



SFMTA
Municipal
Transportation
Agency

SAN FRANCISCO
MUNICIPAL TRANSPORTATION AGENCY
CITIZENS' ADVISORY COUNCIL

OPERATIONS AND CUSTOMER SERVICE COMMITTEE

MINUTES

Tuesday, September 8, 2015
1 South Van Ness Avenue, 7th Floor
Noe Valley Conference Room, #7075

REGULAR MEETING
3:30 P.M.

COMMITTEE MEMBERS
Mark Ballew, Chairman
Joan Downey
Daniel Murphy

COUNCIL LIAISON
Roberta Boomer

ORDER OF BUSINESS

1. Call to Order

Chairman Ballew called the meeting to order at 3:01 p.m.

2. Roll Call

OCSC members present at Roll Call: Mark Ballew and Daniel Murphy

OCSC members absent at Roll Call: None

OCSC members absent: Joan Downey (with notification)

CAC members not on this committee, but also present: Steven Cornell

3. Announcement of prohibition of sound producing devices during the meeting.

The Acting CAC Secretary made the announcement.

4. Approval of Minutes

No public comment.

On motion to approve the minutes of August 11, 2015:

ADOPTED: AYES – Mark Ballew and Daniel Murphy

NAYES – None

ABSENT – Joan Downey

5. Report of the Chairman (For discussion only)

None

6. Public Comment

None

REGULAR CALENDAR

7. Presentation, discussion and possible action regarding Vision Zero and near-term improvements made along high-injury corridors. (Louis Liss, Livable Streets Project Liaison and James Shahamiri, Associate Engineer)

Louis Liss and James Shahamiri provided an overview of “Vision Zero” and near-term safety improvements. Staff is prioritizing resources and focusing engineering efforts to have the greatest impact. Severe injury collisions define hot spot locations. At the intersection of San Jose Avenue and Lakeview, a three-way stop has been installed. Muni Forward is also considering safety improvements along the M-Ocean View corridor.

Twenty-four “Vision Zero” implementation projects have been fast-tracked for implementation by 2016. Seventeen of those have been completed, including a high-visibility crosswalk and painted safety zone at Market at 16th and Market and Noe. At 13th Street under the freeway, a

new safety project has improved facilities for people walking and biking. A reduced speed limit and new signals on Sunset Blvd have also been implemented.

PUBLIC COMMENT:

Edward Mason asked if the SFMTA has an educational program in schools for transit safety. The Valley Transportation Agency has a monthly update which includes train safety information. September is Rail Safety month.

Motion 150903.01

The SFMTA CAC recommends that Muni Forward prioritize the three-way stop at San Jose Avenue and Lakeview Streets for the M line.

On motion to approve:

ADOPTED: AYES – Mark Ballew and Daniel Murphy
NAYES – None
ABSENT – Joan Downey

8. Presentation, discussion and possible action regarding SFpark credit card fees and plans to expand the Parking Card program. (Alexiy Sukhenko, Principal Administrative Analyst)

Alexiy Sukhenko discussed the SFpark credit card fees and noted that SFpark credit card fees are not paid out of a federal grant but from the SFMTA operating budget. The impact of the merchant and meter vendor fees on the SFMTA budget is severe. A fee of .27 cents per transaction has been implemented to pay merchant and vendors fees. The SFMTA may adjust the fee after one year review.

The monthly statements received from the City's merchant services provider, indicate that on average, the cost is \$0.21 per credit/debit card transaction. The average credit card ticket is around \$2.50. Debit card transactions fees are generally higher than credit card fees for small item tickets due to the "Durbin Amendment" (The Durbin Amendment required the Federal Reserve to limit fees charged to retailers for debit card processing.) Debit card transactions on average represent 47% of all credit and debit card sales.

The percentage of smart card users has declined. Staff is continuing evaluate the Parking Card Program.

PUBLIC COMMENT:

None

9. Committee Members' requests for information. (For discussion only)

Stephen Cornell inquired why the SFMTA is charging merchants a surcharge on credit cards when they purchase a parking card. He would also like to know if parking cards purchased at the 11 South Van Ness Customer Center have a transaction fee.

Stephen Cornell asked for the cost percentage for coin collection at meters.

Daniel Murphy asked what the difference was between cash versus credit card payments with the fee.

Daniel Murphy inquired about the process for notifying businesses that the signs at a loading zone are not just for that particular business and they cannot claim exclusive rights to the space.

Daniel Murphy suggested a review of educational materials for students on bus and rail safety as a future agenda topic.

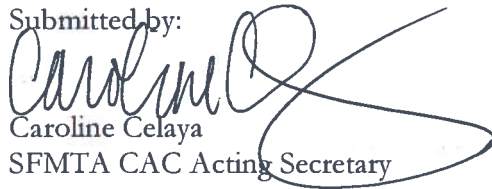
10. Schedule upcoming calendar items. (For discussion only)

Next regular meeting: Tuesday, November 10, 2015 at 3:30 p.m.

1 South Van Ness Avenue, 7th Floor, Noe Valley Conference Room #7075

ADJOURN - The meeting was adjourned at 4:45 p.m.

Submitted by:

A handwritten signature in black ink, appearing to read 'Caroline Celaya', written over a large, stylized circular flourish.

Caroline Celaya

SFMTA CAC Acting Secretary