**SAN MATEO COUNTY TRANSIT DISTRICT**

**1250 SAN CARLOS AVENUE, SAN CARLOS, CALIFORNIA**

**CITIZENS ADVISORY COMMITTEE (CAC)**

**SPECIAL MEETING MINUTES**

**September 26, 2018**

**MEMBERS PRESENT:** S. Appenrodt, M. Buzbee (Chair), J. Galisatus, B. Gomez, A. Juarez, S. Koya (Vice Chair), N. Lacsamana, M. Lewis, R. Pico

**MEMBERS ABSENT:** J. Baker, J. Galisatus, R. Surles

**STAFF PRESENT:** A. Rivas, J. Epstein, J. Brook, C. Gumpal

Chair Michelle Buzbee called the meeting to order at 4:16 pm.

CAC Secretary Jean Brook called the roll. A quorum was present.

Chair Buzbee led the Pledge of Allegiance.

**PUBLIC COMMENT**

None.

**INTRODUCTION/COMMUNITY AGREEMENTS**

Chair Buzbee outlined the evening’s schedule. The Committee reviewed and discussed the CAC Statement of Purpose.

Richard Pico asked about how Committee absences were monitored. Ana Rivas, Superintendent, Bus Transportation, said that Margo Ross, Director, Bus Transportation, would coordinate with Ms. Brook.

The Committee members and staff partnered up for an icebreaker exercise to learn more about the other participants.

Vice Chair Sonny Koya stated that Ms. Rivas was sitting in for Margo Ross, Director, Bus Transportation, who was unable to attend.

*Andrew Barnes arrived at 4:42 pm.*

*Allie Juarez arrived at 5:19 pm.*

**BREAKOUT SESSIONS**

The members rotated through three different group to answer and discuss questions.

**1st Group – Nancy Lacsamana**

* *What is our meaning this day and age?*
* Define our purpose
* Be the eyes and ears for the Board and the community
* Be knowledgeable and have a learning experience
* Be an outlet for influence in the community
* *Why do we show up every month dedicated to representing our respective districts?*
* Learn and find out what’s needed
* Review accomplishments
* See where the funding is going
* Ask for change if needed
* Be responsive to the community
* Maintain and develop ourselves
* Have free bus pass
* Be the voice of the community
* *What do want to prioritize for this year? Goals?*
  + How to create greater utilization
  + Enhance liaison with other agencies or staff
  + Improve the public perception of the value of mass transit
  + Build ridership with better marketing and outreach
  + More consistent on-time attendance of CAC members
  + Gain more knowledge on bus routes, infrastructure, how things work
  + Best method to address concerns, keep updating the Board of Directors

**2nd Group – Richard Pico**

* *How can we get people to attend our meetings?*
* Go to the community: libraries, community centers, rec centers
* People come to CAC if there’s a crisis or they’re angry
* Social media, bus stops
* Public hearings, events
* *How do we go out to them?*
* Going into the community, satellite meetings
* Tabling and walking around
* Talking at Board of Directors meetings
* Outreach, invitations
* Talk it up on the bus
* Card with CAC meeting schedule
* Website
* *What places and events may be good for us to be visible and raise awareness about who we are and SamTrans services? Who do we need to connect with to help us make this happen?*
* Libraries, community centers, schools, farmers’ markets, arts and crafts fairs, senior centers
* Town day at the park
* Staff reach out to CAC and set events
* High school newspapers
* Recognition programs, e.g., free tokens for a week

Mr. Pico said that members of the community don’t want to travel in traffic to come to the CAC meetings. He said he felt that the CAC needs to go to them.

Chair Buzbee and Bob Gomez talked about tabling and walking around at events such as farmers’ markets to spread awareness of what CAC members do.

**3rd Group – Allie Juarez**

* *What are ways to increase SamTrans ridership? How can we vocalize our ideas and turn thoughts into actions?*
* Improve service
* On-time service
* Certainty of schedule
* Riders given ample time to consider and respond to changes in the schedule
* Publish outreach to public, big business prior to any proposed changes
* Effective marketing and outreach to include all modes, including social media, print on bus, local papers – translated into different languages
* Buses are clean
* Keep operators up to date on laws, regulations, and equipment
* Cutaway (smaller) buses
* *What do you experience while riding the bus that you really like or where do you see room for improvement?*
* Being relaxed as long as the bus is on schedule
* Comfort
* Buses not crowded
* Courteous drivers and customers
* Having three gift cards per year to give out to drivers
* Wifi, phone chargers
* More bus benches and shelters with lighting
* Tinted windows on buses

**SUMMARY**

Chair Buzbee suggested conveying the responses to the Retreat questions to the Board and asking the directors for help in taking action. She said the Community Engagement committee could plan when and where they can show up in the community.

Mr. Gomez, Vice Chair Koya, and Chair Buzbee requested that the Board follow up and communicate back to the CAC.

Ms. Rivas said she would pass on this request to Ms. Ross.

Andrew Barnes said he felt that any requests to the Board should be aligned with the CAC’s function as outlined in the Statement of Purpose. He said that the CAC wasn’t responsible for monitoring ridership or scheduling.

Ms. Lacsamana suggested having an agenda item at the next CAC meeting where the Committee can discuss how to align the breakout session responses with the Statement of Purpose prior to bringing them to the Board.

**CLOSING ACTIVITY**

The members each expressed a brief takeaway from the retreat.

Chair Buzbee announced that she had moved to Sonoma County and was resigning from the Committee. She expressed that it had been an honor to serve on the CAC.

Vice Chair Koya stated that Chair Buzbee had done an outstanding job in her two years on the Committee.

**Adjournment**

The meeting adjourned at 5:52 pm.