



TRANSIT PLANNING & OPERATIONS COMMITTEE

Thursday, August 21, 2008

MINUTES

1. CALLED 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 157, County Government Center, 70 West Hedding Street, San Jose, California.

ROLL CALL

Members Present

Dominic Caserta
Nancy Pyle
Dolly Sandoval, Chairperson

Members Absent

Greg Sellers, Vice Chairperson

Alternates Present

None

Alternates Absent

David Cortese
Bob Livengood
Christopher Moylan
Chuck Page

*Alternates do not serve unless participating as a Member.

A quorum was present.

2. PUBLIC PRESENTATIONS

There were no Public Presentations.

3. ORDERS OF THE DAY

Chairperson Sandoval moved the following from the Regular to the Consent Agenda; **Agenda Item #7.**, 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.

M/S/C (Caserta/Pyle) to accept the Orders of the Day.

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

CONSENT AGENDA

4. **Minutes of May 15, 2008**

M/S/C (Pyle/Caserta) to approve the Minutes of May 15, 2008.

7. **Caltrain Centralized Equipment Maintenance and Operations Facility (CEMOF)**

M/S/C (Pyle/Caserta) to submit a recommendation to the Board of Directors to 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.

REGULAR AGENDA

5. **Report from August 13, 2008 Committee for Transit Accessibility (CTA) Meeting**

There was no report regarding the August 13, 2008 Committee for Transit Accessibility Meeting.

6. **Altamont Commuter Express (ACE) shuttle bus services**

Member Pyle expressed her appreciation and noted that the level of competition is wonderful.

M/S/C (Pyle/Caserta) to approve a recommendation to the Board of Directors to 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.

8. **Bureau of State Audits Final Report**

Michael T. Burns, General Manager, provided a brief overview of the Bureau of State Audits Final Report highlighting the following results; 1) No significant changes were recommended to Board governance, but the proposed changes already being pursued were endorsed; 2) Financial reporting and planning meets best practices; 3) Recommendation to continue implementing changes suggested by the Hay Group; and 4) Improve procedures relating to project monitoring and estimating project costs and revenues.

Mr. Burns indicated that the report includes a response from VTA and that an action plan is being created to implement recommendations. He outlined several areas that would be addressed which included, seeking legislation to allow a four year term for Board members, adding Board tenure to performance records, ensuring advisory committee members are more involved in the development of policy solutions and a process to get issues on the table, and creating a series of administrative and reporting plans.

Mr. Burns commented that there were no findings of the misuse of funds.

Member Caserta applauded staff for providing the information from audit. Member Caserta requested clarification on the rationale of not recommending a directly elected Board.

Mr. Burns indicated that the audit looked at other major transit properties and their methods of governance and the process for the makeup of the committee. He noted that there were only three with directly elected Boards. Mr. Burns indicated that the audit concluded that it did not translate into a more successful governance structure.

On Order of Chairperson Sandoval, there being no objection, the Committee received a report on the Bureau of State Audits Final Report.

OTHER ITEMS

9. Bus Rapid Transit Strategic Plan (BRT)

Kevin Connolly, Transportation Planning Manager, gave a brief presentation regarding the study to develop a plan for candidate BRT corridors and define a brand identity. Mr. Connolly indicated that a cost analysis will be brought forward in October and the study is expected to be concluded by the end of the year with a final report ready in December. He noted that conceptual engineering on one or more corridors and station design for Alum Rock project is expected to begin in 2009.

Mr. Connolly indicated that six corridors are being evaluated and priority given to the areas with competitive conditions for transit, such as points of origin and destination.

Member Pyle commented that the two areas which seem to be the neediest in terms of population and unemployment are the Santa Clara/Alum Rock and King Road Corridor.

On Order of Chairperson Sandoval, there being no objection, the Committee received the Bus Rapid Transit Strategic Plan: Corridor Evaluation.

10. Quarterly Marketing Report and Presentation

Bernice Alaniz, Deputy Director of Marketing and Public Affairs, provided the Quarterly Marketing report highlighting; 1) Community Bus promotion success; 2) Park and Ride promotion; 3) Ecopass promotion and an increase of businesses participating in the program; 4) Convention Pass promotion and a contest with hotels in the area; 5) Fourth of July Americafest revenues which increased by 49% compared to 2007; and 6) Promotional Partnerships with the Jazz Festival and an ongoing agreement with the San Jose Earthquakes.

Board Member Caserta questioned if there was any knowledge of how effective print was versus TV and Web.

Ms. Alaniz indicated that with broadcast media specific markets were being targeted utilizing both Spanish speaking radio and television stations and specific neighborhoods with community buses. She noted that campaigns generally have a combination of

medium, therefore it's hard to define specifically which one contributed more to that market.

Chairperson Sandoval questioned what kind of jump in service is expected from the Community bus outreach.

Ms. Alaniz indicated that the launch of the campaign was timed to occur with the beginning of school, and noted that she hoped to see a big increase at the end of September.

On Order of Chairperson Sandoval, there being no objection, the Committee received the Quarterly Marketing Report and Presentation, Q4, FY 2008.

11. Monthly Ridership and Fare Revenue Performance

Joonie Tolosa, Manager Operations Analysis, provided the monthly ridership and fare revenue performance report for July 2008, highlighting a 9.6 percent increase system wide with a 14 percent increase in bus service and a 0.8 percent decrease in light rail service, noting the impact of the Southline Retrofit project and the loss of the Grand Prix which also impacted the difference. Mr. Tolosa noted that overall ridership increased by 3.9 percent for the fiscal year which met the goal.

Mr. Tolosa indicated that fare revenue was up 5.4 percent and noted that the average fare per boarding is outpacing the growth in revenue.

Member Pyle questioned if light rail ridership was down due to riders not being able to make the end connection and question if the limo services would be used to help make those connections as well.

Mr. Tolosa explained that the decrease in ridership was primarily due to the Southline retrofit project and that increases in light rail ridership were seen before the project began.

On Order of Chairperson Sandoval, there being no objection, the Committee received a report on the July 2008 Monthly Ridership and Fare Revenue Performance.

12. Items of Concern and Referral to Administration

There were no Items of Concern or Referral to Administration.

13. Committee Workplan

Chairperson Sandoval indicated that next meeting would need to be moved to another date or time to accommodate her schedule and Member Caserta's as well.

On Order of Chairperson Sandoval, there being no objection, the committee received the Committee Workplan.

14. Committee Staff Report

Dan Smith, Chief Operating Officer and Staff Liaison, provided a report and announced that Captain Luther Pugh was reassigned to head the detective division in the Sheriffs office and will be leaving VTA. Mr. Smith introduced Lieutenant Robert Schiller who has been assigned to replace Captain Pugh.

Mr. Smith announced the appointment of Bill Capps as the Deputy Director, Operations, overseeing the bus and light rail transportation, operations control center, field supervision, and technical training; and Jim Unites as Deputy Director, Operations, responsible for schedule planning, passenger facilities, and Accessible Services and will also be serving as the Staff Liaison for CTA.

On order of Chairperson Sandoval, there being no objection, the committee received the Committee Staff Report.

15. Chairperson's Report

There was no Chairperson's Report.

16. Consent Agenda for September 4, 2008 Board Meeting

CONSENT: Item # 6., 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.,** 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. **REGULAR: None**

17. Announcements

There were no Announcements.

18. ADJOURNMENT

On Order of Chairperson Sandoval, there being no objection, the meeting was adjourned at 5:20 p.m.

Respectfully submitted,

Menominee L. McCarter
VTA Board of Directors