



BOARD OF DIRECTORS 2011

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GENERAL MANAGER/CEO

SamTrans Citizens Advisory Committee (CAC)
1250 San Carlos Avenue, San Carlos, CA 94070, Bacciocco Auditorium, 2nd Floor

AGENDA

March 2, 2011 - Wednesday

6:30 PM

1. Pledge of Allegiance
2. Call to Order/Roll Call
3. Public Comment
4. Approval of Meeting Minutes for February 2, 2011
5. Presentation: SamTrans Bus Ad Policy – Rita Haskin
6. Presentation: Hillsdale Project Update – Brian Fitzpatrick
7. Recommendation that the SamTrans Board Establish an Ad-Hoc Financial Recovery/Stability Committee – Andy Chow
8. Report of the Chair
9. SamTrans Staff Update
10. CAC Member Comments/Requests
11. Liaison Reports
 - a. SamTrans Board – Peter Ratto
 - b. SamTrans Accessibility Advisory Committee –Tom Collette
 - c. Caltrain Accessibility Advisory Committee – Peter Loranger
 - d. Peninsula Corridor Joint Powers Board – David Wilcox
 - e. Peninsula Corridor Joint Powers Board Citizens Advisory Committee – Andy Chow
 - f. Senior Mobility Action Plan – vacant
12. Next Meeting: Wednesday, April 6, 2011 at 6:30 p.m., 1250 San Carlos Avenue, Bacciocco Auditorium, 2nd floor, San Carlos, CA
13. Adjournment

All items on this agenda are subject to action

CAC MEMBERS: J. Baker, A. Chow (Vice-Chair), L. Chow, T. Collette, M. Hall, W. Kingsford-Smith, P. Loranger, J. McKie, K. Nobles, S. Price, P. Ratto (Chair), D. Wilcox

INFORMATION TO THE PUBLIC

If you have questions on the agenda, please contact the Assistant District Secretary at 650.508.6223. Assisted listening devices are available upon request. Agendas are available on the SamTrans Website at www.samtrans.com.

Date and Time of Boards and Advisory Committee Meetings

San Mateo County Transit District (SamTrans) Committees and Board: Second Wednesday of the month, 2 PM. SamTrans Citizens Advisory Committee: First Wednesday of the month, 6:30 PM. Date, time and location of meetings may be changed as needed.

Location of Meeting

The SamTrans Administrative Building is located at 1250 San Carlos Ave., San Carlos, which is one block west of the San Carlos Caltrain Station on El Camino Real, accessible by SamTrans bus Routes: 260, 295, 390, 391, KX.

Public Comment

If you wish to address the Citizens Advisory Committee, please fill out a speaker's card located on the agenda table. If you have anything that you wish distributed to the Citizens Advisory Committee and included for the official record, please hand it to the Assistant District Secretary, who will distribute the information to the Committee members and staff.

Members of the public may address the Citizens Advisory Committee on non-agendized items under the Public Comment item on the agenda. Public testimony by each individual speaker shall be limited to three minutes and items raised that require a response will be deferred for staff reply.

Accessibility for Individuals with Disabilities

Upon request, SamTrans will provide for written agenda materials in appropriate alternative formats, or disability-related modification or accommodation, including auxiliary aids or services, to enable individuals with disabilities to participate in public meetings. Please send a written request, including your name, mailing address, phone number and brief description of the requested materials and a preferred alternative format or auxiliary aid or service at least two days before the meeting. Requests should be mailed to Nancy McKenna at San Mateo County Transit District, 1250 San Carlos Avenue, San Carlos, CA 94070-1306; or email to cacsecretary@samtrans.com; or by phone at 650.508.6279, or TDD 650.508.6448.

Availability of Public Records

All public records relating to an open session item on this agenda, which are not exempt from disclosure pursuant to the California Public Records Act, that are distributed to a majority of the legislative body will be available for public inspection at 1250 San Carlos Avenue, San Carlos, CA 94070-1306, at the same time that the public records are distributed or made available to the legislative body.

**SAN MATEO COUNTY TRANSIT DISTRICT
1250 SAN CARLOS AVENUE, SAN CARLOS, CALIFORNIA**

**CITIZENS ADVISORY COMMITTEE
MINUTES OF MEETING – FEBRUARY 2, 2011**

COMMITTEE MEMBERS PRESENT: J. Baker, L. Chow, T. Collette, M. Hall, W. Kingsford-Smith, J. McKie, K. Nobles, P. Loranger, P. Ratto (Chair), S. Price, D. Wilcox

COMMITTEE MEMBERS ABSENT: A. Chow, T. Collette

SAMTRANS STAFF PRESENT: K. Green, N. McKenna, C. Patton, E. Proctor, A. Rice

Chair Peter Ratto called the meeting to order at 6:31 p.m. and led the Pledge of Allegiance.

PUBLIC COMMENT

None

APPROVAL OF THE MINUTES

The Committee (Wilcox/Nobles) approved the minutes of January 5, 2011; (L. Chow, Hall and Kingsford-Smith abstained).

PRESENTATION: SAMTRANS' GREENHOUSE GAS EMISSIONS INVENTORY

Deputy Director Operations and Sustainability Program Manager Anne-Louise Rice reported:

- The purpose of the Greenhouse Gas (GHG) Inventory is to fulfill a part of the American Public Transportation Association's (APTA) Sustainability Commitment; inform District personnel about internal GHG emissions efforts; communicate transit's role in reducing GHGs; and position the District for new funding opportunities.
- The six big greenhouse gases are carbon dioxide, nitrous oxide, methane, hydrofluorocarbons, perfluorocarbons and sulfur hexafluoride.
- In 2009 SamTrans' GHG emissions were 33,000 metric tons, the equivalent to the amount produced annually by 6,000 automobiles.
- The majority of SamTrans' emissions come from fixed-route buses.
- Transit is a net reducer of GHG.
- Staff is doing a Pacific Gas & Electric energy audit of the central office and the two bus facilities.
- The District was awarded a bronze recognition from APTA for reducing GHGs.

John Baker asked how staff arrived at the GHG credit emissions number. Ms. Rice said APTA has a best practices formula that is used nationally by transit agencies.

Lisa Chow asked how decisions are made and is there a committee to move this program forward. Ms. Rice said staff is working with the various departments and the Board is completely behind this program and moving it forward.

Peter Loranger asked if transit agencies are responsible for taking cars off the road. Ms. Rice said if service is cut back then the emissions are reduced. The biggest bang for the buck is in land use and the use of public transit.

Chair Ratto asked if the new fleet will have an impact on the 2009 base number. Ms. Rice said yes, due to the number of new buses, reduced fuel consumption and miles traveled.

REPORT OF THE CHAIR

Chair Ratto said this past Saturday he attended the Friends of Caltrain summit. It was very well attended and it was nice to see the support among the community, riders and politicians for Caltrain.

SAMTRANS STAFF UPDATE

Director of Bus Transportation Chester Patton reported:

- Recruitment for eight CAC vacancies begins on Monday, February 7.
- At the January meeting Kim Nobles asked if AC Transit schedules could be placed on buses on Routes 390 and 391. Staff said that is not possible because of limited rack space for schedules on the buses.
- Performance statistics for December are:
 - On-time performance was 89.4 percent, which is above the 85 percent standard.
 - Average weekday ridership was 39,380. Due to data loss associated with a system upgrade the December average weekday ridership number was conservatively and statistically compiled.
 - Complaints were very low at 188.
 - There were only six missed schedules in the month.
 - Miles between road calls was at 26,835.

Mr. Wilcox said in the past the CAC received periodic information on ridership by routes.

Mr. Patton said if there is a specific route that the CAC is interested in he can bring the ridership information.

CAC MEMBER COMMENTS/REQUESTS

Judy McKie asked what the rules are for drivers using cell phones. Mr. Patton said when this is observed he asked that the date, time and bus number be reported to him. He said it is forbidden to use any personal electronic devices, including headphones and earpieces while operating a bus. It is a safety violation within SamTrans and drivers will be disciplined for this type of offense.

Mr. Baker said the predictive arrival signs are installed at Daly City BART and working well. He heard favorable comments from the public.

Chair Ratto said a couple of stops were recently eliminated on Route 295 with the new runbook and one of them is by Mills Hospital. He asked if the old Route PX stop on Second Avenue in San Mateo could now be a stop for Route 295. Superintendent Bus Transportation Ed Proctor said yes, staff is working on that location to be a stop for Route 295.

Mr. Wilcox said the predictive arrival signs at Sequoia Station were not accurate, but did display in test mode. He said he has heard passengers would like to purchase accessories for use on the bus such as badge holders, lanyards and even shopping carts. Mr. Wilcox said there could be a display at the reception desk on the second floor. Mr. Wilcox said the mobility ambassadors need to be notified of changes to bus routes, schedules and bus stops. He also requested an update be made to the CAC on the Grand Boulevard Initiative.

Mr. Loranger said he was reading the *San Mateo Times* online and there was a poll in the article of whether there should be a tax initiative for Caltrain funding and the overall result was sink or swim.

Mr. Wilcox said Caltrain fares should be much higher.

Sondra Price asked if it is possible to do a “Day without Caltrain” to show the public the affect of the loss of Caltrain would have on local freeways.

LIAISON REPORTS

a. SamTrans Board - Peter Ratto

- Zoe Kersteen-Tucker was sworn in as a public member representing the Coastsides.
- A presentation was given on fixed-route service.
- Ten bus operators were recently recalled and 10 more will be recalled in April.

b. SamTrans Accessibility Advisory Committee - Tom Collette - absent.

c. Caltrain Accessibility Advisory Committee - Peter Loranger - no meeting.

d. Peninsula Corridor Joint Powers Board - David Wilcox

- Ridership is up.

e. Peninsula Corridor Joint Powers Board Citizens Advisory Committee - Andy Chow - absent.

f. Senior Mobility Action Plan - vacant

NEXT MEETING:

The next meeting will be held March 2, 2011, at 6:30 p.m., 1250 San Carlos Avenue, Bacciocco Auditorium, 2nd Floor, San Carlos, California 94070.

ADJOURNED: 7:30 p.m.

SAN MATEO COUNTY TRANSIT DISTRICT
ADVERTISING POLICY

The San Mateo County Transit District (“District”) provides public transportation services (“SamTrans”) within San Mateo County, San Francisco County and Santa Clara County, California. The District is also the Managing Agency of the Peninsula Corridor Joint Powers Board (“Caltrain”), a joint powers agency whose membership is comprised of the San Mateo County Transit District, the City and County of San Francisco and the Santa Clara Valley Transportation Authority. Caltrain provides passenger rail service between San Francisco and Gilroy.

The District is engaged in the sale of advertising in and upon its and Caltrain’s property and rolling stock (“Transit Facilities”), consisting of: (1) print advertising on the exterior of its buses; (2) print advertising displayed on bus shelters in the District’s service area; (3) print advertising on the interior of its buses; (4) advertising on the exterior of Caltrain’s rail cars in the form of a “wrap”; (5) advertising displayed in train stations and (6) print advertising on the interior of Caltrain’s rail cars. This Advertising Policy (“Policy”) shall apply to the sale of all forms of advertising undertaken by the District.

I. PURPOSE

The District will make space on its Transit Facilities available for limited types of advertising (“Permitted Advertising”). By allowing limited types of advertising on or within its Transit Facilities, the District does not intend to create a public forum for public discourse or expressive activity, or to provide a forum for all types of advertisements. All advertising shall be subject to this uniform, viewpoint-neutral Policy.

The District will not permit the types of advertising defined as Excluded Advertising in Section III below. By not allowing Excluded Advertising, the District can: (a) maintain a professional advertising environment that maximizes advertising revenues and minimizes interference or disruption of the commercial aspects of its transit system; (b) maintain an image of neutrality on political, religious or other issues that are not the subject of Commercial Advertising and are the subject of public debate and concern; and (c) continue to build and retain transit ridership.

II. PERMITTED ADVERTISING

A. Exterior Advertising

The display of Permitted Advertising on the exterior of the District’s buses and/or on the District’s bus shelters (“Exterior Advertising”) is intended only to supplement fare revenue, tax proceeds and other income that fund the District’s operations and to promote the District’s transit operations. In order to realize the maximum benefit from the sale of space, the advertising program must be managed in a manner that will procure as much revenue as practicable, while ensuring that the advertising is of a type that does not discourage the use of the

District's transit system, does not diminish the District's reputation in the community it serves or the good will of its patrons, and is consistent with the District's principal purpose of providing safe and efficient public transportation. To attain these objectives, the District's Board of Directors has established the following regulations governing Exterior Advertising. Exterior Advertising permitted under this section cannot contain displays or messages that qualify as Excluded Advertising, as defined below under Section III.

Exterior Advertising includes advertising in the following categories:

1. **Commercial Advertising.** Commercial Advertising is advertising the sole purpose of which is to sell products, goods or services for profit. It does not include advertising that both offers to sell products, goods or services and also conveys a political or religious message, or issue advocacy, and/or expresses or advocates opinions or positions related to any of the foregoing.

2. **Transit Operations of SamTrans or Caltrain.** Transit Operations Advertising is advertising that promotes SamTrans or Caltrain.

B. Interior Advertising

The District recognizes that its passengers are a captive audience to any advertisements posted on the interior of its buses ("Interior Advertising"). The District desires that its passengers not be forced to view advertisements containing material relating to political, religious, or issue advocacy about which public opinion can be widely divergent and which some passengers may, therefore, find offensive. If passengers are so offended, it could adversely affect the District's ridership and revenue. The District's Board of Directors has, therefore, established the following regulations governing Interior Advertising. Like Exterior Advertising, Interior Advertising permitted under this section cannot contain displays or messages that qualify as Excluded Advertising, as defined below under Section III.

Interior Advertising includes advertising in the following categories:

1. **Public Service Advertising.** Public Service Advertising is advertising proposed by governmental entities, academic institutions or tax-exempt nonprofit organizations that relates to community, art, cultural, educational, health, or safety events, programs and/or messages and does not include Commercial Advertising or contain any direct or indirect reference to religious, political or issue advocacy. Upon the District's request, nonprofit entities must document their tax-exempt status. Unless the source of the public service advertising is obvious from the content or copy, the advertisement must specifically identify the sponsor of the advertisement or the message.

2. **Transit Operations of SamTrans or Caltrain.** Transit Operations Advertising is advertising that promotes SamTrans or Caltrain.

3. **Cross-promotional Advertising.** Cross-promotional Advertising is advertising in which the District collaborates with for-profit entities to promote using SamTrans or Caltrain as a conveyance to a specific event; such advertising may not contain any direct or indirect reference to religious, political or issue advocacy.

III. EXCLUDED ADVERTISING APPLICABLE TO EXTERIOR AND INTERIOR ADVERTISING

Exterior and Interior Advertising cannot be displayed or maintained on District Transit Facilities if information contained in the advertisement falls within one or more of the following categories of Excluded Advertising:

1. False, misleading, or deceptive.
2. Clearly defamatory or likely to hold up to scorn or ridicule a person or group of persons.
3. Obscene or pornographic.
4. In advocacy of imminent lawlessness or violent action.
5. Promoting alcohol or tobacco products or their use.
6. Religious.
7. Political.
8. Infringement of copyright, trade dress, service mark, title or slogan.
9. Piracy.
10. Unauthorized Endorsement.

For purposes of this Policy, the following definitions apply:

Religious Advertisements are defined as advertisements that contain any direct or indirect reference to religion, or to any religion, or to any deity or deities, or which includes the existence, nonexistence or other characteristics of any deity or deities, or to any religious creed, denomination, belief, tenet, cause or issue relating to (including opposing or questioning) any religion. This prohibition shall include the depiction of text, symbols, or images commonly associated with any religion or with any deity or deities, or any religious creed, denomination, belief, tenet, cause or issue relating to (including opposing or questioning) any religion.

Political Advertisements are defined as advertisements that contain political speech referring to a particular ballot question, initiative, petition, referendum, candidate, or political party or viewpoint or expresses or advocates opinions or positions upon any of the foregoing. This prohibition includes any advertisement referring to or depicting a candidate for public office in any context.

Unauthorized Endorsement Advertising is advertising that implies or declares that the District endorses a product, service, point-of-view, event or program. The prohibition against endorsements does not apply to advertising for a service, event or program for which the District is an official sponsor, cosponsor or participant.

IV. ADMINISTRATION AND ENFORCEMENT OF POLICY

A. Review by Contractor

The District shall incorporate this Policy into its advertising management contracts. The District's Contractor shall submit for display on or in the District's Transit Facilities only advertisements that comply with the standards set forth in this Policy. If the Contractor is in doubt whether an advertisement complies with the standards set forth in this Policy, then the Contractor shall notify the District's Executive Officer, Customer Service and Marketing, or designee, of the specific standard or standards of this Policy with which the Contractor believes the advertisement may not comply.

B. Review by Executive Officer, Customer Service and Marketing

If the Contractor determines that an advertisement may not comply with the Policy in Section A, the Contractor shall send the advertisement and supporting information (the name of the advertiser, the size and number of the proposed advertisements, the dates and locations of proposed display, and notation of standards of concern) to the Executive Officer, Customer Service and Marketing, or designee, for review. The Executive Officer, Customer Service and Marketing, shall review the advertisement and supporting information to determine whether or not the advertisement complies with this Policy. If the Executive Officer, Customer Service and Marketing, determines that the advertisement does not comply with this Policy, he or she shall, in writing, specify the standard or standards with which the advertisement does not comply, and shall so notify the Contractor.

C. Notification to Advertiser

The Contractor will send prompt, written notification to the advertiser of the rejection of the advertisement and will include in that notification a copy of this Policy and written specification of which standard or standards the advertisement fails to comply with.

D. Appeal to General Manager/CEO

Rejection of an advertisement may be appealed to the District's General Manager/CEO, or designee, by written notification to the Executive Officer, Customer Service and Marketing. The General Manager/CEO will allow the advertiser and the Executive Officer, Customer Service and Marketing to present any argument or evidence they wish to offer. The General Manager/CEO's decision shall be final.

DRAFT

CAC Item #7

WHEREAS, if Caltrain service is to be reduced from 86 to 48 weekday trains, if mid-day and weekend service and Gilroy service are eliminated, and if there is a closure of additional stations on the Peninsula; Caltrain's usability and ridership return on investment would be in peril, thereby setting in motion the "death spiral;" and

WHEREAS, because our riders benefit from the interconnections between SamTrans and Caltrain systems, it doesn't serve our communities for any part of our public transit ecosystem, to be decimated; and

WHEREAS, we understand some of the reasons for SamTrans' current financial difficulty, for example the repeated state raids on transit funding, and the debt service on the BART extension, but this is not widely understood among the public; and

WHEREAS, we're concerned about the public's perception of and lack of understanding about the reasons for the current crisis, which are making the case for additional investments in public transit more difficult; and

NOW, THEREFORE, BE IT RESOLVED that the Citizens Advisory Committee recommends the Board of Directors to consider convening a financial stability committee consisting of some members of the board and a broader group of stakeholders, similar to what Santa Clara Valley Transportation Authority has convened twice in the past 9 years, with the purpose to deeply examine SamTrans' operations and explore ways to improve them so as to work toward financial sustainability.

Regularly passed and adopted this 2nd day of March 2011, by the following vote:

AYES:

NOES:

ABSENT:

Chair, CAC

Attached below is the letter to the board from the Sierra Club:

February 15, 2011

San Mateo County Transit District Board of Directors

P. O. Box 3006

San Carlos, CA 94070-130

board@samtrans.com, or by fax at 650.508.6281

RE: Caltrain's Fiscal Crisis - -proposed short term solutions

Dear Samtrans Chair Karyl Matsumoto and Board Members:

The Sierra Club's Loma Prieta Chapter recognizes that these are difficult fiscal times for all transit agencies, particularly comparatively smaller ones such as Samtrans. We are deeply concerned about Caltrain's survival, in light of the proposed cutbacks in response to a projected \$30 million deficit for fiscal year 2012, which are slated for implementation by July and that would be on a scale that has never been seen before. That concern was amplified by our national Club's executive director, Michael Brune, who was a keynote speaker at the Friends of Caltrain Summit on Jan 29. If service is reduced from 86 to 48 weekday trains, if mid-day and weekend service and Gilroy service are eliminated, and if there is a closure of additional stations on the Peninsula; Caltrain's usability and ridership return on investment would be in peril. Both ridership and revenues would likely plummet, thereby setting in motion the "death spiral" as referenced at the Summit. Recent cutbacks to midday service have already reduced Caltrain ridership.

In addition, our Chapter's land use committee has been deeply supportive of transit-oriented development largely based around Caltrain stations. Caltrain is an important part of the equation for the livability of our communities and in the reduction of greenhouse gas emissions. Our region depends on Caltrain's contributions to mobility and the economy. Maintaining our future quality of life requires us to preserve and to work toward improvement of the Caltrain service for all our communities.

We understand that your agency is in a difficult and painful situation. We don't wish for SamTrans bus service to be cut in half, either. It doesn't serve our communities for any part of our public transit ecosystem to be decimated. It would be like saying that we're going to cut our middle schools in order to save our elementary schools. It's just not acceptable to sacrifice either.

We understand some of the reasons for SamTrans' current financial difficulty, for example the repeated state raids on transit funding, and the debt service on the BART extension, but this is not widely understood among the public. We're very concerned about the public's perception of and lack of understanding about the reasons for the current crisis. We need all of you to exercise strong leadership to help the public to understand how we got to this point and to make the case for additional investment in public transit.

SamTrans must act immediately to help restore public confidence that their elected officials are “minding the store”. Specifically, we ask you to:

Convene a financial stability committee consisting of some members of the board and a broader group of stakeholders, similar to what VTA has convened twice in the past 9 years. The purpose of this committee would be to more deeply examine SamTrans’ operations and explore ways to improve them so as to work toward financial sustainability. We’d also like SamTrans to support these funding measures to help close the impending deficit for Caltrain:

We support encouraging Santa Clara Valley Transportation Authority’s willingness to repay the \$7.1 million loan to SamTrans for the 1992 Caltrain corridor purchase with the proviso that the funds are to be used as SamTrans contribution to the Caltrain operations.

We also think that these dire times justify the use of Regional Measure 2, Dumbarton Rail funds - \$5.5 million annually and would like you to work with MTC to program those funds for Caltrain.

We encourage SamTrans to explore with MTC and partner agencies whether it might be possible to restructure the BART debt in the near term until SamTrans is able to identify additional revenue measures to eliminate this structural problem. Once the short term crisis is dealt with, as Michael Brune mentioned at the Summit, you can rely on our Chapter’s future engagement in seeking the long-term funding necessary to ensure that Peninsula residents have access to a modern rail system.

Sincerely,

Charles Schaefer, Chair, Loma Prieta Chapter, Sierra Club

Cc: Michael Brune, Executive Director, Sierra Club (Michael.Brune@Sierraclub.org)

Margaret Abe-Koga, Chairperson, Santa Clara Valley Transportation Authority
<margaret.abekoga@mountainview.gov>

Kevin Mullin, Cities of San Mateo County Representative to MTC

Ken Yeager, Supervisor, Santa Clara County <supervisor.yeager@bos.sccgov.org>