



TA Board of Directors

Meeting of September 4, 2025

Correspondence as of July 18, 2025

Subject

1. Big Blue Bus, West Hollywood launch automated bus stop enforcement
2. Letter of Support from TA re: AB 1014 (Rogers): Traffic safety: speed limits As Amended on April 8, 2025 – NOTTICE OF SUPPORT

From: [Richard Hedges](#)
To: [Board \(@smcta.com\)](#)
Cc: [cacsecretary \(@smcta.com\)](#)
Subject: Big Blue Bus, West Hollywood launch automated bus stop enforcement
Date: Tuesday, July 15, 2025 1:10:34 AM

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Big Blue Bus, West Hollywood launch automated bus stop enforcement

Hayden AI's bus-mounted cameras will detect and record illegal parking violations that obstruct bus lanes, bus stops, bike lanes and double parking.

Related To:

[Hayden AI](#)

July 14, 2025



The new enforcement begins with a 60-day warning period for Santa Monica's Big Blue Bus.

The cities of Santa Monica and West Hollywood, Calif., are deploying Hayden AI's automated transit enforcement platform to help keep bus lanes and bus stops clear. The cities join the Los Angeles County Metropolitan Transportation Authority (L.A. Metro) and Culver City in implementing the technology.

The new enforcement begins with a 60-day warning period for Santa Monica's Big Blue Bus and L.A. Metro buses serving Line 212 in West Hollywood, with full enforcement starting Sept. 1, 2025.

"Santa Monica and West Hollywood are leading the way in adopting transformative technology to make public transportation safer and more reliable," said Hayden AI Chief Growth Officer Charley Territo. "Our bus-mounted camera platform is helping

cities across Southern California eliminate obstacles to smoother bus operations.

We're proud to bring these benefits to Big Blue Bus and Metro riders in West Hollywood, helping to keep their routes clear and their commutes hassle-free."

For Santa Monica's Big Blue Bus, Hayden AI says this rollout follows the success of a 2023 pilot program where its technology was tested on two buses. The pilot resulted in 7.7 violations per bus per day, amounting to 606 violations over just 45 days.

"The implementation of automated enforcement advances Big Blue Bus's commitment to providing equitable access to efficient and reliable transportation and supports Santa Monica's broader strategic priority of clean streets and safe neighborhoods," said Santa Monica Director of Transportation Anuj Gupta. "Bus lane disruption disproportionately impacts individuals who rely on public transportation, particularly seniors, students, persons with disabilities and those with limited access to private vehicles."

Hayden AI's platform utilizes artificial intelligence in bus-mounted cameras to detect and record illegal parking violations that obstruct bus lanes, bus stops, bike lanes and double parking.

"Even a single vehicle blocking a bus lane can lead to significant delays, missed connections and frustration for riders who depend on our service. By ensuring bus lanes remain clear, we enhance the efficiency of our multimodal transportation network and keep Santa Monica's residents and visitors moving safely, efficiently and comfortably," Gupta added



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July 16, 2025

The Honorable Chris Rogers
California State Assembly
Sacramento, CA 95814

**RE: AB 1014 (Rogers): Traffic safety: speed limits
As amended on April 8, 2025 – NOTICE OF SUPPORT**

Dear Assemblymember Rogers,

On behalf of the San Mateo County Transportation Authority (SMCTA), I am writing to express our support for your Assembly Bill (AB) 1014, which would broaden existing law by permitting the California Department of Transportation (Caltrans) – not just local governments – to lower speed limits by five miles per hour on specified state highways.

SMCTA aims to improve mobility and safety, reduce congestion, and support economic vitality through strategic investment in transportation infrastructure in San Mateo County. While roadway design and enforcement are key aspects to protecting public safety, speed limits also have an impact on motorists' behavior. According to the National Highway Traffic Safety Administration, reducing speed limits on highways can impact driver behavior and improve road safety. Lower speed limits can reduce crash severity and frequency, particularly in urban corridors, school zones, and business districts.

San Mateo County is home to numerous state highways that run through the rural and urban downtowns of several cities, including State Route 82 (El Camino Real) and State Route 1 (Pacific Coast Highway). The SMCTA is funding projects along these highways to reduce speeds and improve safety for the most vulnerable roadways users such as people walking and biking. We support Caltrans having the flexibility to determine whether reducing speed limits on highways in San Mateo County will improve safety in our communities.

For these reasons, we support AB 1014. Thank you for your leadership and continued commitment to the safety of all the traveling public. If you have any questions or need additional information, please contact TA Government and Community Affairs Director, Jessica Epstein, at EpsteinJ@samtrans.com. Thank you for your consideration.

Sincerely,

A handwritten signature in blue ink, appearing to read 'April Chan', is written over the typed name and title.

April Chan
Executive Director

CC: San Mateo County Transportation Authority Board of Directors

SAN MATEO COUNTY TRANSPORTATION AUTHORITY

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