

**SAN MATEO COUNTY TRANSIT DISTRICT
1250 SAN CARLOS AVENUE, SAN CARLOS, CALIFORNIA**

**CITIZENS ADVISORY COMMITTEE
MINUTES OF MEETING – MAY 5, 2010**

COMMITTEE MEMBERS PRESENT: J. Baker (Chair), A. Chow, L. Chow, T. Collette, K. Feldstein, P. Loranger, M. Hall, M. Matev, J. McKie, K. Nobles, S. Price, P. Ratto, D. Wilcox

COMMITTEE MEMBERS ABSENT: W. Kingsford-Smith, K. Kott

SAMTRANS STAFF PRESENT: K. Green, R. Haskin, N. McKenna, C. Patton, E. Proctor

Chair John Baker called the meeting to order at 6:32 p.m. and led the Pledge of Allegiance.

Director of Bus Transportation Chester Patton introduced the new CAC members.

- Judy McKie resides in Burlingame, and is an avid SamTrans rider.
- Lisa Chow resides in San Carlos, and is a business consultant. She believes transit is an integral part of our lives and critical to a better standard of living.

PUBLIC COMMENT

None

APPROVAL OF THE MINUTES

The Committee (Ratto/Wilcox) approved the minutes of April 7, 2010 (McKie/L. Chow abstained).

PRESENTATION: CUSTOMER SURVEY FINDINGS

Executive Officer, Customer Service and Marketing Rita Haskin provided the following report:

- The objectives of the survey are to determine who our customers are and measure whether their needs are being met.
- This was an onboard survey done in October on 53 weekday routes and 28 weekend routes. Surveys were available in English and Spanish.
- There was a 60 percent response rate compared to a 40 percent response rate in 2006.
- Seventy-one percent ride five or more days a week and 68 percent make a roundtrip.
- More than half of riders have been riding more than three years.
- Sixty-four percent of riders do not have access to a car and take SamTrans to work or school.
- About of half of riders pay with cash. Token usage increased a percent and continues to rise each month.

Ken Feldstein arrived at 6:43 p.m.

- More than half of customers only need one bus for their trip and are completing their trip in less than 30 minutes.
- Most passengers walk to the bus stop.

- On a scale of 1-5 the overall customer satisfaction experience was 4.21.
- The top attributes were the availability of the information on buses, personal security, bus cleanliness and courtesy of bus operators. The bottom attributes were the frequency, value for the money, communication of bus changes and on-time performance.
- More than half of riders want to receive information on the bus.
- The average rider is 36 years old; one-third are employed full time; and 41 percent of the households have an income of less than \$25,000 per year.
- Seventy-one percent of passengers live in San Mateo County.
- More than one-third of riders are Hispanic/Latino, but 81 percent speak English at home.
- Next steps include maintaining quality service and use the information received to retain current customers, attract new customers and inform future planning.

Ms. Haskin showed the new testimonial ad campaign that will run next month.

Ken Feldstein asked if staff has the routes of those people that take more than one route and is it possible to break out Redwood Shores and Redwood City routes.

Chair Baker asked if the survey was handed out and if riders were able to mail them back. Ms. Haskin said most of the surveys were filled out on the bus and collected, or if passengers didn't have enough time to complete on the bus, they were able to mail them.

Lisa Chow asked if the surveyor noted ethnicity. Ms. Haskin said the surveyors boarded specific buses and handed out surveys to all passengers on board.

Peter Loranger said the highest ridership is to get to work and yet the majority of riders do not buy passes because of the cost. He asked if there are some employers who buy passes for their employees. Ms. Haskin said this is done more on the Caltrain side. She said most SamTrans riders make \$25,000 or less and are not in the professional level jobs at companies that would subsidize transit.

Mr. Loranger asked where passes can be bought. Ms. Haskin said there are 70 outlets throughout the county, including all Safeway stores. Tickets can also be purchased by mail order or at the District office.

REPORT OF THE CHAIR

Chair Baker welcomed the new members.

SAMTRANS STAFF UPDATE

Mr. Patton reported ridership continues to drop and on time performance is close to 90 percent.

Mr. Feldstein asked about capacity issues on Routes 359 and KX. Mr. Patton said there have been no issues. Not all passengers may get a seat on Route KX, but are able to get on the bus.

CAC MEMBER COMMENTS/REQUESTS

Chair Baker asked each member to introduce themselves to the new members.

David Wilcox said he and fellow passengers waiting for the bus by the Caltrain station on El Camino Real in San Carlos got wet waiting for the bus last week because there are no front panels on the bus shelter.

Matey Matev said the bus stop for Routes 250 and 295 on Fourth and Ellsworth Avenues in San Mateo is incorrect. He said Route 250 from College of San Mateo should run on Friday evenings.

Mr. Feldstein asked if there would be a bye meeting month this summer. Chair Baker said the committee will decide next month.

Sondra Price asked if the new automated fare collection boxes will be compatible with the TransLink/Clipper. Mr. Patton said the new fareboxes SamTrans is acquiring can be upgraded and integrated with TransLink/Clipper at a later date.

Ms. Price asked about the status of three wheel scooters on SamTrans. Mr. Patton said a person in a mobility device can not be forced to wear a lap belt, but the device can be required to be secured by a strap. Many of the models are not of a high quality and the design of the center of gravity makes it more likely to tip over than wheelchairs. People on three-wheel scooters are being asked to transfer to a passenger seat and the scooter is secured for everyone's safety. This information is stated in the system map and decals will also be placed on the flip-up seats.

LIAISON REPORTS

a. SamTrans Board – John Baker

Chair Baker reported on the April meeting:

- A presentation was made on paratransit.
- Special counsel was hired for the fuel hedging program.

b. SamTrans Accessibility Advisory Committee – Tom Collette - no meeting.

c. Caltrain Accessibility Advisory Committee – Peter Loranger - no meeting.

d. Peninsula Corridor Joint Powers Board - David Wilcox

- Bikers continue to complain of no priority seating in the bike car.
- Baseball service began on April 1.
- Applications are being accepted for the new Bicycle Advisory Committee.

e. Peninsula Corridor Joint Powers Board Citizens Advisory Committee - Andy Chow

- Presentations were given on TransLink and Electrification.

f. Senior Mobility Action Plan – Ken Feldstein – no report.

NEXT MEETING:

The next meeting will be held June 2, 2010, at 6:30 p.m., 1250 San Carlos Avenue, Bacciocco Auditorium, 2nd Floor, San Carlos, California 94070.

ADJOURNED: 7:52 p.m.