yoshino**, there being no objection, the review of the revised Committee Work Plan was deferred.

### **15. Announcements**

Mr. Flynn announced that at the December 14, 2006 Board of Directors meeting, the Board approved the following item without comment: “Initial recommendations developed by TAC, as requested, on how to enhance Committee effectiveness and relationships to the Policy Advisory Committee and VTA Board of Directors.”

16. **ADJOURNMENT**

**On order of Chairperson Yoshino**, there being no objection, the meeting was adjourned at 3:47 p.m.

Respectfully submitted,

Tracene Y. Crenshaw, Board Assistant  
VTA Board of Directors