

## MINUTES

**COMMUTE.ORG**  
**BOARD OF DIRECTORS**  
Silicon Valley Community Foundation  
1300 S. El Camino Real, Room 114  
February 21, 2019

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### ROLL CALL

Board Members Present:

Clifford Lentz, City of Brisbane  
Davina Hurt, City of Belmont  
Emily Beach, City of Burlingame  
Rae Gonzalez, Town of Colma  
Pamela DiGiovanni, City of Daly City  
Carlos Romero, City of East Palo Alto  
Robert Brownstone, City of Half Moon Bay  
Reuben Holofer, City of Millbrae  
Mike O'Neill, City of Pacifica  
Giselle Hale, City of Redwood City  
Rico Medina, City of San Bruno  
Sara McDowell, City of San Carlos  
Rick Bonilla, City of San Mateo

Supervisory Committee  
Members Present:

John Hoang, C/CAG  
Maria Saguisag-Sid, City of Brisbane  
Dante Hall, City of Foster City  
Christian Hammack, City of Redwood City

Guests:

Theresa Vallez-Kelly, San Mateo County Office of Education  
Heather Arata, San Mateo County Health System  
Tony Bayudan, County of San Mateo Board of Supervisors

Staff in Attendance:

John Ford, Executive Director  
Kim Comstock, Commuter Programs Manager  
Mary Thomasmeyer, Commuter Programs Representative  
Richard Fontela, Shuttle Programs Coordinator  
Maria Timofeyeva, Shuttle Program Administrator  
Cary Tipton, Employer Programs Representative  
Rebecca Roberts, Employer Programs Representative  
Betsy Juarez, Office Administrator  
Parin Patel, AmeriCorps Fellow

Joan Cassman, Agency Attorney

The February 21, 2019 meeting of the Commute.org Board of Directors was called to order at 8:07 a.m. by Board Chair, Cliff Lentz.

## CONSENT AGENDA

1. Minutes: November 15, 2018
2. Acceptance of Financial Statements: January 2019

*It was moved by Ms. Hurt, seconded by Mr. Romero and unanimously passed to approve item one and accept item two on the consent agenda.*

### 1. PRESENTATION: SAFE ROUTES TO SCHOOL (SAN MATEO COUNTY)

Theresa Vallez-Kelly, Coordinator for San Mateo County Safe Routes to School, and Heather Arata, Community Health Planner for Get Healthy San Mateo County, presented on the Safe Routes to School program in San Mateo County.

Safe Routes to School San Mateo County is a countywide program offered by the San Mateo County Office of Education (SMCOE). The goal of the program is to encourage and enable school children to walk and bicycle to school by implementing projects and activities that decrease traffic around school sites, reduce school-related travel emissions, and improve the health, well-being, and safety of student participants. The program is modeled after the National Safe Routes to School program and includes the 6E approach of Education, Encouragement, Enforcement, Engineering, Evaluation and Equity. Funding for this program is made possible by the City/County Association of Governments of San Mateo County (C/CAG).

SMCOE's Safe Routes to School Program received a grant from the California Office of Traffic Safety to support their efforts in improving transportation safety for ten priority school in San Mateo County. SMCOE's Safe Routes to School Program and the County of San Mateo's Health Policy and Planning (HPP) partook on a collaborative study and prepared a report, *Creating Safer Streets Near School*, that highlights 15 priority schools located in high poverty areas and within a quarter mile of unsafe intersections with large numbers of pedestrian and bicyclist collisions. The grant supports Safe Routes to School Program at ten of the priority schools identified in the study through providing pedestrian and bicycle safety education.

Ms. Hale commented that she participates in the Safe Routes to School Parent Survey every year. She inquired as to how the data is collected and how it is shared with city officials. Ms. Arata stated that local officials and transportation coordinators can request the data to be shared by contacting SMCOE's Safe Routes to School program coordinators.

### 2. CHAIR'S REPORT

Chair Lentz welcomed new Board members: Ms. Pamela DiGiovanni, City of Daly City; Mr. Robert Brownstone, City of Half Moon Bay; Mr. Mike O'Neill, City of Pacifica; Ms. Giselle Hale, City of Redwood City; Ms. Sara McDowell, City of San Carlos.

Chair Lentz reminded the Board that new and returning Board members are required to fill out a Form 700. The forms are due to Commute.org staff by March 22, 2019.

Copies of the FY 2018 Annual report were distributed to each Board member. Additional copies will be distributed upon request. The report has also been posted to the Commute.org website.

Vice Chair Beach and Chair Lentz provided an update on the San Mateo Express Lanes project, which seeks to construct tolled express lanes on the San Mateo County stretch of Highway 101 between Whipple and Highway 380. Vice Chair Beach informed the Board that the Bay Area Infrastructure

Financing Authority (BAIFA), a joint powers authority between the Metropolitan Transportation Commission (MTC) and the Bay Area Toll Authority (BATA), is proposing to operate and manage the express lane facility on Highway 101 and allow San Mateo County to own it. Discussions are underway between C/CAG and the Transportation Authority about creating a new JPA to jointly staff and manage the project.

### **3. COMMITTEE APPOINTMENTS**

The agency has two standing committees: Supervisory and Finance. The Supervisory Committee is comprised of up to nine appointees from member agencies or funders. The committee meets approximately nine times each fiscal year. The Finance Committee is comprised of three board members (or alternates) and two representatives from the Supervisory Committee and meets up to five times during the fiscal year.

Members of the Supervisory Committee are appointed to three-year terms. Chair Lentz advised that four candidates have been forwarded to the Board for reappointment:

1. Maria Sasuisag-Sig, City of Brisbane
2. John Hoang, C/CAH (current committee chair)
3. Christian Hammack, City of Redwood City
4. Shirley Chan, City of Daly City

*It was moved by Mr. Medina, seconded by Mr. Bonilla, and passed unanimously to appoint the nominated Supervisory Committee candidates.*

Members of the Finance Committee do not have defined terms. Vacancies are filled on an as needed basis. Currently there are two vacancies for board members (or alternates). Chair Lentz advised that the following board members or alternates have volunteered to serve on the committee:

1. Rick Bonilla, City of San Mateo (Board Member)
2. Mark Olbert, City of San Carlos

*It was moved by Ms. Beach, seconded by Mr. Romero, and passed unanimously to appoint the nominated Finance Committee candidates.*

### **4. MID-YEAR BUDGET REVIEW**

Mr. Ford reviewed the status of the Commute.org's current fiscal year budget (FY2018-2019). A copy of the mid-year budget review was included in board members' packets. No budget adjustments were being requested at the time, as it was only an informational item. Mr. Ford mentioned that the agency is currently on track with the projected budget expenditures. Mr. Ford expects to complete the fiscal year at or slightly under budget.

### **5. COMMUTER PROGRAMS REPORT**

Ms. Mary Thomasmeyer, Commuter Programs Representative for Commute.org, presented a report highlighting activities of Commute.org's commuter programs.

Ms. Thomasmeyer informed the Board that the Carpool 2.0 rewards program was officially launched at a press conference held on January 24, 2019 at Genentech with several news outlets present. The Carpool 2.0 program incentivizes all forms of carpooling, from sharing rides with co-workers or peers to finding carpool partners through popular apps. Carpoolers are eligible to receive up to \$100 in e-gift

cards and get to choose from over 70 retailers and charities. For every 10 carpool days tracked, commuters can claim a \$25 e-gift card reward, up to 4 times. Carpool commutes must start or end in San Mateo County to qualify for this reward.

Ms. Thomasmeyer also described the annual commuter-focused campaign, known as the Commuter Challenge. Its intent is to encourage individuals to use alternatives to driving alone during the campaign period. Participants using alternative commute modes will have a chance to win weekly prizes by logging commute alternative trips each week during the months of April and May 2019.

Ms. Thomasmeyer informed the Board that Commute.org is partnering with Spare the Air's Resource Team to host this year's annual event. The theme for this year's event is "Pool Party", where employers and transportation advocates will be invited to learn about topics concerning vanpooling and carpooling. This event will feature information on managed lanes coming to San Mateo County, resources, incentives and employers sharing their best practices for promoting carpool and vanpools at their work place. The event will be on Thursday, March 5 from 9:00AM-1:00PM at Genesis in South San Francisco.

Bike to Work Day will take place on May 9, 2019. All nine Bay Area counties will be participating, and Commute.org will coordinate Bike to Work Day in San Mateo County, hosting over 50 energizer stations throughout the county with the help of numerous volunteers, employers and Silicon Valley Bike Coalition. Nominations for Bike Commuter of the Year will open in March.

Ms. Beach inquired on how many carpoolers who have been rewarded through the Carpool 2.0 Program were new carpoolers when the program started. Mr. Ford stated that carpoolers who receive a Carpool 2.0 incentive are encouraged to participate in a survey that includes a question regarding their commute mode prior to the Carpool 2.0 incentive. Roughly 30 % indicate that they are new to carpooling.

## **6. SHUTTLE PROGRAM REPORT**

Mr. Ford presented a report on Commute.org's shuttle operations and activities for the first 7 months of FY 2018/2019.

Mr. Ford informed the Board that shuttle ridership declined 5% in Q2 compared to the same quarter of the previous year. The average cost per passenger for the quarter was \$5.36, which is below the \$8.00 metric set by the Transportation Authority.

Mr. Ford notified the Board that there continues to be ongoing service issues with the shuttle vendor due to a shortage of drivers. The average percentage of service being provided is 82%, indicating that 18% of the shuttle routes are not being operated per schedule. A text alert system has been used to keep shuttle riders informed of shuttle cancellations or disruptions. Nearly 4,000 riders have registered to receive text alerts on their mobile device in the event of service changes, interruptions and emergencies.

Genentech partnered with Commute.org to help provide service in South San Francisco. Genentech will be opening their service to the public and will be providing additional limited service to the Millbrae Station.

Mr. Ford informed the Board that Caltrain will be implementing a schedule change in April 2019, which will impact shuttle schedules in each city. Additionally, route and schedule modifications will be made due to the Hillsdale Station closure expected to occur in September 2019.

## **7. EXECUTIVE DIRECTOR'S REPORT**

Mr. Ford provided a summary of agency activities and updates on Commute.org programs since the November 15, 2018 Board meeting, which included the following:

Mr. Ford introduced the agency's new Employer Programs Representative, Rebecca Roberts.

Mr. Ford invited the Board to take part in Bike to Work Day to support cyclists and volunteers.

Mr. Ford informed the Board that many employers have invited the Commute.org outreach team to their Earth Day events.

Mr. Ford reminded the Board that the next Board meeting will be held on April 18, 2019.

## **8. ADJOURNMENT**

*The meeting was adjourned at 9:33 a.m. by Chair Lentz.*

Respectfully submitted,

Betsy Juarez

*CLERK OF THE BOARD*