

EXECUTIVE COMMITTEE MEETING FOR THE
METROPOLITAN TRANSIT SYSTEM (MTS),
SAN DIEGO TRANSIT CORPORATION (SDTC),
AND SAN DIEGO TROLLEY, INC. (SDTI)

MINUTES

November 5, 2009

MTS
1255 Imperial Avenue, Suite 1000, San Diego

A. ROLL CALL

Chairman Mathis called the meeting to order at 9:27 a.m. A roll call sheet listing Executive Committee member attendance is attached.

B. APPROVAL OF MINUTES

Mr. Selby moved for approval of the minutes of the October 15, 2009, Executive Committee meeting. Mr. Roberts seconded the motion, and the vote was 3 to 0 in favor (Mr. Rindone abstained).

C. COMMITTEE DISCUSSION ITEMS

1. MTS: Report on the Creation of a Central MTS Database and Reporting Tool (Devin Braun)

Mr. Jablonski stated that MTS's operations are varied with entities for trolley, transit, and contracted services, which each have separate data reporting definitions. He described the in-house initiative that began with planning, IT, and operations to create a centralized database that uses the same definitions and format.

Devin Braun, Senior Transportation Planner, gave a PowerPoint presentation on the database and reporting tool. He stated that MTS's data is collected from many different systems, contractors, and places, and the goal is to organize the information into one centralized location. He stated that currently the operators create spreadsheets relating to miles, hours, ridership, revenues, employees, road calls, accidents, and complaints.

Mr. Braun described the current methods of gathering information regionally to be imported into the MTS database. He stated that data is consolidated, and the automated data import process provides almost instantaneous data on ridership, including fare types, time of day, vehicle location, and operations and scheduling data spreadsheets.

Mr. Braun described the benefits and savings realized because the database is created by MTS, instead of having to pay the vendor to create it. He showed

examples of various reports, including the on-time performance summary, ridership using Compass Cards, performance, and collisions.

Action Taken

Mr. Rindone moved to receive the report. Mr. Selby seconded the motion, and the vote was 4 to 0 in favor.

2. MTS: Weekend Service Analysis (Mike Daney)

Mike Daney, Senior Transportation Planner, gave a PowerPoint presentation on the weekend service analysis. The purpose of the analysis is to better understand how weekend transit markets are being served, budget impacts from service cuts, and bus passenger counts.

Mr. Daney reviewed the funding and budget and described how staff time was spent on the analysis. He stated that the in-house data collection and outreach included surveys and 2,500 hours of onboard manual passenger counts of all of the weekend routes. Analysis of the key survey results included ridership maps, survey validation, market segmentation profiles, route profiles, and frequencies of span and service types.

Mr. Daney stated that data was reviewed and compared for weekday and weekend service. He pointed out that because of the level of demand, Sunday service operates half as efficiently as weekday service and about half of the number of routes are operated. He added that Sunday carries 43% of the weekday riders, and Saturday carries 56% of weekday riders.

Mr. Daney reviewed the survey results of where riders are going, how often they ride the system, and which fare type is used. He showed an example of how the data was reviewed and analyzed to confirm the survey results. He stated that the weekend rider's are considered to be "Easy Goers." Easy Goers' are profiled as the least demanding, most flexible, lowest income, over the age of 60 or students, with a low level of auto access, and home ownership.

Mr. Daney reviewed the pros and cons of each of the service strategies that included increasing weekend frequencies and span of service, time connections/transfer points, increased system coverage, realignment of weekend system and routes, optimization of Sunday service levels to improve efficiencies, and reducing weekend service to reinvest into weekday service.

Ms. Cooney stated that what is being analyzed is that the added dollars that are invested do not produce the same level of increase in ridership on the weekend as the weekday. She added that the productivity levels on Sunday warrant some adjustments in order to achieve the productivity goals expected for the rest of the workweek.

Action Taken

Mr. Rindone moved to receive the report. Mr. Selby seconded the motion, and the vote was 4 to 0 in favor.

3. MTS: Old Town Pilot Signage Update (Rob Schupp)

Rob Schupp, Director of Marketing, gave a PowerPoint presentation on the implementation of the pilot signage project in Old Town. He stated that the goal is to increase the amount of signage and to improve way-finding ability for the customer. He reported that bus connections and destinations are displayed on easy-to-understand maps that include timetable information.

Mr. Schupp stated that customer reactions to the new signage were captured through surveys collected on the platforms, onboard buses and trolleys, and via the Web. He stated that 81.4% of customers responded that the new signs were helpful. He added that 71% of those who responded are regular riders; 27.4% were split between new riders and occasional riders (1-5 times per month) and infrequent riders (1-2 times per month). The result was that 21% of those riding use the signs every time they use the system.

Mr. Schupp stated that 75% of those surveyed indicated they would like to see the signs at other transit centers. He added that the plan is to expand the project to stations where there is a lot of bus and trolley interaction, specifically El Cajon, Euclid Avenue, 12th & Imperial, Fashion Valley, and City College.

Action Taken

Mr. Rindone moved to receive the report. Mr. Selby seconded the motion, and the vote was 4 to 0 in favor.

4. MTS: Appointment of MTS Chairperson

Mr. Mathis stated that this discussion is being held pursuant to MTS Policy No. 22 related to the requirement that the Executive Committee make a recommendation to the Board of Directors regarding the appointment of the MTS Chairperson.

Mr. Mathis referred to his communication dated November 2, 2009, that was distributed to the members for reference. He stated that he would welcome the members' consideration for reappointment as Chairperson.

Mr. Mathis excused himself from the meeting at 10:16 a.m. during member discussion.

Tiffany Lorenzen, General Counsel, gave a review of the procedures related to Policy No. 22. The policy was modified by the Board of Directors to create a process for appointment of the MTS Chairperson. The Executive Committee can make a recommendation on whether it would like to reappoint the existing Chair, or a recommendation can be made to the Board to pursue the alternative procedure to

select from members of the public at large who reside in the County of San Diego. She directed members' attention to the communication from Mr. Mathis stating his willingness to continue to serve as the Chairman. She stated that the Vice Chair can open the floor for nominations or discussion. Mr. Rindone opened the floor for discussion.

Action Taken

Mr. Selby moved to forward the recommendation to the Board of Directors to nominate Mr. Mathis as the MTS Chairperson for a 4-year term. Mr. Roberts seconded the motion, and the vote was 3 to 0 in favor.

Mr. Jablonski stated that at next week's Board meeting on November 12, 2009, the agenda will include Appointment of Ad Hoc Nominating Committee for Recommending Appointments to MTS Committees for 2010.

Mr. Mathis was invited back to the meeting.

D. REVIEW OF DRAFT NOVEMBER 12, 2009, BOARD AGENDA

Recommended Consent Items

6. MTS: San Diego Trolley, Inc. Safety Process Audit Report
Action would receive an internal audit report on San Diego Trolley, Inc.'s (SDTI's) safety process.
7. MTS: Public Transportation Modernization, Improvement, and Service Enhancement Account Funding
Action would adopt Resolution No. 09-24 authorizing the CEO or his designee to submit allocation requests for interest earned from fiscal year 2007-2008 California Public Transportation Modernization, Improvement, and Service Enhancement Account-State Transit Assistance Agencies funding.
8. MTS: Semiannual Uniform Report of DBE Awards or Commitments and Payments
Action would receive the Semiannual Uniform Report of Disadvantaged Business Enterprise (DBE) Awards or Commitments and Payments.
9. MTS: San Diego Transit Corporation Warranty Process Audit Report
Action would receive an internal audit report on San Diego Transit Corporation's (SDTC's) warranty process.
10. MTS: Investment Report – September 2009
Action would receive a report for information.
11. MTS: Southland Transit, Inc. – Contract Option Year
Action would authorize the CEO to execute MTS Doc. No. B0449.2-06 for: (1) one 12-month option period for central minibus fixed-route services with Southland Transit, Inc. (Southland); and (2) one 12-month option period for Sorrento Valley Coaster Connection (SVCC) services with Southland.

12. MTS: Capital Improvement Project Grant Award
Action would approve the addition of Federal Grant No. CA-04-0145 funding to MTS Capital Improvement Program (CIP) 11239 (40-Foot Compressed Natural Gas Bus Procurement Project).
13. MTS: Investment Report – August 2009
Action would receive a report for information.

Recommended Consent Items

Ms. Cooney stated that appointment of the Chairperson will be added to the November 12, 2009, Board Agenda, in addition to the semiannual Security Report (forwarded by the Ad Hoc Public Security Committee) the Comprehensive Annual Finance Report (CAFR), and Devin Braun's report on the Central MTS Database and Reporting Tool.

Mr. Rindone requested that Mr. Jablonski give a report on LOSSAN at the next Board meeting and stated that he will follow up under Board Member comments. In response to Mr. Selby, Mr. Jablonski stated that in reference to Consent Item No. 11, Southland Transit, Inc., willingly agreed to an increase of less than 1%, which is more in line with MTS's financial status at present.

E. REVIEW OF SANDAG TRANSPORTATION COMMITTEE AGENDA

Sharon Cooney reviewed a number of items of interest on the SANDAG Transportation Committee agenda for the November 6, 2009, meeting:.

- #3 - Revision to FY 2010 TransNet Revenues and Transportation Development Act Apportionment;
- #4 - Blue and Orange Trolley Line Corridor Update;
- #6 - Initial Input into Urban Core Transit Strategy;
- #7 - Draft 2009-2013 Coordinated Public Transit and Human Services Transportation Plan; and
- #8 - North County Transit District Mobility Plan Update.

F. COMMITTEE MEMBER COMMUNICATIONS AND OTHER BUSINESS

Mr. Rindone gave a brief overview on the LOSSAN MOU to get additional funding to upgrade the corridor. The next LOSSAN meeting on December 9, 2009, will review the funding allocation between the six counties.

G. PUBLIC COMMENTS

No public comments.

H. NEXT MEETING DATE

The next meeting is scheduled for Thursday, December 3, 2009, at 9:00 a.m. in the Executive Conference Room.

I. ADJOURNMENT

Chairman Mathis adjourned the meeting at 10:21 a.m.

A handwritten signature in black ink, appearing to be "G. Mathis", written over a horizontal line.

Chairman

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MINUTES - Executive Committee 11-5-09.doc

Attachment: Roll Call Sheet

**EXECUTIVE COMMITTEE
METROPOLITAN TRANSIT SYSTEM**

ROLL CALL

MEETING OF (DATE) November 5, 2009
RECESS None

CALL TO ORDER (TIME) 9:26 a.m.
RECONVENE ---

CLOSED SESSION None

RECONVENE ---

ADJOURN 10:21 a.m.

BOARD MEMBER (Alternate)	PRESENT (TIME ARRIVED)	ABSENT (TIME LEFT)
LIGHTNER <input type="checkbox"/> (Young) <input type="checkbox"/>		
MATHIS <input checked="" type="checkbox"/>		
Imperial Beach Rotated to Chula Vista		
RINDONE (VC) <input checked="" type="checkbox"/> (Young - CPT) <input type="checkbox"/>		
ROBERTS <input checked="" type="checkbox"/> (Cox) <input type="checkbox"/>		
SELBY <input checked="" type="checkbox"/> (Ryan) <input type="checkbox"/>		
Transportation Committee Rep Slot (Mathis)		

SIGNED BY OFFICE OF THE CLERK OF THE BOARD

Vicki Rogers

CONFIRMED BY OFFICE OF THE GENERAL COUNSEL:

[Signature]