

MINUTES

COMMUTE.ORG BOARD OF DIRECTORS

Silicon Valley Community Foundation
1300 S. El Camino Real, Room 114
April 20, 2017

ROLL CALL

Board Members Present:

Jeffrey Gee, Chair, City of Redwood City
Michael Lempres, Town of Atherton
Davina Hurt, City of Belmont
Clifford Lentz, City of Brisbane
Emily Beach, City of Burlingame
Rae Gonzales, Town of Colma
Glenn Sylvester, City of Daly City
Sam Hindi, City of Foster City
Shawn Christianson, Town of Hillsborough
Reuben Holober, City of Millbrae
Sue Digre, City of Pacifica
Irene O'Connell, City of San Bruno (Alternate)
Rick Bonilla, City of San Mateo

Supervisory Committee Members Present:

John Hoang, C/CAG
Maria Saguisag-Sid, City of Brisbane
Shirley Chan, City of Daly City
Dante Hall, City of Foster City

Guests:

Don Cecil, SAMCEDA
Rosanne Foust, SAMCEDA
Mario Rendon, Office of Assemblymember Kevin Mullin

Staff in Attendance:

John Ford, Executive Director
Teresa Avelar, Administration & Finance Manager
Betsy Juarez, Administrative Assistant
Karen Sumner, Transportation Programs Manager
Kim Comstock, Commuter Programs Manager
Gina Javier, Programs Representative
Weiser Manzano, Programs Representative
Erin Fieberling, AmeriCorps Fellow

Shayna Mittler van Hoften , Agency Attorney

The April 20, 2017 meeting of the Commute.org Board of Directors was called to order at 8:05 a.m. by Board Chair, Jeffrey Gee.

CONSENT AGENDA

1. Minutes: February 16, 2017
2. Financial Statements: February 2017
3. Board Meeting Schedule FY 2017-2018

It was moved by Ms. Irene O'Connell, seconded by Mr. Rick Bonilla, and unanimously passed to approve items one, two and three on the consent agenda.

1. CHAIR'S REPORT

Chair Gee thanked the Board members for submitting their 700 Forms before the April 3rd deadline.

Chair Gee informed the Board that the Caltrain Electrification Project is still awaiting approval for funding. The Trump administration released the first budget proposal outline in March, reducing funding for transportation. A new budget proposal will be released in May. Chair Gee stated if funding for electrification is available, the Federal Transit Administration (FTA) will approve the Caltrain Electrification Project grant.

2. PRESENTATION: PENINSULA MOBILITY GROUP PRESENTATION & RELATIONSHIP

Mr. Don Cecil, Principal at MC2 Bay Area Public Affairs, and Ms. Rosanne Foust, President and CEO of SAMCEDA, presented on the Peninsula Mobility Group (PMG), a coalition of private employers, public agency employers, Bay Area business associations and community leaders focused on improving mobility on the Peninsula Corridor.

PMG supports short-term and long-term mobility solutions, projects, and organizations whose goal is to reduce traffic congestion and improve quality of life for employees and residents that reside in San Mateo County who are often one in the same person. PMG is intended to complement the existing work of SAMCEDA, the Bay Area Council and Silicon Valley Leadership Group and deepen the impact of employer voices in the county.

Mr. Don Cecil welcomed the opportunity to broaden the coalition and requested that Commute.org join PMG by becoming a public agency partner.

Chair Gee requested discussion for the possibility of becoming a public agency partner of PMG. Mr. Rick Bonilla expressed his support to partner with PMG because he recognizes the correlation between traffic congestion and major employers which could become part of the coalition. This would give Commute.org the opportunity to contribute to the discussion between key state holders and provide solutions with the services that we offer.

Mr. Michael Lempres questioned the level of involvement that Commute.org would play in this partnership. Mr. Lempres expressed concern on how the agency's name would be associated with the group. Ms. Davina Hurt expressed her support for Commute.org's partnership with PMG, but stated that Commute.org should be able to withdraw as a partner if circumstances warrant. Ms. Shawn Christianson stated that PMG should be consistent with Commute.org's brand, history and understanding of the community.

Ms. Christianson continued by expressing her support of becoming a partner of PMG on the condition that Commute.org's Executive Director was actively involved in the partnership.

It was moved by Ms. Irene O'Connell, seconded by Mr. Glenn Sylvester, and unanimously passed to

become a public agency partner for Peninsula Mobility Group, contingent upon maintaining Commute.org's reputational value, Commute.org's Executive Director having an active role in the strategic direction of PMG, and being able to withdraw from the partnership as the Commute.org board sees fit.

3. PRESENTATION: SB-1 TRANSPORTATION FUNDING PRESENTATION

Mr. Mario Rendon, District Director for Office of Assemblymember Kevin Mullin, gave an overview of the transportation funding bill, Senate Bill 1 (SB-1) that was passed by the California State Senate and Assembly on April 6th.

Mr. Rendon explained that SB-1 will increase several taxes and fees to raise the equivalent of roughly \$52.4 billion over a ten-year period for transportation revenues. The bill will hike gas taxes 12 cents per gallon and diesel taxes 20 cents per gallon with an additional sales tax on diesel fuels of 4%, starting November 1, 2017. Drivers will also face a new annual vehicle registration fee, ranging from \$25 to \$175 depending on the value of their vehicle – and a \$100 annual fee on zero-emission vehicles. The taxes and fees will be adjusted for inflation each year.

Mr. Rendon stated that the revenue collected through SB-1 is specific to transportation projects. SB-1 will allocate an estimated \$750 million annually for public transportation capital projects and operating expenses. San Mateo County will be eligible for a portion of the \$200 million that will be set aside for Self Help Counties that have passed local sales and use taxes for transportation purposes. San Mateo County will also be eligible for the \$250 million allocated through the Congested Corridors Program that will provide congestion relief within the state's most heavily used transportation corridors.

4. PRESENTATION – 2017 COMMUTER CHALLENGE

Ms. Kim Comstock, Commuter Programs Manager for Commute.org presented on the 2017 Commuter Challenge that runs from April 1 to May 31.

Ms. Comstock informed the Board that Commute.org runs an annual commute-focused campaign. The intent of the campaign is to encourage individuals to use sustainable forms of transportation during the campaign period. Participants will be entered to win one of thirteen weekly prizes for each week they log a non-SOV trip from, to, or through San Mateo County using the Commute.org's STAR platform. The software platform allows commuters to create an account, track their commute trips, monitor their savings, and see how they compare to other participants. Five grand prize winners will be selected at the end of the challenge.

More than 700 participants have joined the Commuter Challenge so far, logging more than 10,000 sustainable trips during the first three weeks of the campaign. Staff set a goal of having 2,500 participants join the Commuter Challenge by May 31st.

Ms. O'Connell suggested putting ads and flyers at local libraries for commuters who may not have access electronically to stay connected. She also informed the Board that San Bruno's will be having their Operation Clean Sweep on May 6th, where attendees will help clean the city.

5. SHUTTLE PROGRAM REPORT

Mr. Ford presented a report on Commute.org's shuttle operations and activities for the first 9 months of FY 2016-2017.

Mr. Ford informed the Board that shuttle ridership experienced a 6.1% decrease in the third quarter compared to the same quarter of the previous year. Although 11 of the 20 shuttle routes experienced a decrease in ridership, the cost-per-passenger target remains below \$7 for most routes with the average cost per passenger being \$4.87.

Due the service changes Caltrain implemented on April 10, 2017, 16 of the 20 shuttle routes experienced a schedule change. Various modifications to the new shuttle schedules will be made according to the feedback received by shuttle riders impacted by the schedule changes.

Discounted rates for the shuttle pass program will be available for seniors and disabled passenger starting in July 2017. Shuttle passes are required for most of the routes located in Brisbane and South San Francisco.

6. EMPLOYER PROGRAMS REPORT

Ms. Karen Sumner, Commute.org's Employer Outreach Manager, presented a report highlighting activities of the marketing and employer outreach program.

Ms. Sumner stated that the Tech Talks event took place on March 9th at Genesis Tower located in South San Francisco. The event had about 90 attendees varying from San Mateo employers, transportation professionals, and city representatives. Topics ranged from autonomous vehicles, carpool apps, and the STAR platform. Ms. Sumner thanked the Board members who were able to attend.

Ms. Sumner informed the Board that Bike to Work Day will be on May 11, 2017. Commute.org will be coordinating Bike to Work Day in San Mateo County and all nine Bay Area counties are participating in the event. Ms. Sumner encouraged the Board to participate, as some have done in previous years. Mr. Bill Bright, Integrated Event Marketing, will be the consultant and point of contact for all energizer station leads. Ms. Sumner informed the Board that Commute.org and Silicon Valley Bicycle Coalition will be having their Second Annual Elected Officials Bike Ride. Participants will be doing a mellow ride from Menlo Park CalTrain Station to the County Center in Redwood City.

Ms. Sumner informed the Board that the Scoop carpool app will now be open to the City of South San Francisco. The City of South San Francisco is contributing about \$50,000 towards the program to help reduce the cost for each participant. Commute.org staff will provide additional marketing and program promotion to help with the Scoop roll-out in South San Francisco.

7. EXECUTIVE DIRECTOR'S REPORT

Mr. Ford provided a summary of agency activities and updates on Commute.org programs since the February 16, 2017 Board meeting which included the following: work plan and budget development for the 2017-2018 fiscal year, funding agreement processes with SMCTA and C/CAG, shuttle program funding for the 2017-2018 fiscal year, and fiscal agent transition.

Mr. Ford informed the board that the work plan and budget development are in process and will be presented to the board for review and approval at the June meeting. Mr. Ford mentioned that there will be additional funding available for the next fiscal year based on indications given by the agency's funders.

Recently, the City of Daly City informed Commute.org that it will no longer serve as its fiscal agent after June 30, 2017. The City of Daly City began its fiscal agent responsibilities back in 1994 for MTSMA and the agreement continued after the MTSMA, ITSMA merger in 2000. The Board thanked Mr. Glenn Sylvester for Daly City's years of service. Ms. Emily Beach questioned if the County of San Mateo could be a potential fiscal agent. Mr. Ford confirmed that he will reach out to all the cities finance directors including the County of San Mateo to gauge interest in taking over the fiscal agent role. The board also suggested discussing an extension beyond June 30 to allow for a longer transition period. Mr. Ford will have those discussions with the City of Daly City and will report back to the Finance Committee.

ADJOURNMENT

The meeting was adjourned at 9:37 am by Chair Gee.

Respectfully submitted,

Teresa Avelar
CLERK OF THE BOARD