

Transit Planning & Operations Committee

Thursday, February 17, 2011

MINUTES

CALL TO ORDER

The Regular Meeting of the Transit Planning and Operations (TP&O) Committee was called to order at 4:00 p.m. by Chairperson Larsen in Conference Room B-104, Valley Transportation Authority (VTA), 3331 North First Street, San Jose, California.

1. ROLL CALL

Attendee Name	Title	Status
Margaret Abe-Koga	Member	Present
Xavier Campos	Member	Present
Rich Larsen	Chairperson	Present
Sam Liccardo	Member	Present
Jamie Matthews	Alternate Member	Absent
Nancy Pyle	Alternate Member	Absent

***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

Staff requested Agenda Items **#13.**, Adopt the Express Bus Business Plan, **#14.**, Contract for the construction of the Capitol Expressway Light Rail Project, Pedestrian Improvements, and **#15.**, Approve design changes to the BART Silicon Valley Project, be placed at the beginning of the Regular Agenda.

Chairperson Larsen requested Agenda Item **#7.**, Quarterly Marketing Report, be removed from the Consent Agenda and placed at the end of the Agenda.

M/S/C (Abe-Koga/Campos) to approve 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 December 16, 2010 TPO meeting**

M/S/C (Abe-Koga/Campos) to approve the Minutes of December 16, 2010.

5. **Minutes of January 20, 2011 TPO meeting**

M/S/C (Abe-Koga/Campos) to approve the Minutes of January 21, 2011.

6. **Section 5311 Grants**

M/S/C (Abe-Koga/Campos) 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 funding from the California Department of Transportation (Caltrans) under the Federal Transit Administration (FTA) Section 5311 Non-Urbanized Area Formula Grant Program.

7. **Quarterly Marketing Report**

(Pulled from the Consent Agenda and placed at the end of the Agenda)

8. **Transit Operations Performance Report**

M/S/C (Abe-Koga/Campos) to receive FY 2011 Second Quarter Transit Operations Performance Report.

9. **Measure A Semi-Annual Report**

M/S/C (Abe-Koga/Campos) to receive the Measure A Semi-Annual Report - December 2010.

REGULAR AGENDA

The Agenda was taken out of order.

13. **Express Bus Business Plan**

Kevin Connolly, Senior Transportation Planner, provided an overview of the staff report and a presentation highlighting: 1) Study Goals; 2) Existing express bus network; 3) Express bus ridership 2005-2010; 4) Service Design Guidelines 2010; 5) Express bus outreach efforts; 6) Online survey companies and commute mode; 7) Importance of schedule, passenger survey; 8) Importance, perception of express bus services; 9) Market segmentation data; 10) VTA Express vs. Employer Operators; 11) Private employer vehicles; 12) VTA express vehicles; 13) Amenities favored by respondents; 14) Business plan recommendation; 15) Express bus implementation; 16) Ridership, fare revenue, and operating costs; and, 17) Service Design Guidelines, 2010 vs. 2015.

Discussion ensued regarding types of bus amenities, new routes, proposed routes to be eliminated, target market, and coordination with city planning groups.

M/S/C (Abe-Koga/Liccardo) to approve submitting a recommendation to the Board of Directors to adopt the Express Bus Business Plan as a basis for service changes in 2012, 2015 and 2018 repositioning VTA Express Service as a more attractive alternative in key commute markets to increase ridership and begin the process of gaining strategic input from VTA customers.

14. **Capitol Expressway Light Rail Project**

Mark Robinson, Chief Engineering and Construction Officer, provided an updated memo naming Gordon Ball as the lowest responsive and responsible bidder for the project.

M/S/C (Liccardo/Campos) to approve submitting a recommendation to the Board of Directors to authorize the General Manager to execute a contract with the lowest responsive and responsible bidder for the construction of the Capitol Expressway Light Rail Project, Pedestrian Improvements. This contract is 100% funded by the 2010 State Transportation Improvement Program.

15. **Design Change to BART Silicon Valley Project**

Tom Fitzwater, Environmental Planning Manager, provided an overview of the staff report.

M/S/C (Campos/Liccardo) to approve submitting a recommendation to the Board of Directors to approve design changes to the BART Silicon Valley Project, formerly called the Silicon Valley Rapid Transit Corridor Bay Area Rapid Transit (BART) Extension Project to Milpitas, San Jose and Santa Clara through the following actions:

1. Certify that the Supplemental Environmental Impact Report (SEIR-2):
 - a. Meets the requirements of California Environmental Quality Act (CEQA);
 - b. Represents the independent judgment of the Lead Agency; and
 - c. Was presented to the VTA Board of Directors and that they reviewed and considered it.
2. Adopt:
 - a. Findings;
 - b. Facts in Support of Findings; and
 - c. Statement of Overriding Considerations.
3. Adopt a Mitigation Monitoring and Reporting Program.
4. Adopt the Recommended Project Description

10. **Report from the Committee for Transit Accessibility (CTA) Activities**

There was no report from the Committee for Transit Accessibility.

11. **Election of Committee Vice Chairperson for Calendar year 2011**

Chairperson Larsen opened the floor for nominations. Member Liccardo nominated Member Campos for Vice Chairperson.

M/S/C (Liccardo/Abe-Koga) to elect Member Campos as Committee Vice Chairperson for Calendar year 2011.

12. **2011 Transit Planning and Operations Committee Schedule**

Michael T. Burns, General Manager, indicated members of the Committee expressed interest in changing the meeting time to 4:00 p.m. Member Liccardo made a motion to approve the Committee schedule as amended and requested the Board Secretary send an email to the Committee as a reminder of the change in meeting time.

M/S/C (Liccardo/Abe-Koga) to approve the 2011 Transit Planning and Operations Committee schedule, as amended.

OTHER ITEMS

16. **January 2011 Monthly Ridership Report**

Joonie Tolosa, Manager, Operations Analysis and Reporting, indicated average weekday ridership in all modes has increased. He indicated several factors contributed to the increase including better weather and increase in gas prices.

On order of Chairperson Larsen and there being no objection, the January 2011 Monthly Ridership Report was received.

17. **Items of Concern and Referral to Administration**

There were no Items of Concern and Referral to Administration.

18. **Committee Work Plan**

Dan Smith, Chief Operations Officer and Staff Liaison, noted several items which were rescheduled from prior meetings and two new items were added to the Work Plan.

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

19. **Committee Staff Report**

Mr. Smith indicated a written report was provided to the Committee.

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

20. Chairperson's Report

Chairperson Larsen indicated two Members of the TPO Committee are needed to serve on the Ad-hoc Revenue Enhancement Committee (REC). Member Campos and Chairperson Larsen volunteered.

M/S/C (Liccardo/Abe-Koga) to appoint an Ad-hoc Revenue Enhancement Committee (REC) as a subcommittee of the Transportation Planning and Operations (TP&O) Committee. The REC shall consist of two members of TP&O. The purpose of this subcommittee is to recommend measures that would provide a sustainable increase to the Santa Clara Valley Transportation Authority's (VTA) transit operations revenue.

21. Determine Consent Agenda for the March 3, 2011 Board of Directors Meeting.

Consent Agenda:

Agenda Item #6., Adopt a resolution authorizing the General Manager to submit and execute grant applications and agreements, certifications, assurances, and other documents as necessary to receive funding from the California Department of Transportation (Caltrans) under the Federal Transit Administration (FTA) Section 5311 Non-Urbanized Area Formula Grant Program;

Agenda Item #7., Receive the Quarterly Marketing Report.

Agenda Item #8., Receive FY 2011 Second Quarter Transit Operations Performance Report.

Agenda Item #9., Receive the Measure A Semi-Annual Report - December 2010.

Agenda Item #14., Approve submitting a recommendation to the Board of Directors to authorize the General Manager to execute a contract with the lowest responsive and responsible bidder for the construction of the Capitol Expressway Light Rail Project, Pedestrian Improvements. This contract is 100% funded by the 2010 State Transportation Improvement Program.

Regular:

Agenda Item #13., Approve submitting a recommendation to the Board of Directors to adopt the Express Bus Business Plan as a basis for service changes in 2012, 2015 and 2018 repositioning VTA Express Service as a more attractive alternative in key commute markets to increase ridership and begin the process of gaining strategic input from VTA customers.

Agenda Item #15., Approve design changes to the BART Silicon Valley Project, formerly called the Silicon Valley Rapid Transit Corridor Bay Area Rapid Transit (BART) Extension Project to Milpitas, San Jose and Santa Clara through the following actions:

1. Certify that the Supplemental Environmental Impact Report (SEIR-2):
 - a. Meets the requirements of California Environmental Quality Act (CEQA);
 - b. Represents the independent judgment of the Lead Agency; and
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- c. Was presented to the VTA Board of Directors and that they reviewed and considered it.
2. Adopt:
 - a. Findings;
 - b. Facts in Support of Findings; and
 - c. Statement of Overriding Considerations.
3. Adopt a Mitigation Monitoring and Reporting Program.
4. Adopt the Recommended Project Description

22. ANNOUNCEMENTS

There were no Announcements.

7. Quarterly Marketing Report

Mr. Burns noted five members from American Public Transportation Association (APTA) will be visiting VTA and conducting a peer review the VTA marketing program. Chairperson Larsen indicated he would like the Revenue Enhancement Committee to meet with them as well.

Greta Helm, Chief External Affairs Officer, provided an update on the Clipper Launch and introduced the “Sail Around the Bay” promotion. She announced the “Drop and Give Me Ten” rider recruitment program, designed to engage the Advisory Committee Members in the promotion of transit services.

Member Larsen suggested inviting the Board to participate in the recruitment program.

On order of Chairperson Larsen and there being no objection, the Committee received the Quarterly Marketing Report.

23. **On order of Chairperson Larsen** and there being no objection, the meeting was adjourned at 5:04 pm.

Respectfully submitted,

Menominee McCarter, Board Assistant
Office of the Board Secretary
