

Envision Silicon Valley Day After Report

Submitted By:	Camille C. Williams
Date Submitted:	March 2, 2015
Stakeholder Group:	Community Based Organizations
Meeting Date, Time, and Location:	February 20, 2015 10:00 am to 12:00 noon River Oaks Administrative Complex Rm B104
Topics Presented/Discussed:	<p><u>Topics/Discussion:</u></p> <ul style="list-style-type: none"> ▪ Introductions ▪ Review of Past Sales Tax Measures ▪ Discussion of DRAFT Goals and Principles ▪ Discussion of Potential Metrics ▪ Next Steps and Adjournment
Meeting Attendees:	12 participants
Media Present:	None
Elected Officials Present:	None
Organizations Present:	<ol style="list-style-type: none"> 1. Catholic Charities 2. City of San Jose 3. CommUniverCity 4. Interested Public Citizens 5. OUTREACH 6. Sacred Heart 7. Santa Clara Public Health Department 8. United Way Silicon Valley
Meeting Notes:	<ul style="list-style-type: none"> ▪ Presentation on Past Tax Measures <ol style="list-style-type: none"> 1. <u>1976 Measure A</u>: ½ cent (perpetuity) 2. <u>1984 Measure A</u>: ½ cent (10 years) to build highways and freeways; \$1.8 billion 3. <u>1996 Measure A/B</u>: ½ cent (9 years) to build rail, highways, pavement improvements, etc.; \$1.6 billion 4. <u>2000 Measure A</u>: ½ cent (30 years) to build BART to San

Jose, provide connections to Mineta San Jose Airport, LR from downtown San Jose to the East Valley, purchase low-floor light rail vehicles; improve Caltrain, etc. In 2001, Measure A was expected to generate \$14.3 billion dollars but the dot.com bust and recent economic downturns significantly decreased the projected revenue. In 2009, the expected revenue was \$6.6 billion dollars but due to the recent economic recovery, in 2014, the projected revenue was increased to \$7.4 billion dollars.

2000 Measure A Milestones:

- Initiate BART SV Phase II Environmental Update Document
- Completion of BART SV Phase I Berryessa Aerial Structure and 11 corridor grade separations
- Completion of Eastridge Transit Center Improvements
- Final Environmental Document for El Camino BRT

5. 2010 Measure B Vehicle Registration Fee: \$10 for each vehicle registered in Santa Clara County (perpetuity); \$45 million; paving, Intelligent Transportation Systems (ITS)

Draft goals and principles that were created at the November 2014 meetings from various stakeholder groups were combined and presented to the Envision 2016 Ad Hoc Committee of VTA’s Board of Directors and to the community based organizations and transit advocate stakeholder groups. Each of the stakeholder groups had opportunities to keep the draft goals, principles, and strategies the same or make changes.

Draft Goals and Strategies

Goal: Revitalize Transportation Infrastructure

- Maximize opportunities for regional connectivity and services
- Increase direct transit service with fewer transfers
Revised strategy: Shorten headways and improve connections. Increase service on Saturdays and Sundays. Post schedules on bus stops.
- Reduce potholes
- **New strategy:** Improve communication with the public

Goal: Improve Trip Experience

- Foster widespread use of new technology to empower the transportation experience
- Relieve roadway pinch points
- Provide amenities to attract riders (be specific about what

amenities are)

- **New strategy:** Increase signage because all riders do not have smart phones, so transit apps will not help them

Goal: Expand Access and Mobility Choices

- Promote transit access
- Promote programs and projects for the disability community
- Place special emphasis on transit dependent areas
- Promote bicycle and pedestrian projects that close gaps and promote regional connectivity
- **New strategy:** Consider the needs of populations who cannot drive, especially children. Consider Safe Routes to School programs.
- **New strategy:** Incorporate age-friendly services for older adults and children
- **New strategy:** Think about services beyond bus and light rail
- **New strategy:** Communicate better with limited English proficient (LEP) populations, and those who may be illiterate in their own language. Use symbols more.
- **New strategy:** Improve access to transit deserts

Goal: Develop an Integrated, Efficient & Sustainable System

- Develop zero-emission bus fleet to reduce greenhouse gases

Draft Recommended Principles and Strategies

Sustainability

- An effective transportation system is needed for a vibrant and thriving economy
- All projects and programs must have high levels of support from the residents of Santa Clara County.

Safety

- All projects will result in a safe, reliable and comfortable transportation system.
- **New Strategy:** The physical environment should consider all aspects of mobility: walking, cycling, and use of mobility devices

Equity

- Decisions should consider the needs of all residents including but not limited to those who are low-income
- Decisions should take into account the geographical needs of the county
- Citizens want to be more engaged in VTA's decision-making processes. Improve efforts to engage the community.

Minimize/Reduce Environmental Impact

- Projects and programs should reduce greenhouse gas emissions and vehicle miles traveled
- Decisions should reduce traffic congestion
- Projects and programs should result in positive health impacts for the community
- Projects should reduce vehicle dependence and increase transit ridership

Encourage Innovation

- Projects should use technology whenever possible to improve the efficiency and effectiveness of the transportation system

Partnerships

- Programs and projects should result in a positive impact to communities
- Public/Private partnerships should be utilized whenever possible
- Alliances with stakeholder organizations and employers should be developed
- **New Strategy:** Partner with community centers and schools
- **New Strategy:** Partner with other agencies that have similar goals
- **New Strategy:** Create a demand-responsive service using Uber and Lyft to provide transportation options for seniors. Model after Denver RTD’s program

Metrics

Stakeholders received a presentation on metrics or performance measures that will be used to finalize goals. The purpose of these metrics is to provide a common analysis framework for considering projects.

Metrics will be qualitative which are descriptive, or quantitative which can be measured by numbers.

Metrics will be rated as High, Medium, or Low.

Stakeholders suggested the following metrics:

- Measure customer service/satisfaction by routinely surveying customers.
- Consider the needs of those who are not tech savvy
- Productivity should be of measure of both effectiveness and utilization.

Next Steps:

The next meeting will be on Friday, April 17, 2015 in B104. Topic will be transportation finance.