

MINUTES

MEETING OF THE SAN DIEGO METROPOLITAN TRANSIT SYSTEM

EXECUTIVE COMMITTEE

October 12, 2023

[Clerk's note: Except where noted, public, staff and board member comments are paraphrased. The full comment can be heard by reviewing the recording at the [MTS website](#).]

1. Roll Call

Chair Whitburn called the Executive Committee meeting to order at 9:06 a.m. A roll call sheet listing Executive Committee member attendance is attached. At this time, the Committee did not reach a quorum, and the approval of the minutes was postponed until a quorum could be established. It is also noted that Alternate Board Member Koval, City of Santee representative, attended the meeting as a non-voting member.

2. Public Comment

The Original Dra – Provided a verbal statement to the Board during the meeting. The Original Dra expressed concern for community safety with the use of lithium batteries on the bus system.

DISCUSSION ITEMS

4. Ridership Recovery Action Plan (Mark Olson and Quincy Marin)

Mark Olson, MTS Director of Marketing and Communication, and Quincy Marin, Creative Design Manager, presented on the ridership recovery action plan. They outlined: ridership update, special events and upcoming 3-year marketing campaign overview.

Sharon Cooney, MTS Chief Executive Officer, noted similar, failed rebranding strategies using Folgers coffee as an example of a marketing campaign where its product had undergone rebranding with no change to the product. The MTS campaign is different in that there is new system features and amenities to showcase. She added that this campaign incorporated employee feedback.

Public Comment

The Original Dra – Provided a verbal statement to the Board during the meeting. The Original Dra advocated for additional free ride days and expressed concerned about the safety of the bus fleet.

Committee Comment

Board Member Moreno asked staff to clarify if the presentation was the Ridership Recovery Action Plan or the campaign for the plan. Mr. Olson explained that the recovery plan is associated with the various projects, and clarified that the marketing campaign was what was just presented. Board Member Moreno asked that the action plan, along with the Social Equity Listening Tour findings, be a centerpiece of the marketing campaign. She noted her past advocacy for amenity upgrades and asked that the targeted audience be existing riders. Board Member Moreno asked about the cost to produce the campaign video. Ms. Cooney replied that the video was produced in-house by MTS Multimedia Designer, Marcial Gutierrez. Board Member Moreno was initially concerned that the production of creating the video was costly and was impressed to find out the cost effectiveness and staff talent. She stated that she would want staff to continue to be mindful about the social media marketing campaign expenses compared in ratio to the campaign projects themselves. She asked that staff present on the action items that the campaign would produce. Ms. Cooney noted that the 30 projects mentioned in the

presentation were not a static list and that additional projects were projected to be identified through the perspective of departmental recommendations. She clarified that the marketing message was to show the community that the agency has improved and is still improving. Board Member Moreno expressed concern about the disconnect between the action projects and the marketing campaign and wanted staff to showcase the action plan in the marketing campaign.

Board Member Bush suggested that Board Member Moreno's points be included in the presentation to the Board as well as information about completed projects. He praised the marketing promotion in general and for special events with simultaneous safety and cleanliness enhancements. Ms. Cooney added that the agency does not solely focus on special events to gain new riders, however marketing for special events acts as an economic driver for the region. Board Member Bush agreed with Ms. Cooney.

Chair Whitburn praised the marketing team and the campaign's delivery. He noted that the plan is geared towards former, current and future riders. He added that marketing and communication was key to ridership recovery, along with the ongoing improvements to the system. He mentioned that advertisement spent at the latter part of the year would be important for both the community and the environment.

Board Member Elo-Rivera asked if the agency partners with social media influencers to promote the system. Mr. Olson mentioned a recent marketing partnership with Coldplay for transit passes to the system, in exchange for the promotion of MTS on their wide-reaching social media platforms. He also mentioned a recent food blog partnership with SD Foodies. Board Member Elo-Rivera asked if there was a program that could provide discounts at restaurants. Mr. Olson noted that a similar partnership was conducted during the recovery of COVID-19 to promote the economic stimulus of both local businesses and ridership. He added that the program could serve as an upcoming campaign for the benefit of local businesses and existing riders. Board Member Elo-Rivera encouraged current riders to recommend projects on the system.

Action Taken

Informational item only. No action taken.

3. Approval of Minutes (TAKEN OUT OF ORDER)

Public Comment

The Original Dra – Provided a verbal statement to the Board during the meeting. The Original Dra supported the addition of restrooms. They did not support the reduction of parking allocations or the introduction of artificial intelligence. The Original Dra cautioned the Committee about the health hazards lithium batteries could bring.

Action Taken

Board Member Elo-Rivera moved to approve the minutes of the September 7, 2023, MTS Executive Committee meeting. Chair Whitburn seconded the motion, and the vote was 4 to 0 in favor with Board Member Vargas, Board Member Hall and Vice Chair Goble absent.

5. Operational Update: Refugees and Asylum Seekers (Sharon Cooney)

Ms. Cooney presented an operational update regarding refugees and asylum seekers. She provided details on: the background, transit center station drop off rates, community based

organizations (CBO) and governmental assistance partnerships, amenity enhancements at stations for CBO and governmental humanitarian assistance, fare enforcement exceptions for asylum seekers, and additional staff availability.

Public Comment

The Original Dra – Provided a verbal statement to the Board during the meeting. The Original Dra did not agree that local resources should be allocated to asylum seekers and believed that the refugees contributed to human trafficking.

Committee Comment

Chair Whitburn thanked various members and constituents of the Board for their efforts in providing resources to asylum seekers. He noted that MTS will continue to assist the humanitarian effort. Chair Whitburn asked the Committee what additional resources MTS should be prioritizing.

Board Member Elo-Rivera thanked staff for their assistance in the coordination of resources.

Action Taken

Informational item only. No action taken.

OTHER ITEMS

6. Review of Draft October 19, 2023 Board Agenda

Recommended Consent Items

3. Approval of Minutes

Action would approve the September 14, 2023 Board of Directors meeting minutes.

4. Mid-Coast Bridges – Property Insurance

Action would authorize the Chief Executive Officer (CEO) to purchase stand-alone Engineered Risk Property insurance coverage for the MTS Mid-Coast bridges with Chubb, effective November 1, 2023 through March 31, 2025, for a total premium of \$334,274.00 with a \$100,000,000.00 per occurrence property damage sub-limit and a coverage deductible of \$1,000,000.00.

5. Variable Message Signs (VMS) Displays Procurement – Contract Award

Action would authorize the Chief Executive Officer (CEO) to execute MTS Doc. No. G2687.0-23, with Global Display Solutions, Inc. (GDS) for the purchase of VMS displays, for five (5) years, in the amount of \$6,681,992.78.

6. Operations Budget Status Report for August 2023

7. For-Hire Vehicle Regulation Agreement with City of Oceanside – Memorandum of Understanding (MOU)

Action would 1) Authorize the Chief Executive Officer (CEO) to enter into an agreement for For-Hire Vehicle Regulation with the City of Oceanside; 2) Adopt the proposed revisions to MTS Board Policy No. 34, For-Hire Vehicle Services ; 3) Adopt the proposed amendments to MTS Ordinance No. 11, an Ordinance Providing for the Licensing and the Regulating of Transportation Services within the City by the adoption

of a Uniform Paratransit Ordinance; 4) Waive the requirements of MTS Board Policy No. 22, Section 22.4.3 stating all ordinance shall be read in full either at the time of introduction or passage (per MTS Board Policy No. 22, unanimous vote of the Board members present is required in order to waive further reading); and 5) Upon adoption of the proposed amendments, authorize the CEO the discretion to enforce MTS Ordinance No. 11 in its amended form.

- 8. Imperial Avenue Division (IAD) Generator Upgrades – Contract Award**
Action would authorize the Chief Executive Officer (CEO) to: 1) Execute MTS Doc. No. PWB371.0-23, with Global Power Group, Inc., for IAD Generator Upgrades in the amount of \$584,000.00; and 2) Authorize the CEO to execute amendments or change orders up to a 15% contingency (\$87,600.00) for this construction contract, bringing total expenditure authority to \$671,600.00.
- 9. El Cajon Third Track Construction Management Services – Work Order Amendment**
Action would authorize the Chief Executive Officer (CEO) to execute Work Order Amendment No. WOA2498-CM02.01 under MTS Doc. No. G2498.0-21 with Kleinfelder Construction Services Inc. (Kleinfelder) for the El Cajon Third Track and El Cajon Third Track – Interlocking E26 Construction Management (CM) Services in the amount of \$498,790.77.
- 10. Orange Line Improvement Project - Phase 2 – Work Order Amendment**
Action would 1) Ratify Work Order Amendment No. WOA356-AE-06.01 under MTS Doc No. PWL356.0-22 with Pacific Rail Enterprises, Inc. (PRE), a Disadvantaged Business Enterprise (DBE) totaling \$25,250.30, for additional survey services along rail on curves #4 #5 and #8; 2) Ratify Work Order Amendment No. WOA356-AE-06.02 under MTS Doc No. PWL356.0-22 (Attachment B) with PRE for the reallocation of hours and funds totaling \$36,537.46 from Task 2, Signal Design, to Task 4, Survey, for additional field surveys and field visits; and 3) Authorize the Chief Executive Officer (CEO) to execute Work Order Amendment No. WOA356-AE-06.03 under MTS Doc. No. PWL356.0-22, with PRE, in the amount of \$2,533,199.09 to prepare plans, specifications, and estimate (PS&E) for Phase 2 Orange Line Improvement Project.
- 11. South Bay Zero Emission Bus (ZEB) Overhead (OH) Charging Infrastructure Construction – Change Order**
Action would authorize the Chief Executive Officer (CEO) to: authorize the CEO to expend up to an additional \$200,000.00 in contingency for new amendments or change orders under MTS Doc. NO. PWB333.0-21 with Palm Engineering Construction Company, Inc. (Palm Engineering) on the South Bay ZEB OH Infrastructure Construction Project, bringing total expenditure authority to \$9,438,067.21.
- 12. Actuarial Services for San Diego Transit Corporation (SDTC) Pension Plan – Contract Award**
Action would 1) Execute MTS Doc. No. G2734.0-23, with Cheiron, Inc. (Cheiron), for Actuarial Services for the SDTC Pension Plan for a five (5) year base period in the amount of \$313,700.00 plus five (5) 1-year options in the amount of \$356,900.00 for a total contract amount of \$670,600.00; and 2) Exercise the option years at the CEO's discretion.

13. Fuel Card Services for Non-Revenue Vehicles, Machinery and Equipment – Contract Award

Action would 1) Execute MTS Doc. No. G2752.0-23, with Cardlock Fuel System, LLC, dba SC Fuels, for the purchase of Fuel Card Services and Pass-Through Fuel Costs for Non-Revenue Vehicles, Machinery and Equipment, for five (5) base years and two (2) option years, for a total of seven (7) years, in an estimated amount of \$2,335,408.26; and 2) Exercise the option years at the CEO's discretion.

14. Drug and Alcohol Testing and Administration Services – Contract Award

Action would 1) Execute MTS Doc. No. G2757.0-23, with Drug Testing Network Inc. (Drug Testing Network), for Drug and Alcohol Collection, Testing, and Administration Services for a five (5) year base period with five (5) 1-year options for a total cost of \$1,036,516.00; and 2) Exercise the option years at the CEO's discretion.

15. Track Geometry Testing Services – Contract Award

Action would 1) Execute MTS L1645.0-23, (in substantially the same format as Attachment A) with Holland, L.P. (Holland) for the provision of track geometry testing for five (5) base years with one (1), three (3)-year option, for a total of \$379,458.00; and 2) Exercise the option years at the CEO's discretion.

16. Imperial Avenue Division (IAD) Underground Storage Tanks (UST) Removal – Contract Award

Action would 1) Execute MTS Doc. No. PWB376.0-23, with Western Pump Inc., for IAD UST Removal in the amount of \$2,209,593.92; and 2) Authorize the CEO to execute amendments or change orders up to a 15% contingency (\$331,439.09) for this construction contract, bringing total expenditure authority to \$2,541,033.01.

17. Uninterruptible Power Supply (UPS) Maintenance and Information Technology (IT) Asset Inventory Assessment Report – Contract Amendment

Action would authorize the Chief Executive Officer (CEO) to execute MTS Doc. No. G2009.6-17, with Schneider Electric IT Corporation (Schneider), increasing the contract value in the amount of \$177,593.00, bringing the contract total to \$1,595,856.76.

Staff Comments

Ms. Cooney added that MTS has attempted to bring forth the trolley to the airport item to the Board however SANDAG staff is not available to present on the item.

7. Other Staff Communications and Business

There was no Other Staff Communications and Business discussion.

8. Committee Member Communications and Other Business

There was no Committee Member Communications and Other Business discussion.

9. Next Meeting Date

The next Executive Committee meeting is scheduled for November 2, 2023, at 9:00 a.m.

10. Adjournment

The meeting was adjourned at 10:17am.

/S/ Stephen Whitburn
Chairperson
San Diego Metropolitan Transit System

/S/ Dalia Gonzalez
Clerk of the Board
San Diego Metropolitan Transit System

Attachment: Roll Call Sheet

SAN DIEGO METROPOLITAN TRANSIT SYSTEM
EXECUTIVE COMMITTEE

ROLL CALL

MEETING OF (DATE): October 12, 2023 CALL TO ORDER (TIME): 9:06 am
 RECESS: _____ RECONVENE: _____
 CLOSED SESSION: _____ RECONVENE: _____
 PUBLIC HEARING: _____ RECONVENE: _____
 ORDINANCES ADOPTED: _____ ADJOURN: 10:17 am

REPRESENTING	BOARD MEMBER	ALTERNATE	PRESENT (TIME ARRIVED)	ABSENT (TIME LEFT)
Chair	Whitburn <input checked="" type="checkbox"/>	No Alternate <input type="checkbox"/>	9:06 am	10:17 am
City of San Diego	Elo-Rivera <input checked="" type="checkbox"/>	Montgomery Steppe <input type="checkbox"/>	9:06 am	10:17 am
County of San Diego	Vacant <input type="checkbox"/>	Vargas <input type="checkbox"/>	ABSENT	ABSENT
East County	*Hall <input type="checkbox"/>	Frank <input type="checkbox"/>	ABSENT	ABSENT
SANDAG Transportation Committee	Moreno <input checked="" type="checkbox"/>	Bush <input type="checkbox"/>	9:06 am	10:17 am
South Bay	Bush <input checked="" type="checkbox"/>	Leyba- Gonzalez <input type="checkbox"/>	9:25 am	10:17 am
Vice Chair	Goble <input type="checkbox"/>	No Alternate <input type="checkbox"/>	ABSENT	ABSENT

SIGNED BY THE CLERK OF THE BOARD: /S/ Dalia Gonzalez

* [Clerk's Note: Member Koval attended the meeting as a non-voting member on behalf of East County]