

STAR Action Team - November 3, 2018

Attendees: Ralph Propper, John Deeter, Jeff Tardaguila, Coco Cocozzella, Lynne Goldsmith, Delphine Cathcart

1. Measure B Coalition (for additional information, see the presentation posted online; <https://startransit.files.wordpress.com/2018/10/measure-b-coalition-introduction.pdf>; was not presented at meeting due to technical problems)

SacTA is working on sales tax

Measure B failed because: no community engagement; started with shopping lists; no goals, no accountability; suburbs didn't see needs being met (north sac and south sac voted in favor of it); sold as fix it first - but weak commitment; SacTA thinks marketing was the problem

Coalition:

- Union group and access group
- About process - not outcome
- Coalition wants good process and big tent
- Planning process that includes robust community engagement
- Investment strategies
- Expenditure plan from other agencies - TEP; Goals would have been set before projects

SacTA has said they would do a Measure M process

Patrick Kennedy said at SACOG that RT had consulted with Measure M.

Written in contract that SacTA will use Measure M style process.

Measure M is not a pure transit measure

- Big projects right now rather than in future (whereas SACOG MTP/SCS prioritizes highway projects now, transit in the future)
- Easing traffic congestion, bridges
- Measure M pulled existing projects forward
- 2% for active transportation. Bikes

RT doesn't have an official list of future transit projects

SACOG MTP/SCS - 6 goals

Coalition priorities:

- equity
- VMT neutrality
- roadway safety
- SOGR state of good repair
- stronger transit
- prosperous
- investment strategies - buckets
- competitive grants
- innovative pilot projects

SacTA and public don't know much about transportation. Must sell transit.

Coalition is asking itself Questions:

- ½ cent sales tax or other amount
- local return component

- predefined TEP

Matt Baker was involved in discussion from ECOS.

Coalition will make presentation at SacTA mtg on Nov. 8th; letter was sent to SacTA supporting

2. What does STAR want to say to SacTA December 13th?

- Support Coalition process and public engagement, or advocate for what SacRT is asking?
- What does the loudest voice say? Important to focus?
- Townsend doesn't know much about public engagement
- For Measure M, outreach to low income communities was done by non profits; Coalition might contract to do outreach
- STAR wants to emphasize money for
 - operations
 - local match for grant applications
- Supporting the projects we have previously expressed support for, since SacRT does not seem to have an official document on their ask

>>> Coco and DD will come up with a document on STAR's presentation, which will be reviewed at the December 8 meeting, before the SacTA presentation

3. STAR Meeting Schedule for 2019

STAR Action Team will continue to meet once a month on Saturday mornings, 10:30AM to about 12:00 noon, at Organize Sacramento, 1714 Broadway, on the same date as SacTRU when possible. Dates will be posted on the STAR calendar and on the meetings page.

4. SacRT Forward

- Does STAR have position on 2 alternatives?
- SacRT decided that SacRT Forward would not consider Paratransit, light rail extensions or service, neighborhood routes (Jibe, CordovaVan, etc)
- SacRT has implemented two things that will help SacRT Forward, using a variety of temporary funds including Measure A:
 - Increase frequency of light rail
 - 25 cent paper transfer
- Etgen observes that RT has more emphasis equity than ridership. May need more peak hour service/peak direction to relieve congestion.
- RT has express (commuter 109, 29, and 200 series) and local service.
- Tardaguia likes high coverage: destination centered system, problem when something breaks down, JWA dealt with title vi and income, many people use LR to the games
- Coco likes: frequency & enhancements, transfer management, affordable housing, frequency and coverage merge around housing

SacRT

- RT Does not communicate about success or failure or its projects; RT Not necessarily trying to hide

- Boyle was touting microtransit - Propper asked Boyle how does microtransit pencil out; are they getting a good return on microtransit; Getting 3/hr.
- Return on investment
- SACOG gave a microtransit grant.
- ITOC is trying to evaluate microtransit
- What is criteria for a successful route?
- Marconi has highest density

Etgen (and discussion)

- Amazed at turning back on what has worked
- 15 min service
- considering sacrificing so much
- 6 should have hi ridership. M-F. 10 years. 15 minute; 6 was reduced gradually because that area doesn't use transit; simply throwing capacity is not going to produce ridership
- look at service day - service into the evening in the Frequent Model
- coverage and frequency are equally bad: no emphasis on express service, frequency model is not quick
- not a mix, entirely one thing
- can be successful if has right ridership: 51, 30; NE Sacramento
- JWA is missing: Destinations, Hub, Too much focus on connections between light rail and buses
- Destinations - school, malls, hospitals.
- Frequency doubling - has to be communicated to end user. Use same route # and end letter to designate destination.
- Was a mistake to use line # in maps and charts, people focus on line #
- RT cut or reduced lines.
- Proportion of trips that relate to work has decreased. Rt was originally designed as to get people to work. Commute trips are now down to 15% form 80% in 1987.
- After 2000 LR and bus connections broke apart.
- A lot of these ideas are coming from RT and Scheduling. 15 minute services are hard to schedule because they bunch
- October Henry and Boyle rode the routes so they knew what the ridership.
- RT was using automatic passenger counters - counted non-revenue people, part of reason ridership appears to be down
- Streamlining and taking it back to more logical
 - All 80s are across town
 - Frequency doubling 25 a, b, and c
 - Matoff's 1987 implementation (Tom Matoff is a transportation planner and researcher, and was General Manager of SacRT for a period of time)
 - Marketing
 - SacTRU is voice of rider experiences back to RT

Allison - 51 is most successful by far - what does it do?

- Hi frequency - 30 minutes on Sat and Sunday
 - Light rail bus
 - Straight route
 - 51 Limitations - bunches up going south
 - Bottlenecks - access
 - Mobile accessibility - 4 walkers & 6 carts
 - 51 Serves neighborhoods that have high proportion of transit users. Doesn't require transfer. Serves coverage. Goes straight downtown.
 - 81 doesn't have the same degrees of success because it doesn't go downtown.
 - Arden-Arcade approaches what Stockton does. However, Arden-Arcade doesn't take you downtown, it takes you to light rail.
 - Used to be many routes like 51. 51 didn't go directly downtown it had a lot of diversions. 51 to Fruitridge, 50 dove into 65th st., florin mall to downtown. Little service in tahoe and oak park. That capacity was put on 51.
- Walker was funded by SACOG. Should we ask SACOG for more funding?
 - Need more input from RT staff.
 - Get to amazon facility, delta shores
 - RT not asked what they thought would be best for Sacramento
 - Direction given to staff was not public. RT board did not hear communications. Whole 5 day workshop - not a public process. Planners and engineers from RC, CH, Folsom. RT was outnumbered. JWA never mentioned in June 2018.
 - RT staff and JWA probably prefer Hi frequency, however, the board may freak out with High Frequency
 - Etgen says we need coverage with longer service days and higher density
 - All pairs of major trip generators should be paired
 - Transfers
 - Etgen opposes forcing transfers due to not designing routes well, transfers in unsafe places
 - JWA thinks transfers will be smooth, because next bus is coming in 7.5 min; assumes transfer heaven
 - Easy transfers may not be true because
 - Can pick 2 easy places, not more
 - Don't have transit and signal priority
 - Hornet striped buses had signal trippers which didn't work
 - Tardaguila: Spent \$ on watt ave for hi traffic corridor but it never worked
 - In the September stakeholders meeting, stakeholders voted strongly in favor of high frequency; Michelle P. and RT staff were surprised.

Presentation in November. AIM will likely be running the meeting. There may not be a chance to speak, but we want to be prepared if there is.

Document to RT Board

- STAR will need to publicize STARs view.
- This is what we like and why we like it

- Destinations are trip generators
- Access to opportunity: to get to school, the doctor, etc.

Schedule:

Open House, with possible STAR presentation - Nov 13, 2018

Draft of plan - December

Adoption - Jan 2019

>>> Ben Etgen will to write letter to SacRT board and staff about issues with SacRT forward, will be assisted by Coco

>>> Ben will speak at November 13 Open House, if the opportunity presents itself