

San Francisco Transit Effectiveness Project (SFTEP)

SUMMARY

SFTEP Citizen Advisory Committee (CAC) Meeting

Thursday, March 8, 2007

One South Van Ness, Room 3074 (3rd Floor)

Following is a summary of the seventh meeting of the SFTEP Citizen Advisory Committee (CAC) for the Transit Effectiveness Project (TEP). It included an update on project activities and presentation of initial market research findings. Questions and comments (C) are captured below, as well as responses (R) from TEP staff. The meeting concluded with an opportunity for public comment.

PARTICIPANTS

CAC Members/Alternates	Public	Project Team
Leslie Clark, MTA Accessibility Advisory Committee Joan Downey, MTA Citizen Advisory Committee Bert Hill, Bicycle Advisory Committee Lauralee Markus, Chamber of Commerce Daniel Murphy, MTA Citizen Advisory Committee John Noguchi, San Francisco Convention Facilities Gary Noguera, Coalition for San Francisco Neighborhoods Bruce Oka, MTA Accessibility Advisory Committee David Pilpel, Sierra Club Norman Rolfe, SF Tomorrow Howard Strassner, Pedestrian Safety Advisory Committee Andrew Sullivan, Rescue Muni Jordanna Thigpen, Small Business Commission	Edward Mason Paul McGreg	<u>MTA</u> Paul Bignardi Julie Kirschbaum Peter Straus Britt Tanner <u>Controller's Office</u> Sally Allen Liz Garcia <u>TEP Consultant Team</u> Russ Chisholm Julie Ortiz Ryan Potts Ron West

PROJECT UPDATE

Julie Kirschbaum, TEP Program Manager, reviewed the status of key project activities, including market research, service evaluation, and operations review. She noted that market research is near completion. The service assessment, using Automatic Passenger Counters (APC) is almost complete for bus lines. To help corroborate this data, TEP team members will be riding transit lines to experience service from the customer's perspective. Operations review continues and a working deliverable is expected in about four weeks. An on-time performance pilot on the J-Church line was recently launched, which will include a "riders' brigade" of volunteers to help observe and report findings.

Sally Allen with the Controller's Office gave an update on public outreach, noting opportunities to provide input through a survey and many upcoming events, including March youth and family forums. Similar meetings for seniors and people with disabilities are being explored. In response to a CAC member's suggestion, the TEP team is providing community groups and organizations an article they could post on

their web sites or publish in newsletters. MTA Executive Director/CEO Nathaniel Ford has emphasized the importance of continued public engagement and strategic communications, and the TEP team will continue efforts to reach community members. The TEP team will also be working to engage the broader City “family,” starting with a brown bag lunch for all Supervisors’ aides and Mayoral staff in early April. Mayor Gavin Newsom may also be holding a town hall on transit this spring.

Questions and Comments

C: When will CAC members be able to review the routes, order, and the times TEP team members will ride and survey these lines? We would like to provide input on when there are major events that might affect measurements.

R: We propose holding a working session with CAC members at which we can share more in-depth information about data from different lines. At the April CAC meeting, we can discuss this further.

C: How will you select trips versus just testing headway on a line?

R: We have extensive information from the Transportation Authority’s most recent onboard survey of 15,000 Muni riders, asking where they live, where they got on and off, and how many buses it took to get there. This data is aggregated at the route level.

C: Make sure that the metrics used to measure quality of service are accurate.

R: Yes, we are examining this carefully.

FOLLOW UP ON PENDING ITEMS

Julie Kirschbaum provided a brief report on various items pending from previous CAC meetings. In response to CAC member Bob Planthold’s inquiry about a transit surcharge blocking or violating bus, she agreed this should be pursued but noted the TEP is not the right forum. The TEP doesn’t yet focus on implementation strategies and thus does not address fines. The MTA CAC might be a better forum for that discussion.

We continue to look at other cities for successful programs. For example, the city of Portland’s Productivity Improvement Program (PIP) is an example of internal outreach to operators for suggestions on reshaping the transit system. We are looking at this type of input, and will be doing our own internal outreach through the unions and other means.

London has an interesting framework for evaluating investment decisions for bus, bus rapid transit (BRT), and light rail that we are looking into, although it is somewhat outside the scope of TEP. London also has done extensive wayfinding that MTA would like to explore.

C: Please list all these ideas so none drop through the cracks. We can then figure out where they should be delegated.

R: MTA CAC chair Dan Murphy offered to put Bob's item on the agenda for the next MTA CAC meeting.

C: What is the distinction between what the TEP CAC covers and what MTA CAC covers?

R: The TEP CAC is most focused at the policy level, whereas the MTA CAC addresses more of the "nitty gritty" details. MTA CAC members have a lot of experience with MTA in general that the TEP team should draw on.

C: What is the status of minutes from Supervisor Ross Mirkarimi's town hall on transit issues?

R: Judson True of MTA is the staff assigned to that effort.

C: During recent work in the metro stations, there was an effort to clean the overhead but the lights were not fixed. Will this be addressed?

R: We are working on spring cleaning for metro stations and will fix the lighting.

MARKET RESEARCH PRESENTATION

Russ Chisholm with TMD presented an overview of market research efforts that look at the urban environment, travel markets, and consumer research. He explained how the team has been evaluating and mapping current and future baseline travel and transit demand patterns based on data from the San Francisco County Transportation Authority's travel model and other sources. A copy of the market research presentation materials will be posted under Available Documents on www.sftep.com.

Ron West of Cambridge Systematic presented initial findings from the consumer research portion of market research, which involved conducting nearly 600 transit preference surveys in late 2006 to assess the current market for Muni service and identify factors affecting people's public transit choices. He explained how results are being "segmented" by six factors most important to respondents: reliability, sensitivity to time, safety¹, comfort, sensitivity to cost, need for flexibility.

Questions and Comments

C: Does the Total Daily Travel map include people traveling outside the City?

R: No, the travel demand maps cover only travel within San Francisco.

¹ Additional review of technical work by Cambridge Systematics, Inc. found that the safety factor calculations had been transposed and a correction was posted at www.sftep.com; the CAC was directly notified. The revision had a substantial effect with safety moving from a key determinant in the travel decisions of SF residents to one where SF residents do not find safety to be an important aspect in choosing travel mode. Of course, this does not reduce the need for MTA to continue its focus on running a safe and secure transit system.

C: Is there any effort to normalize for size of the districts shown on the Total Daily Travel map?

R: Yes, as a next step, we will normalize and adjust this information; right now the map provides specifics regarding travel patterns based on geographic transit service areas.

C: Is it possible to round the percentage chart of all trips?

R: Yes, we will be doing this.

C: Did you factor in City College when considering future development in the travel demand maps? City College should provide a disincentive for students to park to encourage more transit use.

R: City College is planning to modify the Balboa Reservoir to add parking.

C: Look at clinics when considering future growth in the population of seniors.

R: We will be looking at clinics that draw beyond the local neighborhood.

C: Can you provide CAC members the market research presentation in color?

R: Yes, we will post the presentation files on www.sftep.com.

C: Did any segment in the consumer research deem safety very important?

R: [See the correction footnote on the previous page. Segments B and F considered safety only moderately important. All other segments found safety to be of relatively less importance.]

PUBLIC COMMENT

C: Do the travel demand maps account for trips out of the City?

R: No, as noted, we have mapped only trips within the City.

C: Regarding some of the new and future luxury condo developments, the TEP team should exercise caution in accepting Planning Department projections about acreage and parking needs and impacts.

R: Will do.

NEXT STEPS

The next CAC meeting is scheduled for Thursday, April 12, 2007, at 5-7pm.

Anticipated topics include an update on early action items, a preview of service analysis, and a presentation on the operations and maintenance cost model. Per CAC request, the June or July meeting will include discussion of potential barriers to internal implementation, such as buy-in with operators.