

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

**MINUTES OF BOARD OF DIRECTORS MEETING  
JANUARY 6, 2016**

Board Members Present: J. Gee, C. Groom, R. Guilbault, S. Harris,  
Z. Kersteen-Tucker (Chair), K. Matsumoto, P. Ratto, C. Stone, A. Tissier

Staff Present: J. Averill, J. Cassman, A. Chan, G. Harrington, J. Hartnett, C. Harvey,  
M. Martinez, N. McKenna, S. Murphy, M. Simon, S. van Hoften

Chair Shirley Harris called the meeting to order at 3:09 p.m.

**REPORT OF THE NOMINATING COMMITTEE (GEE, MATSUMOTO, STONE)**

**Election of Officers**

Director Jeff Gee said the committee is recommending Director Zoe Kersteen-Tucker as chair and Director Rose Guilbault as vice chair

Motion/Second: Gee/Stone

Ayes: Gee, Groom, Guilbault, Kersteen-Tucker, Matsumoto, Ratto, Stone, Tissier, Harris

Director Harris thanked everyone on the Board and staff for their support in help to make her term very successful. A lot was accomplished with many changes including a new General Manager/CEO and an off-site Board workshop.

Chair Kersteen-Tucker thanked Director Harris for her leadership last year.

Chair Kersteen-Tucker said she is honored to serve as chair at such an extraordinary juncture in the history of SamTrans. She said the District is at a point in time where there are confluences that will allow for redefining the way in which public transportation services are delivered in this county. Those are technological innovations that are happening faster than anyone can keep up with, private sector buy in as witnessed by Facebook and their desire to be at the table as the District moves forward to start planning for this region and the growing demand, on the part of the public, for more environmentally sustainable and efficient transportation options. All of these things are working together right now to allow the District to really move forward smartly in the future with brand new solutions for congestion in the region and the sustained economic vitality in the region.

Chair Kersteen-Tucker said always at heart is to serve those that rely on SamTrans to get to work, the doctor, church, and to just live their lives. What is changing now and challenging is that more and more people who have transportation choices are choosing to ride public transportation.

Chair Kersteen-Tucker said last November the Board came together for a retreat. Time was spent brainstorming about District accomplishments the Board is most proud of, trends happening in the county that the Board believes require some attention and refining a list of priorities the Board would like to see accomplished by 2018. She said most important to her was the sense that every member of the Board is eager to participate and to dig-in as staff moves forward to address the challenges ahead. Chair Kersteen-Tucker proposed a new standing Strategic Planning Committee be added to the Board meetings. The Strategic Plan recognizes that the District doesn't have all the answers now, but commits to a thoughtful process of tackling critical issues over time and prioritizing resources accordingly. The role of this new sub-committee will be to work with staff in this process and to help keep the Strategic Plan alive. She said the Board also agreed at the retreat there is no need to reprint the Strategic Plan, but as changes do occur to the priorities and goals she would like to see documents created and distributed to inform the public of changes the Board is making. Chair Kersteen-Tucker said now more than ever it is important to communicate with stakeholders and the public to keep them actively engaged in what the District is doing. Finally, she would propose that the Board have another retreat at the end of this year and would like to see another Board Retreat ad-hoc committee reconvened in May to plan it.

Chair Kersteen-Tucker said people want to ride public transportation and now more than ever opportunities abound for innovation, both in the way people think about public transportation and the way it is delivered. She is eager to dig-in with her fellow Board members to tap in to new flexibility and resourcefulness and engage in expanded array of community partners. She is confident that together the District will continue to be the mobility leader of San Mateo County.

#### **CONSENT CALENDAR**

- a. Approval of Minutes of Board of Directors Meeting of December 2, 2015
- b. Approval of Minutes of Board Retreat on November 6, 2015
- c. Acceptance of Statement of Revenues and Expenses for November 2015

Motion/Second: Tissier/Harris

Ayes: Gee, Groom, Guilbault, Harris, Matsumoto, Ratto, Stone, Tissier, Kersteen-Tucker

#### **PUBLIC COMMENT**

None

#### **UPDATE ON SAN MATEO COUNTY TRANSIT DISTRICT'S STRATEGIC PLAN – YEAR ONE UPDATE**

Doug Kim, Director, Planning, reported:

- Three priorities of the Plan
  1. Become a more effective organization
  2. Expand mobility options
  3. Strengthen fiscal health

- The Plan has five goals in five years
  1. Increase Ridership 15 percent
    - 2.9 percent annual growth
    - Actual growth of 1 percent in year 1 (January-November 2015)
    - Commenced Mobility Management Plan to address:
      - Shuttle operations
      - Youth transportation
      - Paratransit
  2. Increase Revenue 20 Percent
    - Based on ridership growth
    - 15 percent ridership growth plus one fare update before 2019 equals 20 percent plus revenue growth
    - November 2015 Board approved fare increases in 2016 and 2019
    - Farebox revenue growth goals dependent on ridership increases
  3. Reduce Annual Debt Service by \$1.5 Million
    - March 2015 the Board approved debt refinancing structure and closed financial transaction
    - Reduces annual debt service average \$3 million between 2016-2019 and \$5 million from 2020-2023
  4. Improve Organizational Performance
    - Awaited re-organization
      - Employee survey to provide state of organization in 2015 and 2016 and the \$50,000 is included in the Fiscal Year (FY) 2016 budget
      - Communications Plan will begin and the \$50,000 cost is included in the FY2016 budget
  5. Manage Workforce Change
    - Awaited agency re-organization
    - New positions in human resources to increase recruitment capacity, develop business continuity plan for agency and departments
    - Investigate workforce housing options, including pursuing grants to address workforce housing programs
- Input from November 2015 Board retreat
  - Engage private sector to improve transportation
  - Improve system ease of use for patrons, including technology
  - Financial flexibility, “no scarcity mentality”
  - Fill workforce vacancies
  - Workforce housing
- Next steps
  - Consider Board input from retreat

## **REPORT OF CHAIR**

### **Board Retreat Ad-hoc Committee Update (Kersteen-Tucker, Matsumoto, Tissier)**

There were no changes or comments to the written report.

Joan Cassman, Legal Counsel, said the creation of the Strategic Plan Committee is not on the agenda. She said she will bring back amended Rules of the Board that would establish this committee for the Board to approve.

**REPORT OF THE GENERAL MANAGER/CEO – Jim Hartnett**  
**Update on Super Bowl 50 Transportation Planning**

Chuck Harvey, Deputy CEO, Organizational Support/Special Projects, reported:

- Caltrain will run six-car trains the weekends of January 30 and February 6 to increase capacity.
- Enhanced Safety Measures
  - Increased patrols throughout the system
  - Regular sweeps of high visibility locations
  - Communication of National Football League (NFL) bag policy to customers
  - Pre-inspection of every train departing San Francisco on Super Bowl Sunday
  - Participating in multi-jurisdictional law enforcement planning task force
  - Increased use of K-9s for system-wide inspections
- Event preparation
  - All staff time off cancelled
  - Additional Transit America Services, Inc. staff brought in to support operations and maintenance activities
  - Standby maintenance teams to address equipment malfunctions
  - Preventative pre-event maintenance
  - Station brightening and cleaning at San Francisco, Millbrae, Redwood City, Palo Alto, Mountain View, Santa Clara and San Jose stations

Seamus Murphy, Chief Communications Officer, reported:

- Communication
  - Participating in region-wide Super Bowl informational planning effort
  - Using hashtag campaigns across Twitter, Facebook and Instagram #SB50
  - Staffing joint information center in Santa Clara
  - Targeted digital and print advertising efforts
  - Paid social media campaign
  - Outreach to local tourism organizations and area hotels
- Customer Communication
  - Onboard take ones and brochures
  - Conductor announcements
  - Website information
  - Platform announcements
  - Use of visual messaging system on platforms
  - Expanded hours for customer service representatives and social media officer
  - News releases
  - Social media
- Ambassadors

- Customer information ambassadors at San Francisco beginning January 30 and at Millbrae throughout the week prior to Super Bowl 50
- More than 122 shifts scheduled throughout the week beginning January 30
- Targeted locations include San Francisco, Millbrae, Redwood City, Palo Alto Mountain View, Santa Clara and San Jose stations
- Created a “train the trainer” program to rollout conductor information
- Fares and Parking
  - Customers may use all forms of regular fare media throughout Super Bowl 50 week
  - New Joint Caltrain/Santa Clara Valley Transportation Authority (VTA) Levi's Stadium Tickets sold at ticket vending machines
  - For Super Bowl Sunday, only customers holding a special VTA light rail ticket will be allowed to board Levi's Stadium-bound trains
  - The joint VTA mobile application ticket will be accepted on Caltrain
  - VTA capping the number of tickets sold at 12,000
  - Due to anticipated demand, parking at all Caltrain lots will be increased to \$20 on February 7, Super Bowl Sunday

Mr. Harvey continued:

- Bus Contingency Plans
  - SamTrans bus service into San Francisco during Super Bowl 50 week not directly impacted by street closures
  - Staff will be monitoring loads and adding bus tripper service if additional demand requires
  - Traffic conditions and delays of bus service will be monitored daily by SamTrans Bus Operations Control Center
- Super Bowl Sunday
  - VTA will be staging contingency bus fleets at Mountain View and Santa Clara County to address any light rail service interruptions
  - In San Mateo County, SamTrans will have a fleet of articulated buses, drivers, and field supervisors staged in South San Francisco and San Carlos to respond to any Caltrain Service interruptions
- Budget
  - Super Bowl Host Committee and NFL are not reimbursing local transit agencies for expenses
  - Staff is establishing budgets for Transit America, Inc., the Transit Police, ambassadors, communications and all other related expenses
  - Final accounting of all expenses will be prepared
  - Peninsula Corridor Joint Powers Board and SamTrans budgets have operating budget

Director Adrienne Tissier asked if there are any opportunities to wrap trains for additional revenue. Mr. Murphy said five trains have been wrapped for the month leading up to Super Bowl and the San Francisco Caltrain Station has been sold for a saturation marketing campaign.

Director Tissier asked if there is an increase in bus side advertising. Mr. Murphy said not so far, but staff is pointing people who have inquired about Caltrain advertising to bus or bus shelter advertising.

Director Guilbault asked if this is a money loss. Mr. Harvey said on SamTrans no, on Caltrain yes.

Director Gee asked if there is an emergency response plan in place. Mr. Harvey said that is already being done.

Director Gee said the communities Caltrain runs through need to be communicated to about the extra service.

Director Tissier asked if the Transit Police will be paid for their work. Mr. Harvey said yes.

Chair Kersteen-Tucker said this event will bring awareness of Caltrain to new riders. She asked if there will be opportunities to communicate to people after the event to pull them in as new riders.

### **Business Optimization Program Update**

Gigi Harrington, Deputy CEO, reported:

- Transitioned fully to new system
- Five year contract to host system off site
- First set of claims with the vendor were settled in May 2014
- System go-live date delayed nine months because of contractor staff availability, data conversion and testing, and infrastructure readiness.
- Implications for delay include additional project expenses and potential claim from vendor for the delay
- Conclude commercial negotiations with Wipro to settle all claims
- Staff will be back in February with a settlement recommendation and release of claims and contract closeout, and a request for a budget adjustment of \$1.1 million
- Complete project close-out activities will be completed in March 2016

Director Gee asked if it is \$1.1 million plus vendor claims. Ms. Harrington said yes.

Mr. Harvey reported that MV Transportation operates a number of shuttles from employer centers to Caltrain. Recently the Teamsters that operate these shuttles for MV voted to authorize a strike. Federal mediators have been brought in to help both parties find a middle ground to settle.

Director Tissier asked if the two sides are far apart. Mr. Harvey said initially they weren't but now they are.

Jim Hartnett, General Manager/CEO, reported:

- Recognized Kathie Hollinger, Assistant Superintendent, Bus Transportation, on her upcoming retirement on January 15. Ms. Hollinger is the longest tenured employee and has been with the District since 1976.

- Recognized Chester Patton, Director, Bus Transportation, on his upcoming retirement on January 15. Mr. Patton will be retiring to Austin, Texas with his family.
- New runbook becomes effective January 10 and schedules have been adjusted for more efficiency.
- Investment in human capital continues with 3,000 hours of training in December.
- A new class of 13 bus operators will graduate this week.
- Ten part-time bus operators are being promoted to full-time.
- Thanked the San Mateo Board of Supervisors for their continued support in providing funding assistance for paratransit service.

**COMMUNITY RELATIONS COMMITTEE – Z. Kersteen-Tucker**

RESOLUTION

- a. Authorize Revision of the Lost and Found Policy

Motion/Second: Kersteen-Tucker/Tissier

Ayes: Gee, Groom, Guilbault, Harris, Matsumoto, Ratto, Stone, Tissier, Kersteen-Tucker

SUBJECTS DISCUSSED

- b. Accessibility Update
- c. Paratransit Customer Survey Results
- d. Citizens Advisory Committee Update
- e. Mobility Management Report – Fixed-Route Bus Service
- f. Multimodal Ridership Report – November 2015

**FINANCE COMMITTEE – R. Guilbault**

RESOLUTIONS

- a. Authorize Filing of Applications to the California Governor's Office of Emergency Services to Receive \$1,106,406 in State Proposition 1B Transit Security Grant Program Funds for Transportation Security Projects
- b. Authorize Executing a Funding Agreement with Facebook to Receive \$1 Million to Complete a Dumbarton Transportation Corridor Study and Increasing the Fiscal Year 2016 Capital Budget by \$1 Million
- c. Authorize Executing a Funding Agreement with Facebook to Receive \$700,000 to Serve as the Environmental Lead for a Bicycle and Pedestrian Trail Environmental Review Process Along the West Alignment of the Dumbarton Rail Corridor and Increasing the Fiscal Year 2016 Capital Budget by \$700,000
- d. Authorize Award of an Open-Market, Negotiated Contract to City Mechanical, Inc. to Provide Plumbing Maintenance Services for a Total Cost of \$294,765 for a Three-Year Base Term
- e. Authorize Amendment of the Contract to Provide On-Call Real Estate Support Services by Increasing the Aggregate Not-to-Exceed Amount for the Base Six-Year Term from \$600,000 to \$1,340,000 and Increasing the Aggregate Not-to-Exceed Amount for the Two Two-Year Option Terms from \$200,000 to \$400,000

Motion/Second: Ratto/Stone

Ayes: Gee, Groom, Guilbault, Harris, Matsumoto, Ratto, Stone, Tissier, Kersteen-Tucker

**LEGISLATIVE COMMITTEE – A. TISSIER**

SUBJECTS DISCUSSED

- a. 2016 Legislative Program
- b. State and Federal Legislative Update

**WRITTEN COMMUNICATIONS**

No discussion.

**BOARD MEMBER REQUESTS/COMMENTS**

None

**DATE AND TIME OF NEXT REGULAR MEETING** – February 3, 2016, at 2 p.m., San Mateo County Transit District, Administrative Building, 1250 San Carlos Avenue, San Carlos, CA 94070.

Meeting recessed to close session at 4:30 p.m.

Meeting reconvened to open session at 4:54 p.m.

**GENERAL COUNSEL PROPOSAL**

**Conference with Legal Counsel – Existing Litigation Pursuant to Government Code Section 54956.9(d)(1): Todd v. San Mateo County, et. al., Case No. 4:15-cv-05823-JSW**

Ms. Cassman said a report was provided and no action was taken.

The meeting adjourned at 4:55 p.m.