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San Francisco Bay Conservation  
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Marin County and Cities

*Sam Liccardo*  
Cities of Santa Clara County

*Jake Mackenzie*  
Sonoma County and Cities

*Kevin Mullin*  
Cities of San Mateo County

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State Business, Transportation  
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Solano County and Cities

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OPERATIONS COMMITTEE  
MINUTES  
FRIDAY, NOVEMBER 4, 2011

ATTENDANCE

Chair Mackenzie convened the meeting at 9:32 a.m. Committee members present were: Vice Chair Mullen, Commissioners Azumbrado, Green, Halsted, Liccardo and Spering. Commissioners Tissier and Rein Worth were present in their ex-officio capacity. Other Commissioners present as ad hoc members of the Committee were Commissioners Bates, Campos, Cortese, and Wiener.

CONSENT CALENDAR

Upon motion of Commissioner Spering and second of Commissioner Halsted, the Committee unanimously approved the consent calendar:

- Minutes of October 14, 2011;
- Memorandum of Understanding Amendment – Clipper<sup>®</sup>: MTC, AC Transit, BART, Caltrain, Golden Gate Bridge, Highway and Transportation District, SFMTA, SamTrans, VTA;
- First Quarter SAFE Financials;
- MTC Resolution No. 4040: Privacy Policies for Clipper and 511.

Contract Amendment - 511 Transit: Science Applications International Corporation

Ms. Emily Van Wagner, MTC staff person, presented an overview of the new tools that the overall 511 program will be launching over the next few months. Ms. Van Wagner reported that while not all the tools are being developed under the 511 Transit contract, staff wanted to take the opportunity to give Commissioners a preview of the tools that will be launched under both the 511 Transit and 511 Traffic contracts over the next few months. Her presentation focused on the new traffic web redesign and the enhanced trip planner.

Commissioner Mackenzie suggested that Committee members be provided with a training/educational session for the new 511 tools.

Commissioner Halsted asked if Google and other mapping companies use the data that MTC provides. Ms. Van Wagner responded that 511 does make its traffic and transit data available to developers and researchers. Google is not currently using a feed of the 511 data. Ms. Van Wagner is not sure where Google gets its traffic information, although they have recently acquired the services of a private data company. For transit



information, Google is currently providing transit trip planning for a subset of agencies in the nine-county Bay Area, including many of the region's largest agencies (in terms of ridership). Commissioner Mullin asked if the public will get data from city and public parking lots as well as private lots. Ms. Van Wagner responded that the new tools will include information about public and private lots in close proximity to major transit hubs, including rail stations and ferry landings. She noted that staff continues to work with local municipalities to see if they can provide more parking data.

Commissioner Mullin asked if the parking garages will be wired so that there will be real-time information about how many spots will be available. Ms. Wan Wagner responded that staff is integrating with SFPark, a project that involved instrumenting their parking facilities and some on-street spaces, and providing this info to travelers. With this feature, customers will be able to get detailed space availability information. Staff will be working to add real-time parking data, as it becomes available from other agencies throughout the region.

Commissioner Green asked if there are any plans to add on any additional driving time locations to the changeable message signs on Bay Area roadways. Ms. Melanie Crotty, Director of Traveler Coordination and Information, responded that there is a limitation of the space on the changeable message signs, specifically how much information can be posted and how it can be displayed. Also, Caltrans (who actually owns and operates these changeable message signs) posts the 511 driving time information on these signs, and reports that there are software limitations, which restrict the number of signs that Caltrans can support. Ms. Crotty offered that obtaining 511 driving times over the phone, web or mobile devices prior to a trip allows a much more customized way of getting information for a customer's specific start and end points.

Commissioner Rein Worth asked if staff is looking into an audio feature for smart phone use in vehicles. Ms. Van Wagner noted that staff is looking at a wide range of options prior to finalizing an overall strategy for providing 511 on mobile devices, including audio options. She noted that staff is talking to various vendors, including one that provides audible location-based traffic incident alerts. Staff is currently testing this application.

Commissioner Liccardo asked what the trip planner does for the Bay Area that Google does not. For transit, Ms. Van Wagner responded that one of the main differences is the number of operators in our respective trip planner systems. While Google has many of the region's major operators, MTC has over 30 agencies in its trip planner.

Ms. Crotty also stated that in addition to having all of the region's public transit agencies in the 511 Transit system, another key difference is the level of quality control that MTC undertakes prior to going live with the data. Google has established its own specific data requirements, with the expectation that transit agencies themselves, not Google, will perform quality control efforts that pertain to those specific set of data transfer requirements. Ms. Crotty noted that Google will likely be able to provide higher quality traveler information at some point in the future, but that today users of 511 continue to find information on 511 superior.

Ms. Van Wagner then presented the 511 Transit contract amendment agenda item. Commissioner Spering moved to authorize the Executive Director or his designee to negotiate and enter into a contract amendment with SAIC, in an amount not to exceed \$6,680,000, to operate, maintain and further develop the 511 Transit system during FY 2012-13 and FY 2013-14. Commissioner Halsted seconded the motion. The motion carried unanimously.

Public Comment/Other Business/Next Meeting/Adjournment

Mr. Fischer expressed his gratitude for receiving the RTC attendance card for Clipper. He also expressed his concerns regarding transit agency staff not being aware of the RTC attendance cards.

There being no further business, Chair Mackenzie adjourned the meeting at 9:52 a.m.