

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

**CITIZENS ADVISORY COMMITTEE  
MINUTES OF MEETING – JANUARY 28, 2015**

**COMMITTEE MEMBERS PRESENT:** J. Baker, N. Ballator, K. Gilbert, B. Gomez, K. Heatley, S. Koya, C. Laughon, B. Lock, P. Loranger, J. Manalo, J. McKie, T. Miller, H. Plischke, M. Pye, P. Ratto (Chair)

**SAMTRANS STAFF PRESENT:** K. Cheema, M. Eshleman, R. Haskin, N. McKenna, C Patton, A. Rivas, A. Sayong (MV Transportation), H. Silvas

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

New CAC member John Baker said he served on the committee from 2002 to 2011 and was chair in 2010. He said he is an analyst at the Public Utilities Commission working on broadband projects.

**REPORT FROM THE NOMINATING COMMITTEE – KOYA/PLISCHKE/MILLER**

**Election of 2015 Officers**

Sonny Koya said the Nominating Committee is recommending Chair Ratto to serve as chair for an additional year.

Motion: Koya/Manalo

Ayes: Baker, Ballator, Gilbert, Gomez, Heatley, Koya, Laughon, Lock, Loranger, Manalo, McKie, Plischke, Pye, Ratto

Absent: Miller

Mr. Koya said the Nominating Committee is recommending Margaret Pye to serve as vice chair for an additional year.

Motion: Koya/Gilbert

Ayes: Baker, Ballator, Gilbert, Gomez, Heatley, Koya, Laughon, Lock, Loranger, Manalo, McKie, Plischke, Pye, Ratto

Absent: Miller

**PUBLIC COMMENT**

None

**APPROVAL OF THE MINUTES OF DECEMBER 10, 2014**

Motion/Second: Ballator/Lock

Ayes: Ballator, Gomez, Heatley, Koya, Laughon, Lock, Loranger, Manalo, Plischke, Pye, Ratto

Absent: Miller

Abstain: Baker, Gilbert, McKie

## **PRESENTATION: CLIPPER 2.0 STATUS**

Rita Haskin, Executive Officer, Customer Service and Marketing, presented:

- Why a regional fare payment system
  - Legislative mandate to coordinate services over:
    - Nine Bay Area counties
    - About 1.5 million daily transit trips
    - Twenty-eight transit systems with diverse fare programs
- Clipper is meant to provide seamless travel around the Bay Area
  - Thirteen transit systems participate
  - There are 1.5 million active cards
  - Clipper processes \$35 million a month
- There are many fare policies within the system, including:
  - Adults, senior/Medicare cardholders, youth, disabled
  - Four thousand unique fares
- Expansion is underway with East Bay, Sonoma County, and Sonoma-Marín Area Rail Transit
- Maximizing the system:
  - Forty-six passes/tickets converted to Clipper only availability
  - Integrated into transit agency systems
  - Incorporated into new systems
  - Piloting non-transit initiatives
- Planning for the next generation
  - Current contract to operate the system ends in November 2019
  - System limitations
    - Architecture is from the late 1990s
    - Card readers and other equipment are approaching end of life
    - Integrating new technologies
  - New payment options are emerging
  - Clipper Vision: Clipper is a customer-focused, cost-effective fare payment system that supports seamless transit travel in the Bay Area.
  - Clipper Mission: In partnership, provide a convenient, flexible and efficient regional fare payment system.
  - Public input was solicited to find out what customers and stakeholders want in the next generation.
  - Public input was provided by:
    - Online survey
    - E-mail
    - Phone voicemail box
    - Public meetings
    - Interviews/meetings
  - Questions asked were:
    - What works well?
    - What does not work well?
    - What do you want to pay for?
    - What form should Clipper take?
  - To provide further feedback:
    - E-mail [feedback@futureofclipper.com](mailto:feedback@futureofclipper.com)
    - Call 510.817.5680

Judy McKie said she doesn't see a lot of seniors using Clipper. Ms. Haskin said she doesn't know why, but staff is working on a marketing campaign to promote Clipper to seniors.

Mr. Koya said he doesn't use Clipper and didn't complete the survey. He said tokens are still very important. Mr. Koya said he hopes tokens are not discontinued as passengers like them.

Bill Lock asked why Clipper can't debit a checking account for fare payment. Ms. Haskin said that would be a lot of transactions, but she will bring the suggestion back to the committee.

Charlotte Laughon asked how old the new system beginning in 2019 will be since it took 20 years before SamTrans started using the current system. Ms. Haskin said it will be brand new. She said the system hasn't even been designed yet.

Ms. Laughon asked what the Clipper usage is on the Coastside. Ms. Haskin said she doesn't know but will find out.

Katie Heatley said as a social service agency Clipper is awful. She said the reality is people need paper passes. Ms. Heatley said the largest sector on fixed-routes are low income and Clipper doesn't work for them. She said Clipper was never designed for this sector of society and an alternative is needed.

Nada Ballator said she learned a lot from this presentation. She said the length of time it takes to debit an account is an issue.

Tryn Miller arrived at 7 p.m.

Juslyn Manalo asked if a customer needs to have a bank account for Clipper. Ms. Haskin said no.

Ms. Manalo asked where Clipper cards can be reloaded or purchased. Ms. Haskin said most Walgreens, Whole Foods in Redwood City, any Santa Clara Valley Transportation Authority light-rail ticket machine, and Bay Area Rapid Transit (BART) stations.

Ms. Manalo asked if the ferry service is on Clipper. Ms. Haskin said 97 percent of ferry passengers use Clipper.

Kathy Gilbert said for commuters it is very convenient and there is less wear and tear on ticket vending machines. She asked if there has been any cost savings or reduction to the revenue department. Ms. Haskin said no.

Ms. Gilbert said she thought the Clipper cards were free. Ms. Haskin said for a while cards were free, but people using BART were letting their Clipper card go to a negative balance and then tossing the card and getting a new one.

Ms. Pye said it was difficult to buy cards and register for multiple people on the Clipper website. Ms. Haskin said the cards don't need to be registered, but there is balance protection if the card is lost.

Mr. Baker said he has used Clipper since inception. He said he would like to see it more as a system not a card, be able to use it for bike share, and have instant debit. He asked if there has been any progress that after three tags on the card in the same day the fare would change to a Day Pass. Ms. Haskin said no, but this is something being looked at with Clipper 2.0 and if there will be revenue implication.

Mr. Baker said Caltrain passengers pays less with a Clipper Card. He asked if this is something that SamTrans may start doing. Ms. Haskin said that is being looked at too and staff will be proposing a fare increase to the Board this year.

Mr. Baker asked if Clipper can be used on Redi-Wheels. Ms. Haskin said no.

Ms. Miller asked how much will fare be increased. Ms. Haskin said it hasn't been decided.

Heinz Plischke said he doesn't use Clipper and asked if Clipper is in the East Bay. Ms. Haskin said yes.

Peter Loranger said Clipper is more for a commuter and not the casual traveler. He asked if there is a way to find out what the fare would be for a trip using multiple agencies. Ms. Haskin said yes, on Google Maps.

Bob Gomez said he sees a lot of older and younger passengers fumbling for money to pay their fare. He asked if the Clipper Card would be easier for them. Ms. Haskin said yes, but it helps if the passenger is organized, too.

### **PRESENTATION: SAMTRANS SERVICE PLAN (SSP) QUARTERLY UPDATE**

Michael Eshleman, Planner presented:

- Three-month summary ending October 2014
  - Total ridership up 4.9 percent
  - Average weekday ridership (AWR) up 4.6 percent
  - Passengers per service hour down 1.6 percent
  - Operating cost per passenger up 1.7 percent
  - On-time performance (OTP) up 4.7 percent
- Nine-month summary:
  - Total ridership up 3.6 percent
  - AWR up 3.2 percent
  - Ridership and productivity have been improving each quarter
- Fifteen-minute service along key corridors is a prime opportunity for ridership growth on Routes 120, 130, 131, 281, 296 and ECR. This accounts for 3,300 new riders each weekday and potentially 775,000 additional riders per year.
- Fifteen-minute AWR trend:
  - Route 120 is up 13.6 percent
  - Routes 130/131 is up 26.6 percent

- Route 281 is up 30.8 percent
- Route 296 is up 24.3 percent
- Route ECR is up 13.4 percent
- Systemwide is up 3.7 percent
- Pilot services:
  - Key element of the SSP
  - Pacifica service is operating effectively
  - San Carlos service is struggling
  - Staff will evaluate after first year to determine necessary adjustments
  - In October the Pacifica Route FLX AWR was 121 passengers and San Carlos Route FLX was eight
- Next steps:
  - Service changes in January
  - Perform system-wide analysis in February

Mr. Gomez said he is glad to see ridership in East Palo Alto is improving. He said the bus stops in the area are dirty.

Mr. Loranger asked what the per person cost is for Redi-Wheels. Mr. Eshleman said about \$45.

Mr. Loranger asked if service has ever been kept because of political reasons. Mr. Eshleman said not since he has been here. Chester Patton, Director, Bus Transportation, said when a new service is implemented everything is done to make sure it is successful. Staff is working hard to generate more rides on the San Carlos Flex.

Ms. Miller asked what the cost for Redi-Wheels is versus the San Carlos Flex. Mr. Eshleman said Redi-Wheels is \$45 per person and the customer pays \$3.75 and the Flex is about \$120 per person and the passenger pays \$2.

Ms. Miller asked if SamTrans accepts input on service changes. Mr. Eshleman said yes.

Mr. Baker said frequency, speed of service, and skip stops would increase ridership.

Ms. Pye asked if SamTrans was trying to fill a need with the San Carlos Flex without researching the demand. Mr. Eshleman said staff used demographic profiles to identify potential markets.

Ms. Gilbert congratulated staff on the increased ridership with the SSP. She asked how the Daly City shuttle is doing. Mr. Eshleman said it is doing well, but would have to look for ridership data.

Ms. Manalo asked what are the proposed changes staff is planning. Mr. Eshleman said modest scheduling changes were done in January and larger changes will be made in August.

Ms. Ballator said the signage for San Carlos Flex is terrible. She asked if more advertising can be done at senior centers before cutting the service. Ms. Eshleman said outreach has been done at the senior center and mailings were done to households.

Ms. Ballator said if it doesn't work in San Carlos maybe try Redwood City.

Ms. Heatley said she has an office in Redwood Shores and there is limited transit access to her office. Mr. Eshleman said staff is looking at improving the east west access.

Ms. Laughon asked how the information was gathered from seniors regarding the Flex service. Mr. Eshleman said a lot of seniors came to meetings, called him directly, staff looked at census data and the Redi-Wheels origins and destinations.

Mr. Koya said he is encouraged to hear there is an overall increase in the ridership.

### **REPORT OF THE CHAIR**

Chair Ratto said he recently rode the electric Marguerite Shuttle electric bus..

### **SAMTRANS STAFF UPDATE**

Mr. Patton reported:

- December performance:
  - AWR was 38.760, down 3.5 percent.
  - OTP was 81 percent.
  - Complaints were average at 167.
  - Miles between road calls was 22,000.
  - Tokens continue to be popular.
  - There were 13 missed schedules.

Mr. Patton said he looked at the stop at El Camino Real and 37<sup>th</sup> Avenue in San Mateo. He said what was shocking was the bus pole was installed in the curb cut and he had it removed. He said he was looking for a better location for the stop, but the this is the best place for the stop and it is safe.

Ms. Heatley said traffic congestion is horrific and asked if staff considered lowering the OTP because of gridlock. Mr. Patton said the superintendents like a challenge and don't want to lower the OTP. He believes the 85 percent OTP is achievable and will keep working towards it. Mr. Patton said the superintendents are currently focused on early buses and are determined to keep early operation at zero. He said that will improve the OTP.

Mr. Baker asked if the school routes cancelled due to the storms in December are considered in the OTP. Mr. Patton said yes.

Mr. Plischke said there are three bus lines going into the airport at three different locations. He said one of the destinations on Route 292 is incorrect. He recently went to the airport and now all three destinations are wrong on the sign. He gave staff a packet of pictures showing the incorrect information.

Mr. Gomez said he submitted a suggestion for safety and changes to Route 281 about four to six months ago and has never received a response.

### **CAC MEMBER COMMENTS/REQUESTS**

Ms. McKie said she occasionally sees passengers on the bus who ring the buzzer too late and miss their stop and begin arguing with the bus operators. She asked if the operators can be told not to engage in arguments. Mr. Patton said in the past few months emotional intelligence training has been incorporated into the new bus operator class. He said he and Jeff Johnson, Manager, Transit Operations Training, teach the class techniques for conflict resolution, managing emotions, empathy, and avoiding escalation of disputes. Mr. Patton said it is the best way to keep employees safe and customers happy.

Mr. Koya said there is a bus stop in South San Francisco at El Camino Real and Country Club Drive that is very narrow.

Mr. Koya said recently there was a bike with large bags on the bike rack. Mr. Patton said he will remind operators of the rule to remove items from the bike.

Mr. Koya said everything is running well on Route 292 and everyone is happy.

Mr. Lock asked how the Day Pass is marketed. Mr. Patton said it is on the system map and fare schedules.

Mr. Lock asked if there could be a bus card inside the bus.

Ms. Laughon asked how many bus stops with shelters are on the coast. She said there is a definite need for them. Mr. Patton said he will find out. He said it is a very difficult area to install shelters. She feels the Coast is left out of a lot of things, including shelters. Mr. Patton said shelter placement is driven by bus stop users, which defines the need.

Ms. Heatley said bus stops are addressed in the Federal Transit Administration circular.

Ms. Ballator said it is great there is information on the website for bikes onboard, but there needs to be information inside the bus for bicyclists. She said the Fun Guide should include more things at Stanford and taking SamTrans. Ms. Ballator said there should be more advertising on the connectivity from SamTrans to the Margueritte Shuttle and Stanford.

Ms. Manalo said San Francisco is going to be providing free transportation to seniors and asked if this is something SamTrans going to consider. Mr. Patton said it is an individual policy decision for each transit agency.

Ms. Pye said she just noticed the operator number is now scrolled inside the bus and thinks it is a great feature.

Ms. Miller said the Route 140 stop on San Bruno Avenue by the flower shop should be removed.

Mr. Gomez said he was on bus 130 at 5:30 p.m. today in Redwood City with Operator 1132. He said a passenger was very dirty, smelled, and would not get off the bus. He said the operator was very good and kind, but had to summon the police for assistance. Mr. Gomez said the operator handled the situation very well.

## **LIAISON REPORTS**

### **a. SamTrans Board - Peter Ratto**

- Four Board members were sworn in.
- Shirley Harris was elected chair and Zoe Kersteen-Tucker was elected vice chair.
- Presentations were given on fixed-route service, SSP update, and the Short-Range Transit Plan.
- Will Snell, Assistant Manager, Transit Operations Training, is retiring. He is the most senior employee at SamTrans.

### **b. SamTrans Accessibility Advisory Committee – Judy McKie**

- Received a presentation on the El Camino Real Bus Rapid Study.

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

### **d. Peninsula Corridor Joint Powers Board – Bill Lock**

- Jeff Gee was sworn in.
- Adopted the Draft Environmental Impact Report for the Electrification Program.

### **e. Peninsula Corridor Joint Powers Board CAC - vacant**

### **f. Senior Mobility Action Plan - vacant**

## **NEXT MEETING:**

The next meeting will be held February 25, 2015, at 6:30 p.m., 1250 San Carlos Avenue, Bacciocco Auditorium, 2<sup>nd</sup> Floor, San Carlos, California 94070.

Adjourned at 8:56 p.m.