

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

December 4, 2008

MTS  
1255 Imperial Avenue, Suite 1000, San Diego

MINUTES

A. ROLL CALL

Chairman Mathis called the meeting to order at 9:04 a.m. A roll call sheet listing Executive Committee member attendance is attached.

B. APPROVAL OF MINUTES

Mr. Roberts moved approval of the minutes of the November 6, 2008, Executive Committee meeting. Mr. Emery seconded the motion, and the vote was 4 to 0 in favor.

C. COMMITTEE DISCUSSION ITEMS

Introduction of New Member

Chairman Mathis recognized new Executive Committee member Fred McLean, who joins the Committee as part of the normal rotation of South Bay representatives. Mr. Jablonski, MTS CEO, pointed out that the rotation for the South Bay cities is different from the rotation for the East County cities. He stated that in the event that the new South Bay representative has not been a Board member for two years, the position on the Executive Committee goes to the next city in the rotation.

1. MTS: 4S Ranch Pilot Project – Route 880 Express Service to Sorrento Valley/UTC (OPS 920)

Mr. Brent Boyd, Senior Transportation Planner, provided the Board with background on the 4S Ranch Pilot Project. He provided details on the surveys that were conducted of 4S Ranch residents to determine their preferences. He reported that about one-half of those surveyed preferred express service to downtown San Diego and one-half preferred Sorrento Valley/UTC as a destination. He reported that \$709,631 in developer mitigation fees are being used to provide this service. He then reviewed the reasons that Sorrento Valley/UTC was selected as the destination, which included that this is an underserved market, that it will improve regional connections, and that this will provide a good test for evaluating the future alignment of Bus Rapid Transit (BRT) service. He then reviewed the service plan, including the number of trips, cost, frequency, routing of the service, and the start date. He advised Committee members that the Rancho Bernardo Station does not open until late January or mid-February; therefore, the Route 880 will not be started until March. He then reviewed the financial plan for this service.

Mr. Jablonski reported that by the time developer mitigation fees for this service are exhausted and it is discontinued, BRT service, which is funded by TransNet, should be in place. He reported that the current BRT plan has service to Sorrento Valley/UTC. Mr. Roberts stated that MTS should not be expected to continue funding Route 880 if BRT is not in place at the time developer fees have been exhausted and stated that this understanding should be in writing. Mr. Jablonski stated that SANDAG and MTS staff members already have this understanding.

Chairman Mathis stated that MTS wants to be able to discontinue this service at its own discretion without possibility of SANDAG override of that decision. Mr. Roberts stated that this should also be in writing.

In response to a question from Chairman Mathis, Mr. Dave Schumacher, SANDAG Planning Department, reported that they will have a clearer picture of projected funding levels in January and how any reductions in those levels will affect TransNet.

Mr. Roberts stated that the residents of 4S Ranch paid for this service, and they should be provided with the service they prefer. Ms. Sharon Cooney, Director of Government Affairs and Community Relations, reported that residents were split 50/50 in favor of downtown San Diego or Sorrento Valley/UTC. She stated that because there are already express routes to downtown, Sorrento Valley/UTC was selected. Mr. Jablonski stated that some residents didn't want buses on their streets at all. Chairman Mathis added that this influenced the decision to operate the service out of the shopping center and only run buses on major arteries into and out of this community. In response to Mr. Robert's request that staff report back to the Committee on this matter in one year, Mr. Jablonski stated that staff will probably bring this matter back to the Committee in a couple of months.

Mr. Rob Schupp, Director of Marketing and Communications, advised Mr. Roberts that this service will be advertised in the 4S Ranch Community Newsletter and in a direct mail newsletter from the developer. He added that a flyer will be e-mailed to Sorrento Valley/UTC employers, and other methods will be used to promote this service to other residents of Rancho Bernardo.

#### Action Taken

Mr. Emery moved to receive a report on the plan to establish an express service between 4S Ranch and Sorrento Valley/University Towne Centre. The route will be a pilot project funded with developer mitigation fees. Mr. McLean seconded the motion, and the vote was 5 to 0 in favor.

#### 2. MTS: Compass Card Update (CIP 11457)

Mr. Jablonski advised the Committee that after months of work on the Compass Card project, it has become obvious that the January implementation date cannot be met. He reported that only about 80 percent of the hardware has been installed, and only 40 to 50 percent of the hardware has been activated. He also reported that while there are currently about 600 people testing the system, this process is in

the early stages. He added that any problems that are encountered during this process will have to be investigated and fixed. He added that a number of different teams comprised of MTS, SANDAG, and NCTD staff (over 100 people) have been formed to deal with the various issues that need to be resolved and that update reports are now being given to an executive team that meets every Monday morning. He added that SANDAG Executive Director Gary Gallegos will be recommending to the Transportation Committee that implementation of the Compass Card be delayed until March 1. Mr. Jablonski stated that it is critical to ensure that the system is working correctly before it is introduced to the public. Mr. Emery felt this was so important that he recommended that another delay be sought if the system is not ready by March 1. Chairman Mathis pointed out that March 1 is a very aggressive target date, and that any further delays will only occur after a very considered decision. Mr. Jablonski stated that if he doesn't feel the system is functioning reliably for a March 1 introduction, he will recommend another delay.

In response to a question from Mr. Roberts, Mr. Jablonski reported that the testing to date has revealed that certain refinements are needed; e.g. the flash that tells bus operators that the person boarding is using a Senior and Disabled Pass is too small and too brief in duration. He stated that other needed refinements have also been identified. He also reported that if a pass does not work, that failure may be caused by any number of problems, and each of these problems has to be identified and resolved. He added that efforts are also underway to test that statistical information sent in by the tap-on equipment is accurate. Chairman Mathis pointed out that there will be a cost for any design changes.

Mr. Jablonski also reported that that fare ordinance recently approved by the SANDAG Transportation Committee stated that the system would be operational January 1 and that all existing monthly passes will be replaced by rolling 30-day passes. He detailed his concerns related to 30-day rolling passes and reported that some riders want to keep their calendar-based monthly passes. He also reported that he was concerned about rolling out too many products at the same time and reviewed his concerns regarding the potential for lost revenue related to the rolling pass. He stated that the rolling pass does not activate until the first time the pass holder taps on. He also advised the Committee that MTS will lose revenue any time a pass holder delays purchasing a pass until the need to use it arises or purchases a pass and does not tap on for the first time (thus activating the card) until some later date. He suggested that the fare ordinance be amended to continue the calendar-based monthly pass.

Mr. Jablonski also anticipated that people who purchase the rolling pass may have difficulty remembering when their pass is to expire and that customers will not tap on to activate their card until the first time they think they will be caught for not tapping on. He felt it would be better to roll out the Compass card initially with a 30-day calendar-based pass only. He reported that 350,000 people will be using their card each day, and that it would be easier to diagnose any problems that arise during the implementation phase if there are a smaller number of potential causes to investigate.

Mr. Jablonski stated that approval of the recommended delay would also give MTS an opportunity to consider how to minimize fare abuse. He stated that staff is working on plans to step up the fare-enforcement process. He added that the fare ordinance states that people who purchase a monthly pass but fail to tap on will be ticketed and stated that this provision should possibly be reconsidered. He didn't feel that the courts would support ticketing a person who has in fact purchased the appropriate pass even if they didn't tap on. Mr. Roberts suggested charging an extra fee instead of issuing a ticket in these circumstance. In response to a comment by Mr. Roberts about the lack of fare enforcement he encounters, Mr. Jablonski stated that fare enforcement officers will be carrying a hand-held device that records the number of fares they have checked and will enable supervisors to see how much enforcement activity has been conducted. Mr. Roberts stated that fare evasion using the Compass Card would not be that different from the evasion issues that currently exist.

Mr. Roberts stated that he thought anticipated problems with the rolling pass could be worked out. Mr. Jablonski stated that staff is in the process of trying to do that. Mr. Roberts stated that a truly customer-based system would not have a restriction forcing customers to buy monthly passes on the 1<sup>st</sup> and the 15<sup>th</sup> of the month only and added that is why he was in favor of the rolling pass product. Chairman Mathis reiterated Mr. Jablonski's suggestion that products be rolled out one at a time and introduced to the public as enhancements. Mr. Roberts stated that products should be introduced as soon as possible and that if these products are phased in, the rolling 30-day pass should be rolled out first. He stated that he felt that agreement had already been reached that both rolling and calendar-based passes should be offered. He suggested that both passes activate the day they are purchased. Chairman Mathis pointed out that rolling passes should not activate the day they are purchased because pass holders may purchase their next 30-day rolling pass before their current pass expires for convenience reasons. Mr. Jablonski reminded Committee member that 70,000 passes are sold each month.

Chairman Mathis pointed out that additional issues that need to be addressed include whether or not all the Compass Cards should look the same.

Mr. Roberts stated that staff should be able use the testing period to evaluate if offering a rolling pass will cause a loss of revenue. He stated that if there is a loss of revenue, there should be a corresponding increase in pass prices. He stated that he felt it was important to offer the product to the customer. Mr. Roberts also felt that the ordinance should incorporate the new target date of March 1 so that any further delays in implementation would require Board approval.

#### Public Comment

*Lorraine Leighton:* Ms. Leighton reported that someone at the El Cajon Trolley Station appears to be selling passes for less than their value. She also asked how MTS is going to handle students who board using the same pass. Mr. Jablonski explained that there is a safeguard built into the system to address that. He also advised Ms. Leighton that people who are using passes that currently require

identification will have to provide that same identification when they use a Compass Card.

*Clive Richard:* Mr. Richard stated that he was disappointed with the delay and that he felt implementation should move as expeditiously as possible.

Action Taken

Mr. McLean moved to receive a status report on development and implementation of the Compass Card fare system. Mr. Roberts seconded the motion, and the vote was 5 to 0 in favor.

3. MTS: Sorrento Valley Coaster Connection (CIP 10465)

Ms. Cooney provided the Committee with a historical perspective on the Sorrento Valley Coaster Connection and displayed a map showing the route this service follows. She also reviewed efforts that have been made to make this service more sustainable, including raising the fare and meeting with at least six major employers in Sorrento Valley in an attempt to get letters of intent from them to purchase a guaranteed number of passes. She reported that no employers have submitted a letter and that many of the employers had implemented their own shuttle services. She added that UCSD has added some shuttle service as well. Mr. Emery suggested that some of the smaller employers approach the companies who are providing shuttle service to see if they would be open to shared use of that service.

Ms. Cooney reported that since the introduction of the \$1 fare, ridership has dropped from 980 daily trips to 616 daily trips, with a subsidy of \$4.15 and \$5.18, respectively. Mr. Roberts pointed out that the subsidy per rider went up and ridership went down, which saves money. He stated that should be reflected in the report. Mr. Jablonski pointed out that the cost of providing the service has not changed.

Ms. Cooney advised the Committee that because of the poor performance of the route and because MTS subsidy funding will be expended by the end of December, staff will be recommending its discontinuation during the next round of service adjustments. She reported that a public hearing will be needed for this particular action. She stated that SANDAG staff will be bringing this matter to the Transportation Committee and recommending that the Committee concur if the MTS Board decides to approve discontinuation. In response to a question from Mr. Roberts, Mr. Jablonski reported that the Air Pollution Control District provided \$539,000 in funding at one time. Mr. Jablonski pointed out that even if MTS were to maintain the existing funding level with the \$1 fare, there would not be enough money to continue this service.

Ms. Cooney reported that the farebox recovery rate for this service is 17 percent. Chairman Mathis added that the impact of the \$1 fare on Coaster services has been minimal so far. Mr. Jablonski advised Committee members that North County Transit staff have stated that any loss of demand as a result of the discontinuation of this service would be replaced with people using the Coaster to travel to

downtown San Diego. Mr. Jablonski stated that NCTD receives a higher fare for travel to downtown San Diego and would therefore make more money. Mr. Schumacher stated that parking lots at Coaster stations are full, and some people are not riding the Coaster because there is no parking. He stated that as these parking spaces are vacated, they will be filled by people who are not currently riding.

Public Comment

*Clive Richard:* Mr. Richard reported that Rochester, New York was able to get employers to help fund public transit service for their employees. He said that since MTS has not been able to do that, maybe the service should be discontinued.

Action Taken

Mr. Emery moved to receive a report on the Sorrento Valley Coaster Connection. Mr. McLean seconded the motion, and the vote was 5 to 0 in favor.

D. RECOMMENDED BY THE EXECUTIVE COMMITTEE FOR THE BOARD CONSENT AGENDA

1. MTS: Bus Operator Uniforms – Contract Award (OPS 960.6)

That the Executive Committee forward a recommendation to the Board of Directors to authorize the CEO to execute MTS Doc. No. B0509.0-09 (in substantially the same format as Attachment A of the agenda item) to Kingsbury Uniforms, Inc. for bus operator uniforms for up to a five-year period.

2. MTS: Weed Abatement Services – Contract Award (OPS 970.6)

That the Executive Committee forward a recommendation to the Board of Directors to authorize the CEO to execute MTS Doc. No. PWL107.0-09 (in substantially the same form as Attachment A of the agenda item) with DeAngelos Brothers, Inc. for weed abatement services for a five-year period.

Action Taken

Mr. Emery moved to approve placing Agenda Items D1 and D2 on the Consent portion of the December 11, 2008, Board agenda. Mr. Monroe seconded the motion, and the vote was 5 to 0 in favor.

E. REVIEW OF DRAFT NOVEMBER 13, 2008, BOARD AGENDA

Chairman Mathis pointed out Agenda Item No. 4 of the December 11, 2008, board agenda relates to amendments to Policy 22 that would allow former Board members to serve on certain committees. He pointed out that a copy of the agenda item was placed at each members' place prior to the start of the meeting. He referred to the specific paragraphs that deal with this matter and the committees for which this can be done. He also reported

that the agenda item details the regulations and bylaws of respective agencies and committees that permit this action to be taken.

Recommended Consent Items

There was no additional discussion of the recommended Consent Items.

Recommended Board Discussion Items

There was no discussion of recommended Discussion Items.

F. REVIEW OF SANDAG TRANSPORTATION COMMITTEE AGENDA

Ms. Cooney reported that the SANDAG Transportation Committee and SANDAG Board will be having a special joint meeting at Caltrans the next day at which time they would be discussing the Compass Card as well as SB 375, which addresses climate change issues and how they are integrated into the planning process.

G. COMMITTEE MEMBER COMMUNICATIONS AND OTHER BUSINESS

There were no Committee Member communications.

H. PUBLIC COMMENTS

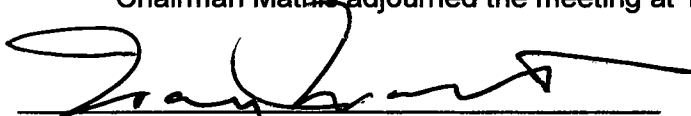
There were no general Public Comments.

I. NEXT MEETING DATE:

The next meeting is scheduled for Thursday, January 8, 2009, at 9:00 a.m., in the Executive Conference Room.

J. ADJOURNMENT

Chairman Mathis adjourned the meeting at 10:44 a.m.

  
Chairman

Attachment: A. Roll Call Sheet  
gail.williams/minutes

**EXECUTIVE COMMITTEE  
METROPOLITAN TRANSIT SYSTEM**

**ROLL CALL**

MEETING OF (DATE) 12/04/08

CALL TO ORDER (TIME) 9:04 a.m.

RECESS \_\_\_\_\_

RECONVENE \_\_\_\_\_

CLOSED SESSION \_\_\_\_\_

RECONVENE \_\_\_\_\_

ADJOURN 10:44 a.m.

BOARD MEMBER (Alternate)	PRESENT (TIME ARRIVED)	ABSENT (TIME LEFT)
ATKINS <input type="checkbox"/> (Young) <input type="checkbox"/>		<input checked="" type="checkbox"/>
EMERY <input checked="" type="checkbox"/> (Cafagna) <input type="checkbox"/>		
EWIN <input type="checkbox"/> (Clabby) <input type="checkbox"/>		<input checked="" type="checkbox"/>
MATHIS <input checked="" type="checkbox"/>		
MCLEAN <input checked="" type="checkbox"/> (McLean) <input type="checkbox"/>		
RINDONE <input checked="" type="checkbox"/> (Emery) <input type="checkbox"/>	9:10 a.m. during AI C1	
ROBERTS <input checked="" type="checkbox"/> (Cox) <input type="checkbox"/>		

SIGNED BY OFFICE OF THE CLERK OF THE BOARD Gail Williams

CONFIRMED BY OFFICE OF THE GENERAL COUNSEL: [Signature]