

JOINT MEETING OF THE EXECUTIVE COMMITTEE FOR THE  
METROPOLITAN TRANSIT SYSTEM (MTS),  
SAN DIEGO TRANSIT CORPORATION (SDTC), AND  
SAN DIEGO TROLLEY, INC. (SDTI)  
1255 Imperial Avenue, Suite 1000  
San Diego, CA 92101

November 4, 2010

MINUTES

A. ROLL CALL

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

B. APPROVAL OF MINUTES

Mr. Rindone moved for approval of the minutes of the October 21, 2010, MTS Executive Committee meeting. Mr. Selby seconded the motion, and the vote was 3 to 0 in favor.

C. COMMITTEE DISCUSSION ITEMS

1. MTS: Hosted Text-Messaging System - Contract Award

Mr. Jablonski explained that back in July of 2009, the Executive Committee received a report regarding the benefits of providing real-time arrival information to passengers through text messages. He explained that several products are available that would allow MTS to give bus passengers real-time information.

Devin Braun, Senior Transportation Planner, spearheaded the procurement process and explained that on June 2, 2010, MTS issued a Request for Proposals (RFP) for the purchase of a Hosted Text-Message System. Four proposals were received and were deemed to be responsive. The evaluation panel asked two proposers, Deeplocal and NextBus, to submit Best and Final Offers (BAFOs). Deeplocal was the only proposer to offer MTS a potential revenue stream from the text-messaging program. Deeplocal has a product called Route Shout, which offers text-messaging, two iPhone applications, an Android application, and geographically targeted advertising.

Mr. Braun stated that 93% of the total United States population has a cell phone, 86% of MTS users have texting capability, and 173.2 billion text messages are sent each month. He explained that MTS passengers know the scheduled time of the bus from the printed timetables but not the actual time it will arrive. He also explained that passengers need to know about service disruptions and signing up for system alerts keeps passengers informed of planned and unplanned delays and detours. He discussed the process for passengers to receive text-messages through Route Shout; passenger with cell phone sends text-message to Route Shout and the bus is located via a San Diego MTS server receiving a Global Positioning System (GPS) signal from the bus and transmitted back to Route Shout, and then transmitted back to the passenger with an advertisement at the bottom of the real-time information.

Mr. Braun explained that passengers will soon see a stop ID located on the bus stop blade that includes a "short code" or number to text and stop ID. Once the "short code" for MTS has been established, (Marketing is working on this), passengers can use the text-messaging system to get real-time information for busses. He stated that a stop ID has already been assigned for each bus stop and can easily be found on Google maps bus stop icon, which is a free service. He also stated that bus stop ID information can be found on the MTS website along with the route and schedule page so that customers never have to leave our website to access the information.

Mr. Rindone asked if an app would be available for a specific bus stop because the older generation would most likely use the app for this service. Mr. Braun responded that the iPhone and Droid do have an app with Route Shout. He also said that many other transit systems are currently using Route Shout, such as the Central Ohio Transit Authority.

Mr. Jablonski stated that there are other products on the market that serve large transit systems, but Route Shout is a very cost-effective system to communicate with customers and get a feel for how many customers will use it. He also stated that trolleys will be equipped with GPS systems at some point and will be able to use the same real-time text service to get trolley information.

Mr. Braun explained the pricing for Route Shout and that MTS will pay for the "vanity" short code, which MTS would lease from the wireless carriers at roughly \$18,000 per year, with a \$2,500 set up fee. There would be no per-message fees paid for by MTS; the service would be paid for by advertising. MTS will receive 30% of excess revenues which are expected to be \$50,000 per year, and MTS expects to receive \$15,000 per year or \$75,000 over the full five-year contract. The contract would be a one-year base with 2 two-year options to renew. He stated that it would take roughly three months to get short codes aligned with the carriers and for the texting to commence.

Mr. Rindone felt that a user group of 6 to 10 people of different age groups should be put together to test the text-messaging program.

#### Action Taken

Mr. Rindone moved to forward a recommendation to the Board of Directors to authorize the Chief Executive Officer (CEO) to execute MTS Doc. No. G1326.0-10 with Deeplocal, Inc. for the procurement of a hosted text-messaging system, including a vanity short messaging service (SMS) short code with a one-year base and 2 two-year options. Mr. Selby seconded the motion, and the vote was 3 to 0.

## 2. MTS: Trolley Rehabilitation Project Update

John Haggerty, from the San Diego Association of Governments (SANDAG), gave the Committee a schedule overview focusing on activities to rehabilitate and retrofit the trolley system low-floor car operation that are underway. He provided a brief outline of the schedule for the low-floor system improvements and explained the status of the system improvements design and construction phases. He talked about the vehicle status and stated that the engineering phase of the new low-floor vehicles is 90% complete with production scheduled to begin in November 2010. He also talked about the program budget with a total budget including contact wire and freight projects to be \$619 million. He stated

that most of the funding will come from state funds. He also touched on the budget pressures associated with the project and explained that some improvements had been under estimated, such as station shelters and 90# rail replacement.

Mr. Jablonski stated that MTS is contributing close to half of the funding for the low-floor system improvement project. The trolley improvement project has been given TransNet funds for enhancing ridership capacity, and MTS has brought forward all ARRA funds as well as lobbying for additional funding. He also stated that MTS is fortunate to receive funding from California Proposition 1B. He explained that some of the budget issues are due to completing the enhancements the correct way to ensure lasting effects. For example, the proposed station shelters have a higher level of design details; and staff is working to ensure that improvements are done right the first time, including new poles, rail tie replacement, updated park-and-ride lots, etc.

Mr. Haggerty reviewed the low-floor station concepts for downtown stations. America Plaza Station will feature a pop-out curb on Kettner, and a mix of concrete unit pavers and poured concrete to match the existing surface and a pedestrian crossing on Kettner is being proposed to the City for approval. The Civic Center Station will have a modified Westgate garage ramp because the existing wall is too close and catenary poles will be removed from the platform. The plan is to replace red tiles and use dark grey unit pavers to delineate the platform better from the Westgate Hotel; the planter box will also be removed. At the Fifth Avenue Station, shelters will be replaced, grades will be re-sloped to comply with ADA requirements, rectangular concrete unit pavers will be placed, and the planters will be reconfigured. Drainage will also need to be replaced, and a short wall with a decorative railing will be placed at the Fifth Avenue Station.

Mr. Haggerty then showed the Committee downtown shelter concepts. Design Concept A has concrete columns with a straight pitch roof and supporting arch rib lines along with seating that is connected to the roof. Concept B has pipe columns along with shelter seating (the roof is shown with and without a curve). Design Concept D is a parasol design with round cement columns and shelter. Mr. Haggerty asked for Committee feedback on which design concept was favored. Mr. Selby commented that shelter columns need to be non-obtrusive and have minimal surface area that can be painted. He felt that any design chosen should have maintenance concerns in mind and felt that an angled design would fit in with the surrounding design elements in downtown. Mr. Rindone commented that he preferred the poles on Design Concept B with the roof of Design Concept A. Mr. Mathis commented that he does not like the parasol design concept and feels that it would not blend into the surroundings. Mr. Jablonski stated that a separate briefing of design concepts will be provided to Ms. Lightner and Mr. Roberts who could not be present.

Mr. Haggerty then talked about the station at City College, which will undergo an 8-inch platform lift of concrete overlay with brick pavers near Broadway to match existing materials and ensure wearability. The Park & Market Station replicates the existing wave pattern with concrete unit pavers and the 12<sup>th</sup> and Imperial Transfer Station will undergo revised access; concrete unit pavers with the same color pattern will be installed, and equipment cases will be consolidated.

Fred Byle, Superintendent of Maintenance, gave a brief overview of the Blue Line infrastructure construction. He explained that the contractor replacing the contact wire is HMS, and the project is expected to be completed in November 2011. The first weekend

closure was October 29, 2010, and 4,600 feet of wire was installed. The shutdown included the removal of old wire, new wire being pulled in, installation of droppers and hangers, and a test train shadowed by a catenary truck. The work was completed on time, and there were no major issues.

Sharon Cooney, Chief of Staff, discussed the bus-bridge functions over the October 29 weekend. She mentioned that two types of bus services were instituted, local and express. She explained that 2/3 of passengers took the express service, and overall, approximately 20,000 passengers used the bus bridges. She mentioned that on Saturday alone, roughly 11,000 passengers were carried. She stated that every Monday, staff will review the weekend bridge operations and look for improvements. After reviewing bus-bridge operations during the first weekend shutdown, the plan for the upcoming weekend is to have more busses available for passenger transport in the early morning hours.

Mr. Byle explained that the goal for the upcoming weekend is to replace 8,000 feet of wire and, ultimately, the goal is to get the contractor to replace 16,000 feet of wire in one weekend. He stated that there is a learning curve, and that accuracy is more important than speed.

#### Action Taken

Mr. Selby moved to receive a report for information and provide comments. Mr. Rindone seconded the motion, and the vote was 3 to 0.

### 3. MTS: Regional Transportation Plan Revenue-Constrained Scenarios

Carolina Gregor and Tom King from SANDAG gave a presentation to the Committee regarding the 2050 Regional Transportation Plan (RTP) revenue-constrained scenarios. Ms. Gregor discussed only the transit portion of the RTP and stated that the SANDAG Board of Directors will receive the same report from her at the SANDAG Board meeting tomorrow, but the Board will not be making a decision on a specific scenario until December. Ms. Gregor explained that projections for population in San Diego County account for 1 million more residents.

Ms. Gregor gave a brief overview for the project time line and stated that the draft 2050 RTP will be completed in early 2011. She stated that the unconstrained multimodal network will cost about \$145 billion. She explained that there are four different scenarios developed based on revenue constraints of \$100-\$110 billion: Transit Emphasis, Rail/Freight Emphasis, Highway Emphasis, and Fusion. She further explained that the focuses of transit modes are: High-Speed and Commuter Rail, Coaster Rail, Light Rail Transit, Express Light Rail Transit, Bus Rapid Transit, Peak Bus Rapid Transit, Rapid Bus, Streetcar/Shuttle-Circulator, and High-Frequency Local Bus Services. She explained that Express Light Rail Transit will enhance transit by skipping stops to cut down on trip time. She explained that peak bus rapid transit will consist of fewer stations and stops in peak corridors, and streetcar/shuttle-circulator would be localized in downtown and midtown community areas and that people surveyed have been very receptive to the idea.

Mr. Mathis expressed his concern for planning and costs associated with Express Light Rail Transit and the associated with trains running closer together and the implementation of integrating them into the existing system. Mr. Jablonski commented that in theory, it is a

good idea, but that Express Light Rail Transit would need a feasibility study to see if it would work. Mr. Rindone agreed that a major concern is to eliminate bottleneck in the downtown corridor.

Ms. Gregor discussed the projects that are common to all scenarios, existing and baseline projects, such as double-tracking of the Coaster and Sprinter and projects from the unconstrained transit network, such as rapid bus and a San Marcos Circulator. She discussed the choices between major capital investments being the downtown trolley tunnel, a Kearny Mesa Guideway, UTC Coaster Station and Tunnel, and new light rail transit projects. She stated that policy decisions are going to be needed because it is not possible to pay for all of the scenarios.

Ms. Gregor discussed a summary of transit investments by network as noted below.

	<b>Transit Emphasis</b>	<b>Rail/Freight Emphasis</b>	<b>Highway Emphasis</b>	<b>Fusion Emphasis</b>
<b>Major Capital Investments</b>				
Downtown Trolley Tunnel	✓	✓		
Kearny Mesa Guideway	✓		✓	✓
UTC Coaster Station/Tunnel		✓		
<b>Investments in New Routes</b>				
Light Rail Transit	Large	Large	Small	Large
Bus Rapid Transit	Small	Small	Large	Small
Rapid Bus	Large	Small	Large	Small
Streetcars/Shuttles	Small	Small	Small	Large

Ms. Gregor then discussed the number of transit service infrastructure miles and transit service miles associated with each transit network for the 2050 RTP. She also discussed the travel times compared to existing infrastructure and 2050 RTP transit networks.

Mr. Mathis wanted to know if there would be a centralized business district in 2050 or if San Diego will continue to have decentralized employment areas. Ms. Gregor responded that projections indicate a continued dispersal of employment. She stated that the Kearny Mesa area is projected to see a large amount of growth. Mr. Mathis stated his concern for spending a high cost for low return on some of the projects in the RTP; for example, the double-tracking for the Coaster might reduce a commute by 10 minutes versus the addition of a UTC tunnel adding 4 minutes.

Mr. Selby stated that the potential impacts down the road may actually have different benefits than projected. He expressed his concern that many business centers currently do not have any transit options, and employees are forced to drive. He commented that Del Mar is proposing to build a tunnel and sees that this is more of a rail issue because of heavy rail moving through the area and erosion of the bluffs over time. He feels that some decisions need to be made to include long-term rail in the corridor and not just based on travel time.

Mr. Rindone mentioned that the RTP should be concentrating on new employment centers. He feels that the Fusion network is an option but does not see enough emphasis on the South Bay.

Mr. Jablonski commented that the point is to look at all of the projects, review the costs, and ask why we need it. He feels that impacts need to be understood, not just time savings, but also the maintenance of the infrastructure, and that policy decisions should not be made without understanding the benefits and impacts of each project. He mentioned that the scenarios are plugged into models for benefits but questions the assumptions in terms of policy decisions to make sure scenarios truly benefit the public. He stated that elected officials should understand the full impact of choosing a direction to achieve the vision because the investment of money is huge and everyone wants a transit system that performs well (not just looks good).

Ms. Gregor commented that her presentation will be focusing on the different networks, but she will include the policy decision piece and feels that it is important to bring up studies and current research and provide the information to the decision makers.

#### Action Taken

Mr. Rindone moved to receive a report for information. Mr. Selby seconded the motion, and the vote was 3 to 0.

#### D. REVIEW OF DRAFT NOVEMBER 18, 2010, JOINT BOARD AGENDA

##### Recommended Consent Items

6. MTS: San Diego and Arizona Eastern (SD&AE) Railway Company Quarterly Reports and Ratification of Actions Taken by the SD&AE Board of Directors at its meeting on October 19, 2010

Action would: (1) receive the San Diego and Imperial Valley Railroad (SD&IV), Pacific Southwest Railway Museum Association (Museum), and Carrizo Gorge Railway, Inc. (Carrizo) quarterly reports; and (2) ratify actions taken by the San Diego and Arizona Eastern (SD&AE) Railway Company Board of Directors at its meeting on October 19, 2010.

7. MTS: Revisions to MTS Policy No. 41 (Signature Authority) and MTS Policy No. 52 (Procurement of Goods and Services)

Action would approve revisions to MTS Policy No. 41 (Signature Authority) and MTS Policy No. 52 (Procurement of Goods and Services).

8. MTS: Investment Report - September 2010

Action would receive a report for information.

9. MTS: Regional Transportation Improvement Program Amendment

Action would forward a recommendation to the San Diego Association of Governments' (SANDAG's) Board of Directors to adopt Resolution No. 10-25 approving the amendment of the Regional Transportation Improvement Program (RTIP) to remove the Transportation Development Credits in accordance with the fiscal year 2011 Capital Improvement Program recommendations.

10. MTS: Semiannual Uniform Report of Disadvantaged Business Enterprise Awards or Commitments and Payments

Action would receive the Semiannual Uniform Report of Disadvantaged Business Enterprise (DBE) Awards or Commitments and Payments.

11. MTS: Brake and Axle-Related Items - Contract Award

Action would authorize the CEO to execute multiple five-year contracts in response to MTS Doc. No. B0533.0-10 to the following contractors that were the lowest responsive, responsible bidders in their respective groups for brake and axle-related items. (1) Truck Trailer Transit/Axle Tech - Group A (Brake and Planetary Kits) MTS Doc. No. B0545.0-11; (2) Mohawk Mfg. & Supply Co. - Group B (Bendix Air Brake Parts) MTS Doc. No. B0546.0-11; (3) San Diego Friction Products, Inc. (Wetmore's) - Group C (Brake Drums and Rotors) MTS Doc. No. B0547.0-11; (4) North American Bus Industries - Group D (Brake Linings and Disc Brake Pads) MTS Doc. No. B0548.0-11; (5) New Flyer Industries, Inc. - Group E (Shocks) MTS Doc. No. B0549.0-11; (6) Neopart, LLC - Group F (Air Suspension) MTS Doc. No. B0550.0-11.

12. MTS: Payroll and Human Resources Information System - Contract Award

Action would authorize the CEO to execute MTS Doc. No. G1355.0-11 with Automatic Data Processing (ADP) Incorporated to provide payroll and human resources services.

Recommended Consent Items

There was no additional discussion of the recommended Consent Items.

E. REVIEW OF SANDAG TRANSPORTATION COMMITTEE AGENDA

There was no SANDAG Transportation Committee meeting update.

F. COMMITTEE MEMBER COMMUNICATIONS AND OTHER BUSINESS

Mr. Selby commented that this would be his last MTS meeting and that he enjoyed serving as a member of the Board of Directors. He will be missed by the other members.

G. PUBLIC COMMENTS

*Clive Richard* - Mr. Richard commented that the elevator at Fashion Valley has been out of service for a couple months and wanted to give information to a friend as to why it was not

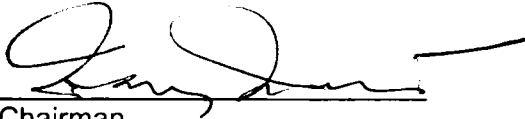
working and when it would be back in service. He also stated that there is a very strong urine smell in the tunnel at Old Town Transit Center.

H. NEXT MEETING DATE

The next Executive Committee meeting is scheduled for Thursday, December 2, 2010, at 9:00 a.m. in the Executive Committee Conference Room.

I. ADJOURNMENT

Chairman Mathis adjourned the meeting at 11:40 a.m.

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

Chairman

Attachment: A. Roll Call Sheet



**EXECUTIVE COMMITTEE  
METROPOLITAN TRANSIT SYSTEM**

**ROLL CALL**

MEETING OF (DATE) 11/4/10

CALL TO ORDER (TIME) 9:04 AM

RECESS \_\_\_\_\_

RECONVENE \_\_\_\_\_

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

RECONVENE \_\_\_\_\_

ADJOURN 11:40 AM

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 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: Valerie Vizkeleti

CONFIRMED BY OFFICE OF THE GENERAL COUNSEL: [Signature]