

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

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

**COMMITTEE MEMBERS PRESENT:** J. Baker, A. Chow, 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:** None

**SAMTRANS STAFF PRESENT:** B. Fitzpatrick, N. McKenna, C. Patton, E. Proctor

Chair Peter Ratto called the meeting to order at 6:30 p.m. and led the Pledge of Allegiance.

**PUBLIC COMMENT**

None

**APPROVAL OF THE MINUTES**

The Committee (Kingsford-Smith/Baker) approved the minutes of February 2, 2011; (A. Chow abstained).

**PRESENTATION: SAMTRANS BUS AD POLICY**

Executive Officer Customer Service and Marketing Rita Haskin reported:

- SamTrans has been advertising on the exterior of buses since 1995.
- Adjustments needed to be made to the policy to include guidelines for the interior and exterior of the buses.
- The interior of buses allows for non-profit ad cards and public service announcements.
- Exterior shelter and bus policy are now defined as commercial only.
- The 10 excluded advertising types are:
  - False, misleading or deceptive
  - Clearly defamatory or likely to hold up to scorn or ridicule a person or group of persons
  - Obscene or pornographic
  - In advocacy of imminent lawlessness or violent action
  - Promoting alcohol or tobacco products or their use
  - Religious
  - Political
  - Infringement of copyright, trade dress, service mark, title or slogan
  - Piracy
  - Unauthorized endorsement
- This policy will have very minimal impact on revenue.

Kim Nobles asked if Spanish ads would be accepted. Ms. Haskin said yes.

John Baker asked if legal has vetted in on the policy. Ms. Haskin said yes.

Mr. Baker asked why there is no commercial advertising inside the buses. Ms. Haskin said it could push non-profits out and reduce staff's control over the material.

David Wilcox asked if staff would accept religious advertisements on the outside of the bus. Ms. Haskin said no.

### **PRESENTATION: HILLSDALE PROJECT UPDATE**

Manager of Real Estate and Property Development Brian Fitzpatrick introduced Associate Planner Darcy Forsell from the City of San Mateo who reported:

- The Hillsdale Station Area Plan (Plan) began in 2008 when the City of San Mateo received approval of \$400,000 in Station Area FOCUS Planning Grant funding from the Metropolitan Transportation Commission (MTC) in partnership with the Association of Bay Area Governments (ABAG).
- Development of the Plan began in March 2010 and city staff hopes to have the Plan adopted by the city in April.
- The Plan is consistent with the existing General Plan and Zoning Code, which supports Transit-Oriented Developments (TOD).
- Key aspects of the Plan are land use; El Camino Real streetscape and urban design; transit center design and location; improved connections; and urban design improvements for other key areas.
- The policies support TOD, affordable housing development and the Sustainable Initiatives Plan.
- The Plan reconfigures El Camino Real between 25<sup>th</sup> and 31<sup>st</sup> avenues. There would be no change to the existing curb line or removal of travel lanes.
- The preferred Transit Center Program reflects city preference for the relocation of the Hillsdale Caltrain Station with the platform located between planned grade-separated crossings at 28<sup>th</sup> and 31<sup>st</sup> avenues.
- The proposed transit center would sit in parcels north of 31<sup>st</sup> Avenue currently housing Ana Furniture and Borders.
- The transit center will have an intermodal design to accommodate connectivity between different modes with multiple bus bays and spaces for bus layovers.
- Two parking garages are planned to accommodate a total of 1,136 cars on the east and west side of the train tracks.
- Improved pedestrian access through an aerial viaduct track configuration will allow access between the west and east sides of the train tracks.
- Next steps include:
  - The Planning Commission will hold a public hearing on the final Plan on March 22.
  - San Mateo City Council will hold a public hearing to adopt the Plan on April 18.
- Overall cost for the project is \$100 million and is estimated to start in 5-10 years.

Peter Loranger asked if there will be bus service into the station. Ms. Forsell yes.

Mr. Loranger thought there should be a walkway over El Camino Real to the Hillsdale Shopping Center. Ms. Forsell said staff looked at this option, but the cost would be too high.

Sondra Price asked if this project interfaces with the Grand Boulevard Initiative. She wanted to make sure there wouldn't be duplications between the two projects. Ms. Price asked how often the project is updated with statistical information on ridership and expectations from SamTrans.

Ms. Forsell said city staff has been working with SamTrans staff on the project and integration with the Grand Boulevard. She said this Plan is driven by MTC and ABAG.

Andy Chow asked if there has been any consideration in the reduction of lanes on El Camino Real. He said the transit center doesn't appear to have enough capacity for buses. Ms. Forsell said staff analyzed the bus service and at the program level staff feels there is enough room to accommodate the initial demand. Some of the bus routes will remain on El Camino Real and not stop in the transit center. She said the city does not want to eliminate any lanes along El Camino Real.

Mr. Baker said there are nine bus lines that intersect at Hillsdale and El Camino Real and he would like to see all the local lines go into the new transit center.

Lisa Chow asked if there have been studies by SamTrans staff on how this new transit center will impact ridership. Mr. Fitzpatrick said SamTrans staff has been involved in the planning of this document and are comfortable with the flexibility of the plan to accommodate more service.

Chair Ratto said the downtown San Mateo Caltrain Station is a good example of a good station development and hopes the same for the new Hillsdale Caltrain Station.

### **Recommend the SamTrans Board Establish an Ad-Hoc Financial Recovery/Stability Committee**

Mr. Chow said this resolution was an idea of his and the Sierra Club. He said SamTrans has a structural deficit and this committee was suggested as a way to get the community involved. Mr. Chow said this resolution recommends an ad-hoc committee, similar to the one the Santa Clara Valley Transportation Authority had to evaluate alternatives and possible new revenue sources. He said the committee would include board members, riders, labor and other members of the community. Mr. Chow said it is difficult to convince two-thirds of the public that new taxes are needed and that is why the whole community needs to be behind this problem.

### Public Comment

Marshall Loring, San Mateo, said he has been riding Caltrain since 1957. He said the ad-hoc committee could help explain to residents of this area the need and reasons for the money.

Kelly Fergusson, Menlo Park Councilmember, commended the CAC for considering this resolution. She strongly supports the passage of this resolution. Ms. Fergusson said businesses and residents depend on Caltrain and if service is cut it puts people back in their cars. She said it would be great to have a focus group on this issue and a place for people to go with their ideas. Ms. Fergusson doesn't like the idea of raiding Dumbarton Rail funds.

Adina Levin, Friends of Caltrain, thanked the CAC for considering this important resolution. Ms. Levin said Friends of Caltrain has been raising awareness of Caltrain and the funding issue. She said there have been over 2,300 letters written to the boards of SamTrans, Caltrain and MTC. Ms. Levin said SamTrans financial problems are difficult and need to be addressed and she strongly supports this resolution.

Mr. Baker said he is in favor of the resolution but would like to flip paragraphs two and three. He wants Caltrain to survive and grow, but the buses are used more by people in San Mateo County and doesn't want any bus routes cut to save Caltrain.

Ms. Price said it is important to recognize the debt restructuring and the ad-hoc committee needs to look at the financial documents.

Ms. Nobles said she feels strongly as a member of the SamTrans CAC that the resolution has to be about SamTrans or she will not vote for it. She feels this resolution mentions Caltrain too much and would not support it as written.

Mr. Chow said this committee is more SamTrans focus and he feels it is not moral for SamTrans to cut the financial responsibility to Caltrain. He said he brings this resolution to SamTrans because of the funding relationship with Caltrain. He said this is a SamTrans decision that is impacting Caltrain. SamTrans financial problem will eventually eat SamTrans too.

Ms. Chow said she supports the resolution but has a hard time voting yes on this resolution because there is no clarity on the affect. She said she is not a fan of more committees unless they have a clear and separate agenda.

Ms. Price said she supports the resolution with some rewording because the San Mateo County Transit District has historically been referred to as an intermodal agency.

David Wilcox said General Manager/CEO Michael Scanlon said at the last Peninsula Corridor Joint Powers Board, that the BART extension is a very big stumbling block with the system.

Ms. Nobles asked if this item could be tabled for a vote until next month so the members can review in more detail.

Chair Ratto said he would rather see riders on the bus than on public assistance. He said it is very important that CAC members be represented on this committee. The SamTrans structural deficit does need to be resolved. He would support the resolution as written, but if there is any ad-hoc committee the CAC needs to be at the table.

A motion (Kingsford-Smith/Baker) to accept the resolution as written was made.

A motion (Price/Baker) that paragraphs two and three be switched and amend the resolution as written.

Ms. Chow said the resolution still has a strong undertone of Caltrain and suggests the paragraph about Caltrain be eliminated.

A motion (Kingsford/Smith/Baker) to move the resolution as written did not pass.  
(Noes: L. Chow, T. Collette, M. Hall, J. McKie, K. Nobles, D. Wilcox)

Ms. Chow said the reason this resolution is being done is because of Mr. Chow's concern with Caltrain and this committee is about the sustainability of SamTrans not Caltrain.

Chair Ratto said the resolution could be redrafted and presented at the April meeting.

Ms. Price said this resolution needs to be passed sooner rather than later.

Mr. Chow recommended removing the third paragraph referencing Caltrain service.

A motion (Kingsford-Smith/Collette) to amend the resolution with the Caltrain reference removed passed unanimously. Chair Ratto will present the resolution at the March 9 SamTrans board meeting.

### **REPORT OF THE CHAIR**

Chair Ratto said the committee will receive a presentation on the Grand Boulevard Initiative at the April meeting and a Brown Act presentation at the May meeting.

He asked if the new Route 295 stop was in service on 2<sup>nd</sup> Avenue in San Mateo. Superintendent of Bus Transportation Ed Proctor said the stop is not in service yet.

### **SAMTRANS STAFF UPDATE**

No report

### **CAC MEMBER COMMENTS/REQUESTS**

Judy McKie said the schedule for Route 292 has been torn down in the bus shelter by the Wells Fargo Bank at the Hillsdale Shopping Center.

Ms. Chow said the bus stops for Route KX on 7<sup>th</sup> and 10<sup>th</sup> Streets in San Francisco are two spaces away from the Muni stops. She said when cars are parked on the street it is hard for the drivers to see passengers. She would recommend Route KX share the Muni stop.

Mr. Chow said a new BART station opened in Dublin/Pleasanton and there is no crosswalk from the station to the shopping station across the street.

Maureen Hall said schedules are still needed at Seton Hospital.

Wayne Kingsford-Smith said the predictive arrival signs at Sequoia Station in Redwood City still show test mode and asked when the information will be accurate. Director of Bus Transportation Chester Patton said acceptance is scheduled for April.

### **LIAISON REPORTS**

#### **a. SamTrans Board - Peter Ratto**

- Karyl Matsumoto was elected chair and Jerry Deal vice chair.
- Performance report was given on Paratransit..

#### **b. SamTrans Accessibility Advisory Committee - Tom Collette – no meeting.**

#### **c. Caltrain Accessibility Advisory Committee - Peter Loranger – no meeting.**

#### **d. Peninsula Corridor Joint Powers Board - David Wilcox - no update.**

#### **e. Peninsula Corridor Joint Powers Board Citizens Advisory Committee - Andy Chow – no update.**

#### **f. Senior Mobility Action Plan – vacant.**

### **NEXT MEETING:**

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

**ADJOURNED:** 8:30 p.m.