

MINUTES

COMMUTE.ORG BOARD OF DIRECTORS

Silicon Valley Community Foundation
1300 S. El Camino Real, Room 114
February 16, 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
Carlos Romero, City of East Palo Alto
Sam Hindi, City of Foster City
Shawn Christianson, Town of Hillsborough
Reuben Holofer, City of Millbrae
Irene O'Connell, City of San Bruno (Alternate)
Mark Olbert, City of San Carlos
Rick Bonilla, City of San Mateo
Richard Garbarino, City of South San Francisco
David Canepa, County of San Mateo

Supervisory Committee Members Present:

Maria Saguisag-Sid, City of Brisbane

Guests:

Wade Wietgreffe, City and County of San Francisco
Carli Paine, San Francisco Municipal Transportation Agency

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
Richard Fontela, Shuttle Program Coordinator
Erin Fieberling, AmeriCorps Fellow

Joan Cassman, Agency Attorney

The February 16, 2017 meeting of the Commute.org Board of Directors was called to order at 8:11 a.m. by Board Chair, Jeffrey Gee.

CONSENT AGENDA

1. Minutes: November 17, 2016
2. Financial Statements: July – September 2016
3. Audited Financial Statements FY2015-2016

It was moved by Ms. Davina Hurt, seconded by Mr. Carlos Romero, and unanimously passed to approve items one, two and three on the consent agenda.

1. CHAIR'S REPORT

Board Chair Jeffrey Gee welcomed new Board members Mr. Glenn Sylvester, City of Daly City, Mr. Adam Eisen, City of Half Moon Bay and Mr. David Canepa, County of San Mateo. Mr. Sylvester thanked the Board for making him feel welcomed.

Chair Gee announced that John Hoang, C/CAG, will be replacing Maria Saguisag-Sid as the Supervisory Committee Chair and Shirley Chan, City of Daly City, will be serving as the Supervisory Committee Vice Chair.

Chair Gee announce to the Board that staff distributed the Form 700 to every Board member at their seat. New and returning Board members are required to fill out and sign the Form 700. Chair Gee mentioned that original signatures are required.

Chair Gee updated the Board on the San Mateo Countywide Transportation Plan 2040 (SMCTP 2040). Chair Gee encouraged the Board to read the Plan, currently available online. Chair Gee stated that the decision on whether to proceed with the \$647Mill Full Funding Grant Agreement for the Peninsula Corridor Electrification Project is still pending. The grant will need to be approved by incoming Transportation Secretary, Elaine Chao. It is currently in the 30-day review period, which expires on February 17, 2017. Joan Cassman informed the Board that a Limited Notice to Proceed (LNTP) was issued to the contactors on September 2016 to advance design of the project. The LNTP will expire on March 1, 2017

2. PRESENTATION: SAN FRANCISCO'S RECENTLY ADOPTED CITYWIDE TDM PROGRAM

Mr. Wade Wietgreffe, Senior Planner, San Francisco Planning and Ms. Carli Paine, Land Use and Transportation Integration Manager, SFMTA presented on the recently adopted citywide Transportation Demand Management (TDM) program in San Francisco.

Ms. Paine presented on ways to improve and expand upon San Francisco's transportation system to help accommodate new growth through the TDM Program. She stated that transit lines and roadways are already at capacity in many locations during peak hours, and adding more lanes to existing roadways would not be a viable solution. Ms. Paine mentioned that the Transportation Sustainability Program (TSP) has been a multi-year, multi-agency effort to better enhance the transportation system, as the city accommodates their new growth. The TSP has three components that have already been put into place. The first component is a Transportation Sustainability Fee all new developments pay to the Development Impact Fee that will be invested towards transit and safer streets. The second component is replacing level of service analysis with analysis on VMT. The city will be looking at how much new driving a new project generates instead of counting car throughputs at already congested intersections. The third component focuses on the new TDM program for new developments. Developers will be required to integrate amenities that support tenants, residents, and visitors in making trips to and from

that project sight in sustainable ways.

Mr. Weitgreffe informed the board that city staff developed a TDM menu of 66 sustainable TDM measures, based on best practices across the country, local research, literature review, and professional expertise. Each measure on the TDM menu has a different point value based on its relative ability to reduce VMT. The ordinance would apply to projects with 10 units or more of new residential development, 10,000 ft² or more of commercial development, and large (25,000 ft²) changes of use. Residential projects that are 100 percent affordable are exempt. A web-based tool has been created to help developers calculate their project's required points and find ways of meeting the requirements through different TDM measures.

Mr. Carlos Romero inquired on how VMT is tracked and how existing projects and buildings will be addressed. Mr. Weitgreffe stated that the Transportation Authority has a travel demand model that uses variety of factors that affect travel behaviors and then estimates VMT throughout the city. They acquire data from the California Household of Travel Survey, which obtains information of travel behavior of households statewide. Ms. Paine clarified that the TDM program will only affect new developments.

3. MID-YEAR BUDGET AND PROGRAM REPORT

Mr. Ford presented on the status of the Commute.org's current fiscal year budget (FY2016-2017).

Bound copies of Commute.org's audited financial statements were distributed to the Board members. Any member that was unable to attend the meeting may request a bound copy and it will be mailed to them. The document is available for inspection by the public at the Commute.org office and will also posted on the Commute.org website.

Mr. Ford mentioned that 65% of Commute.org's income has been received for the fiscal year, with only 50% of the budget being expended as of January 31, 2017.

Mr. Ford provided an update on the changes to the organizational structure of the agency. He informed the Board that Ms. Kim Comstock has been promoted into a new title called the Commuter Programs Manager. The Shuttles Manager position has not yet been advertised and will not be evaluated until the next fiscal year.

4. SHUTTLE PROGRAM REPORT

Mr. Ford presented a report on Commute.org's shuttle operations and activities for the first 7 months of FY 2016-2017.

Mr. Ford informed the Board that they experienced a 3.4% decrease in shuttle ridership last quarter. Although 11 routes experience an increase in ridership, 9 routes experienced a decrease in ridership, including 4 of the highest performing routes. Mr. Ford informed the Board that Gilead integrated private shuttles for their employees, which negatively affected 2 of the high performing routes. Mr. Sam Hindi inquired on whether the introduction and promotion of Scoop impacted the decrease in ridership for the Foster City routes. Mr. Ford stated that there is currently no data on the issue. The cost-per-passenger target remains below \$7 for most the routes with the average cost being \$4.83 per passenger.

Mr. Ford notified the Board that the passenger counter project has been cancelled. It will be revisited next fiscal year.

Mr. Ford informed the Board that the Caltrain schedule is changing, which will impact shuttle schedules at each city starting April 10, 2017. It is anticipated that 16 of the 20 routes managed by Commute.org will have schedule changes.

Mr. Ford informed the Board that a new tool has been integrated into the shuttle route maps. A Google Earth image will be provided when a visitor clicks on their stop on the website.

Mr. Ford mentioned that South San Francisco is currently undergoing a large expansion and route modifications might need to be made to meet the demands for future employers and residents.

5. EMPLOYER OUTREACH MANAGER'S REPORT

Ms. Karen Sumner, Commute.org's Employer Outreach Manager, informed the Board that Tech Talks, the agency's third annual event for county employers, will be taking place on Thursday, March 9, 2017 from 10:00 AM – 1:00PM at Genesis Tower in South San Francisco. The theme of the event is how technology impacts and energizes the daily commute.

Ms. Sumner informed the Board that they are currently conducting a survey asking employers about their commute program. They hope to get a comparable of what various employers in San Mateo County are doing and compare them by employer size. The results will be shared at the Tech Talks event.

Ms. Sumner reported that Bike to Work Day will be taking place on Thursday, May 11, 2017. All nine Bay Area counties are participating and Commute.org will be coordinating Bike to Work Day in San Mateo County. Bill Bright will be the consultant, as he has done in previous years. He will be the point of contact for all Energizer Station leads. Ms. Sumner mentioned that they are in the process of conforming the energizer stations in San Mateo County and securing volunteers.

Ms. Sumner stated that their Spring Marketing Campaign will be focused on the Commuter Challenge. Advertising will include digital billboards on Hwy 280 in Daly City, Hwy 101 in South San Francisco and on the San Mateo Bridge. This advertising campaign will also include: print ads, online banner ads, social media ads, and online radio.

6. COMMUTER PROGRAMS MANAGER'S REPORT

Kim Comstock, Commute.org's Commuter Programs Manager, introduced the Climate Corps AmeriCorps Fellow, Ms. Erin Fieberling.

Ms. Comstock announced that the STAR platform has acquired a new logo. The STAR platform will serve as a base for this year's Commuter Challenge. The Commuter Challenge is a two-month challenge and will begin on April 1, 2017. There will be weekly prizes and will be open for commuters traveling to, from, or through San Mateo County that are using commute alternatives.

Ms. Comstock mentioned that San Mateo and Foster City have invested on incentives for commuters that are using the Scoop app. Scoop is a dynamic carpooling app that helps commuters find partners to commute to or from work. All carpool rides to or from San Mateo and Foster City were capped at \$2 during the incentive period. The city council of South San Francisco is now considering a similar incentive which would be deployed in April.

Ms. Comstock informed the Board that Foster City is interested in having their own version of the “Connect” program which is a website that shows all the mobility options that are available in the city. Redwood City and San Mateo have their own “Connect” sites in place.

7. EXECUTIVE DIRECTOR’S REPORT

Mr. Ford informed the Board that the cities of Menlo Park and Portola Valley have expressed preliminary interest in joining the Commute.org Joint Powers Authority (JPA). Only three cities in San Mateo County are not members of the JPA – Menlo Park, Woodside and Portola Valley. Each of the existing JPA members would need to reapprove a modified JPA agreement to allow new membership. The Board will discuss this in more detail at a future meeting if any of the cities formally expresses interest in joining.

ADJOURNMENT

The meeting was adjourned at 9:43 am by Chair Gee.

Respectfully submitted,

Teresa Avelar
CLERK OF THE BOARD