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SamTrans Citizens Advisory Committee (CAC)
1250 San Carlos Avenue, San Carlos, CA 94070, Bacciocco Auditorium, 2nd Floor

AGENDA

June 28, 2017 - Wednesday

6:30 PM

1. Pledge of Allegiance
2. Call to Order/Roll Call
3. Public Comment
4. Approval of Meeting Minutes for May 31, 2017
5. Presentation – Customer Experience Survey Findings – Julian Jest
6. Report of the Chair – Juslyn Manalo
7. SamTrans Staff Update – Margo Ross
8. CAC Member Comments/Requests
9. Liaison Reports
 - a. SamTrans Board – Juslyn Manalo
 - b. SamTrans Accessibility Advisory Committee – David Nelson
10. Next Meeting: Wednesday, July 26, 2017 at 6:30 p.m., 1250 San Carlos Avenue, Bacciocco Auditorium, 2nd floor, San Carlos, CA
11. Adjournment

CAC MEMBERS: J. Baker, A. Barnes, M. Buzbee, J. Galisatus, B. Gomez, A. Juarez, A. Jones, S. Koya, J. Lee, F. Liu, J. Manalo (Chair), D. Nelson, G. Wilson

INFORMATION TO THE PUBLIC

If you have questions on the agenda, please contact the Assistant District Secretary at 650.508.6279. Assisted listening devices are available upon request. Agendas are available on the SamTrans Website at www.samtrans.com.

Date and Time of Boards and Advisory Committee Meetings

San Mateo County Transit District (SamTrans) Committees and Board: First Wednesday of the month, 2 PM. SamTrans Citizens Advisory Committee: Last Wednesday of the month, 6:30 PM. Date, time and location of meetings may be changed as needed.

Location of Meeting

The San Mateo County Transit District Administrative Building is located at 1250 San Carlos Avenue, San Carlos, one block west of the San Carlos Caltrain Station on El Camino Real, accessible by SamTrans bus Routes ECR, 260, 295 and 398. [Map link](#) Additional transit information can be obtained by calling 1-800-660-4287 or 511.

Public Comment

If you wish to address the Citizens Advisory Committee, please fill out a speaker's card located on the agenda table. If you have anything that you wish distributed to the Citizens Advisory Committee and included for the official record, please hand it to the Assistant District Secretary, who will distribute the information to the Committee members and staff.

Members of the public may address the Citizens Advisory Committee on non-agendized items under the Public Comment item on the agenda. Public testimony by each individual speaker shall be limited to three minutes and items raised that require a response will be deferred for staff reply.

Accessibility for Individuals with Disabilities

Upon request, SamTrans will provide for written agenda materials in appropriate alternative formats, or disability-related modification or accommodation, including auxiliary aids or services, to enable individuals with disabilities to participate in public meetings. Please send a written request, including your name, mailing address, phone number and brief description of the requested materials and a preferred alternative format or auxiliary aid or service at least two days before the meeting. Requests should be mailed to Nancy McKenna at San Mateo County Transit District, 1250 San Carlos Avenue, San Carlos, CA 94070-1306; or email to cacsecretary@samtrans.com; or by phone at 650.508.6279, or TTY 650.508.6448.

Availability of Public Records

All public records relating to an open session item on this agenda, which are not exempt from disclosure pursuant to the California Public Records Act, that are distributed to a majority of the legislative body will be available for public inspection at 1250 San Carlos Avenue, San Carlos, CA 94070-1306, at the same time that the public records are distributed or made available to the legislative body.

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

Draft

**CITIZENS ADVISORY COMMITTEE (CAC)
MINUTES OF MEETING – MAY 31, 2017**

COMMITTEE MEMBERS PRESENT: J. Baker, A. Barnes, M. Buzbee, J. Galisatus, B. Gomez, J. Jones, A. Juarez, S. Koya, F. Liu, D. Nelson, J. Manalo (Chair)

COMMITTEE MEMBERS ABSENT: J. Lee, G. Wilson

SAMTRANS STAFF PRESENT: V. Baum, A. John, N. McKenna, M. Ross, B. Tietjien

Chair Juslyn Manalo called the meeting to order at 6:30 p.m. and led the Pledge of Allegiance.

PUBLIC COMMENT

None

APPROVAL OF THE MINUTES OF APRIL 26, 2017

Motion/Second: Koya/Gomez

Ayes: Baker, Barnes, Buzbee, Galisatus, Gomez, Jones, Juarez, Koya, Liu, Manalo

Absent: J. Lee, D. Nelson, G. Wilson

PRESENTATION: FISCAL YEAR 2018 OPERATING BUDGET

Virginia Baum, Manager, Budgets, reported on the operating budget:

- Preliminary budget has a deficit of \$6.2 million.
- Total revenues are \$172.5 million.
- Total expenses are \$178.7 million with motor bus being the largest expense at \$119.5 million.

David Nelson arrived at 6:47 p.m.

Sonny Koya asked if there are any contributions being made to the Bay Area Rapid Transit. Ms. Baum said yes.

Bob Gomez asked how gas prices are benefiting the District. Ms. Baum said the per gallon cost is going down.

Jason Galisatus asked if Senate Bill (SB) 1 applies to the diesel fuel. Ms. Baum said the District is exempt from the tax.

John Baker said the projected deficit is exactly what the Caltrain pass-through is and a reason Caltrain needs a dedicated revenue source. He said he is surprised the wage and benefits hasn't increased more.

PRESENTATION: FISCAL YEAR 2018 CAPITAL BUDGET

Ms. Baum reported:

- Maintains the District's existing service and infrastructure network.
- Ensures vehicles and facilities are maintained in a state of good repair.
- Preliminary budget is \$15.4 million.

Mr. Nelson said he is concerned about diesel prices rising in the next 10 years.

Mr. Galisatus asked if SB1 will increase ridership as gas is more expensive and people take the bus. Ms. Baum said the SB1 funds don't take effect until November 1 and will be prorated.

Frank Liu asked how much will be saved with electric buses over diesel buses. Margo Ross, Director, Bus Transportation, said staff won't know until the buses are bought and the infrastructure is in.

Mr. Liu asked if the old vehicles will be recycled. Ms. Ross said because they were purchased with Federal funds they have to be sold to other agencies.

APPROVAL OF PROPOSED RECOMMENDATION OF ELIMINATION OF ROUTES, 11, 43 AND 89

Ms. Ross said staff was asked to look at low performing routes by the Board. She said these routes have four daily trips and only five passengers per trip and community routes average 19 riders. Ms. Ross said these routes only operate on school days and by eliminating the routes \$178,000 will be saved to try new routes. She said Route 399 will start in August and will be owl service serving San Francisco International Airport (SFO). She said three outreach meetings were held and a total of two people attended. There will be a public hearing at the June 7 Board meeting

Public Comment

Pamela DiGiovanni, Daly City, said she heard something on the news about the public meetings and attended the one at Jefferson Elementary School because Route 11 affects that school and connects to Route 120. Ms. DiGiovanni said the trustees, teachers, or principal were not aware of the route eliminations. She said in the past SamTrans staff attended the school meetings or city council meetings and no one attended. She said it would have been helpful if there was more outreach.

Ms. Ross said staff contacted Diana Conti, the principal at Fernando Rivera as well as all school administrations affected by the routes.

Mr. Nelson said when a route is eliminated does staff make sure there is another route to replace it. Ms. Ross said these aren't routes, but are called trippers. She said with Title VI nothing can be removed that will affect the community and these mirror other routes or services.

Chair Manalo asked if the comparable schedules mirror the school times. Ms. Ross said yes, it is regular service. She said staff went the extra mile by holding community meetings.

Mr. Galisatus said the \$178,000 will be used for other routes and what are the priorities in those. Ms. Ross said Route 399 is owl service and there are a lot of employees who work very late and there is not a lot of connectivity and her goal is to give service for the connection. She said it doesn't cost a lot for people to ride the bus into SFO and this route will connect passengers to Route 14 in San Francisco. Owl service operates very late at night through early morning. Ms. Ross said SamTrans was approached by SFO to operate more service behind the United Airlines maintenance building. She said staff is looking at what customer needs are and trying to fulfil them.

Mr. Baker said he is concerned about the elimination of Route 11 as the closest fixed-route service is not the same.

Alicia Marie Jones asked if the outreach is to let the community know the route is going to be eliminated. Ms. Ross said letting them know it will be eliminated and providing information. She said if there was more attendance and concern staff would reconsider.

Ms. Jones asked how long people have to let staff know about their concern of the eliminating the route. Ms. Ross said the final decision will be made at the July 5 Board meeting. She said Title VI is staff's guide on elimination of routes.

Mr. Nelson asked if schools are sharing the information with families. Ms. Ross said one school did send an email to the parents. She said school administrations are well aware of the service provided.

Mr. Galisatus said the outreach effort was quite robust and provided plenty notice and still low attendance at the meetings. People need to realize how better spent the money will be used by providing owl service to those who need it most versus four or five people.

Ms. Ross said there was news release and was put on the NextDoor application.

Brent Tietjen, Government and Community Affairs Officer, said he posted on areas served by the service on NextDoor.

Mr. Baker said the outreach didn't come out at the optimal time for people to know about this.

Ms. Ross said there were actually more adults on the trips than youth.

Ms. Jones said she feels adults will find their way if a route is eliminated and the fact that an owl service can help more than the three adults is much better use of resources.

Ms. Ross said the CAC has asked staff to become more nimble and there are difficult decisions to be made, but there are comparable routes and people may have to transfer. District services are very expensive to run and staff is trying to make the system operate more efficiently.

Motion to support proposed recommendation: Galisatus/Nelson
Ayes: Barnes, Buzbee, Galisatus, Jones, Juarez, Koya, Liu, Nelson
Oppose: Baker, Gomez, Manalo
Absent: Lee, Wilson

REPORT OF THE CHAIR

No report.

SAMTRANS STAFF UPDATE

Ms. Ross reported:

- April performance:
 - Average weekday ridership was 36,672.
 - On-time performance (OTP) was 82.5 percent, below the goal of 85 percent.
 - There were complaints 77.
 - Miles between road calls was 37,905, above the goal of 20,000 miles between road calls.
 - Tokens continue to be popular with 23,973 adults and 20,876 youth.
 - There were six missed schedules.

Mr. Gomez said one complaint is too many.

CAC MEMBER COMMENTS/REQUESTS

Mr. Gomez said he is a veteran and he was speaking to a bus driver in Santa Clara County and they pick up students at Gunn High School. They work with the students so the bus is outside the school at the end of the day and it is very convenient for the students.

Ms. Jones said a new sign has been posted allowing parking at Beale and Bryant streets in San Francisco. She said the concrete is broken at a Route ECR stop along El Camino Real in Burlingame where several seniors board and asked if the stop could be moved 10 feet north for easier boarding. Ms. Ross said she would need the exact location.

Ms. Jones said she said she was on a bus and the brakes were making a horrible noise and wanted to know who should be notified the operator or call Customer Service. Ms. Ross said the operator.

Ms. Jones asked if the Summer Youth Pass message on the visual message board is just visual or audio too. Ms. Ross said just visual, but will confirm.

Ms. Jones said a passenger had an issue with their change card and kept being charged for a wrong fare and asked what the protocol is for the operator. Ms. Ross said keep moving.

Mr. Baker said Operator 1218 or 1217 was very happy and greeted passengers on Route ECR last Thursday evening, May 25.

Michelle Buzbee said the Youth Leadership Institute will be presenting the Youth Mobility Plan to the Board next week. The Plan is available on the SamTrans website. She said Bus ID 315008 on Highway 1 at Kehoe Avenue in Half Moon Bay is has no shelter and is an unsafe location to wait for the bus. Ms. Ross said she met with a city planner in Half Moon Bay and they will be making a cutout at the stop.

Ms. Buzbee said Route 294 service from Half Moon Bay to College of San Mateo (CSM) is very sparse. She said there is no afternoon bus service to CSM and currently the latest bus to Half Moon Bay is at 8:20 p.m. when most classes don't end until 9:30 p.m. Ms. Ross said staff needs data to support that service is needed.

Mr. Liu said SamTrans operated express routes to San Francisco, but there have never been express routes to Silicon Valley. Ms. Ross said staff was contacted by the large Silicon Valley companies to run service on the freeway, but had to have WiFi and allow only their employees.

Mr. Liu said SamTrans school day only service seems to run past when school is out.

Allie Juarez left at 8:04 p.m.

Ms. Ross said she has asked her staff to look at early dismissal schedules and school holidays to see if service can be adjusted and/or eliminated.

Mr. Nelson asked about the real-time information application and is it really happening. Ms. Ross said staff is working on it.

Mr. Koya said construction on Bayshore in Brisbane is completed and thanked staff and MV Transportation. The Park and Ride in Brisbane has been cleaned up and surveillance cameras have been added. Mr. Koya said he didn't hear any adverse comments on the Bay to Breakers and rerouting of buses. He said farebox collections are very important, but once in a while the farebox doesn't work on Route 292.

LIAISON REPORTS

- **SamTrans Board – Juslyn Manalo**
 - Board Designated May as Older Americans Month
 - Winners of the Annual Art Takes a Bus Ride were announced
 - Received the Preliminary Fiscal Year 2018 Operating and Capital Budget presentation (same as CAC received tonight)
 - Authorized Adoption of the Short-Range Transit Plan
 - Called for a Public Hearing at the June 7 meeting for the elimination of Routes 11, 43 and 89
- **SamTrans Accessibility Advisory Committee – David Nelson – no report**

NEXT MEETING:

The next meeting will be held June 28, 2017 at 6:30 p.m., 1250 San Carlos Avenue, Bacciocco Auditorium, 2nd Floor, San Carlos, California 94070.

Adjourned at 8:12 p.m.

**AGENDA ITEM # 8
JULY 5, 2017**

**SAN MATEO COUNTY TRANSIT DISTRICT
STAFF REPORT**

TO: Community Relations Committee

THROUGH: Jim Hartnett
Executive Director

FROM: Seamus Murphy
Chief Communications Officer

SUBJECT: **2017 SAMTRANS CUSTOMER EXPERIENCE SURVEY**

ACTION

This report is for information only. No board action is required.

SIGNIFICANCE

SamTrans conducted an online Customer Experience Survey between February 27 and March 20 to help identify areas for potential improvements. The survey addressed current riders, former riders and those who had never ridden SamTrans.

The survey was administered using Survey Gizmo, an online survey platform. Total number of respondents was 1,182, including incompletes, a 68 percent response rate (complete vs. incomplete). The survey was opt-in, and therefore does not statistically reflect SamTrans ridership. However, it provides important customer feedback that can be used to guide and inform development of potential improvements. The results of this survey will also be used to develop additional questions that will be added to the 2017 Customer Satisfaction Survey, a statistically valid survey.

To ensure the highest possible response rate, the survey was shared broadly through social media, print and digital ads, outreach by customer service representatives and staff, the SamTrans website, notifications to community-based organizations, vendors, Way2Go participants, SamTrans Citizens Advisory and Accessibility Advisory committees, onboard electronic message, and Take Ones. The survey was available in English and Spanish. Respondents needing additional language assistance were instructed to call the customer service center and take the survey over the phone in English or in their preferred language.

Respondents were asked to rate aspects of service, amenities, communications and payments on a 5-point scale where 5 is very important and 1 is not at all important. They were also asked to rank them in terms of priority.

Key findings from the study include:

- Two-thirds of all respondents (67 percent) are between the ages of 19 and 64. Almost one-third of former riders (30 percent) are 65 or older.
- The majority of respondents (56 percent) are White/Caucasian, followed by Hispanic/Latino (11 percent), and Chinese (9 percent).
- Almost one-third of respondents (31 percent) have annual household incomes of \$74,999 or less.
- SamTrans value for money: current riders are more positive (3.8) than former riders (3.2) or non-riders (2.9).

Current riders – Have used SamTrans at least once within the last six months:

- Top priorities include: real-time information (4.5), more frequent service (4.3), and bus seating comfort (4.3).

Former riders - Haven't ridden within the last six months

- 55 percent of former riders have not ridden SamTrans within the last three years.
- Top reasons for why they stopped riding SamTrans are: a change in SamTrans schedule (19 percent), unreliable schedule (16 percent) and trip length (14 percent).
- Top priorities are similar to the current riders. Former riders are most interested in real-time information (4.4), schedule timetable information available on an app (4.0), more frequent service (4.0), seating comfort (4.0), and the SamTrans website (4.0).

Non-riders - Have never ridden SamTrans

- Top priorities are: real-time information (4.6), schedule timetable information available on an app (4.4), smartphone app with mobile ticketing (4.2) and the SamTrans website (4.0).

BUDGET IMPACT

There is no impact on the budget.

BACKGROUND

The SamTrans Customer Experience Survey was a District-wide effort to seek input from current riders, former riders and non-riders regarding their experience with SamTrans service, and what might encourage them to use SamTrans. Input from internal departments and the SamTrans Citizen's Advisory Committee was used to design and implement the survey. This online survey was designed to help rate and identify priorities, provide ridership and demographic information, and guide SamTrans efforts in providing the best possible customer experience. Data collected through the survey is confidential and the results are presented in aggregate.

STRATEGIC INITIATIVE

- Priority 1: Expand Mobility Options
Goal 1: Increase Weekday Fixed-route Ridership by 15 percent
- Priority 2: Strengthen Fiscal Health
Goal 1: Increase fixed-route farebox revenue by 20 percent

Prepared by: Julian Jest, Market Research Analyst

650.508.6245