From: Zamora, Ramon
To: Miller, Erin (MTA); Albert, Peter (MTA); Van de Water, Adam (MYR); Robbins, Jerry (MTA)
Cc: Reilly, Catherine (CII); Liu, Cheryl (MTA); Olea, Ricardo (MTA)
Subject: RE: Contact for Changeable Message signs (planning for the Warriors new Arena)
Date: Thursday, January 15, 2015 1:23:19 PM

Thanks, Erin…

A couple of questions/concerns come to mind…

1) Who will actually own the VMS after it's installed? SFMTA, SFMTA jointly with Giants/Warriors, or Caltrans (since it will be in their right-of-way)?
2) Who would have primary access to control and operate the sign? SFMTA or Caltrans? If shared, we'll need to consider the details.
3) Who will be expected to maintain and service the sign? City forces generally don't have easy access to freeway locations.
4) If the sign will be on the freeway, displaying local SF event messages seems inappropriate….
    a. Motorists on NB I-280 are not necessarily headed into the City to attend a local ball game;
    b. Motorists on NB I-280 are not necessarily headed into the City at all (I-280 also somewhat serves as a cut-through to the Bay Bridge);
    c. Motorists expect freeway signs to display freeway-related messages; and
    d. Could Warriors/Giants messages be considered as private advertising on a publicly-owned facility? If so, this could definitely be problematic.

I'll follow up if I think of anything else…

Regards
Ramon

From: Miller, Erin
Sent: Thursday, January 15, 2015 12:11 PM
To: Albert, Peter; Van de Water, Adam; Robbins, Jerry; Zamora, Ramon
Cc: Reilly, Catherine
Subject: RE: Contact for Changeable Message signs (planning for the Warriors new Arena)

I am adding Ramon to this string, as he has been working on the local VMS signs for the Warriors.

Thanks,

Erin Miller Blankinship

Urban Planning Initiatives, Development & Transportation Integration
Sustainable Streets

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From: Albert, Peter
Sent: Thursday, January 15, 2015 12:10 PM
To: Van de Water, Adam; Robbins, Jerry
Cc: Miller, Erin; Reilly, Catherine
Subject: RE: Contact for Changeable Message signs (planning for the Warriors new Arena)

Glad to have this contact.

Jerry, have you worked with Kane Wong before? Id be happy to reach out, but want to know more about the CMS specs or features you envision:

My understanding: a CMS facing southward, right side of freeway, located somewhere north of Cesar Chavez bot not too close to Mariposa to mess up merging…

Peter Albert
Manager, SFMTA Urban Planning Initiatives
SF Municipal Transportation Agency
1 South Van Ness Ave, Seventh Floor
San Francisco, CA 94103
☎: 415.701.4328
: 415.701.4735
✉: *peter.albert@sfmta.com*

From: Frank, Becky@DOT [mailto:becky.frank@dot.ca.gov]
Sent: Thursday, January 15, 2015 11:57 AM
To: Albert, Peter
Cc: Van de Water, Adam; Robbins, Jerry; Wong, Kane@DOT
Subject: RE: Contact for Changeable Message signs (planning for the Warriors new Arena)

Hello Peter,

Please work with Mr. Kane Wong, Senior Transportation Engineer in Caltrans District 4 Transportation Management Center.
You can reach Mr. Wong at 510-286-5917 or by email at kane.wong@dot.ca.gov.

Happy 2015!

Becky Frank, Senior Transportation Planner
Office of Transit and Community Planning
Caltrans, District 4 | 510-286-5536

From: Albert, Peter [mailto:Peter.Albert@sfmta.com]
Sent: Monday, January 12, 2015 5:54 PM
To: Frank, Becky@DOT

Cc: Van de Water, Adam; Robbins, Jerry
Subject: RE: Contact for Changeable Message signs (planning for the Warriors new Arena)

Hi, Becky:

Happy New Year!

Can you tell Adam Van de Water (from Mayor's Office) and me whom from Caltrans we can work with?

We need to plan installation of a **changeable message sign** along 280 somewhere between Cesar Chavez and Mariposa.

These signs would be used on very "big" days that might have both a Giants game at AT&T Park and a Warriors game (or concert) at the new Arena.

The City of SF would work with Giants and Warriors to figure out how to pay for this.

Thanks very much,

Peter Albert
SFMTA
415.701.4328