

Transit Planning & Operations Committee

Thursday, August, 21, 2008
4:30 PM

Conference Room 157
County Government Center
70 West Hedding Street
San Jose, CA

AGENDA

PLEASE NOTE CHANGE IN MEETING LOCATION

CALL TO ORDER

1. ROLL CALL

2. PUBLIC PRESENTATIONS:

This portion of the agenda is reserved for persons desiring to address the Committee on any matter not on the agenda. Speakers are **limited to 2 minutes**. The law does not permit Committee action or extended discussion on any item not on the agenda except under special circumstances. If Committee action is requested, the matter can be placed on a subsequent agenda. All statements that require a response will be referred to staff for reply in writing.

3. ORDERS OF THE DAY

CONSENT AGENDA

- 4.** Approve the Minutes of May 15, 2008.

REGULAR AGENDA

- 5.** Receive a report regarding the August 13, 2008 Committee for Transit Accessibility Meeting. (Verbal Report) (Morrow)
- 6.** ACTION ITEM - Authorize the General Manager to execute a three-year agreement with El Paseo Limousine (El Paseo) to provide Altamont Commuter Express (ACE) shuttle bus services in an amount not to exceed \$3,149,183 with options for two additional one-year periods with escalation rates not to exceed the increase in the San Francisco Bay Area Consumer Price Index.

7. ACTION ITEM - Approve amending the bylaws of the Caltrain Centralized Equipment Maintenance and Operations Facility (CEMOF) Monitoring Committee to modify the appointment requirements for representatives and to provide for alternate members.
8. INFORMATION ITEM - Receive a report on the Bureau of State Audits final report.

OTHER ITEMS

9. INFORMATION ITEM - Receive the Bus Rapid Transit Strategic Plan: Corridor Evaluation.
10. INFORMATION ITEM - Receive the Quarterly Marketing Report and Presentation, Q4, FY 2008.
11. Receive a report on the July 2008 Monthly Ridership and Fare Revenue Performance. (Verbal Report)
12. Items of Concern and Referral to Administration
13. Review Committee Work Plan.
14. Committee Staff Report. (D. Smith)
15. Chairperson's Report. (Sandoval)
16. Determine Consent Agenda for the September 4, 2008 Board Meeting.
17. **Announcements**
18. **ADJOURN**

NOTE COMMITTEE MEMBERS: In order to establish a quorum for this meeting, members are asked to call the Board Secretary's Office at (408) 321-5680 or E-mail: board.secretary@vta.org before 5:00 p.m. on the day prior to the meeting. Thank you for your cooperation.

In compliance with the Americans with Disabilities Act (ADA), those requiring accommodations or accessible media for this meeting should notify the Board Secretary's Office 48 hours prior to the meeting at (408) 321-5680 or e-mail: board.secretary@vta.org, TDD (408) 321-2330. VTA's Homepage is located on the Web at: <http://www.vta.org/>.

All reports for items on the open meeting agenda are available for review in the Board Secretary's Office, 3331 North First Street, San Jose, California, (408) 321-5680, the Monday, Tuesday, and Wednesday prior to the meeting. This information is available on VTA's website at <http://www.vta.org> and also at the meeting.

**NOTE: THE BOARD OF DIRECTORS MAY ACCEPT, REJECT OR MODIFY
ANY ACTION RECOMMENDED ON THIS AGENDA.**



Transit Planning & Operations Committee

Thursday, May 15, 2008

MINUTES

CALL TO ORDER

The Regular Meeting of the Transit Planning and Operations (TP&O) Committee was called to order at 4:30 p.m. by Chairperson Sandoval in Conference Room B-I04, Valley Transportation Authority (VTA) 3331 North First Street, San Jose, California.

1. ROLL CALL

Attendee Name	Title	Status	Arrived
David Cortese	Alternate Board Member	Absent	
Dolly Sandoval	Board Member	Present	
Nancy Pyle	Board Member	Late	4:38 PM
Dominic Caserta	Board Member	Present	
Chris Moylan	Alternate Board Member	Absent	
Bob Livengood	Alternate Board Member	Absent	
Greg Sellers	Board Member	Present	
Chuck Page	PAC Alternate Member	Absent	

2. PUBLIC PRESENTATIONS:

There were no Public Presentations.

3. ORDERS OF THE DAY

There were no Orders of the Day.

CONSENT AGENDA

4. Minutes of April 17, 2008

M/S/C (Sellers/Casserta) to approve the Minutes of April 17, 2008.

REGULAR AGENDA

5. Receive a report regarding the May 7, 2008 Committee for Transit Accessibility Meeting

Aaron Morrow, CTA Chairperson, provided a report on the May 7, CTA Meeting. Mr. Morrow reported that the CTA received a safety presentation from the Red Cross, and expressed discontent with the format, noting that it was very remedial and covered the same topics presented before. Mr. Morrow expressed concern with fixed route evacuation procedures during an emergency on the bus or Light Rail and asked staff to present safety procedures to CTA.

Mr. Morrow provided an update on the CTA request to update the Bylaws and reported that the quorum would not change, but if a motion was passed with less than a quorum, it would be noted in the minutes and reported to TPO Committee. Mr. Morrow expressed concern with the tone and timing of the letter sent from the General Manager regarding the quorum change.

Mr. Morrow reported that CTA received a presentation on the Hay Group Transition Plan with an emphasis on Outreach/Paratransit Service. He requested staff to come back with a presentation regarding the communications portion of the report.

Mr. Morrow noted that CTA was informed of the progress of Measure A and indicated he was a fan of the BART project, but unsure if there will be enough funds to extend it to San Jose.

Mr. Morrow expressed concern with the Mobility Options Task Force noting that his main concern was with the experience level of employee hired to coordinate the Mobility Options training program. Mr. Morrow noted that his concerns were not of a personal nature, but he wanted to ensure that the clients would be receiving proper services because it is a very specialized field.

Chairperson Sandoval indicated she would like to meet with Mr. Morrow to further discuss CTA's concerns.

On order of Chairperson Sandoval, there being no objection, the report on the May 7, 2008 Committee for Transit Accessibility meeting was received.

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

6. Measure A Revenue and Expenditure Plan Policy Guidance

Carolyn Gonot, Chief Development Officer, provided an update on the Measure A program,- noting that there were nine policies and the TPO Committee was being presented with the following: 1) Increase Transit Usage; 2) Strengthen Complimentary Partnerships; and 3) Achieve a Balanced Transportation Plan.

Michael T. Bums, General Manager, provided a timeline for the adoption of the policy guidance noting that the item would go before the Board in June.

Member Caserta inquired about Outreach to the youth to use public transportation so that it becomes a lifestyle.

Member Sellers suggested that if projects were a matter of when and not if, then a proper arrangement could be developed between partners.

Noel Tebo, interested citizen, expressed concern with the evaluation of Measure A projects, specifically referencing the expense of the Airport People Mover. Mr. Tebo asked staff to revisit the proposal and reevaluate.

M/S/C (Caserta/Pyle) to approve submitting a recommendation to the Board of Directors to adopt the Measure A Revenue and Expenditure Plan Policy Guidance in Attachment A.

7. Contract Award for De Anza College On-Campus Bus Stop

Mark Robinson, Acting Chief Engineering and Construction Officer, provided a revised memo to the committee noting that the contract was awarded to Bianchi Construction for the completion of the DeAnza College on campus bus stop.

Member Sellers indicated that seeing bids come in under estimate is thrilling.

Member Pyle asked if other colleges were asking for similar improvements.

Chairperson Sandoval noted that this plan has been in the works for nearly a decade, and congratulated VTA staff who worked on the project.

M/S/C (Caserta/Sellers) to approve submitting a recommendation to the Board of Directors to authorize the General Manager to execute a contract with the lowest responsible bidder for the construction of the of the DeAnza College On-Campus Bus Stop. This contract is 80% federally funded.

8. Transit Career Ladder Program/San Jose City College Grant

Member Caserta thanked staff for their work in getting this accomplished and noted that programs like this are exactly what is needed.

Member Sellers indicated he would like to see outreach to other parts of the county so that they are aware of the program as well.

M/S/C (Sellers/Pyle) to approve submitting a recommendation to the Board of Directors to adopt a Resolution to execute a subgrant from the Chancellor's Office of the California

Community Colleges Economic and Workforce Development Program Subgrant in the amount of \$468,839. This Job Development Incentive Fund (JDIF) grant was awarded to San Jose/Evergreen Community College District (including its San Jose City College and Evergreen Valley College campuses) to establish a Transit Career Ladders Project (TCLP), in partnership with Santa Clara Valley Transportation Authority, the Career Ladders Project, work2future (our local Workforce Investment Board), and the Amalgamated Transit Union (ATU) Local 265.

9. FY07- FY08 California Transit Security Grant Program – California Transit Assistance Fund (CTSGP-CTAF)

Jim Unites, Deputy Director of Operations, provided a brief update on the Transit Security Grant Program noting that funds will be used for security awareness training, the Closed Circuit Television (CCTV) program, and the National Incident Management System.

Chairperson Sandoval thanked staff for being pro active in seeking grant funds.

M/S/C(Pyle/Sellers)to approve submitting a recommendation to the Board of Directors to adopt a resolution authorizing the General Manager to submit and execute grant applications and agreements, certifications, assurances, and other documents as necessary to the Governor's Office of Homeland Security (OHS) to receive \$3,289,948 from the FY08 California Transit Security Grant Program-California Transit Assistance Fund (CTSGP-CTAF)

10. FY2007 Transit Security Grant Program (Base and Supplemental)

M/S/C(Pyle Sellers) to approve submitting a recommendation to the Board of Directors to adopt a resolution authorizing the General manager to submit and execute grant applications and agreements, certifications, assurances, and other documents as necessary to receive \$2,466,264 from the U.S. Department of Homeland Security's FY2007 Transit Security Grant Program (Base and Supplemental).

11. Freight Rail Relocation Project FY 2009 Budget Amendment

Roberta Notrangelo, Real Estate and Project Administration Manager, provided an update on the acquisition of properties and indicated that a settlement was reached with the owners of the first parcel. She noted that staff was working to reach a settlement with the second parcel owners prior to the June Board Meeting.

M/S/C (Caserta/Pyle)to approve submitting a recommendation to the Board of Directors to adopt two Resolutions of Necessity determining that the public interest and necessity require the acquisition of property from two parcels for the Freight Railroad Relocation Project.

OTHER ITEMS

12. **2000 Measure A FY2009 Capital Budget Amendment**

Mark Robinson, Acting Chief Engineering and Construction Officer, provided a brief update on the construction needs for the Freight Railroad Relocation Project.

Member Sellers commented that Right of Way (ROW) acquisitions merely clear the way and questioned when decisions would be made regarding the projects.

On order of Chairperson Sandoval, there being no objection, the Committee discussed the approval of an amendment increasing the 2000 Measure A FY 2009 Capital Budget by \$72 million for the Freight Rail Relocation Project. This augmentation will be funded from 2000 Measure A, Alameda County Transportation Authority, the City of Fremont and the Santa Clara Valley Water District.

13. **FYTD 2008 Third Quarter Transit Operations Performance Report (July 1, 2007 – March 31, 2008)**

Joonie Tolosa, Operations Analysis and Reporting Manager, provided a report on the Third Quarter Transit Performance highlighting: 1) The addition of a new section of the report which includes events that impact ridership; 2) The increase in bus ridership of 4.2 percent and Light Rail ridership of 1.4 percent which is an improvement in comparison with the same quarter last year; 3) Percentage of miles traveled by buses and Light Rail without mechanical malfunctions; and 4) The guidelines used to evaluate service.

On order of Chairperson Sandoval, there being no objection, the committee received the FYTD 2008 Third Quarter Transit Operations Performance Report (July 1, 2007 - March 31, 2008).

14. **April 2008 Monthly Ridership and Fare Revenue Performance**

Joonie Tolosa, reported that Light Rail Ridership is being impacted by the Southline retrofit project.

Member Caserta questioned if system and bus ridership is increasing due to gas prices alone.

Member Pyle indicated bus ridership may be higher because of connectivity issues with the Light Rail.

On order of Chairperson Sandoval, there being no objection, the committee received the April 2008 Monthly Ridership and Fare Revenue Performance report.

15. **Quarterly Marketing Report**

Bernice Alaniz, Deputy Director of Marketing and Public Affairs, provided the Quarterly Marketing report highlighting, 1) Express Bus Promotion; 2) Summer Blast Past for youth; 3) Second promotion for Rapid Transit; and 4) Partnerships for community events.

Member Caserta expressed his enthusiasm with staff using the Internet to penetrate the market with the Blast Pass.

Member Pyle questioned the cost of the Blast Pass and indicated that she would like to see it advertised at City Hall.

On order of Chairperson Sandoval, there being no objection, the committee received the Quarterly Marketing Report and Presentation, Q3, FY 2008.

16. Items of Concern and Referral to Administration

There were no items of concern and referral to the administration.

17. Committee Work Plan

Dan Smith, Chief Operating Officer and Staff Liaison, announced that there would be no meeting in June and the July meeting would be the Committee of the Whole.

On order of Chairperson Sandoval, there being no objection, the Committee Work Plan was reviewed.

18. Committee Staff Report

Dan Smith, Chief Operating Officer and Staff Liaison, announced that there would be no meeting in June and the July meeting would be a Committee of the Whole.

On order of Chairperson Sandoval, there being no objection, the Committee Work Plan was received.

19. Chairperson's Report

There was no Chairperson's Report.

20. Consent Agenda for the June 5, 2008 Board Meeting

CONSENT: Item # 7., Authorize the General Manager to execute a contract with the lowest responsible bidder for the construction of the De Anza College On-Campus Bus Stop. This contract is 80% federally funded; **#9.**, Adopt a resolution authorizing the General Manager to submit and execute grant applications and agreements, certifications, assurances, and other documents as necessary to the Governor's Office of Homeland Security (OHS) to receive \$3,289,948 from the FY08 California Transit Security Grant Program-California Transit Assistance Fund (CTSGP-CTAF); **#10.**, Adopt a resolution authorizing the General Manager to submit and execute grant applications and agreements, certifications, assurances, and other documents as necessary to receive \$2,466,264 from the U. S. Department of Homeland Security's FY2007 Transit Security Grant Program (Base and Supplemental).

REGULAR: Item # 6., Recommend the Board of Directors adopt the Measure A Revenue and Expenditure Plan Policy Guidance in Attachment A; **# 8.**, Adopt a

Resolution to execute a subgrant from the Chancellor's Office of the California Community Colleges Economic and Workforce Development Program Subgrant in the amount of \$468,839. This Job Development Incentive Fund (JDIF) grant was awarded to San Jose/Evergreen Community College District (including its San Jose City College and Evergreen Valley College campuses) to establish a Transit Career Ladders Project (TCLP), in partnership with Santa Clara Valley Transportation Authority, the Career Ladders Project, work2future (our local Workforce Investment Board), and the Amalgamated Transit Union (ATU) Local 265; # 11., Adopt two Resolutions of Necessity determining that the public interest and necessity require the acquisition of property interests from two parcels for the Freight Railroad Relocation Project Analysis funds.

21. Announcements

There were no Announcements.

22. ADJOURNMENT

On Order of Chairperson Sandoval, there being no objection, the meeting was adjourned at 5:47 p.m.

Respectfully submitted,

Menominee L. McCarter
VTA Board of Directors



Date: August 12, 2008
 Current Meeting: August 21, 2008
 Board Meeting: September 4, 2008

BOARD MEMORANDUM

TO: Santa Clara Valley Transportation Authority
 Transit Planning & Operations Committee

THROUGH: General Manager, Michael T. Burns

FROM: Chief Operating Officer, Donald A. Smith Jr.

SUBJECT: ACE Shuttle Vendor Contract Award

Policy-Related Action: No

Government Code Section 84308 Applies: Yes

ACTION ITEM

RECOMMENDATION:

Authorize the General Manager to execute a three-year agreement with El Paseo Limousine (El Paseo) to provide Altamont Commuter Express (ACE) shuttle bus services in an amount not to exceed \$3,149,183 with options for two additional one-year periods with escalation rates not to exceed the increase in the San Francisco Bay Area Consumer Price Index.

BACKGROUND:

The Altamont Commuter Express (ACE) Shuttle Bus Program began on October 19, 1998 to provide convenient connections between the ACE train service and major employment sites in Santa Clara County. Since the program's inception, VTA has been the lead agency for contracting the ACE shuttle services. The current shuttle program consists of eight routes.

The shuttle program is jointly funded with Transportation Fund for Clean Air (TFCA) grant funding from the Bay Area Air Quality Management District (BAAQMD), and contributions from the San Joaquin Regional Rail Commission (SJRRRC) and Lockheed Martin (the latter paying for 25% of the operating cost of the Red ACE Shuttle only). VTA annually competes for TFCA grant funding, and the funding agreement with Lockheed Martin is negotiated and renewed at the end of each calendar year. Any cost associated with the operation of the ACE Shuttle Program, unmet with TFCA grant and employer funds, is fully funded by the SJRRRC. SJRRRC also funds VTA expenses related to the management of these shuttles.

DISCUSSION:

In anticipation of the expiration of the current contract on October 11, 2008, a Request for Proposals (RFP) was issued to the public on April 25, 2008. VTA received three proposals from private transit operators on June 3, 2008:

- 1 El Paseo Limousine
- 2 Quality Assurance Travel, Inc.
- 3 Value Transportation, Inc.

For the purpose of evaluating each firm fairly and effectively, VTA organized a Review Board that consisted of five members: Deputy Director of Service Planning and Accessible Services, an Operations Planning Management Analyst, a Maintenance Engineering Manager, a Contracts Administrator, and an ACE Operations Supervisor. The Review Board members were tasked with the responsibility of ranking the aforementioned firms by 1) analyzing their written proposals, 2) collectively interviewing the vendors, and 3) inspecting their bus facilities.

The merits of each proposal were evaluated and weighed based on the following factors: total proposed cost over a 3-year period, the qualifications of the firm, staffing and project organization, work plan and approach and current status as a local firm. The three firms were then invited for an oral interview before the Review Board. Following the interview, VTA toured the facilities of the three vendors. The Review Board's final decision to recommend a contract award to **El Paseo Limousine (El Paseo)** was unanimous. The Review Board ranked the three proposers using final composite scores, based the evaluation criteria. The final composite scores (out of 100) are:

El Paseo Limousine	87.25
Quality Assurance Travel, Inc.	80.75
Value Transportation, Inc.	76.75

El Paseo, a local firm with a facility located in the city of Santa Clara, currently operates the Hitachi Shuttle, a similar fixed route shuttle service under VTA's Light Rail Shuttle Program. We have been very pleased with the service quality provided and the professionalism of their staff. In addition, El Paseo provides a similar feeder shuttle service to/from the San Jose Diridon Caltrain Station and Edenvale business park employer Nanosolar. They have also provided contracted shuttle services for other major San Jose area employers such as City of San Jose, Apple Computer, Cadence Design Systems, NVIDIA, and Yahoo. El Paseo is one of the few transportation service companies in Northern California to be listed by the consumer ValueStar report as a qualified service provider.

El Paseo's cost proposal of approximately \$3,149,183 for the first three years, which was the lowest proposal received, is considered to be very reasonable as compared to the hourly rates charged by other private vendors around the Bay Area. Their cost proposal includes all personnel, equipment and supplies needed to meet the service requirements of this program, as well as plans to fuel all nine (9) shuttle and transit buses with compressed natural gas (CNG). Service is billed on an hourly basis for both shuttle and transit buses.

The contract will authorize the General Manager to execute two one-year options for years four and five based on hourly rates escalated by a percentage not to exceed the average increase in the San Francisco Bay Area Consumer Price Index (CPI) during the preceding contract year and within the approved budget for these services.

Given El Paseo's need to procure vehicles, VTA plans to extend the shuttle agreement with the current contractor, New Century Transportation, through the end of 2008. This will also allow for an appropriate, orderly transition at the start of the new year.

ALTERNATIVES:

If the Board of Directors chooses not to award this contract to El Paseo, a new RFP would be necessary. Staff does not recommend this alternative as it may affect service if a vendor is not selected by the expiration of the current contract. Also there is no reason to believe that issuing a new RFP would result in additional competition or improved proposals.

FISCAL IMPACT:

The total program cost for three years is approximately \$3,149,183, based on the shuttles operating at a projected 37,740 service hours during the three years. Appropriation for this contract are included in VTA's adopted FY09 Transit Operating Budget and appropriation for subsequent years will be included in future recommended budget requests. All expenses for this service are fully reimbursed from a combination of a Transportation Fund for Clean Air grant, contributions from the San Joaquin Regional Rail Commission and employer funding.

SMALL BUSINESS ENTERPRISE (SBE) PARTICIPATION:

Based on the limited and specialized nature of subcontracting opportunities in this contract, a SBE goal of 4% was established for this contract. If El Paseo Limousine is approved as a certified SBE, through VTA's Office of Civil Rights, they will be able to reach 100% goal achievement, which substantially exceeds the established goal for this contract. If the firm is unable to meet the requirements necessary to be deemed an SBE, they have committed to at least 4% SBE participation on this contract.

Prepared by: Steve McClain, Management Analyst

ATTACHMENT – Prime Contractor Information
ACE Shuttles

El Paseo Limousine
James G. Brown, President
651 Aldo Avenue
Santa Clara, CA 95054



Date: August 12, 2008
 Current Meeting: August 21, 2008
 Board Meeting: September 4, 2008

BOARD MEMORANDUM

TO: Santa Clara Valley Transportation Authority
 Transit Planning & Operations Committee

THROUGH: General Manager, Michael T. Burns

FROM: Senior Policy Advisor, Jim Lawson

SUBJECT: Amend Caltrain Centralized Equipment Maintenance and Operations Facility (CEMOF) Monitoring Committee Bylaws

Policy-Related Action: Yes

Government Code Section 84308 Applies: No

ACTION ITEM

RECOMMENDATION:

Approve amending the bylaws of the Caltrain Centralized Equipment Maintenance and Operations Facility (CEMOF) Monitoring Committee to modify the appointment requirements for representatives and to provide for alternate members.

BACKGROUND:

On September 7, 2000 the Peninsula Corridor Joint Powers Board (JPB) and the City of San Jose entered into a Cooperative Agreement that provided for cooperation between the JPB and the City relative to design, construction and future operation of a centralized maintenance facility in San Jose and committed both parties to remaining responsive to neighborhood concerns with respect to the facility.

On December 6, 2001 the JPB amended the Cooperative Agreement to include shared objectives including the formation of a “monitoring committee” to provide ongoing communication with the community and serve in an advisory capacity. As a result of this action, the Caltrain Centralized Equipment Maintenance and Operations Facility (CEMOF) Monitoring Committee was created and its bylaws were approved by the JPB on March 7, 2002.

Article VIII of the CEMOF Monitoring Committee bylaws stipulates that the bylaws can only be amended by the affirmative vote of four members of the CEMOF Committee and the approval of both the San Jose City Council and the JPB. As a member of the JPB, approval of the proposed modifications by the VTA Board of Directors is necessary for them to be implemented.

DISCUSSION:

The proposed amendment consists of two components. The first removes the requirement that CEMOF members appointed by the Peninsula Corridor Joint Powers Board (JPB) and VTA must be members of the JPB and the VTA boards themselves.

The second component would provide for alternate members. Alternate members attend when the member cannot, thus helping ensure that a quorum is met for the quarterly CEMOF meetings.

ALTERNATIVES:

The Board could choose to not approve the proposed amendments.

FISCAL IMPACT:

There is no fiscal impact associated with this action.

Prepared by: Jim Lawson, Sr. Policy Advisor



Date: August 13, 2008
 Current Meeting: August 21, 2008
 Board Meeting: N/A

BOARD MEMORANDUM

TO: Santa Clara Valley Transportation Authority
 Transit Planning & Operations Committee

THROUGH: General Manager, Michael T. Burns

FROM: General Manager, Michael T. Burns

SUBJECT: Bureau of State Audits Final Report

FOR INFORMATION ONLY

On July 31, 2008, the Bureau of State Audits (BSA) released its report on the Santa Clara Valley Transportation Authority (VTA). This independent state audit was requested by Assembly Members Sally Lieber and Jim Beall, and Senator Elaine Alquist.

In general, the BSA report validates the recommendations contained in the Organizational and Financial Assessment that was completed last year, reaffirms the efforts that VTA has undertaken so far to advance them, and recommends that we stay focused on seeing them through. In addition, the BSA report adds its own recommendations for how VTA can make some of our existing practices more effective and efficient.

Worth highlighting in the BSA report are the following findings:

- The BSA report did not recommend significant changes to VTA's governance, but rather endorsed the incremental changes that are already being pursued by the Board of Directors.
- BSA found that VTA's financial reporting and planning generally meet best practices in government finance, and acknowledged that VTA has made significant strides in this regard since the release of the Hay Group assessment a year ago.
- BSA found that VTA's project planning practices generally conform to best practices, but noted that there is room for improving procedures for estimating project costs and revenues, as well as project monitoring.

I concur with the BSA's recommendations and believe they will make VTA an even better organization. Staff have identified specific actions and timelines for following up on its recommendations. VTA has developed a "scorecard" to document specific actions in response to each of the BSA recommendations. We will update the scorecard and prepare a status report to

be submitted to the BSA at specified intervals, per BSA's standard audit procedures. A copy of the scorecard is included in Attachment A. VTA's updates will be provided to the committee as well.

You can obtain a copy of the BSA report, which includes VTA's detailed response, through the following link: www.bsa.ca.gov <<http://www.bsa.ca.gov>>. The VTA audit number is 2007-129.

Prepared By: Ann Carey

Chapter 1 - Governance

#	BSA Recommendation	VTA Action Plan	VTA Lead	60-Day Follow-up (9-30-08)	6-Month Follow-up (01-30-09)	1-Year Follow-up (07-31-09)
G-1	To promote stability in its leadership and bring the tenure of board members in line with that of comparable transit agencies, VTA should request the Legislature to amend its enabling statutes to allow for a four-year board term.	Following the advice contained in the BSA Audit, VTA will monitor the effectiveness of the Board's approved changes to encourage members to serve consecutive two-year terms. If this policy change does not result in longer average tenure for Board members, then VTA will reconsider legislation that would have the effect of extending terms.	Helm			
G-2	VTA should monitor the effect of governance changes approved by the board in May 2008 and determine whether additional changes to its governance structure are necessary. To this end, VTA should add board tenure to the performance measures it develops for its new strategic plan.	A measure of Board tenure will be added to strategic plan in fall 2008.	Ristow			
G-3	VTA should complete its plans to implement the Hay Group recommendations related to governance and strategic planning.	Continue implementing the Hay Group recommendations, with completion of the action items by spring 2009. The following items are well advanced: <ul style="list-style-type: none"> • Issuing a Request for Proposal to acquire the services of an Auditor General; • Considering the reduction of Advisory Committees through potential consolidation; • Revising Advisory Committee work plans to provide an entire year program; • Develop and implement a Project Delivery Model; • Refine internal controls on consultant services; • Assess the working environment from the perspective of line employees. 	Burns			
G-4	To demonstrate that it values the expertise of its advisory committees, VTA and its board should take actions to ensure that advisory committees are involved in the development of policy solutions.	VTA plans to involve the advisory committees in a process of redefining their purpose and role after the adoption of the Board's vision and mission statement. This process will involve clearly defining the areas of concern that each committee will have. Staff will modify current committee work plans to provide an annual view of major issues anticipated to come before the advisory committees to provide additional time for policy input. Finally, staff will recommend that the citizen's advisory committee chair have the opportunity to update the Board at each Board meeting in a similar manner to what is currently in place for the policy advisory committee.	Helm			
G-5	VTA should implement its plan to create a comprehensive strategic plan and ensure that the new plan conforms to the practices recommended by the GFOA.	As acknowledged in the Audit, VTA is in the process of creating a strategic plan as part of VTP 2035 that incorporates the recommendations made in this audit and will ensure that the new comprehensive strategic plan conforms to best practices.	Ristow			



Date: August 6, 2008
 Current Meeting: August 21, 2008
 Board Meeting: N/A

BOARD MEMORANDUM

TO: Santa Clara Valley Transportation Authority
 Transit Planning & Operations Committee

THROUGH: General Manager, Michael T. Burns

FROM: Chief CMA Officer, John Ristow

SUBJECT: Bus Rapid Transit Strategic Plan: Corridor Evaluation

FOR INFORMATION ONLY

BACKGROUND:

VTA is currently in the process preparing a strategic plan to guide the development of an integrated Bus Rapid Transit (BRT) network linking activity centers throughout the county. The BRT Strategic Plan will study candidate BRT corridors identified in VTA's long-range plan, Valley Transportation Plan 2030, and the recently completed Comprehensive Operations Analysis (COA). The goals of the BRT Strategic Plan are to: 1) establish a brand identity for VTA's future network of BRT services; 2) evaluate the feasibility and effectiveness of developing BRT facilities in the candidate corridors; 3) utilize corridors for near-term implementation; and 4) develop an action plan for implementation in each corridor.

The BRT Corridor Evaluation is the second task of the larger BRT Strategic Plan. The evaluation is a preliminary screen line analysis of a range of bus enhancement strategies on candidate corridors. The objective of the screening is to identify the best potential enhancement options given market and operational conditions.

The preliminary screening serves to identify market demand and the level of operational and capital improvements necessary to improve bus service in the corridors. Corridors identified as candidates for near-term BRT improvements will be developed further with detailed service plans and capital and operating cost estimates. Corridors within areas of the county that are not candidates for BRT implementation at this time are eligible to consider Improvement Plans as defined in the Transit Sustainability Policy and Service Design Guidelines, which are to intended to identify a program of land use improvements necessary for development of BRT in the future.

DISCUSSION:

The BRT Corridor Evaluation presents three levels of improvements to be considered for each corridor: 1) Improvements to local bus service and facilities; 2) BRT 1, (defined in VTA's

Service Design Guidelines) in which a bus operates in mixed traffic with priority at traffic signals and upgraded stations; and 3) BRT 2, which uses dedicated bus lanes together with upgraded stations. In most cases the corridors selected for BRT improvements are recommended for a combination of BRT 1 and BRT 2 treatments in selected areas, depending on the land uses, street character and operating conditions.

The Service Design Guidelines were adopted by the VTA Board of Directors in February 2007 and define the type of improvements associated with the two levels of BRT service. BRT 1 operates in corridors equipped with transit priority elements such as bus signal priority, queue jump lanes and enhanced station stops. BRT 2 requires more capital investment and includes separate bus-only running ways in the street or even grade separated transitways with high capacity stations. BRT service is defined as all day (18 hours minimum) service requiring high levels of ridership and productivity (45 boarding per revenue hour).

The evaluation of corridors for selected improvements was based on three main objectives, with quantitative information developed for each objective. The objectives are:

1. Increase corridor and system ridership along with transit market share;
2. Support existing and future land use patterns and;
3. Minimize construction and operational impacts;

The preliminary screening leads to the next level of analysis which looks in more detail at the specific improvements within each corridor.

Analysis of Transit Performance and BRT Market

A key area of analysis is understanding the transit market in each corridor and operational improvements that result in greater transit travel speeds necessary to attract more riders. As part of the recently completed COA, VTA produced a detailed analysis of the general travel markets in Santa Clara County. The analysis relies on Market Segmentation, an approach that identifies the attitudes of consumers towards a specific product and how those attitudes contribute to their purchasing choice. The analysis relies on source data culled from a detailed countywide customer preference survey administered by telephone in 2006. Pairing market segmentation data about traveler attitudes and travel choices with conventional transportation planning factors such as land use, parking costs and congestion creates a measure of how “competitive” an area is for transit service. Each of these variables is weighted to create a “Transit Competitive Factor (TCF)” that is indexed to a score for both origins and destinations. Scores above 100 are highly competitive while scores below 100 are less competitive. Areas with high TCF scores generally have a combination of land use density, congestion, scarcity of parking and a significant number of travelers who are amenable to transit.

Even before a corridor is evaluated for implementation of transit improvements, it is important to understand the current performance of transit. Important measures that are used to gauge the effectiveness of transit service in a corridor are Boardings per Route Mile, Average Weekday Boardings, the amount of service VTA devotes to a corridor (Revenue Hours) and the current productivity of that service (Average Boardings per Revenue Hour). An important feature of BRT is allowing buses to operate with a time advantage. Transit signal priority allows buses to get more green time at signalized intersections. An important measure that indicates whether

transit signal priority is required, is on-time arrivals, defined as a bus being no earlier than one minute early or no greater than five minutes late. The table below summarizes these measures of transit performance in each corridor:

Transit Performance Measures

Transit Performance Measures (Weekday Daytime Hours)	El Camino	Santa Clara/Alum Rock	Monterey Highway	Stevens Creek	King Road	Sunnyvale-Cupertino
Weekday Boardings	9,787	6,940	4,542	4,222	3,017	970
Route Miles	18.0	6.0	10.5	9.7	9.5	7.5
Weekday Boardings per Route Mile	544	1,157	433	435	319	129
Revenue Hours	286	140	108	97	65	31
Weekday Boardings per Revenue Hour	34	49	42	43	47	31
On-Time Arrivals%	45%	51%	59%	58%	57%	65%

Source: (i) Comprehensive Operations Analysis, VTA performance reports and Automatic Passenger Count data
Notes: ^A Alignment length for the Sunnyvale-Cupertino Corridor assumes the Sunnyvale-Saratoga/De Anza Boulevard alignment south of El Camino Real.

The analysis of transit performance indicates that corridors prepared for upgrades to BRT: 1) have Weekday Boardings per Revenue Hour close to 45 as per the Service Design Guidelines, 2) have higher Boardings per Alignment Mile, and 3) corridors where on-time performance will benefit from transit priority treatments. A full Transit Sustainability Policy analysis will be done later in the corridor development process when stations are formally sited and more developed operating plans for each corridor are tested.

A second set of measures looks at the market for BRT improvements in the corridors using population and employment as a measure of the existing market and TCF scores as a measure of market potential. A third measure is trip length (longer trips benefit more from travel speed improvements) and whether buses need assistance to increase speed.

BRT Market Indicators

BRT Effectiveness Measures	El Camino	Santa Clara/Alum Rock	Monterey Highway	Stevens Creek	King Road	Sunnyvale-Cupertino
Transit Competitive Factor (TCF) Origin	143	229	198	158	168	92
Transit Competitive Factor (TCF) Destination	74	255	132	114	54	76
Average Trip Length/Mi.	5.8	3.3	3.7	4.0	3.1	4.7
Population	173,045	104,995	115,705	84,853	113,494	64,224
Employment	108,486	43,666	62,067	83,360	48,339	53,906

Source: (i) Comprehensive Operations Analysis and VTA performance reports Notes: ^A Alignment length for the Sunnyvale-Cupertino Corridor assumes the Sunnyvale-Saratoga/De Anza Boulevard alignment south of El Camino Real.

- *Indicates competitive conditions for transit*

The analysis of BRT market indicators can be summarized with three major findings: 1) corridors with high TCF scores are markets where transit is most likely to succeed in attracting new riders, 2) corridors where there are longer trip times are where riders gain the most from transit priority treatment that are necessary to increase bus speeds, and 3) corridors that have significant population and employment indicate strength as both origin and destination markets.

Improving Transit Facilities and Local Bus Service

There are needs for transit improvements in all of the corridors evaluated that may not fall into the category of BRT enhancements. The Service Design Guidelines also define standards for improvements to local bus service both for facilities and route design. For example, the Service Design Guidelines include under VTA responsibilities for local bus service:

- Increase ridership by restructuring the route to better serve key trip generator areas;
- Redesign bus stops to improve passenger amenities and comfort, and enhance pedestrian access from nearby buildings and trip generation areas;

Therefore corridors not meeting thresholds for BRT implementation will be evaluated for improvements in route design to improve transit travel time, and upgrading of facilities at bus stops for passenger comfort and improvements to connectivity to land uses. Further, corridors not meeting the criteria for BRT implementation can be the subject of a Transit Improvement Plan, as defined in the Transit Sustainability Policy (TSP), which can identify future changes that will allow BRT development.

The following findings and recommendations for options to enhance bus service in each corridor are made through the preliminary screening of the corridors:

El Camino Corridor (Downtown San Jose to Palo Alto)

The Line 522 Rapid Bus already operates in this corridor at 15-minute frequencies with signal priority treatment and other BRT features such as headway based scheduling, limited stops and the ability to operate in multiple travel lanes. The Line 22 Local also operates in the corridor at 12 minute frequencies. The Plan is evaluating the need to upgrade this service.

Findings:

- Highest number of daily corridor boardings;
- TCF factor competitive for origins but relatively non-competitive for destinations;
- Longest average trip length;
- Long corridor characterized by highest number of residents and jobs and scattered major regional destinations (e.g. Santa Clara University, Palo Alto) with all-day demand for transit service;
- Capital improvements to speed bus service for longer trips can generate higher transit market share;
- Profile of El Camino suggests bus lanes can physically be implemented northwest of San Jose;
- Portion of corridor on the Alameda narrow, making it difficult to implement separate bus lanes but present opportunities for unique station design;
- Among corridors evaluated, lowest percent (45%) of on-time arrivals;

Recommendation: Carry forward to the more detailed analysis of a combination of signal priority treatment (BRT 1) and upgraded stations on the Alameda portion and dedicated bus lanes (BRT 2), with signal priority, and other travel time advantage strategies and upgraded stations on the El Camino segment.

Santa Clara/Alum Rock Corridor (Eastridge to Downtown San Jose)

This corridor is currently the subject of Conceptual Engineering and environmental analysis as part of the Downtown East Valley Transit Improvement Program. Therefore it has received much more detailed analysis than other corridors. The Line 22 Local Bus operates on a portion of the corridor from King Road, to Downtown San Jose on Santa Clara/Alum Rock. Line 522 with BRT features also operates in this corridor. The findings and recommendation reflect the work already proceeding under separate study.

Findings:

- Highest boardings per mile of corridors evaluated;
- Highest TCF scores;
- Corridor characterized by high density residential and employment near Downtown San Jose and transit dependent households;
- Capital improvements to speed bus service can attract more transit riders;
- Corridor east of King Road can accommodate dedicated bus lanes;
- Corridor west of Highway 101 is narrow making it difficult to implement bus lanes;
- Second lowest percent (51%) of on-time arrivals;

Recommendation: Carry forward to the next level of analysis, signal priority, bus lanes and upgraded stations (BRT 1), east of King Road and signal priority and upgraded stations (BRT 2) west of King Road.

Monterey Highway Corridor (Santa Teresa LRT Station to Downtown San Jose)

This corridor is served by local bus service, Lines 66 and 68. Caltrain, during peak-hours, and VTA LRT parallel portions of the corridor. There is redevelopment of existing land uses occurring in the corridor, the Hitachi site, being the prime example. The level of traffic delay does not slow down transit service. The Seven Trees area is an important transit hub that deserves consideration for a facility upgrade.

Findings:

- Productive current ridership;
- Competitive TCF scores;
- Corridor, outside of Downtown San Jose, characterized by low-density housing and employment, and areas of lower income residents;
- Lack of major transit destinations outside Downtown San Jose;
- Bus speeds are adequate (59% on-time arrivals) therefore capital improvements to speed service are not required but facility upgrades should be considered;

Recommendation: Carry forward, to the next level of analysis, service enhancements to local bus service such as limited-stop and more frequent service and facility upgrades.

Stevens Creek Corridor (Downtown San Jose to DeAnza College)

There is currently local bus service, Line 23, on Stevens Creek. A good western terminus, a transit center with facilities to layover and turn buses which exist in other corridors is needed in this corridor. A project to rebuild the DeAnza Transit Center would have accommodated this need but has been suspended at the request of DeAnza College. The corridor provides an uneven level of transit productivity partly because of route design and facilities (the Valley Fair Transit Center is in the rear of the shopping center, a good ways away from the front entrance and Santana Row) and long stretches of auto oriented land uses separating more intense uses that support transit. If adequate stations and facilities cannot be constructed at DeAnza College and to directly serve Valley Fair/Santana Row, this corridor may be better suited for improvements to the local bus services.

Findings:

- Fewer weekday boardings (4,222 weekday riders) than would be expected given corridor length and regional attractions (Valley Fair area, Cupertino Square and DeAnza College) in corridor;
- TCF scores above 100 for origins and destinations indicating market for transit;
- Disparity between current ridership statistics and relatively high TCF scores indicate a transit market not yet served;
- Major regional shopping and employment destinations in corridor separated by lengths of auto-oriented land uses;
- Key employment corridor with second highest number of total jobs;
- More transit dependent areas east of Valley Fair;
- Road width (San Carlos) east on I-880 narrow with little room for dedicated bus lanes, west of Winchester, road width adequate for bus lane;
- Treatment of station and bus facilities in Valley Fair/Santana Row area is key to this corridor;
- Real potential exists in this corridor to increase transit market share if bus travel times can be improved in Valley Fair area;

Recommendation: Carry forward, to the next level of analysis, signal priority and enhanced stations east of I-880 (BRT-1), and signal priority, bus lanes (BRT -2) and enhanced stations west of I-880 in the Valley Fair/Santana Row area.

King Road Corridor (Capitol Expressway to the Great Mall)

Local bus service, Lines 22 and 77, operate on this street. This is not a traditional corridor anchored by a downtown or major transit hub, but does have high concentrations of transit dependent residents, making upgrading of transit facilities important.

Findings:

- Competitive boardings per mile;
- Competitive TCF score for origins but not for destinations (low density auto-oriented business parks);
- Characterized by residential land uses with transit dependent residents although at

- lower densities;
- Lacks regional destinations;
- Street too narrow for bus lanes;
- Bus speeds are acceptable

Recommendations: Carry forward, to the next level of analysis, exploration of transit upgrades such as queue jump lanes at selected intersections, signal priority and enhanced stations (BRT -1).

Sunnyvale - Cupertino Corridor (Lockheed Transit Center to De Anza College)

Local buses, Lines 54 and 55, operate in corridor. Several transit centers (Lockheed, Sunnyvale Caltrain Station and De Anza) are linked by this corridor, though the possible loss of De Anza Transit Center creates a problem defining a southern terminus in Cupertino. There is not a problem with bus speeds in this corridor. Improving connections in north Sunnyvale employment centers with a redeveloped Downtown Sunnyvale and potentially DeAnza College and the redevelopment in that area is an attractive transit opportunity, but may be achievable with enhancements to local bus service and facility upgrades.

Findings:

- Lowest for current ridership and boardings per mile;
- Lowest TCF score, for destinations and below 100 for origins;
- Long average trip length indicates need to evaluate route design (number and length between stops) or explore transit priority measures;
- Characterized by low-density residential and employment land uses with few transit dependent household;
- Improvements to increase bus speed may not be necessary;
- Of all potential BRT corridors, best on-time performance (65%). There is not a near-term need for bus priority treatments;

Recommendation: Carry forward, to the next level of analysis, exploration of transit improvements to local bus service and facilities.

Next Step - BRT Strategic Plan

The next step is to develop the recommendations for each corridor with an operating plan, capital and operating costs and phasing of improvements. VTA is developing a branding strategy, for BRT corridors, in parallel with the evaluation and improvement plans for each corridor. Corridors selected for BRT improvements will use specially branded BRT vehicles, signage, and station design will incorporate the branding identity. Corridors that receive upgrades, but not BRT treatment, will also be considered for Improvement Plans to evaluate future BRT development.

Longer Range Corridor Evaluation

The Transit Sustainability Policy established a process to improve transit ridership for corridors that are not yet ready for BRT implementation. Improvement Plans can be

developed that address land use policies, urban design and roadway improvements that would all serve to improve transit ridership and create opportunities for further development of BRT corridors. VTA will continue to work with local jurisdictions to create a more favorable environment for BRT and other transit improvements.

Prepared By: Steven Fisher



Date: August 7, 2008
 Current Meeting: August 21, 2008
 Board Meeting: N/A

BOARD MEMORANDUM

TO: Santa Clara Valley Transportation Authority
 Transit Planning & Operations Committee

THROUGH: General Manager, Michael T. Burns

FROM: Chief External Affairs Officer, Greta Helm

SUBJECT: Quarterly Marketing Report and Presentation, Q4, FY 2008

FOR INFORMATION ONLY

BACKGROUND:

During the fourth quarter of FY 2008, VTA Marketing and Communications staff implemented the following ridership and public awareness initiatives:

DISCUSSION:

Corridor/Service Promotions

Core Bus Promotion

VTA staff developed a marketing campaign highlighting the Core Bus Network to promote the Core Bus Network's improved service frequencies and to increase ridership. The Network, promoted as "VTA's Frequent 15", consists of 15 bus lines with 15 minute or less frequencies. This extensive campaign ran from June through July and involved the following elements:

- Print ads in 22 local, community and multi-lingual newspapers with a total of 1,464,907 weekly impressions.
- Radio and TV commercials on six local radio stations, Comcast Cable and two Hispanic TV stations.
- Online ads placed in the San Jose Mercury News and KTVU/KICU traffic websites achieving a total 2.1 million impressions.
- KBAY Connections Brochure.
- Transit ads including 50 VTA light rail station posters, 20 bus shelter ads, 600 carcards, and 25 exterior bus advertisements were utilized.

In addition, related articles were placed in the June edition of VTA's Take-One onboard passenger newsletter as well as on the VTA website. Additional factors have contributed to the increase in ridership including fuel costs, economy and our restructured bus network all helping to maximize this campaign effort. There was an 8.4% increase in total bus boardings in June 2008 over June 2007. Average weekday bus ridership overall increased 10.2% for June 2008 compared to June 2007. The core bus network routes had an average increase June 07 compared to June 08 of 17% with some lines such as the 23 at 49% and the 73 at 45%.

Community Bus Promotion

VTA staff developed a marketing campaign to raise awareness and build ridership on VTA's Community Bus Lines with the campaign running July through October. The campaign with the slogan, "Take a ride 'round town on your Community Bus!" highlights the value and convenience of traveling on community buses to get to local destinations.

The campaign includes the following components:

- Featured web banner on VTA.org with link to landing page that includes detailed information on all routes.
- 550 interior carcards on light rail vehicles.
- 30 bus tail advertisements.
- 50 light rail station posters.
- :60 radio commercials on: KBAY/KEZR, KLIV/KRTY & :30 radio spots on KUFX/KCNL and KSJO.
- :30 Comcast Cable commercials.
- Print ads in 12 local, community, & multilingual newspapers.
- Skyscraper banner ads on Pump Top TV gas station network which includes advertisements on 128 screens at 16 gas stations achieving 74,563 weekly impressions.
- Movie screen advertising at Camera Cinemas/Downtown, Camera Cinemas/Pruneyard and Camera Cinemas/Los Gatos.

Park & Ride Promotion

In an effort to increase public awareness of VTA's Park & Ride lots, a promotion was launched in July emphasizing the ease and convenience of connecting to VTA's extensive network of bus and light rail service by driving to any one of VTA's Park & Ride lots. The campaign emphasizes the many ways of connecting to VTA by driving, biking or carpooling to Park & Ride lots. The campaign will involve print ads in 15 local community newspapers as well as a featured article in the September issue of VTA's Take One onboard passenger newsletter.

Eco Pass Promotion

VTA staff initiated an Eco Pass marketing campaign targeting Santa Clara County-based employers. Eco Pass is a discounted employer benefit that allows employees full access to VTA bus and light rail. With Eco Pass, employees can use VTA 24/7/365 and eliminate the substantially high cost of solo driving. The campaign highlights Eco Pass as a tool for reducing

traffic congestion, air pollution and solution to increasingly high commuter costs.

The Eco Pass promotion involves the following elements:

- Web banner featured on VTA.org with link to Eco Pass website.
- Print ads in several community newspapers placed in July.
- Eco Pass promotional poster mailed to prospective employers.
- Eco Pass article placed in the Silicon Valley Leadership Group's e-newsletter.
- Eco Pass informational brochures mailed to residential communities in close proximity to VTA services.

The Eco Pass program was also featured at the opening of the new Tri Point Business Park in north San Jose and at The Rising on the Pacific Residential High Rise Development Tour.

Since January 2008, the following partners have purchased a total of 1,226 Eco Passes:

- Rialto Media Corp. - 17 passes
- 550 Moreland Apartments - 100 passes
- Infinera - 439 passes
- Williams Tax Service - 7 passes
- Connexus Corp. - 80 passes
- EORM, Inc. - 50 passes
- Renesas Technology America, Inc. - 128 passes
- Tessera - 100 passes
- City of Morgan Hill - 180 passes
- San Francisco 49ers - 125 passes

Convention Pass Promotion

February - May 2008

VTA's Convention Pass Promotion, a sales referral/quota-based contest running from February through May 2008, targeted hotels and local convention and visitor's bureaus (CVB). Participating hotels and CVBs were provided marketing materials and assistance to inform current and potential clientele about VTA's Convention Pass. Based on the contest rules, the hotel or CVB that purchased the most convention passes or provided referrals that resulted in the most convention passes sold during the promotional period would win the promotion.

The winning hotel or CVB will receive carcard advertisements on all VTA Bus and Light Rail and Light Rail station posters for a period of one month. In addition, the winner will be promoted in a digital postcard emailed to 30,000 event planners associated with the Meetings and Conventions Magazine. The postcard will include the winner's advertisement, a link to the winner's website as well as VTA's Convention Pass advertisement and website. Other promotional efforts for the Convention Pass included:

- A direct mail campaign to local hotels as well as local convention and visitor's bureaus.

- A visitor's destination brochure that included key destinations accessible by VTA Light Rail.

The Wyndham Hotel won the first Convention Pass contest with the purchase of 100 Convention Passes from VTA.

The following groups purchased a total of 1,985 Convention Passes from May to July:

- Presbyterian Church U.S.A. - 1,255
- Wyndham Hotel - 100
- California Society for Respiratory Care - 500
- Society for Industrial Archeology - 130
- Nvidia will purchase Convention Passes in August.

Fourth of July

To accommodate the many patrons riding to downtown San Jose for the patriotic display of fireworks on the Fourth of July, VTA promoted the convenient 8-Hour Excursion Pass as a fare option. The 8-Hour Excursion pass advertisements were featured on:

- VTA.org's "VTA to Fun" web page as well as a web banner ad placed on VTA's home page.
- Light Rail station platform posters.
- VTA Take-One onboard newsletter.

There were two news releases issued for July 4th:

- July 4th Service Schedule
- VTA Takes you to 4th of July Festivities

The day of the 4th, a 48% increase was realized over the same period last year in Excursion Pass sales. As a result, there was also a 49% revenue increase for Excursion Pass sales over the same time period last year.

Promotional Partnerships

VTA continues to partner with public and private sector organizations to promote riding VTA to community events and local popular leisure destinations. These partnerships provide increased awareness and are crucial to highlight taking VTA to local events and destinations.

With these in-kind promotional partnerships, VTA provides partner organizations with advertising exposure through various advertising vehicles such as *VTA's Take-One* newsletter, the VTA web site, and transit advertising space. In exchange for this exposure, VTA receives an equivalent amount of recognition and advertising exposure in the partner's event collateral, and advertising mediums. Marketing and Communications completed the following promotional partnerships during the fourth quarter of FY 2008:

Current and Recent Partnership Efforts

Metro Blues Festival

May 10, 2008

VTA partnered with The Associated Students of San Jose State University (ASSJSU) for the 2008 Metro Fountain Blues Festival held on May 10, 2008. ASSJSU provided VTA advertising exposure prior to and during the 2008 Metro Fountain Blues Festival, including VTA logo placement in their Metro magazine print advertisements and the SJSU campus newspaper, The Spartan Daily. The festival attracted a total of 6,600 in attendance.

Story Road Tamale Festival

June 7, 2008

The Story Road Tamale Festival was held on June 7, from 11 a.m. to 6 p.m. at Emma Prusch Park, attracting 7,000 attendees. This in-kind promotional partnership provided VTA with logo placement in print ads, on flyers, posters and programs highlighting the message “Ride VTA bus lines 12, 22, 25 and 77 to the Story Road Tamale Festival.” Logo placement was also included on the Festival’s collateral placed on light rail station posters and bus and light rail carcards. In addition, VTA received a 10’ x10’ booth space the day of the festival for the distribution of VTA informational materials and promotion of VTA projects. Approximately 500 combined contacts and trip plans were made as well as an exclusive VTA banner placed outside of the park facing Story Road two weeks before the Festival.

Silicon Valley Green Fair

June 7 & 8, 2008

The first Silicon Valley Green Fair took place on June 7 and 8 at the San Jose Convention Center. VTA Marketing staff were on hand to distribute information and promote public transportation as a “Green” lifestyle choice. VTA received a double booth space in front of the Convention Center and placement of 2 half-page, black & white ads in the San Jose Mercury News and a full-page color ad in the Mercury News Silicon Valley Green Fair tab section. A Community Bus was also displayed at the fair and available for the public to view and board. Laptops were made available at the VTA booth for customers and the public to access and become familiar with VTA’s Google Trip Planner. VTA staff assisted roughly 350 customers with the trip planner as well as provided information about VTA services. Staff also provided information about VTA’s Community Bus. The attendance total for the fair was 7,653.

San Jose Jazz Festival

August 8 - 10, 2008

The 19th annual Comcast San Jose Jazz Festival presented by Southwest Airlines was held August 8 - 10 in downtown San Jose. The festival once again featured a full line up of artists performing different styles of jazz with an exclusive VTA presenter for the Friday night concert featuring *Big Bad Voodoo Daddy*.

Additionally, riding VTA to the festival was promoted in the 2008 San Jose Jazz Festival collateral which included a full page print advertisement in the Official Festival Magazine and a special insert in the San Jose Mercury News the week prior to the festival. The VTA logo and a mention of VTA services were also included in the Jazz Festival promotional collateral including carcards, light rail station posters, the VTA web site and in the July and August editions of the VTA's Take-One onboard newsletter. The VTA logo and tagline, "Ride VTA to the Comcast San Jose Jazz Festival Presented by Southwest Airlines", was included in the San Jose Mercury News print advertisement. VTA also hosted a 10' x 10' booth on Saturday and Sunday to distribute rider and trip planning information.

San Jose Earthquakes

An exciting partnership was developed between VTA and the returning San Jose Earthquakes for the 2008 Major League Soccer season. For the partnership, VTA was recognized as the Official Transportation Provider for all San Jose Earthquake home games. VTA also received the following items from the partnership:

- Two (2) :30 second spots for each locally televised game (Comcast Sports Net) - a total of 11 games and 22 spots for the season.
- Opening and closing TV billboards ("This commercial brought to you by VTA").
- Two (2) :30 second radio spots per game
- One (1) full-page print ad in San Jose Earthquakes "Free Kick" Game Program.
- Pre-game and half-time PA promotional announcements.
- For the in-kind TV and radio spots provided by the Earthquakes, VTA's Core Bus Network and the Community Bus Service advertisements were broadcast.

Prepared By: Cynthia Santoro