



**CITIZENS ADVISORY COMMITTEE
and
2000 MEASURE A CITIZENS WATCHDOG COMMITTEE**

Wednesday, June 11, 2014

MINUTES

CALL TO ORDER

The Regular Meeting of the Citizens Advisory Committee (CAC) was called to order at 4:01 p.m. by Chairperson Hadaya, in Conference Room B-104, VTA River Oaks Campus, 3331 North First Street, San Jose, California.

1. ROLL CALL

Attendee Name	Title	Status
Stephen Blaylock	Member	Present
Clinton Brownley	Member	Absent
Bena Chang	Member	Present
Chris Elias	Member	Absent
Sharon Fredlund	Member	Present
William Hadaya	Chairperson	Present
Ray Hashimoto	Member	Absent
Roberta Hughan	Member	Present
Aaron Morrow	Member	Present
Charlotte Powers	Member	Present
Connie Rogers	Member	Present
Martin Schulter	Member	Present
Noel Tebo	Member	Present
Herman Wadler	Vice Chairperson	Present

A quorum was present.

2. ORDERS OF THE DAY

Staff requested that **Agenda Item #11**, Status of Potential Transportation Funding Ballot Measure, be heard prior to **Agenda Item #10**, 2000 Measure A Citizens Watchdog Committee FY 2013 Annual Report and Publication Strategy.

On order of Chairperson Hadaya and there being no objection, the Committee accepted the Orders of the Day.

3. PUBLIC PRESENTATIONS

There were no Public Presentations.

4. Committee Staff Report

Scott Haywood, Policy and Community Relations Manager and Staff Liaison, provided a report, highlighting: 1) May 30, 2014, U.S. 101/Capitol Expressway/Yerba Buena

Improvements Project Ribbon Cutting Event; and 2) the light rail service was back in normal operations between Old Ironsides and Fair Oaks.

On order of Chairperson Hadaya and there being no objection, the Committee received the Committee Staff Report.

5. Chairperson's Report

Chairperson Hadaya indicated that he attended the June 5, 2014, VTA Board of Directors meeting and reported on the activities from the May 7, 2014, CAC/CWC meeting. He reported on the Committee action taken on Bill Positions for AB 1799 (Gordon) and SB 1077 (DeSaulnier), noting the Committee's concerns pertaining to SB 1077.

6. Committee for Transit Accessibility (CTA) Report

There was no Committee for Transit Accessibility (CTA) Report.

7. Bicycle and Pedestrian Advisory Committee (BPAC) Report

There was no Bicycle and Pedestrian Advisory Committee (BPAC) Report.

COMBINED CAC AND 2000 MEASURE A CITIZENS WATCHDOG COMMITTEE CONSENT AGENDAS

8. Regular Meeting Minutes of May 7, 2014

M/S/C (Powers/Morrow) to approve the Regular Meeting Minutes of May 7, 2014.

9. Transit Operations Performance Report – FY2014 Third Quarter

M/S/C (Powers/Morrow) to receive the FY 2014 Third Quarter Transit Operations Performance Report.

Member Schulter took his seat at 4:06 p.m.
Vice Chairperson Wadler took his seat at 4:07 p.m.

The Agenda was taken out of order.

CITIZENS ADVISORY COMMITTEE REGULAR AGENDA

11. Status of Potential Transportation Funding Ballot Measure

Nuria I. Fernandez, General Manager, provided a status report on the potential transportation funding ballot measure, highlighting: 1) VTA has been working with the Silicon Valley Leadership Group (SVLG) to consider a potential tax measure for the 2016 election; 2) positive response from SVLG's initial April 2014, polling led SVLG to consider placing a ballot measure on the November 2014 ballot; and 3) low voter turnout

NOTE: M/S/C MEANS MOTION SECONDED AND CARRIED AND, UNLESS OTHERWISE INDICATED, THE MOTION PASSED UNANIMOUSLY.

from the June 2014, Primary Elections and results of a second SVLG polling were factors in SVLG's decision to proceed with the original plan of proposing a transportation funding ballot measure in November 2016.

Ms. Fernandez reported that over the next several months, VTA staff will continue to work with the Board of Directors and engage the community to determine what any future ballot measure might include.

Member Chang, representing SVLG, thanked VTA for helping inform SVLG along this process. She reported on the following: 1) polling results from the June 2014, Primary Elections; 2) SVLG's election process; 3) stakeholder involvement; and 4) SVLG's outreach efforts.

Members of the Committee made the following comments: 1) expressed interest in seeing a comparison of the April and June polling results; 2) requested that persons with disabilities be involved in the focus groups/stakeholder meetings; 3) expressed concern about the projects to be completed in South County; 4) expressed anticipation in seeing information on projects to be completed that encourages the public's involvement/participation; and 5) recommended that updates on the status of projects be provided to the public via VTA's website.

Staff noted that VTA prepares a bi-annual report on the Measure A Program, noting that it is a 30-year Measure. Staff also noted VTA has prepared an easy to read placemat of the entire Measure A Program, and it would be provided to the Committee upon its release.

On order of Chairperson Hadaya and there being no objection, the Committee received a status of Potential Transportation Funding Ballot Measure.

2000 MEASURE A CITIZENS WATCHDOG COMMITTEE REGULAR AGENDA

10. 2000 Measure A Citizens Watchdog Committee FY 2013 Annual Report and Publication Strategy

Stephen Flynn, Advisory Committee Coordinator, provided an overview of the staff, highlighting: 1) abbreviated version of the Annual Report for FY 2013 for publication in local newspapers; and 2) draft of the comprehensive version for placement on VTA's website.

Maria Cambra, Sales and Promotion Supervisor, provided a brief report on the publication strategy for the Annual Report.

Members of the Committee provided the following suggestions/requests to enhance the importance and layout of the Annual Report for FY 2013, for both the abbreviated version for newspaper publication and the comprehensive version that is posted on VTA's: 1) highlight the successes of 2000 Measure A in the Annual Report; 2) specify the projects that are ahead of schedule and have budget savings; 3) increase the use of bullet points and decrease the amount of text; 4) include the impact/benefit to the

community for each project; 5) use the Annual Report as a marketing tool; 6) produce the Annual Report in a glossy, high-quality version for distribution to the public and increase the size of photos; 7) use signage advertisement displaying “your 2000 Measure A dollars at work;” and 8) noted the opportunities of groups to provide informational updates on 2000 Measure A.

Members of the Committee made the following comments: 1) requested that a subcommittee be formed to work with staff to develop a new draft of the Annual Report; and 2) recommended that the Committee Members send their suggestions/changes to the subcommittee.

M/S/C (Wadler/Morrow) to request the formation of a subcommittee to work with staff to develop a new draft of the Annual Report and that the Report be brought back to the Committee for their review at the August 2014, CAC/CWC meeting.

Members Fredlund, Powers, and Morrow volunteered to serve on this subcommittee.

Staff noted an e-mail would be sent to the Committee Members soliciting additional comments. Members of the Committee recommended that the revised draft Report be provided to the Committee for review in advance of their August 2014 meeting.

On order of Chairperson Hadaya and there being no objection, the Committee deferred the following actions: For the Citizens Watchdog Committee’s (CWC) Annual Report for Fiscal Year 2013, to inform Santa Clara County residents on how Measure A funds are being spent and notify them of the availability of the report, approve: 1. Both the content and format for: (A) the abbreviated report for publication in local newspapers; and (B) the comprehensive report for placement on VTA’s website; and 2. A publication strategy for: (A) publishing the abbreviated CWC Annual Report in local newspapers in fulfillment of the Committee’s ballot-specified responsibility; and (B) other methods for informing county residents.

CITIZENS ADVISORY COMMITTEE REGULAR AGENDA (continued)

12. 2014 Priority Development Area Planning Grant Projects

Marcella Rensi, Transportation Planning Manager, provided an overview of the staff report.

Members of the Committee inquired about linking the San Jose Stevens Creek/Santana Row Winchester Specific Plan to compliance with VTA’s recommendations for redevelopment of the Century 21 Theaters in the CMP Proactive Report. Staff noted a response would be provided to the Committee.

M/S/C (Chang/Powers) to recommend that the VTA Board of Directors approve the 2014 Priority Development Area (PDA) Planning Grant Program of Projects for funding and adopt a Resolution of Local Support.

COMBINED CAC AND CITIZENS WATCHDOG COMMITTEE ITEMS

13. Citizens Advisory Committee and Citizens Watchdog Committee Work Plans

M/S/C (Rogers/Schulter) to request that the July 9, 2014, CAC/CWC meeting be cancelled.

Members of the Committee inquired about the status of the items for future consideration reflected on the Work Plan.

On order of Chairperson Hadaya and there being no objection, the Committee reviewed the Citizens Advisory Committee and Citizens Watchdog Committee Work Plans.

OTHER

14. ANNOUNCEMENTS

Member Chang announced that she will be taking a maternity leave of absence for approximately four months.

15. ADJOURNMENT

On order of Chairperson Hadaya and there being no objection, the meeting was adjourned at 5:05 p.m.

Respectfully submitted,

Tracene Y. Crenshaw, Board Assistant
VTA Office of the Board Secretary