

**CITIZENS ADVISORY COMMITTEE**  
**SAN MATEO COUNTY TRANSPORTATION AUTHORITY**  
1250 San Carlos Avenue, San Carlos CA 94070  
Bacciocco Auditorium, 2<sup>nd</sup> Floor

**MINUTES OF MARCH 31, 2009**

**MEMBERS PRESENT:** B. Arietta, J. Bigelow, P. Dixon (Chair), J. Fox, R. Hedges,  
L. Shaine, N. Stern, A. Vargas, P. Young (Vice Chair),  
G. Zimmerman

**MEMBERS ABSENT:** R. Hees, S. Krause, A. Mader-Clark, D. Maez

**STAFF PRESENT:** T. Bartholomew, J. Hurley, R. Lake

Chair Pat Dixon called the meeting to order at 4:38 p.m. and led the Pledge of Allegiance.

**APPROVAL OF MINUTES**

A motion (Bigelow/Young) to approve the minutes of March 3, 2009 was passed.

**PROGRAM: Transportation System Management (TSM)/Alternative Congestion Relief  
Christine Maley-Grubl, Executive Director of the Peninsula Traffic Congestion Relief  
Alliance (Alliance) presented details of Alliance programs.**

- The Alliance was established in 2000 and is San Mateo County's Transportation Demand Management (TDM) Agency, which receives funding from the Transportation Authority (TA)
- The mission is to reduce the number of single occupant vehicles in order to improve air quality, which is accomplished through marketing of TDM to county commuters, local employers and residents.
- Marketing efforts in 2007-2008 increased shuttle route operations; generated greater awareness of the Alliance and increased employer participation.
- The Alliance manages 19 shuttle routes with 24 vehicles.
- New routes include Redwood City's on demand shuttle, Bayshore/Brisbane Caltrain shuttle and one shuttle for on-demand taxi service.
- There were 513,000 boardings in Fiscal Year 2008, which eliminated 450,000 single-occupancy vehicle trips; ridership has increased 10.7 percent compared to July-December 2007.
- Marketing and outreach efforts include
  1. Try Transit Program with distribution of 3,600 tickets.
  2. Carpool Incentive Program with a one-time incentive of a \$60 gas card per passenger, which has had over 5,000 participants since 2003.
  3. Bike Safety Workshops and rack/locker incentives that provide a maximum of \$500 per locker or rack to employers, cities, and schools to install bike parking, which has provided 48 bike racks and 29 lockers in FY 07/08.
  4. Vanpool incentives provide \$500 cash incentives to vanpool drivers who drive for six months or \$80 per month for three months to vanpool riders. Eighty-two subsidies have been provided to vanpool drivers or riders.

5. Fifty-four employers participate in the Emergency Ride Home Program, which pays 75 percent of the cost of a taxi or rental car to an employee/employer who participates in a voucher program for an emergency ride from work.
  6. Outreach included program exhibitions at 64 employer fairs and nine community fairs and participation in Earth Day events.
  7. Promotional outreach materials include quarterly newsletters, distribution of brochures, English and Spanish Bicycle Safety Booklets, Carpool Incentive Program brochure and materials for employers to establish TDM programs.
- Bike to Work Day is scheduled for May 14, 2009; there were 3,068 participants in 2008.
  - Hits to the Alliance Website (commute.org) increased 18 percent over FY 06/07, which is attributed to easier access to information, updated key word search, updated registration on search engines and use by users for specific programs.

Director of Transportation Authority Programs Joe Hurley said the TA Board will be asked to allocate up to \$15,000 in Measure A TSM funds to the Alliance for development of a strategic plan at its April 2 board meeting.

Rich Hedges asked what the goals would be for the strategic plan. Ms. Maley-Grubl said the Alliance will determine if they should continue with the current programs; determine if there are other programs to include and to be in-line with the TA strategic plan.

Mr. Hedges said the Alliance is a valuable service, which is underutilized. He would like to work with the Alliance on ideas to make it overutilized.

Mr. Hedges read that there is federal stimulus money for congestion management agencies that could double the amount employers can offer people for transit tickets. Ms. Maley-Grubl said the Alliance informs employers in their program about the opportunity to give employees free tax commuter benefits, which have been increasing an average of \$30 per employee. The current tax benefit is \$120 per month.

George Zimmerman asked if there were new programs that encourage bicycle use in San Mateo County and would the employer provide subsidies to the employees who use public transit or bicycle to work. Ms. Maley-Grubl said Oracle and Genentech provide subsidies. Genentech provides \$5 per day per employee who doesn't drive to work.

Larry Shaine said he found the Alliance to be very responsive and aggressive in trying to fill commuter needs and urged employers and employees to use Alliance services.

Jim Bigelow asked if the Alliance has had any communication with the San Francisco Bicycle Coalition. Ms. Maley-Grubl said yes and the Alliance has worked with the Silicon Valley Bike Coalition on the Bike to Work event.

Paul Young asked what effects the Alliance is having on single occupancy vehicle (SOV) issues. Ms. Maley-Grubl said the Alliance has an employer survey and a number of questions are related to how many employees have switched from SOVs. She said the switch is difficult and the survey showed 73 percent of people are still SOV drivers. She said over the last couple of years more people are really interested in environmental issues and advocating for more TDM programs.

Mr. Young said it seems people have jobs that preclude carpooling. Ms. Maley-Grubl said findings indicate most carpoolers travel a longer distance than non-carpoolers they work with and depend on 511.org for ride-match information.

April Vargas said the county park department has talked about providing transportation for people in urban areas to get out and enjoy county parks, particularly with the difficult economic times. She asked if a weekend program has been considered to get people to parks and coastside beaches. Ms. Maley-Grubl said it would be a good idea and the Alliance would have to look at how efficiently and economically the shuttle would run. She said SamTrans has worked with the coastside transportation community for the past two years to put together a promotional plan to enhance coastside service.

Nancy Stern asked about Alliance staff size and budget. Ms. Maley-Grubl said there are eight full-time staff and two part-time staff. The general operating budget is \$1.3 million. There is an additional \$1.3 to \$1.4 million for shuttle vendors to operate the shuttle service, which is separate from the operating budget.

Ms. Stern asked if there were programs in other counties to compare and contrast. Ms. Maley-Grubl said there is a similar program in Contra Costa County, Solano/Napa counties and in San Francisco. The Alliance in San Mateo County is unique because it is a countywide agency.

John Fox asked what types of media marketing could be done to help people recognize commute choices, which could include human resource documents that feature an employee who made a positive commute change. Ms. Maley-Grubl said the Alliance collaborates with the SamTrans marketing department, county chambers of commerce and employers with internet information, radio and cable stations, newsletters and Web site links.

Mr. Fox asked if there were programs with parent-teacher organizations to organize and distribute information on a virtual school bus or bike safety classes because of school traffic. Ms. Maley-Grubl said information is given to school districts. The Cabrillo School District in Half Moon Bay operates a schoolpool program with a one-time incentive of \$25. She said school staffing presents challenges in getting information distributed.

Chair Dixon asked if a member of the Board of Supervisors is on the Alliance board. Ms. Maley-Grubl said SamTrans board director Adrienne Tissier is a member of the Alliance board.

Chair Dixon asked if there is on-demand shuttle service from Palo Alto to Redwood City. Ms. Maley-Grubl said the Alliance can't travel to Palo Alto in Santa Clara County. Mr. Shaine said if a person could get to Stanford Hospital they could use San Mateo County paratransit at that point.

Mr. Hurley said the May TA board and TA CAC meetings' feature program will be paratransit and this issue can be discussed.

#### **ITEMS FOR REVIEW – APRIL 2, 2009 TA BOARD AGENDA**

There was no discussion on the following items:

#### **Approval of Minutes of March 5, 2009 – TA Item 3a**

**Acceptance of Statement of Revenues and Expenses for February 2009 – TA Item 3b.**

**South San Francisco Ferry Allocation Update – TA Item 6a**

**SamTrans Liaison Report March 3, 2009 – TA Item 7a**

**SamTrans Liaison Report March 11, 2009 – TA Item 7b**

**Allocation of \$15,000 to the Peninsula Traffic Congestion Relief Alliance from Transportation Authority Measure A Transportation Systems Management Funds of the Fiscal Year 2009 Operating Budget – TA Item 10a**

A motion (Hedges/Young) to approve the \$15,000 allocation to the Alliance was passed.

**Authorize Award of Contract to PBS & J to Provide Program Management Services for a Total Not-to-Exceed Cost of \$20,000,000 for a Five-year Period – TA Item 10b**

Mr. Zimmerman asked why program management services couldn't be done in-house.

Mr. Hurley said the TA went through the request for proposal process to bring on a program management consultant for the capital program. However staff's first choice was to do program management in-house. Staff is going through this exercise because of the limited ability for the TA to be competitive in terms of attracting individuals that have the necessary skill sets to deliver the TA program. Staff looked outside to secure the services of consultants to allow the TA to move forward with an expedited development and implementation of the TA program. Mr. Hurley said it is also important to have these consultants onboard because it will afford the TA the opportunity to accelerate the pace with which the TA delivers capital projects and programs.

Mr. Shaine asked who is currently doing TA project management for the 3<sup>rd</sup> Avenue to Millbrae Auxiliary Lane Project. Mr. Hurley said the TA managed the environmental process through design but Caltrans is currently doing construction management in the construction phase.

Mr. Shaine asked if Caltrans would be involved in projects once construction begins. Mr. Hurley said Caltrans has limited resources and as the TA program grows the volume of projects that will be hitting the streets may exceed the capacity of Caltrans. The TA wants to make sure it is in the position to be able to take on that responsibility of construction management.

A motion (Zimmerman/Bigelow) to endorse TA Item 10b and to incorporate comments staff made that there will be an incentive to accelerate private use and possibly incorporate the later phases of this work within the next five years was passed.

Mr. Shaine asked for an explanation of the Disadvantaged Business Enterprise (DBE) program including criteria and minorities. Mr. Hurley said the TA wants to insure an environment where small and/or underrepresented firms and/or individuals can compete fairly. The TA conducts extensive outreach to DBE firms to make them aware of potential work.

**Program**

**Verbal Update on State Legislative Program TA Item 11a**

Mr. Zimmerman asked how AB116 would affect the TA. Mr. Hurley said the bill would raise the General Manager's contract and procurement threshold authority from \$25,000 to \$100,000, which is consistent with other agencies around the state.

Mr. Zimmerman asked about AB338 and how much authority the TA would have in supporting transit village development districts versus municipal planning control. Mr. Hurley said the bill deals with transit financing which proposes to expand the area that can be assessed a fee from a quarter of a mile to one-half mile. The bill also eliminates a voter-approved requirement in terms of the financial assessment to the transit district. Mr. Hurley said one of the issues of concern is who actually has the control of these funds. Twenty percent of the property tax that comes from these transit oriented districts has to be used to further develop transit oriented development (TOD) within that TOD. The question is whether the cities are willing to give up that 20 percent share.

Mr. Zimmerman asked if this would serve as a disincentive to the cities to encourage TODs. Mr. Hurley said the issue is if losing control of the 20 percent would serve as a disincentive or the 80 percent would serve as an incentive.

Mr. Fox asked how the 20 percent/80 percent goal was developed. Mr. Hurley will follow up on this question.

Mr. Shaine said the TOD in San Carlos is getting little or no revenue out of it (because it has been built yet) so at least they will be getting about 80 percent of the increased assessed valuation so it is a gain to the City of San Carlos to bring that TOD into the city in terms of assessed valuation.

Mr. Zimmerman asked how AB1375 would change the existing structure for HSR. Mr. Hurley said this creates a new department under the Business, Transportation and Housing Agency, which would be tasked with the implementation of the policy established by the California High Speed Authority (CHSRA) and headed by a director appointed by the CHSRA. The new department would not be tasked with policy making, which remains the responsibility of the CHSRA.

A motion (Zimmerman/Hedges) to endorse AB338 proposed legislation and to send that endorsement on to the TA, because for intensive transit to be successful there must be density, was passed.

Mr. Fox asked about AB744, which is an issue allowing SOVs in the high occupancy vehicle (HOV) lanes. He asked if the CAC reached a policy decision on this at the last meeting.

Mr. Hurley said he had reported on a HOV and high occupancy toll (HOT) lanes study the Metropolitan Transportation Commission (MTC) is doing in partnership with the TA and C/CAG on Highway 101. The current legislation says the HOV lane can only be a HOT lane if there is excess capacity in the HOV lane to sell off. As soon as an HOV lane is filled to capacity with HOVs, there is no opportunity to buy into that lane.

Mr. Fox said he would like to reserve the HOV lanes for the purpose of HOVs and not as a means of revenue generation to reduce their value or incentive.

Mr. Hedges said there is rumor at the MTC that one of the commissioners has discovered numbers that this program might not work financially. Mr. Hurley said there is a concern if you have a three-plus HOV lane that has capacity right now; the question is how long will you have

that capacity until it is filled up with HOVs and how much is the infrastructure improvement going to cost to implement HOT lanes. No one wants to make that kind of investment only to have it shortly thereafter become obsolete because there won't be capacity to sell.

Mr. Hurley said he will bring the completed MTC study information to the CAC for additional review and discussion.

### **Verbal Update on Federal Legislative Program – TA Item 11b**

No discussion

### **REPORT OF THE CHAIR – PAT DIXON**

Confirmed that members received the invitation to visit the new paratransit certification facility in Foster City on April 6.

### **REPORT FROM STAFF**

Mr. Hurley said TA CAC applications for the current recruitment are due April 13. Chair Dixon has been in contact with Rose Jacobs Gibson for possible CAC representation from East Palo Alto and is checking contacts in the Fair Oaks area of Redwood City.

Nancy Stern will be resigning due to time constraints when her current term ends on May 31.

### **COMMITTEE COMMENTS**

Jim Bigelow said AB1375 is not favored by the CHSRA and there is controversy about the number of state employees that might pile into this project versus subcontracting with the private sector.

Mr. Bigelow said the Menlo Park City Council is looking at the possibility of having three companies come in and pay \$800,000 to redo three properties with no idea as to whether there will be a Dumbarton rail line station in Menlo Park. The city may abandon the \$200,000 MTC grant money and \$75,000 TA planning area grant for TOD associated with the Dumbarton Rail Corridor.

### **NEXT MEETING**

The next regular meeting of the TA CAC will be held on Tuesday, May 5, 2009 at 4:30 p.m. at 1250 San Carlos Avenue, Bacciocco Auditorium, 2<sup>nd</sup> Floor, San Carlos, CA 94070.

### **ADJOURNMENT**

5:55 p.m.