

Agenda Item No. 1.b.  
For: April 9, 2009

## **BUS PASSENGERS ADVISORY COMMITTEE (BPAC)**

### ***Agenda for Wednesday, March 18, 2009***

Convene at 6:00 p.m. – Adjourn by 8:00 p.m.  
Conference Room – Administration Building  
1011 Andersen Drive, San Rafael, CA 94901



MEMBERS, PLEASE BE SURE TO LET US KNOW WHETHER YOU PLAN TO ATTEND. (415) 257-4417

Co-Chairpersons: Ted McLean and Hobart Bartshire

Marin County: Hobart Bartshire, Marcus Ferrone, Stanton Klose, Dan Knight, Edwin “Ted” McLean, Jo Trotter, Michael Wall, Don Wilhelm

Sonoma County: Win Archibald, Michelle Donnelly, Matt Rogina, Jr.

San Francisco and East Bay: Jim Stone

1. Roll Call and Staff Introductions (5 minutes)
2. Approval of Meeting Summaries for November 19, 2008, and January 21, 2009 (5 minutes)
3. Bus Stopper<sup>1</sup> (10 minutes)
4. Outstanding Business (30 minutes)
  - a. March and June 2009 Regional Service Changes
  - b. New Fareboxes and New Fare Media
  - c. Proposed Passenger Code of Conduct
5. New Business (35 minutes)
  - a. Request to Prohibit Smoking at District Facilities
  - b. Discussion of Fall 2008 Survey Focus Group Data
  - c. Bus Route Changes during San Francisco Transbay Terminal Construction
  - d. Other
6. Review of Events and Announcements (5 minutes)
7. Public Comment (2 minutes per speaker)
8. Adjourn

Next Meeting: Wednesday, May 20, 2009

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<sup>1</sup> Members to submit observed problems in bus operations, preferably in writing, and provide a verbal summary in less than 2 minutes.

# Bus Passengers Advisory Committee (BPAC)



## *Meeting Summary of Wednesday, January 21, 2009*

### **Committee Members Present:**

Marin County: Hobart Bartshire, Stanton Klose, Ted McLean, Jo Trotter, Michael Wall  
Sonoma County: Winifred Archibald  
San Francisco/East Bay: N/A

### **Committee Members Absent:**

Michelle Donnelly, Marcus Ferrone, Dan Knight, Matt Rogina, Jim Stone, Don Wilhelm

**District Staff Present:** Ron Downing, Principal Planner; Rich Hibbs, Superintendent of Safety and Training; Barbara Vincent, Senior Planner; David Davenport, Associate Planner

1. **Roll Call:** Ted McLean opened the meeting at 6:08 p.m., noting that there were not sufficient BPAC members present to have a quorum. Members present approved accepting the meeting summaries.
2. **Bus Stopper:** Jo Trotter mentioned seeing drivers using cell phones and gave dates, times, and bus numbers for Rich Hibbs to look into. She mentioned that sometimes drivers use their phones at stop signs or while stopped at traffic lights. Hobart Bartshire also mentioned seeing drivers using cell phones. Mr. Hibbs explained that bus operators are not permitted to use cell phones at intersections or any time while driving, but their use is acceptable at a station or bus stop during several minutes of dwell time.
3. **Outstanding Business:**
  - a. March 2009 Regional Service Changes; Delay of Certain Changes to June 2009: David Davenport reported that final completion of construction on the Highway 101 Gap Closure project in San Rafael has been delayed to April. As a result, the District decided to delay implementation of some service changes originally planned for March until June. Changes to Routes 8 and 75 and the discontinuation of Routes 9 and 60 will proceed as scheduled. Changes to Routes 10 and 80 and implementation of new Routes 92 and 101 will be pushed back until June, because the new Route 101 service is designed to take advantage of the HOV lane that will open with the Gap Closure project.
  - b. Public Information Campaign for New Fareboxes and New Fare Media to Replace Ticket Books: Mr. Davenport informed the committee that new fareboxes will be installed on all buses in several months. At the same time, the existing Discount Ticket Books will be replaced by a magnetic stripe card, called a Value Card, which is similar to a BART ticket. Cash and TransLink will continue to be accepted. The District will prepare an extensive public information campaign to make the transition as easy as possible. The campaign will include posters displayed on-board buses, information in the Transit guide and on the web site, and a step-by-step brochure explaining how to use the new fareboxes and Value Cards. Mr. Davenport circulated examples of the posters and the brochure. Mr. Hibbs then provided an interactive demonstration of the new

farebox and Value Card to committee members. Committee members emphasized that the need for stating destination and showing qualification for discount be well-publicized.

- c. Public Information Campaign for Proposed Passenger Code of Conduct: Barbara Vincent reported that the District is drafting a code of conduct, which should be available for review at the March BPAC meeting. As part of the project, new posters will be prepared to provide bus and ferry passengers information on what to do in case of emergency, the consequences of assaulting District staff, how to report incidents, customer etiquette, and riding tips. In addition, customer comment forms would be available on-board District vehicles. Examples of the posters were displayed in the room. While most of the material is very serious, the riding tips will be presented on a series of posters featuring animals as a fun way to drive home the point.

Stanton Klose expressed concern that the poster on respectful cell phone use had too much room dedicated to the photo and not enough room dedicated to the text regarding the tip itself. He reminded the committee that special care should be taken to provide better contrast between text and background. Ms. Trotter suggested an additional poster asking passengers to use respectful language on-board the bus. Michael Wall suggested displayed the posters at the back of the bus if room could be found for them. Ms. Trotter agreed, noting that the lights at the front of the bus can be turned off, which makes seeing a poster at the front of the bus difficult.

- d. Proposed Policy on Segway Usage on Bus and Ferry: Ms. Vincent informed the committee that the policy on Segway use will remain the same for ferries, but the devices should be allowed on-board buses when required as a mobility device under ADA regulations. Mr. Hibbs indicated the new policy will be formalized after bus drivers can be trained how to load and secure the devices.

#### **4. New Business:**

- a. Proposed Sonoma County Commute Service Changes: Ron Downing explained that staff is investigating potential changes to Sonoma County commute service. One possibility is adding a stop at the Petaluma Fairgrounds Park-and-Ride Lot to Route 72 service through Cotati. Another possibility is having Route 73 originate/terminate in Petaluma because of low utilization north to Rohnert Park and Santa Rosa. Mr. Downing also noted that the subsidy the District receives to operate Route 75 will end in June.
- b. Mr. Bartshire requested that staff look into prohibiting smoking at the San Rafael Transit Center, and Ms. Vincent agreed she would investigate this issue and update BPAC at the next meeting.

5. **Review of Events and Announcements:** Ms. Vincent noted that the Amgen Tour of California bicycle race will occur the morning of Presidents' Day, February 16, which may impact some bus service.

6. **Public Comment:** None.

7. **Adjournment:** The meeting adjourned at 7:40 p.m.

Members were advised that the next meeting would be **Wednesday, March 18, 2009.**