

**SAN FRANCISCO BAY AREA RAPID TRANSIT DISTRICT**  
300 Lakeside Drive, P. O. Box 12688, Oakland, CA 94604-2688

BOARD MEETING AGENDA

November 18, 2010

9:00 a.m.

A regular meeting of the Board of Directors will be held at 9:00 a.m. on Thursday, November 18, 2010, in the BART Board Room, Kaiser Center 20<sup>th</sup> Street Mall – Third Floor, 344 – 20<sup>th</sup> Street, Oakland, California.

Members of the public may address the Board of Directors regarding any matter on this agenda. Please complete a “Request to Address the Board” form (available at the entrance to the Board Room) and hand it to the Secretary before the item is considered by the Board. If you wish to discuss a matter that is not on the agenda during a regular meeting, you may do so under General Discussion and Public Comment.

Any action requiring more than a majority vote for passage will be so noted.

Items placed under “consent calendar” are considered routine and will be received, enacted, approved, or adopted by one motion unless a request for removal for discussion or explanation is received from a Director or from a member of the audience.

Please refrain from wearing scented products (perfume, cologne, after-shave, etc.) to these meetings, as there may be people in attendance susceptible to environmental illnesses.

BART provides service/accommodations upon request to persons with disabilities and individuals who are limited English proficient who wish to address BART Board matters. A request must be made within one and five days in advance of Board meetings, depending on the service requested. Please contact the Office of the District Secretary at 510-464-6083 for information.

Rules governing the participation of the public at meetings of the Board of Directors and Standing Committees are available for review on the District's website (<http://www.bart.gov/about/bod>), in the BART Board Room, and upon request, in person or via mail.

Meeting notices and agendas are available for review on the District's website (<http://www.bart.gov/about/bod/meetings.aspx>), and via email or via regular mail upon request. Complete agenda packets (in PDF format) are available for review on the District's website no later than 48 hours in advance of the meeting. Those interested in being on the mailing list for meeting notices (email or regular mail) can do so by providing the District Secretary with the appropriate address.

Please submit your requests to the District Secretary via email to [BoardofDirectors@bart.gov](mailto:BoardofDirectors@bart.gov); in person or U.S. mail at 300 Lakeside Drive, 23<sup>rd</sup> Floor, Oakland, CA 94612; fax 510-464-6011; or telephone 510-464-6083.

Kenneth A. Duron  
District Secretary

Regular Meeting of the  
BOARD OF DIRECTORS

The purpose of the Board Meeting is to consider and take such action as the Board may desire in connection with:

1. CALL TO ORDER

- A. Roll Call.
- B. Pledge of Allegiance.
- C. Introduction of Special Guests.

2. CONSENT CALENDAR

- A. Approval of Minutes of the Meeting of October 14, 2010.\* Board requested to authorize.
- B. Employee Recruitment and Relocation for the Position of Assistant General Manager – Administration.\* Board requested to authorize.
- C. Fiscal Year 2011 Budget First Quarter Financial Report.\* For information.

3. ADMINISTRATION ITEMS

Director Blalock, Chairperson

- A. Fares for the West Dublin/Pleasanton Station.\* Board requested to authorize. (TWO-THIRDS VOTE REQUIRED.)

4. ENGINEERING AND OPERATIONS ITEMS

Director Keller, Chairperson

- A. Clipper® Regional Transit Fare Collection Card Update.\* For information.

5. PLANNING, PUBLIC AFFAIRS, ACCESS, AND LEGISLATION ITEMS

Director Ward Allen, Chairperson

NO REPORT.

6. GENERAL MANAGER'S REPORT

NO REPORT.

7. BOARD MATTERS

- A. BART Police Department Review Committee: Citizen Board Compensation.\* Board requested to authorize.
- B. Roll Call for Introductions.

8. CLOSED SESSION (Room 303, Board Conference Room)

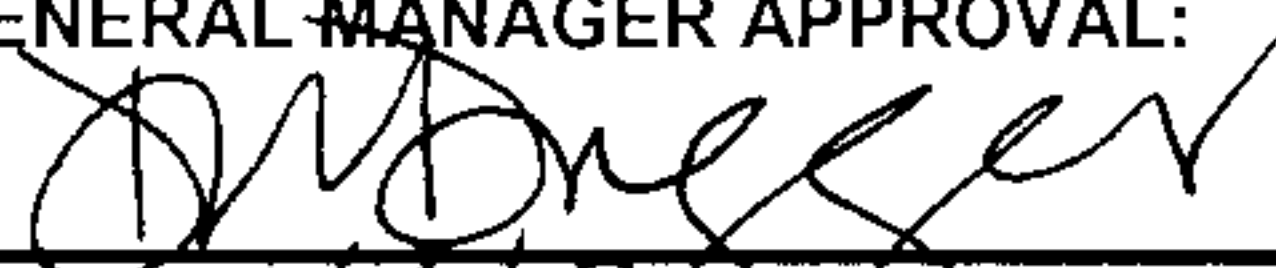
A. CONFERENCE WITH LEGAL COUNSEL – ANTICIPATED LITIGATION.  
(CONTINUED from October 14, 2010, Board Meeting)

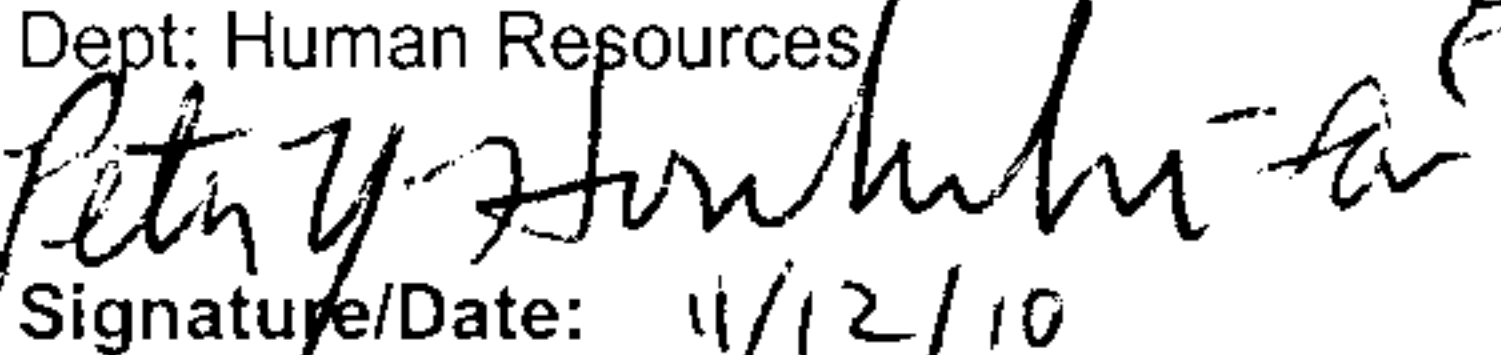


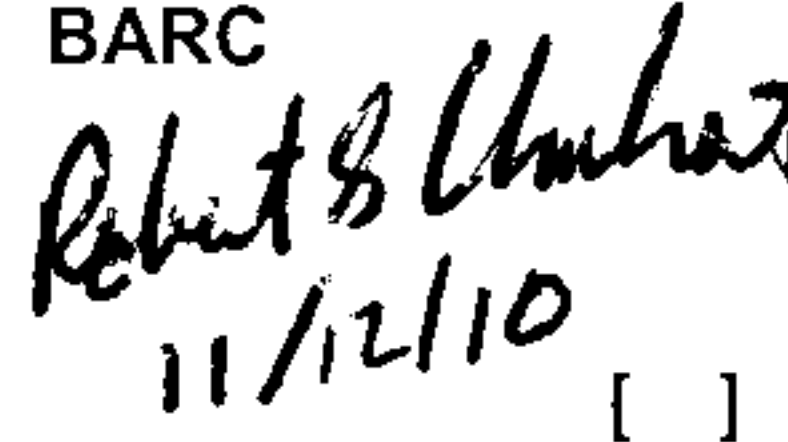
Significant exposure to litigation pursuant to subdivision (b) of Government Code Section 54956.9: one potential case.

B. CONFERENCE WITH REAL PROPERTY NEGOTIATOR.  
(CONTINUED from September 23, 2010, Board Meeting)

Property:	Property Located at the Millbrae BART Station
District Negotiators:	Carter Mau, Executive Manager, Planning & Budget; and Jeffrey P. Ordway, Manager, Property Development
Negotiating Parties:	Justin Development, Republic Urban Properties/Green Valley Corporation, TMG Partners, and San Francisco Bay Area Rapid Transit District
Under Negotiation :	Price and Terms
Gov't Code Section:	54956.8

## EXECUTIVE DECISION DOCUMENT

GENERAL MANAGER APPROVAL: 		GENERAL MANAGER ACTION REQ'D: Board Approval and Authorization	
DATE: 11/12/10		BOARD INITIATED ITEM:	

Originator/Prepared by: Elaine M. Kurtz Dept: Human Resources  Signature/Date: 11/12/10	General Counsel  11/12/10	Controller/Treasurer  11/12/10	District Secretary [ ]	BARC  11/12/10
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Status: Routed	Date Created: 11-10-2010
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TITLE:

### EMPLOYEE RECRUITMENT AND RELOCATION FOR THE POSITION OF ASSISTANT GENERAL MANAGER, ADMINISTRATION

NARRATIVE:

**PURPOSE:**

The position of Assistant General Manager, Administration occupies a key role on the General Manager's immediate staff. This position provides leadership and oversight for a broad portfolio of administrative support functions, specifically the Departments of Human Resources, Information Technology, Labor Relations, Procurement, and Real Estate and Right of Way Management. The incumbent Assistant General Manager, Administration has indicated her intention to retire with an effective date in the early months of the new year. It is proposed that an executive search firm be engaged to assist the District in the search for a replacement.

Accordingly, this item is to obtain Board authorization for national recruitment and relocation assistance as appropriate for the position of Assistant General Manager, Administration.

**DISCUSSION:**

On March 11, 1993, the Board adopted Resolution 4487, requiring Board approval prior to engaging a recruitment firm to assist in filling a District position with an annual salary of \$50,000 or more. The resolution also states that the District should confine its recruiting to the State of California, consistent with provisions of the law, and that no relocation or moving expenses are to be offered to new employees without prior Board Approval.

The position of Assistant General Manager, Administration is an executive level position that requires specialized managerial/technical skills and experience and is critical to the District's continuing ability to deliver service efficiently. The position is responsible for and requires expertise in a variety of complex subject matter areas, including real estate, procurement, information technology, labor relations and human resources management. In addition, the position functions at an organizational level that requires well-developed communications, analytical, problem-solving, fiscal management, and other related skills typical of executive management. A firm that has depth of experience in recruiting for positions of this type will provide access to recruiting sources and prospects beyond those that are readily available

through in-house resources. Likewise, the ability to offer relocation assistance in the event that the successful candidate is not from the immediate area will enhance the District's competitive posture in this search.

By adopting this motion, the Board will authorize staff to engage an executive search firm for the recruitment. The District will conduct an informal request for proposals from at least three (3) national search firms. The services of the firm will be procured in accordance with the District's policies and procedures. The selected consultant will be required to focus efforts on individuals within California, specifically the San Francisco Bay Area. However, the recruitment will not be confined to California.

Proposals will be solicited from executive search firms that have:

- Expertise in transit and/or public sector recruitment for executive level management positions;
- Ability to provide a timely customized search on a national scale;
- Acceptable business references;
- The ability to meet the terms of agreement;
- Acceptable price and fee structure.

Interested firms will be required to provide credentials, fee structure, experience, and proposed strategies for recruiting the position, as well as a work plan and proposed timetable.

The Office of the General Counsel will approve any and all recruitment agreements as to form.

The Board's action will also allow for the execution of a relocation agreement with the selected employee within the parameters of current District practice as provided in Management Procedure 70. This procedure allows a maximum reimbursement amount of \$18,000 for relocation, and does not include financial participation by the District in the purchase or sale of real estate.

**FISCAL IMPACT:**

The cost for search firm fees and associated expenses is estimated at \$75,000. Any subsequent relocation agreement would be capped at \$18,000. The funding for both will come from the FY11 operating budget of the Administration Departments.

**ALTERNATIVE:**

Identify incumbents for the positions using the District's in-house recruitment resources.

**RECOMMENDATION:**

Adopt the following motion:

**MOTION:**

That the General Manager or her designee is authorized, in conformance with established District procedures governing the procurement of professional services, to obtain executive search services to identify qualified candidates both inside and outside of California, and to pay relocation assistance in accordance with established procedures as needed for the position of Assistant General Manager, Administration.

## **Summary Job Description**

### **Assistant General Manager, Administration**

This position plans, directs, manages, and oversees the activities and operations of the Executive Office of Administration including the Departments of Human Resources, Information Technology, Labor Relations, Procurement, and Real Estate and Right of Way Management. The AGM, Administration coordinates assigned activities with other executive staff, departments and outside agencies; and provides highly responsible and complex management and policy support to the General Manager. The incumbent is accountable for accomplishing the goals and objectives of each department and for furthering District goals and objectives within general policy guidelines.

# SAN FRANCISCO BAY AREA RAPID TRANSIT DISTRICT

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## MEMORANDUM

**TO:** Board of Directors

**DATE:** November 5, 2010

**FROM:** General Manager

**SUBJECT: FY11 First Quarter Financial Report**

The FY11 first quarter financial report (July - September 2010) is attached. The net operating result was unfavorable to budget by \$16.9M due to timing of BART's State Transit Assistance payment. The negative net labor expense variance was offset by better than budget sales tax results.

### Operating Sources

**Ridership** has continued slowly recovering from the low point of summer 2009. Average weekday trips for the quarter actually grew 1.0%, compared to a 9.7% decline one year earlier. However, the growth has been uneven. Core system trips were up 2.2% in August, followed by a 0.2% decline in September. The SFO Extension performed a little better, up 5.6% for the quarter.

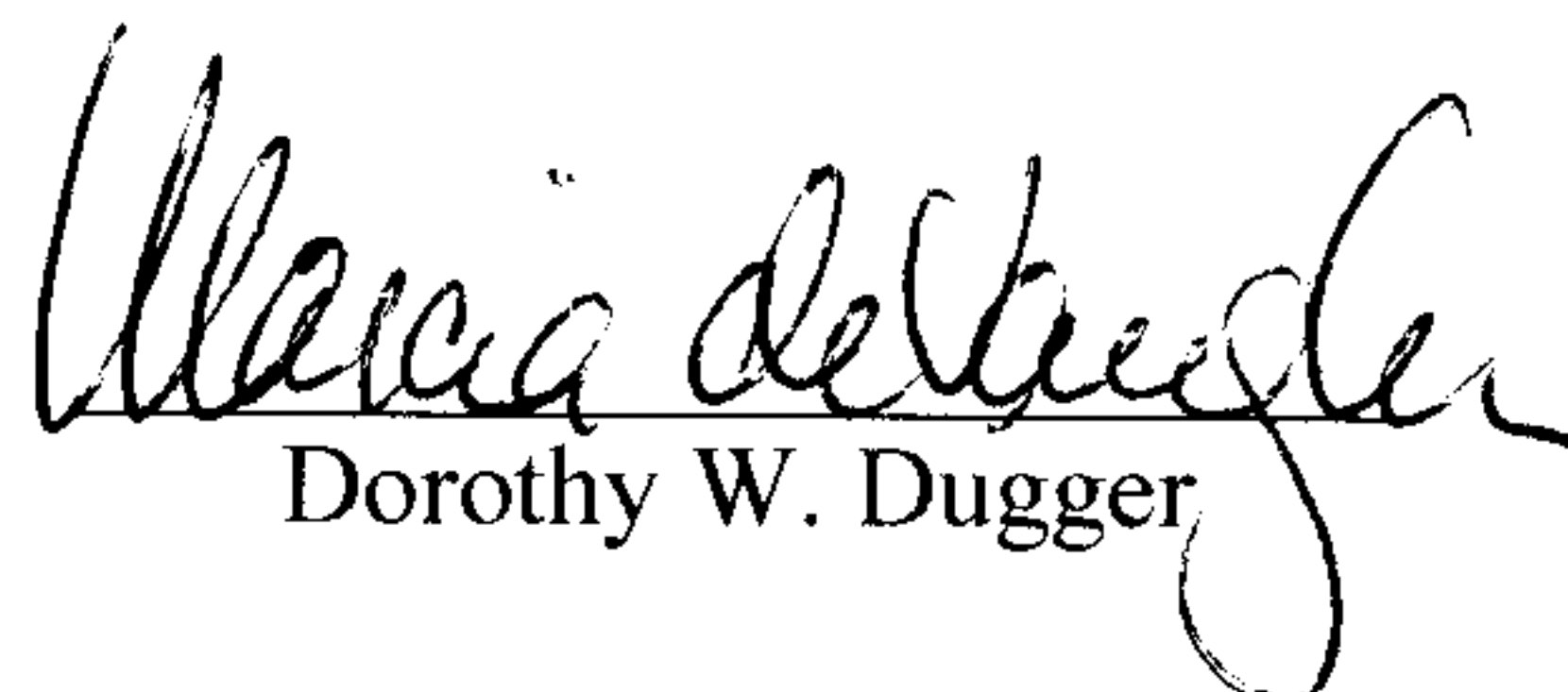
**Sales Tax** revenue also shows improvement. Cash receipts for the quarter resulted in a 7.8% growth over last year. However, additional data from the State Board of Equalization indicates this quarter included a higher than normal amount of prior period payments from outstanding taxpayers. Removing that effect leaves a real growth of about 3 to 4%.

**State Transit Assistance** of \$18.8M was budgeted for September. A portion (\$9.8M) was received late and booked in October. The remaining balance will be allocated by the Metropolitan Transportation Commission (MTC) in early 2011 based upon BART's compliance with the Clipper Fare Media Transition Plan in Resolution 3866.

### Operating Uses

Expenses were 2.4% unfavorable for the first quarter, resulting in an unfavorable Operating Deficit. Although non labor was slightly favorable this quarter, labor and benefits were unfavorable to budget, primarily attributed to overtime. To date, non-labor is slightly favorable, but is projected to go over budget in future quarters for a variety of reasons including credit card fees for ticket transactions and because some current favorable timing variances in other areas are likely to be absorbed during the year. In general, after the budget reductions over the past several years, the expense budget is very tight and is expected to be so all year.

Removing the timing of STA from the bottom line leaves us about \$1.8M favorable in the first quarter, or only 0.2% of the overall \$582M FY11 operating sources budget. Given the shaky state of the economy and high unemployment, we should not count on this favorable variance continuing but rather continue to focus our efforts to control costs.

  
Dorothy W. Dugger

cc: Board Appointed Officers  
Deputy General Manager  
Executive Staff



**First Quarter FY11  
BUDGET PERFORMANCE REPORT EXECUTIVE SUMMARY**

M=million

**REVENUE**

- Average weekday ridership was 342,379, 0.8% over budget and up 1.0% from 1QFY10 (core trips grew 0.3% and SFO trips grew 5.6%). First growth in quarterly trips since mid-FY09. Net Passenger Revenue was \$0.7M above budget.
- Other Operating Revenue was \$0.3M under budget, with a variety of small revenues slightly unfavorable, some of which is due to timing of payments.

**EXPENSE**

- Net Labor results were unfavorable by \$4.0M (4.7%) primarily due to overtime.
- Electric Power was \$0.7M, 7.0% favorable to budget due to timing of actual expenses vs budget.
- Other Non Labor was slightly favorable to budget (1.3% ) primarily due to timing of actual expenses vs budget. Favorable variance not expected to continue.
- Total expense was \$2.8M over budget for the quarter because of the unfavorable labor variance. Expense budget is projected to be tight all year.

**OPERATING DEFICIT**

- The Operating Deficit (Operating Revenue minus Expense) was \$2.5M (9.7%) unfavorable, as the small revenue surplus was not sufficient to cover expense overruns.

**TAX & FINANCIAL ASSISTANCE**

- Sales Tax was 7.8% above 1QFY10 (\$4.2M over budget). 1QFY11 results included some payments attributable to prior periods, making the real growth approximately 3-4%.
- Property Tax, STA and Other Assistance negative variance due to \$18.8M of STA budgeted for Sept but not received . Now will be paid half in Oct and half in early 2011.

**NET OPERATING RESULT**

- The Net Operating Result for the quarter was \$17.0M unfavorable: \$18.8M was due to STA timing, without which there was a net positive result of \$1.8M. This was due to the favorable sales tax result, which led to revenues slightly exceeding negative expenses.

**SYSTEM OPERATING RATIO / RAIL COST PER PASSENGER MILE**

- System Operating Ratio and Rail Cost Per Passenger Mile slightly below budget due to higher than budgeted Operating Expense.

CURRENT QUARTER			(\$Millions)*	FISCAL YEAR-TO-DATE		
Budget	Actual	Var.		Budget	Actual	Var.
<b>REVENUE</b>						
87.5	88.2	0.8%	Net Passenger Revenue	87.5	88.2	0.8%
7.7	7.4	-4.2%	Other Operating Revenue	7.7	7.4	-4.2%
<b>95.2</b>	<b>95.6</b>	<b>0.4%</b>	<b>Total Net Operating Revenue</b>	<b>95.2</b>	<b>95.6</b>	<b>0.4%</b>
<b>EXPENSE</b>						
85.7	89.7	-4.7%	Net Labor	85.7	89.7	-4.7%
1.7	1.9	-12.6%	OPEB Unfunded Liability**	1.7	1.9	-12.6%
9.4	8.7	7.0%	Electric Power	9.4	8.7	7.0%
3.7	3.6	2.9%	Purchased Transportation	3.7	3.6	2.9%
0.0	(0.3)	-	Lakeside Lease Accrual	0.0	(0.3)	-
17.8	17.5	1.7%	Other Non Labor	17.8	17.5	1.7%
<b>118.3</b>	<b>121.1</b>	<b>-2.4%</b>	<b>Total Operating Expense</b>	<b>118.3</b>	<b>121.1</b>	<b>-2.4%</b>
<b>(23.1)</b>	<b>(25.6)</b>	<b>-9.7%</b>	<b>OPERATING DEFICIT</b>	<b>(23.1)</b>	<b>(25.6)</b>	<b>-9.7%</b>
<b>TAX &amp; FINANCIAL ASSISTANCE</b>						
39.9	44.1	10.5%	Sales Tax	39.9	44.1	10.5%
20.7	2.0	-90.5%	Prop Tax, STA, Other Assistance	20.7	2.0	-90.5%
(20.4)	(20.5)	-0.5%	Debt Service	(20.4)	(20.5)	-0.5%
(11.9)	(11.9)	0.0%	Capital and Other Allocations	(11.9)	(11.9)	0.0%
1.7	1.9	-12.6%	OPEB Unfunded Liability Offset	1.7	1.9	-12.6%
<b>30.0</b>	<b>15.5</b>	<b>-48.2%</b>	<b>Net Financial Assistance</b>	<b>30.0</b>	<b>15.5</b>	<b>-48.2%</b>
<b>6.9</b>	<b>(10.0)</b>		<b>NET OPERATING RESULT</b>	<b>6.9</b>	<b>(10.0)</b>	
<b>80.5%</b>	<b>78.9%</b>	<b>-1.6%</b>	<b>System Operating Ratio</b>	<b>80.5%</b>	<b>78.9%</b>	<b>-1.6%</b>
<b>31.1 ¢</b>	<b>31.4 ¢</b>	<b>-0.7%</b>	<b>Rail Cost Per Passenger Mile</b>	<b>31.1 ¢</b>	<b>31.4 ¢</b>	<b>-0.7%</b>

\* Totals may not add due to rounding to the nearest million.

- No Problem
- Caution: Potential Problem/Problem Being Addressed
- Significant Problem

\*\*The Other Post Employment Benefits (primarily retiree medical) is a non-cash expense to recognize the difference between actual retiree medical funding and the full Annual Required Payment and does not affect the Net Operating Result.



## EXECUTIVE DECISION DOCUMENT

GENERAL MANAGER APPROVAL: <i>Ulrica delBande</i>		GENERAL MANAGER ACTION REQ'D:		
DATE: c <i>10/21/10</i>		BOARD INITIATED ITEM: No		
Originator/Prepared by: Charlotte Barham Dept: Planning & Budget  Signature/Date: <i>Charlotte Barham</i> <i>10/20/10</i>	General Counsel <i>[Signature]</i> <i>10/20/10</i>	Controller/Treasurer <i>[Signature]</i> <i>10/20/10</i>	District Secretary [ ]	BARC <i>[Signature]</i> <i>10-20-10</i>

TITLE:

### West Dublin/Pleasanton Station Fares

NARRATIVE:

#### PURPOSE

To adopt fares to be charged for trips to or from the West Dublin/Pleasanton BART station.

#### DISCUSSION

The new West Dublin/Pleasanton Station is an "infill" station located along existing trackway in the median of I-580 between San Ramon Valley Road/Foothill Road and I-680. The station is approximately 1.6 miles to the west of Dublin/Pleasanton Station, and approximately 8.4 miles to the east of Castro Valley Station. The West Dublin/Pleasanton Station is scheduled to commence operation in early 2011.

The proposed fares for trips to or from the West Dublin/Pleasanton Station have been calculated using the same distance-based fare structure as applied when calculating all other BART fares and are consistent with the fares charged for trips taken in the rest of the system. Because the existing distance-based fare structure has been used to calculate the proposed West Dublin/Pleasanton fares, implementation of these fares would not result in a fare change. Therefore, a Title VI analysis, which is required for fare changes, is not needed.

West Dublin/Pleasanton fares will be \$0.15 less on average than fares charged at the Dublin/Pleasanton station. Below are West Dublin/Pleasanton sample fares:

West Dublin/Pleasanton to:	Proposed Fare
Embarcadero	\$5.40
12th Street	\$3.85
Berkeley	\$4.15
Walnut Creek	\$5.05
SFO	\$10.40

A public hearing on the proposed West Dublin/Pleasanton fares was held on October 14,

2010. One member of the public spoke at the public hearing, but on a matter unrelated to the proposed fares.

### **FISCAL IMPACT**

Revenues generated at the West Dublin/Pleasanton Station will be used to fund station operating expense and annual debt service of \$3.1 million. Staff is still developing the final operating expense budget for West Dublin, but preliminary annual expenses are projected at approximately \$2.5 to \$3.0 million in the first few years of service.

In the first full year of service, West Dublin/Pleasanton fare revenue is estimated at approximately \$4.7 million; fare revenue is projected to grow rapidly in succeeding years as new riders begin to use the station. This revenue growth assumption is based upon ridership and revenue growth experienced in previous BART extension station openings. Under these projections, if there is any net operating deficit, it is anticipated that the reserve fund set up by the Cities of Dublin and Pleasanton and Alameda County will be sufficient to cover it.

### **ALTERNATIVES**

West Dublin/Pleasanton fares could be calculated using a different method from application of the existing distance-based fare structure. Application of an alternative method would not be consistent with fares charged for trips taken in the rest of the system and would result in a fare change.

### **RECOMMENDATION**

Adoption of the following motion.

### **MOTION**

Adopt the attached resolution, "In the Matter of Adopting Fare Rates and Charges for West Dublin/Pleasanton BART Station." **Two-thirds vote required.**

**BEFORE THE BOARD OF DIRECTORS OF THE SAN FRANCISCO BAY  
AREA RAPID TRANSIT DISTRICT**

In the Matter of Adopting  
Fare Rates and Charges for  
the West Dublin/Pleasanton Station

Resolution No. \_\_\_\_\_

WHEREAS, pursuant to Public Utilities Code Section 29038, it is the duty and responsibility of the Board of Directors of the San Francisco Bay Area Rapid Transit District (“District”) to fix the rates and charges for rapid transit service to be furnished by the District; and

WHEREAS, the West Dublin/Pleasanton Station is a new “infill” station located along existing trackway in the median of I-580 between San Ramon Valley Road/Foothill Road and I-680. The station is approximately 1.6 miles to the west of Dublin/Pleasanton Station, and approximately 8.4 miles to the east of Castro Valley Station; and

WHEREAS, recommended fare rates and charges for BART service to and from West Dublin/Pleasanton Station have been calculated by applying BART’s existing distance-based fare structure and are consistent with fares charged for trips taken in the rest of the system; and

WHEREAS, the recommended fare rates and charges for BART service to and from West Dublin/Pleasanton Station are set forth in the attached Exhibit A entitled “Fare Rates and Charges for the West Dublin/Pleasanton Station;” and

WHEREAS, a public hearing has been held at a regularly scheduled meeting of the Board to consider fare rates and changes for the West Dublin/Pleasanton Station; and

NOW, THEREFORE, the Board hereby makes the following findings:

- (1) The rates and charges for service set forth in Exhibit A are statutorily exempt from the California Environmental Quality Act (CEQA) pursuant to Public Resources Code § 21080(b)(8) and CEQA Guidelines, 14 Cal. Code Regs. § 15273, and Notices of Exemption shall be filed in the four affected counties.
- (2) After careful study of staff recommendations, public comment, and due deliberations, the Board determines, as required by Public Utilities Code Section 29038, that the rates and charges for service are reasonable; and that insofar as practicable, these rates and charges are calculated to result in revenue which will:
  - (a) Pay for the operating expenses of the District;

- (b) Provide repairs, maintenance and depreciation of works owned and operated by the District;
- (c) Provide for purchases, lease, or acquisition of rolling stock, including provisions for the interest, sinking funds, reserve funds, or other funds required for the payment of any obligations incurred by the District for the acquisition of rolling stock; and
- (d) After making any current allocation of funds for the foregoing purposes and by the terms of any indebtedness incurred under Public Utilities Code Articles 6 (commencing with Section 29240) and 7, (commencing with Section 29250) of Chapter 8, provide funds for any purpose the Board deems necessary and desirable to carry out the purposes of Part 2 of Division 10 of the Public Utilities Code.

(2) The rates and charges set forth in Exhibit A are for the purposes of:

- (a) Meeting operating expenses such as employee wage rates and fringe benefits;
- (b) Purchasing or leasing supplies, equipment or materials;
- (c) Meeting financial reserve needs and requirements; and
- (d) Obtaining funds for capital projects, necessary to maintain service within existing service areas.

NOW, THEREFORE, BE IT RESOLVED by the Board of Directors of the San Francisco Bay Area Rapid Transit District that the rates and charges for BART service set forth in Exhibit A are hereby adopted.

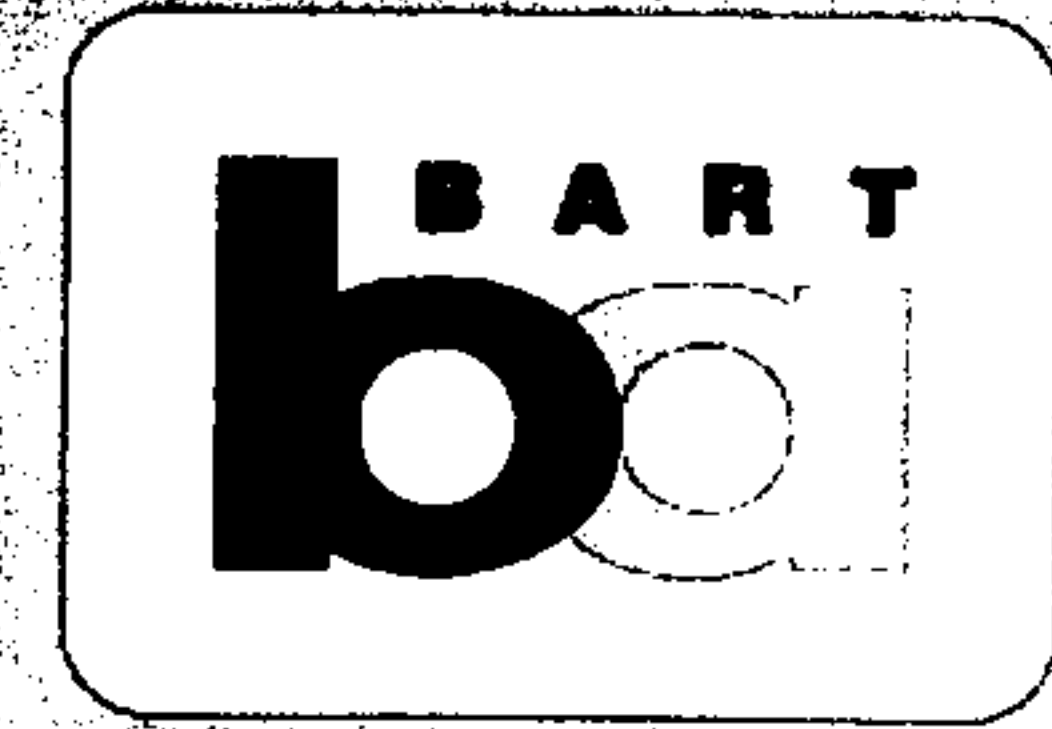
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**EXHIBIT A—FARE RATES AND CHARGES FOR THE WEST  
DUBLIN/PLEASANTON STATION**

The fare rates and charges for BART service to or from the West Dublin/Pleasanton Station shall be as shown in Attachment 1 and shall be effective upon commencement of operation of the West Dublin/Pleasanton Station.



# Clipper Regional Fare Collection System

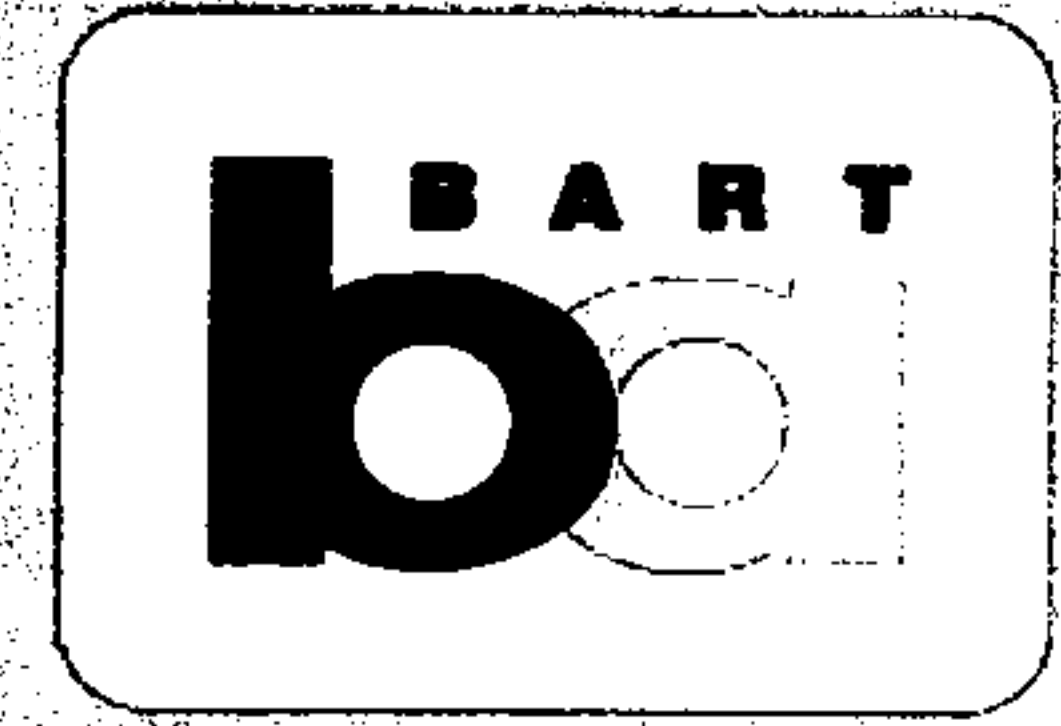


## EZ Rider Transition Readiness Update

**BART Board of Directors  
November 10, 2010**



# Agenda



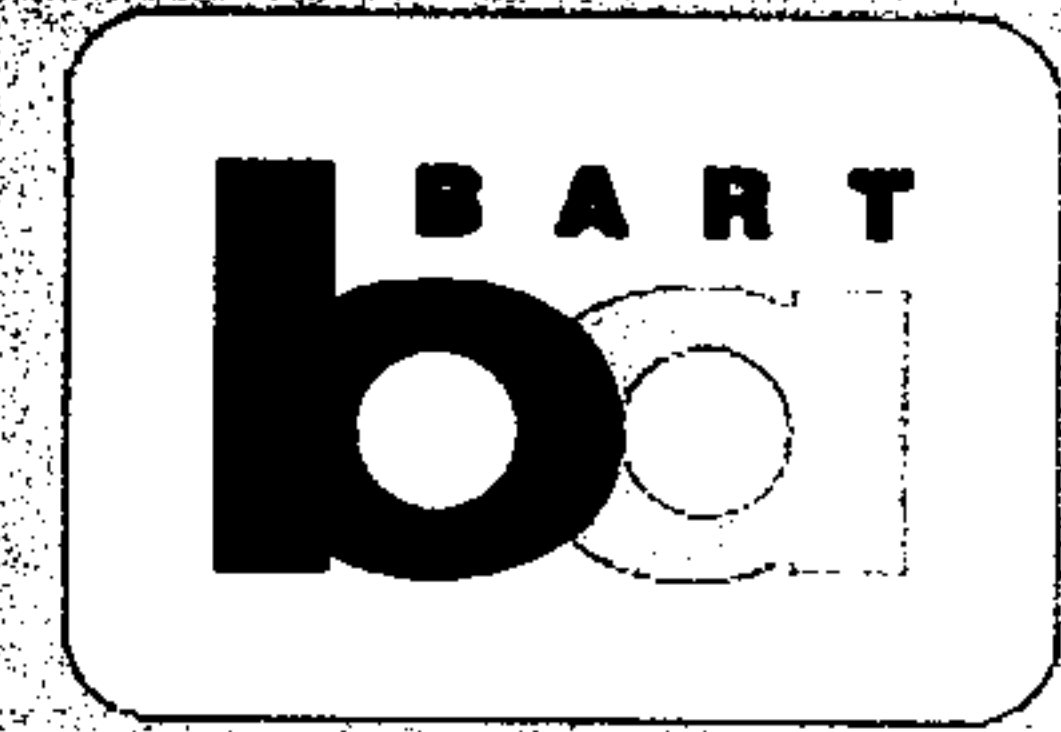
- ▣ Introduction
- ▣ Board's Key Concerns
- ▣ Progress and Improvements
- ▣ Recent Challenges
- ▣ Transition Communication Strategy
- ▣ Summary

# Introduction



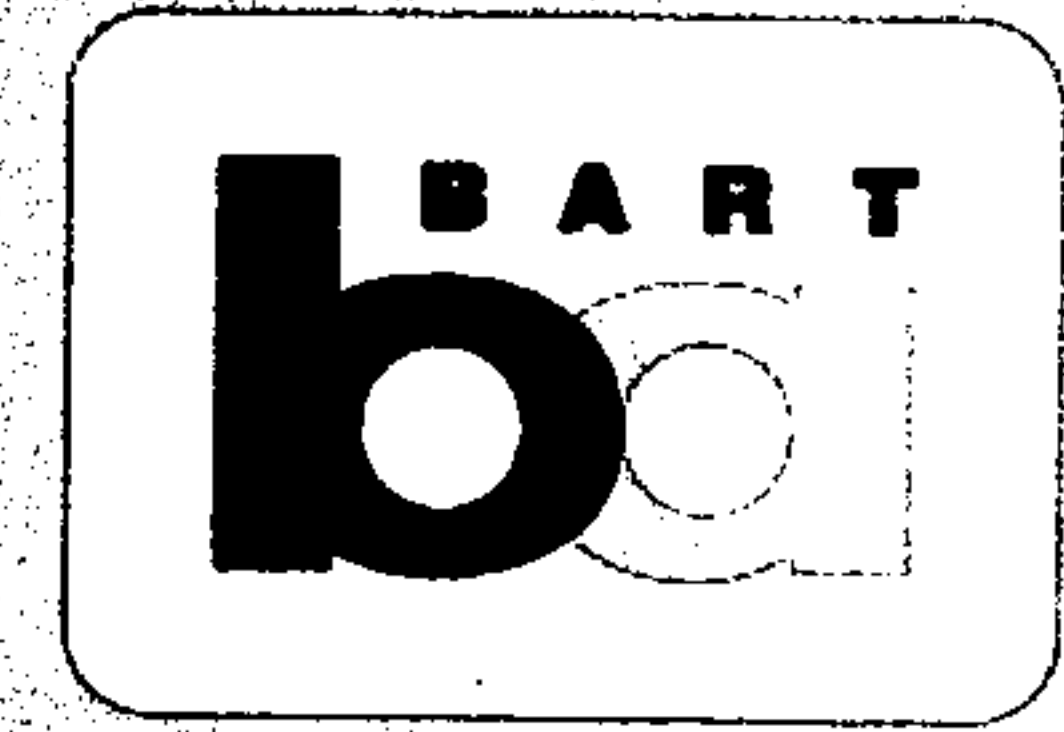
- **MTC Resolution 3866**
  - Requires region's operators to transition prepaid fare media to Clipper by specified dates
  - October 1, 2010 EZ Rider specified transition date
  
- **EZ Rider transition date revised to December 15, 2010**

# Board's Key Concerns



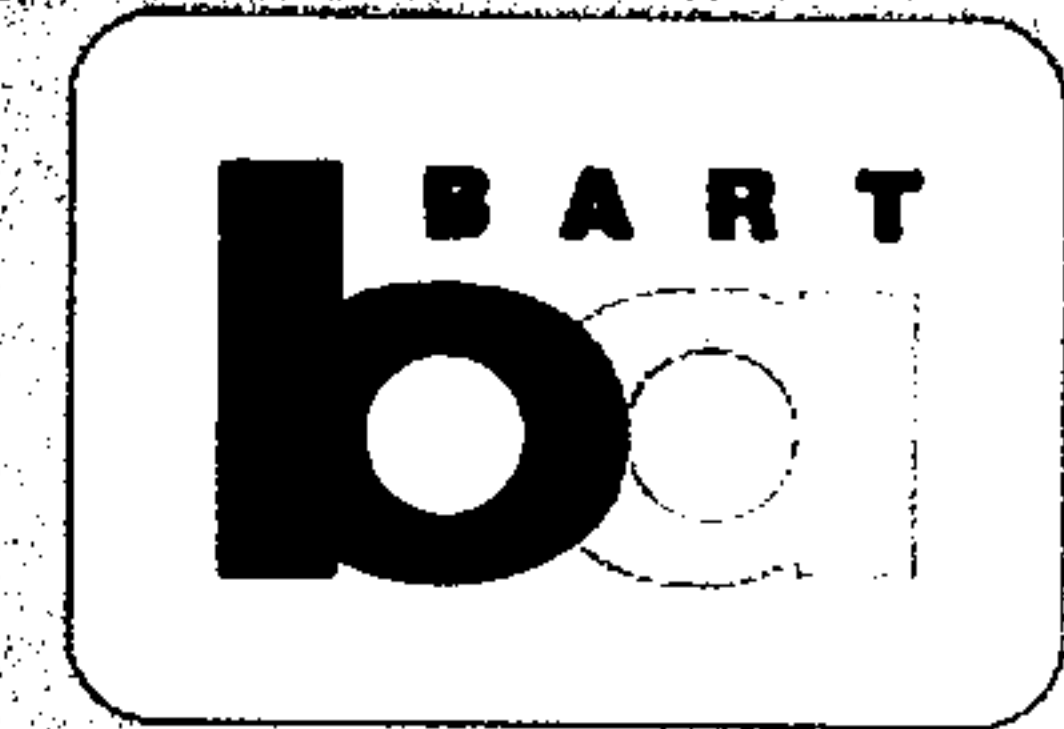
- Transitioning EZ Rider to Clipper without a Clipper parking solution
  
- BART fare gate performance
  - Customer tagging difficulty on BART's readers
  
- Clipper Service Bureau performance
  - Customer Service responses

# Progress and Improvements



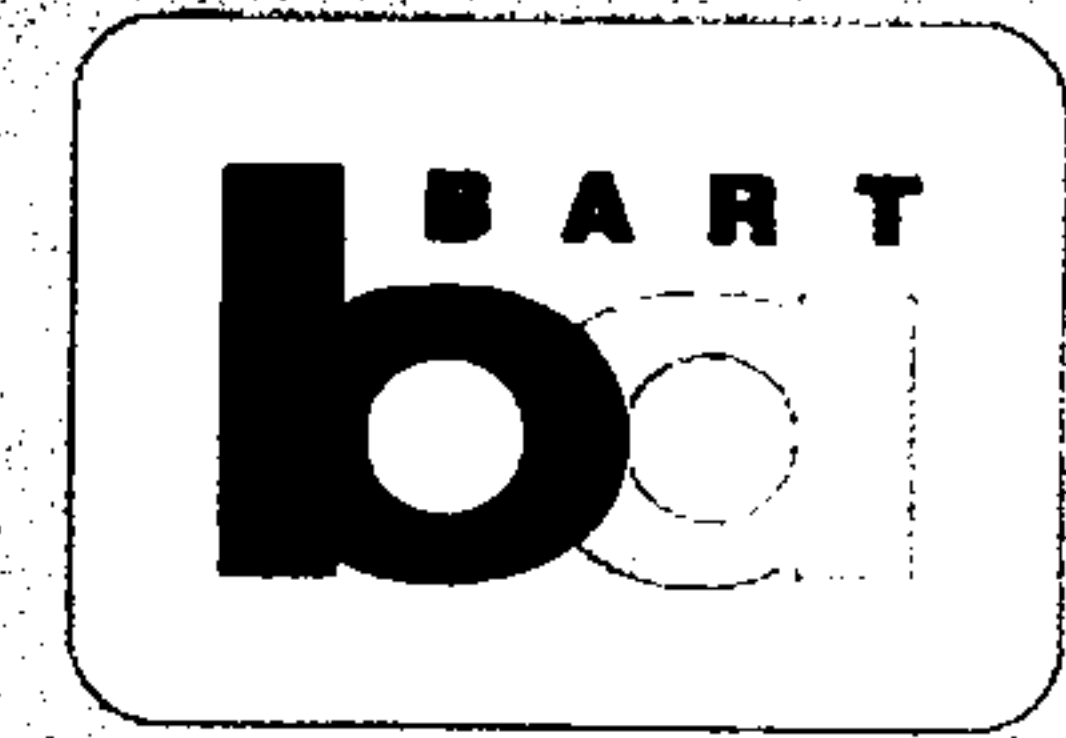
- ▣ **Clipper parking solution developed**
  - Ready for use on December 9, 2010
  
- ▣ **Clipper usage on BART increasing rapidly**
  - 45,000 trips per day in September (about 13% of total)
  - 64,000 trips per day in October (about 18% of total)
  - Tagging errors up, reflective of increased ridership
    - New rider unfamiliarity with tagging technique
    - Staff mobilization to instruct new Clipper users with tagging technique

## Progress and Improvements (cont.)



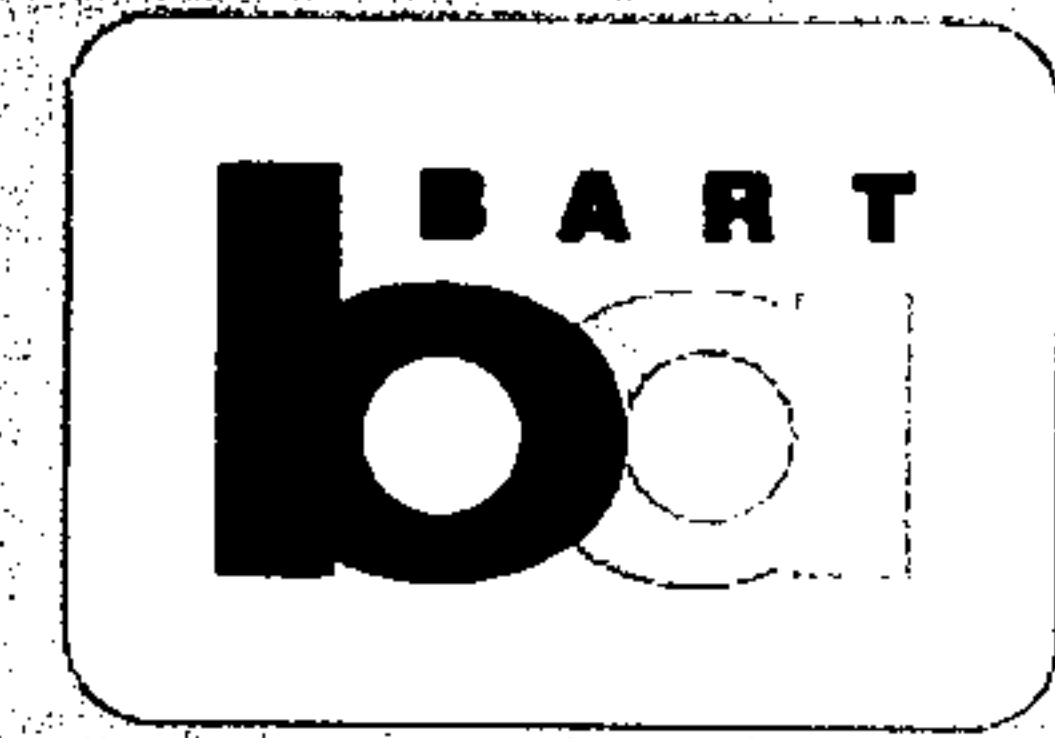
- **Clipper Service Bureau improvements**
  - Increased Customer Service staff from 22 to 52
  - Automated service tasks
  - Quality monitoring
    - Customer Service Representative behavior
    - Customer satisfaction
    - Fewer than 1% unsatisfactory responses
  - Cubic met or exceeded all service level standards in September
    - 98% first call resolution

# Recent Challenges



- ▣ **Clipper back office**
  - Software and procedural issues
  
- ▣ **Impacts**
  - Customers product downloads delayed (approximately 1,200 customers regionwide)
  - Additional BART reconciliation effort
  - BART troubleshooting effort
  
- ▣ **Cubic mitigation efforts in progress**

# Transition Communication Strategy



- **Transition process so far**
  - Informational emails to EZ Rider customers
  - EZ Rider customer base down from 50,000+ to about 40,000
  - Clipper HVD customer base up to 26,000 in September
    - Monthly total 306,600 trips taken using BART HVD product
  
- └ **Still need to step up efforts to get more customers to make the switch**
  - Minimize number of customers impacted on cutoff day

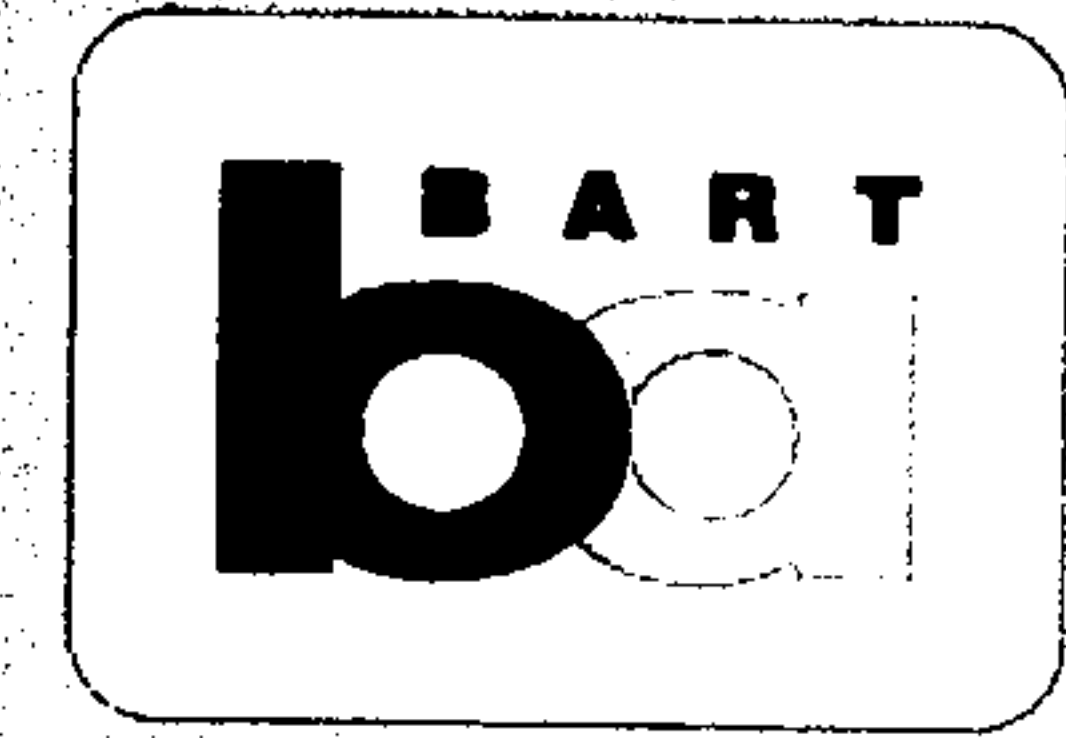
# Transition Communication Strategy (cont.)



- Emphasize the December 15 deadline and urgency to switch
- Offer a “sweepstakes” prize via email for cancellation of EZ Rider account
- Also emphasize that Clipper card may be used to pay for parking at BART stations on December 9



## Summary



- Customers will be notified immediately of December 15<sup>th</sup> EZ Rider cut-off date
- BART staff will continue to coordinate with MTC as the cut-off date draws near
- Strategy for customer support is being developed
- Staff will keep the Board informed

# SAN FRANCISCO BAY AREA RAPID TRANSIT DISTRICT

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## Memorandum

TO: Board of Directors DATE: November 12, 2010  
FROM: General Manager  
SUBJECT: BART Citizen Board Compensation

The BART Police Department Review Committee asked staff to bring the issue of Citizen Board compensation to the full Board for discussion and possible action. The following includes updated information to facilitate discussion at the November 18, 2010 Board meeting.

BART is currently supported by three citizen involved committees: the Accessibility Task Force, Bicycle Advisory Task Force, and the Earthquake Safety Program Citizens' Oversight Committee. The Accessibility Task Force members are reimbursed for the cost of using public transit to attend meetings. The Bicycle Advisory Task Force and the Earthquake Safety Program Citizens' Oversight Committee do not receive any form of stipend or expense reimbursement.

Following are examples of compensation information for other citizen oversight entities in California:

Long Beach Citizens' Police Complaint Commission	No Compensation
Los Angeles Police Commission	No Compensation
Oakland Citizens' Police Review Board	No Compensation
Richmond Police Commission	No Compensation
San Diego Citizens' Review Board on Police Practices	No Compensation
San Diego County Citizens' Law Enforcement Review Board	No Compensation
San Francisco Police Commission	\$100 per month
Berkeley Police Review Commission	\$40 per meeting, in lieu of expenses for Commissioners with an annual family income as filed jointly below \$20,000 per year

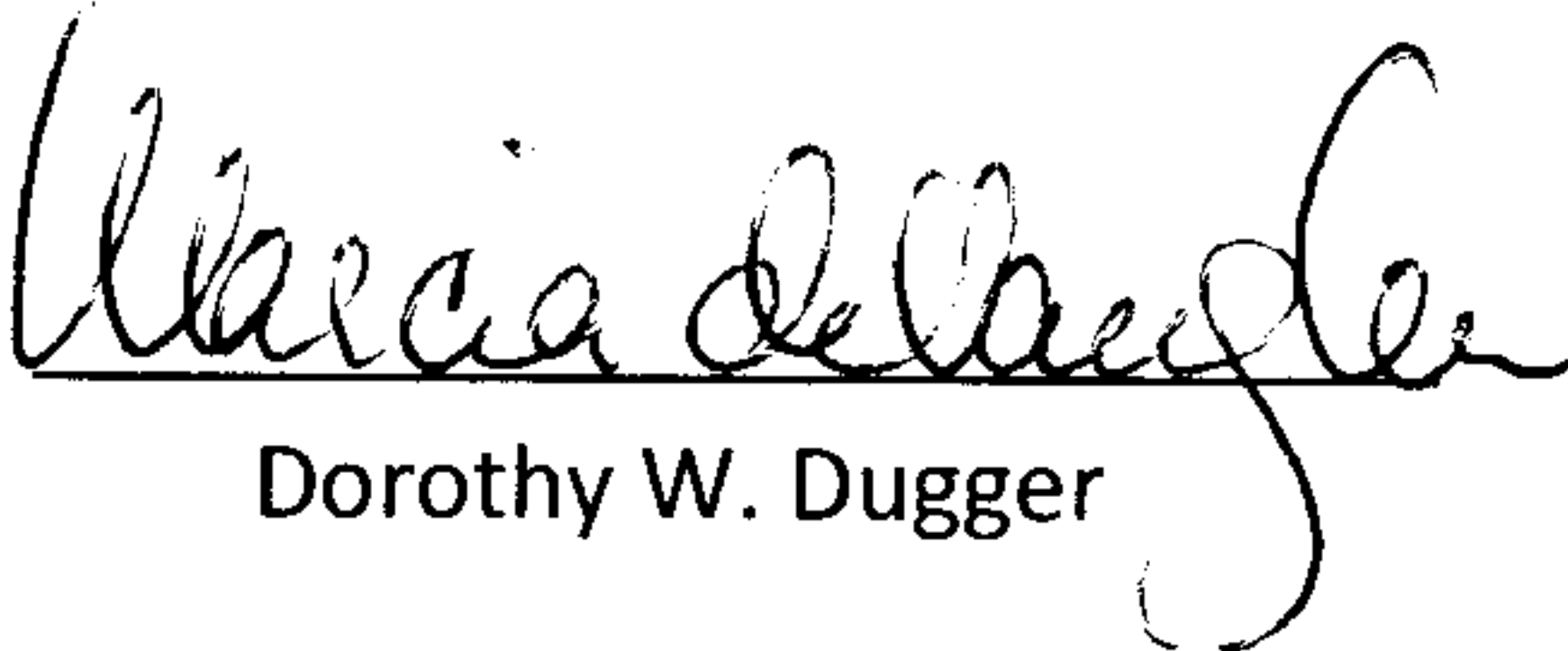
The BART Police Department has 206 sworn personnel. In 2009, the department received 39 complaints of officer misconduct. The following information is for comparative purposes only:

The Los Angeles Police Commission is supported by a Board of Rights, which conducts hearings for sworn police personnel. The Board of Rights consists of two sworn members and one civilian member. The two sworn members are compensated through their regular salary. The civilian member is drawn from a pool that is assembled through the LA Police Commission; most are attorneys. The civilian member receives \$900 per day or \$450 for each half day and for conference calls that deal with substantive Board issues. The City of Los Angeles Police Department has approximately 10,000 sworn personnel and completed 60 Board of Rights hearings in 2009.

The San Francisco Police Commission is supported by the Office of Citizens' Complaints, which received 1018 new cases in 2009. In 2009, there were 41 disciplinary cases (including appeals of Chief's discipline) filed with the San Francisco Police Commission. As of June 2010, the San Francisco Police Department had 2,353 sworn personnel of which 1,952 are assigned to patrol.

The Berkeley Police Review Commission investigated and closed 38 complaints in 2009. The City of Berkeley Police Department has approximately 185 police officers.

Should the Board decide to take action on Citizen Board Compensation at the meeting, it may move that members be reimbursed for expenses incurred for public transportation to and from meetings of the Citizen Board and/or a monthly or per meeting stipend.



Dorothy W. Dugger

cc: Board Appointed Officers  
Deputy General Manager  
Executive Staff