AD HOC COMMITTEE - ENVISION SILICON VALLEY

Friday, May 22, 2015
3:00 PM

PLEASE NOTE MEETING DATE AND TIME

VTA Conference Room B-104
3331 North First Street
San Jose, CA

AGENDA

CALL TO ORDER
1. ROLL CALL

2. PUBLIC PRESENTATIONS:

This portion of the agenda is reserved for persons desiring to address the Committee on any matter not on the agenda. Speakers are limited to 2 minutes. The law does not permit Committee action or extended discussion on any item not on the agenda except under special circumstances. If Committee action is requested, the matter can be placed on a subsequent agenda. All statements that require a response will be referred to staff for reply in writing.

CONSENT AGENDA


REGULAR AGENDA

4. ACTION ITEM - Recommend the Santa Clara Valley Transportation Authority (VTA) Board of Directors adopt the Final Draft Goals for Envision Silicon Valley.

5. INFORMATION ITEM - Receive an update on Call for Projects. (Verbal Report) (Sighamony)

6. Announcements

7. ADJOURN
In accordance with the Americans with Disabilities Act (ADA) and Title VI of the Civil Rights Act of 1964, VTA will make reasonable arrangements to ensure meaningful access to its meetings for persons who have disabilities and for persons with limited English proficiency who need translation and interpretation services. Individuals requiring ADA accommodations should notify the Board Secretary’s Office at least 48-hours prior to the meeting. Individuals requiring language assistance should notify the Board Secretary’s Office at least 72-hours prior to the meeting. The Board Secretary may be contacted at 📞 (408) 321-5680 or ✉️ board.secretary@vta.org or 📞 (408) 321-2330 (TTY only). VTA’s home page is www.vta.org or visit us on Facebook www.facebook.com/scvta. 📞 (408) 321-2300: 中文 / Español / 日本語 / 한국어 / tiếng Việt / Tagalog.

All reports for items on the open meeting agenda are available for review in the Board Secretary’s Office, 3331 North First Street, San Jose, California, (408) 321-5680, the Tuesday, Wednesday, and Thursday prior to the meeting. This information is available on VTA’s website at http://www.vta.org and also at the meeting.

3331 N. First St., San Jose, California is served by bus lines *58 and Light Rail. (*58 no midday service) For trip planning information, contact our Customer Service Department at (408) 321-2300 between the hours of 6:00 a.m. to 7:00 p.m. Monday through Friday and 7:30 a.m. to 4:00 p.m. on Saturday. Schedule information is also available on our website, www.vta.org.

NOTE: THE COMMITTEE MAY TAKE ACTION ON ANY ITEM IDENTIFIED ON THE AGENDA.
CALL TO ORDER

The Regular Meeting of the Ad Hoc Committee - Envision Silicon Valley was called to order at 10:17 a.m. by Chairperson Woodward in Conference Room B-104, River Oaks Campus, 3331 North First Street, San Jose, California.

ROLL CALL

<table>
<thead>
<tr>
<th>Attendee Name</th>
<th>Title</th>
<th>Status</th>
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<tbody>
<tr>
<td>Cindy Chavez</td>
<td>Member</td>
<td>Present</td>
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<tr>
<td>Ash Kalra</td>
<td>Member</td>
<td>Present</td>
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<tr>
<td>Rich Larsen</td>
<td>Member</td>
<td>Absent</td>
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<tr>
<td>Sam Liccardo</td>
<td>Member</td>
<td>Present</td>
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<tr>
<td>Jamie Matthews</td>
<td>Member</td>
<td>Absent</td>
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<tr>
<td>Perry Woodward</td>
<td>Chairperson</td>
<td>Present</td>
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A quorum was not present and a Committee of the Whole was declared.

Public Presentations

There were no Public Presentations.

The Agenda was taken out of order.

REGULAR AGENDA

Potential Metrics for Envision Silicon Valley

Chris Augenstein, Deputy Director, Planning, provided a brief overview of the potential metrics and a presentation, highlighting: 1) Input process; 2) Previously Board-adopted performance measures and evaluation criteria; 3) Initial draft metrics quantitative; 4) Initial draft metrics qualitative; 5) Art and science; and 6) Next steps.

Member Chavez provided the following comments: 1) suggested looking at the jobs created and classify them based on long term, short term, and the type of job; 2) noted the importance of being eligible to compete for Planned Bay Area grants; 3) questioned if staff is looking at projects relative to vehicle miles traveled and positioning for Cap and Trade funds; and 4) suggested adding income equity to the list.

Nuria I. Fernandez, General Manager, noted staff is working closely with cities regarding the economic benefit and jobs created.

Scott Haywood, Transportation Planning Manager and Staff Liaison, indicated the potential metrics are still being formulated and will be presented to the stakeholder group for their input.

Member Kalra provided the following comments: 1) suggested adding additions to the qualitative and quantitative lists regarding pedestrian and bicycle access and the increase
in ridership and connectivity to the transit network; 2) suggested having better neighborhood integration added to the qualitative list; and 3) expressed the importance of specifically noting the categories.

Member Liccardo arrived at the meeting and took his seat at 10:31 a.m. and a quorum was established.

On order of Chairperson Woodward and there being no objection, the Committee received a report on the potential metrics for Envision Silicon Valley.

CONSENT AGENDA

3. Regular Meeting Minutes of January 12, 2015
Member Chavez suggested outreach in the minutes is detailed noting what was requested and what was completed. Mr. Haywood indicated he has a list and can forward that to the Committee as well.

Member Chavez indicated she may be coming back to the Committee with requests on items that were discussed at January’s meeting.

Mr. Haywood indicated there was a delay in response; however, the information was emailed to the Committee.

M/S/C (Chavez/Kalra) to approve the Regular Meeting Minutes of January 12, 2015.

4. Ad-Hoc Committee - Envision Silicon Valley 2015 Meeting Schedule

M/S/C (Chavez/Kalra) to approve the Ad-Hoc Committee - Envision Silicon Valley 2015 Meeting Schedule.

REGULAR AGENDA (continued)

Agenda Items 5 and 7 were heard together.

5. Final Draft Goals and Principles for Envision Silicon Valley

6. Demonstration of Envision Silicon Valley Microsite

Mr. Haywood provided a brief report on the process of going through the stakeholder group and the advisory committees and continuing to refine the draft goals and principles. He provided a presentation, highlighting: 1) Draft goals and strategies; and 2) Draft Principles.

Mr. Haywood introduced Cody Kraatz, Administrator of Social Media & Electronic Communications, who provided a brief demonstration of the microsite and results of the survey on the site noting several top priorities, which include safety, increasing transit service, regional connectivity, and sticking to the day to day basics. He noted the next step will be the budget tool which will allow people to view the revenue options that are being considered. He indicated a multi-lingual print and multi-channel campaign will be provided to make sure people are aware of the survey.

NOTE: M/S/C MEANS MOTION SECONDED AND CARRIED AND, UNLESS OTHERWISE INDICATED, THE MOTION PASSED UNANIMOUSLY.
Member Kalra expressed his appreciation for community partners who are out in the community surveying and sharing information. He suggested more outreach to those who are non-riders. He questioned if there is a way elected officials and their staff could access to the materials to provide shortened presentations.

Ms. Fernandez noted outreach will be expanded to deeply penetrate the community, taking advantage of partnerships to assist in getting a true response. She noted information will be provided to the cities and a link to the survey will be placed on their websites.

**Public Comment**

Doug Muirhead, Interested Citizen, questioned how VTA views competitive services from private companies and expressed interest in seeing a version of the draft goals and principles that include strikeouts and underlines to see how input changed the goals.

Roland Lebrun, Interested Citizen, expressed concern with the number of responses and provided suggestions for ways to receive more feedback.

Bob Allen, Urban Habitat, indicated a letter was provided to the Committee with suggestions from a wide range of stakeholders regarding enhancing and improving projects and proposed investment scenarios.

Chris Lepe, Transform, expressed concern with widening highways, investments in rail and suggested having stronger language.

Bruce Roberts, Interested Citizen, expressed concern with senior, disabled and low income riders not being heard and suggested there be a workshop for that population. He provided several suggestions to add to principles.

Janet Ruiz, Sacred Heart, noted the importance of having the input of low income riders who depend on transportation and suggested staff listens to what their needs are.

Member Liccardo noted the public is urging staff to stick to the basics. He suggested focusing on increasing ridership particularly amongst those who are transit dependent.

Member Chavez noted a core component should focus on communities that are transit dependent, but they are not acknowledged in the document. She also expressed concern with the principles, goals and strategies questioning what the highest ideas are.

Member Chavez suggested the following: 1) the equity statement be revisited, noting the obligation to serve those that are most in need; 2) organize principles with a statement that explains what is being done and make it quantifiable; 3) having language for grants and language when addressing people; 4) reorganize the way equity is outlined for better understanding; 5) discuss innovation and VTA’s role relative to changes in private sector interest in transportation; and 6) explain why promoting financial stability and expanding revenue sources is needed.

Member Liccardo suggested adding a statement specific to the need to grow to meet public demand.
Member Kalra suggested defining categories noting staff should clearly distinguish the need and desire to grow ridership and the lifeline aspect for riders that have no choice, ensuring that the message gets across.

Ms. Fernandez noted multiple things are being addressed regarding equity and staff will work to resolve any additional issues as well.

Member Chavez expressed appreciation for the amount of communication in the community and the work that has been done. She requested the Board view the recommended outreach strategy as it goes forth.

Mr. Haywood noted staff will be updating the placemat and requested the Committee’s input throughout and recommendation.

**Final Draft Goals and Principles for Envision Silicon Valley**

M/S/C (Chavez/Liccardo) to recommend the Santa Clara Valley Transportation Authority (VTA) Board of Directors adopt the Final Draft Goals and Principles for Envision Silicon Valley with integration of feedback and input.

**Demonstration of Envision Silicon Valley Microsite**

On order of Chairperson Woodward and there being no objection, the Committee received a demonstration of Envision Silicon Valley Microsite.

8. **Announcements**

   There were no Announcements.

9. **Adjournment**

   On order of Chairperson Woodward and there being no objection, the meeting was adjourned at 11:16 a.m.

Respectfully submitted,

Menominee L. McCarter, Board Assistant
VTA Office of the Board Secretary
BOARD MEMORANDUM

TO: Santa Clara Valley Transportation Authority
Ad Hoc Committee - Envision Silicon Valley

THROUGH: General Manager, Nuria I. Fernandez

FROM: Transportation Planning Manager, Scott Haywood

SUBJECT: Envision Silicon Valley Draft Goals

ACTION ITEM

RECOMMENDATION:

Recommend the Santa Clara Valley Transportation Authority (VTA) Board of Directors adopt the Final Draft Goals for Envision Silicon Valley.

BACKGROUND:

One of the first tasks in the Envision Silicon Valley process is to develop goals and principles for the program. The principles provide a framework for staff and the community to guide our activities. The principles help us determine if a potential project is consistent with the values we have established. The goals detail the end result that the community wishes to achieve with a potential new revenue stream.

The goals and principles were developed through an iterative process with VTA’s advisory committees and stakeholder groups over the past several months. The process began at the November 2014 Ad-hoc Committee for Envision Silicon Valley meeting with the introduction of draft goals and principles. The goals and principles were then taken to the stakeholder groups and advisory committees for their review and feedback. Below is a summary of the process:

November 2014 - Presented draft goals to Ad-hoc Committee for Envision Silicon Valley.

November 2014 - Stakeholder groups received draft goals and principles and provided input through a group exercise.

January 2015 - Presented summary of the input received from the stakeholder groups regarding
the goals and principles to the Ad-hoc Committee for Envision Silicon Valley and received their feedback.

January 2015 - Presented the same summary to the advisory committees and received their feedback.

February 2015 - Presented revised draft goals and principles to stakeholder groups and received their feedback.

March/April 2015 - Based on the input from the stakeholder groups, the goals and principles were further refined and presented to the advisory committees for additional feedback.

Furthermore, staff received comments from other organizations and interested parties. The final draft is a reflection of the ideas and overall vision expressed by the community through this intensive outreach process.

**DISCUSSION**

At the April 29 meeting of the Ad-hoc Committee for Envision Silicon Valley, the refined goals and principles were presented. Committee members noted that the relationship between the goals and principles was unclear and that the goals should be presented as succinct as possible. In order to enhance the clarity and avoid potential confusion, the Board is asked to adopt the draft goals. It is important to note that these goals incorporate all the principles that were established. At the committee's request, staff has worked to provide a concise statement reflecting the principles through the recommended draft goals.

Staff modified the goals to ensure that all the draft principles were captured in the goals. Staff combined some goals where appropriate and simplified the language. With these changes, staff is recommending that the committee adopt the revised goals only.

Once adopted by the Board, staff will generate metrics to measure potential projects and determine how well each project meets each goal. Staff will work with the Ad-hoc Committee for Envision Silicon Valley in the coming months to develop the metrics.

**ALTERNATIVES:**

The Board could modify the proposed goals or reject them entirely in order to propose other principles and goals.

**FISCAL IMPACT:**

There is no direct fiscal impact associated with the adoption of the goals.

Prepared by: Scott Haywood
Memo No. 5026

**ATTACHMENTS:**

- Draft Goals for Ad-hoc (PDF)
Draft Goals and Strategies
Envision Silicon Valley

Goal: Enhance Safety

- Prioritize projects that address safety concerns.
- All projects will result in a safe, reliable and comfortable transportation system.

Goal: Provide Congestion Relief and Improve Transportation Efficiency

- Improve regional connectivity and seamless travel.
- Improve transit service and travel times to meet demand.
- Relieve roadway bottle necks and minimize traffic in residential neighborhoods.
- Increase funding for roadway maintenance, sidewalks, bike lanes and bus stops.

Goal: Expand Transportation Choices and Improve Travel Experience

- Use technology to improve the transportation experience.
- Provide amenities to attract transit riders.
- Deliver bicycle and pedestrian projects that close gaps and promote countywide connectivity.
- All projects and programs should take into consideration geographic equity.

Goal: Continue to Promote Quality Transit for Those Who are Transit Dependent

- Promote programs and projects for seniors as well as people with disabilities and place emphasis on transit dependent areas.

Goal: Promote Healthy Communities and Minimize Environmental Impacts

- Projects will promote healthy communities, a high quality of life and minimize environmental impacts.
Goal: Improve System Financial Sustainability

- Prioritize projects that stimulate economic development and private investment consistent with local land use plans.

- Leverage new revenues with other funding sources to attract private investment and outside grant funds.

- Strategically apply new local fund sources to underfunded project categories.

- All projects and programs must have high levels of support from the residents of Santa Clara County.