

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

**CITIZENS ADVISORY COMMITTEE
MINUTES OF MEETING – JUNE 24, 2015**

COMMITTEE MEMBERS PRESENT: J. Baker, N. Ballator, K. Gilbert, S. Koya, C. Laughon, B. Lock, J. Manalo, J. McKie, A. Merriman, H. Plischke, M. Pye (Chair)

COMMITTEE MEMBERS ABSENT: G. Gomez, B. Hasten, K. Heatley, P. Loranger

SAMTRANS STAFF PRESENT: K. Cheema, D. Esse, E. Harris, A. John, C. Kwok, N. McKenna, C. Patton, J. Sung (MV Transportation), B. Tietjen

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

PUBLIC COMMENT

None

APPROVAL OF THE MINUTES OF MAY 27, 2015

Charlotte Laughon said she wants her comment on page 8 changed to “due to the Coastside schedule she cannot take SamTrans to the CAC meetings.”

Kathy Gilbert said on page 3 her comment should also include other transit agencies provide tuition reimbursement to employees as an incentive.

John Baker said on page 7 he would like added that he supports the practice of allowing a third bike in the wheelchair area when it is not in use.

Motion/Second: Baker/Ballator

Ayes: Baker, Ballator, Gilbert, Koya, Laughon, Lock, Manalo, Merriman, Plischke, Pye

Absent: Gomez, Hasten, Heatley, Loranger

Abstain: McKie

PRESENTATION: ADVERTISING CONTRACT SHELTER PROGRAM

Christiane Kwok, Manager, Market Research and Development, reported:

- Bus Shelter Contract:
 - Allows contractor to install new shelters with ads
 - Contractor owns and maintains shelter
 - Fifteen year contract with Outfront Media (formerly CBS Outdoors)
 - Fifty ad shelters installed in February 2009
 - One hundred-seventeen ad shelters currently installed
 - Install and update up to 202 ad shelters
 - Outfront Media covers all costs: shelter, trash can, permit through city or the California State Department of Transportation (Caltrans), necessary infrastructure upgrade, installation and maintenance

- Focus on replacing legacy shelters and adding locations with advertising visibility
- Bus Shelter Cost:
 - Outfront Media approximate cost per shelter:
 - Purchase of shelter: \$8,000
 - Installation: \$3,500
 - Additional concrete pad: depends on site
 - Permit: up to \$1,800
 - Annual maintenance cost approximately \$80,000
 - If SamTrans maintained the shelters the cost for current 117 ad shelters would be more than \$1.35 million
- Program Benefits:
 - New and improved shelter design and features:
 - Bus stops are identifiable: provide brand recognition and a vibrant visual presence
 - Shelters have interior solar powered lights
 - Sustainable, improved structure strength and durability, graffiti and vandal resistant
 - District relieved of maintenance costs
 - Ad revenue shared with the District
- Ad Shelter Revenue:
 - Monthly minimum guarantee revenue per shelter increases from \$166.60 to \$288.77 over the contract
 - 2014 ad shelter revenue exceeded \$367,000
 - Revenue to SamTrans since program started is \$1.4 million
- Advertisement Policy:
 - Outlines what is and isn't allowed
 - All ads must be approved by staff
 - Ads are to be "viewpoint-neutral"
 - Allowed:
 - Commercial advertising: sell products, goods or services
 - Promote SamTrans and Caltrain
 - Not allowed:
 - False, misleading or deceptive
 - Clearly defamatory or ridicule a person or group of persons
 - Obscene or pornographic
 - Promoting alcohol or tobacco products or their use
 - Religious
 - Political
 - Unauthorized endorsement

Heinz Plischke asked if the advertising is from outside. Ms. Kwok said Outfront Media provides the media for staff to approve and installs after approval.

Ms. Gilbert asked what is unauthorized endorsement advertising. Ms. Kwok said it is if another logo is used and that company is not part of the promotion.

Ms. Gilbert asked how SamTrans and Caltrain benefits when the bus is advertising for car dealerships.

Juslyn Manalo asked if the shelters will start using digital advertising. Ms. Kwok said when the contract started digital was not available. At this point Outfront Media is not looking at digital and also some cities do not allow it.

Nada Ballator said she didn't realize SamTrans was making money from the shelters.

Bill Lock asked if staff can tell the vendor to put a shelter at a given location based on passenger or is it just visibility. Ms. Kwok said this program is the replacement of existing shelters and the advertiser may suggest certain locations based on ad visibility. The contracts allows for up to 202 shelters.

Mr. Lock asked if all legacy shelters will be converted to the new shelters. Ms. Kwok the cities of San Mateo and Menlo Park have to change their ordinance to allow ad shelters in their cities.

Ms. Laughon asked what qualifies for a legacy shelter. Ms. Kwok said they are the shelters currently out in the system.

Annette Merriman asked if there is there a roadmap of how many shelters are increased per year. Ms. Kwok the goal is to install 15 shelters each year.

Ms. Merriman asked if the Coastside has been looked at for shelters. Ms. Kwok said she is responsible for the contract and replacement of current shelters. The California Department of Transportation needs to approve shelter placement on Highway 1.

Sonny Koya said he likes the idea of the shelters generating revenue, but doesn't like seeing advertisements for auto dealerships on the side of the bus. He said he has a concern about religious ads being placed on shelters. Ms. Kwok said the San Mateo County Transit District (District) adopted an advertising policy in 2011 and religious ads are not permitted.

PRESENTATION: OLD BUS SHELTERS/MAINTENANCE/STANDARDS PROGRAM

Chester Patton, Director, Bus Transportation, reported:

- Bus Stop Inventory:
 - Approximately 2,000 bus stops
 - Roughly 1,500 bus stops with signs only
 - Three hundred bus stops with a bench and/or trash can
 - Seventy-six SamTrans bus shelters
 - One hundred-seventeen Outfront Media bus shelters
- Bus Stop Amenities and Placement Criteria:
 - Amenities that enhance the transit experience: benches, simme-seats, trash receptacles
 - 511.org stop identification numbers on all bus stop signs
 - Exhausted supply of legacy shelters
 - Criteria for placement

- Replacement of existing shelters are priority
- Measurable ridership
- Candidates throughout service area
- Americans with Disabilities Act and special needs
- SamTrans furnished amenities include Legacy bus shelters, benches, simme-seats and trash receptacles are maintained by SamTrans contractors
- SamTrans Maintenance:
 - Goal is to attract and retain customers with well-maintained stops
 - Twice-weekly cleaning schedule includes trash pick-up and disposal, graffiti removal, and power washing of amenities, shelter pad and sidewalk area
 - Twenty-four hour response time for emergencies
 - Monthly maintenance checks to address any deficiencies

Ms. McKie asked if staff is planning to change the old garbage cans to the new design. Mr. Patton said he doesn't know the schedule for replacement, but doesn't expect they will be replaced in the near future.

Mr. Koya said he likes the new shelters because people don't hang out and deface them. He said it's too bad the old shelters couldn't be sold for more revenue.

Ms. Merriman asked if 511 stop identification numbers are at all stops. Mr. Patton said yes.

Ms. Merriman said the ridership is always going to be a challenge on the coast because of ridership and the bus schedules.

Ms. Laughon said Bus Stop 0329 in San Mateo has a shelter with no advertising. She said she just wants to get a shelter in Moss Beach, Montara and Half Moon Bay. She asked how long the Coastside has had bus service and how many more years before a shelter will be installed. Mr. Patton said Karambir Cheema, Superintendent, Bus Transportation, went out with staff from the engineering department to look at potential enhancements on the Coast. He said the study will be ready soon for public review with cost estimates for seven locations on the Coast.

Ms. Laughon asked if the improvements are amenities or shelters. Mr. Patton said he hasn't seen the study.

Mr. Lock asked if the cost of the maintenance is included in the cost of the advertising shelters. Mr. Patton said the former figure doesn't apply to the old shelters, but he can get the information.

Ms. Gilbert said the Route 122 stop Daly City at Park Plaza and Eastmoor Avenue would benefit from a simme-seat.

Mr. Baker said in the future it would be good to consider climate when placing shelters. Mr. Patton said weather is already considered.

Mr. Baker said there are some locations that don't have high ridership, but there are locations where visibility would be a good location for a shelter.

Mr. Plischke asked how the power washing and cleaning of the shelters is done. Mr. Patton said trucks are used that are equipped with power washing equipment.

Mr. Koya asked if there will be solar in the new shelters. Mr. Patton said there is.

Mr. Koya asked if the trash cans have lids as the lids can be a weapon. Mr. Patton said there are two types of trash cans and both do not have lids.

Chair Pye commended Mr. Patton and staff for taking the time to look at options and ideas for shelters on the Coast.

Chair Pye said some of the trash receptacles have doors and the latches have rusted and the doors don't stay closed.

REPORT OF THE CHAIR

Chair Pye reported:

- June 18th was Dump the Pump Day and staff was at the Colma Park and Ride greeting passengers.
- She has received several emails regarding Route 278 and asked if there has been a change to the route.

Eric Harris, Manager, Operations Planning, said Route 278 serves Cañada College on the weekends and the route goes by Woodside High School. The way the route is scheduled on weekends actually serves Woodside High School better and parents are requesting this change be made for weekday service when school is in session.

- She attended the San Carlos Circulation Commission meeting. The commission is considering changes to the Four Corners Area near Carlmont High School including three roundabouts. Mr. Harris said staff has had discussions regarding bus stop moves, minor service changes, and building out a road by Tierra Linda school. Another change being considered is rerouting traffic at San Carlos Avenue to Holly Street.
- She thanked staff for distributing the memo about the marketing publicity on the headsigns.

SAMTRANS STAFF UPDATE

Mr. Patton reported:

- May performance:
 - Average weekday ridership was 45,210, up 1.5 percent.
 - On-time performance (OTP) was 87.5 percent.
 - Complaints were low at 131.
 - Miles between road calls was 25,197.
 - Tokens continue to be popular.

- There were 13 missed schedules. At least half of this is attributed to Route 281 on University Avenue in East Palo Alto which is the worst gridlock segment in the county.
- The bench on Arroyo near the Broiler Express has been removed.
- The stickers have been removed from the northbound bus stop sign at El Camino Real and Dumbarton Avenue.
- A work order has been submitted to remove the bench on El Camino Real and James Avenue.
- A work order has been submitted to replace the temporary bus stop sign at El Camino Real and West Orange Avenue.
- Staff asked and the Bay Area Rapid Transit has powerwashed the bus benches at San Bruno.

CAC MEMBER COMMENTS/REQUESTS

Mr. Plischke asked if a decision has been made on his request for a stipend for the CAC. Mr. Patton said the executive team was not receptive to the idea and feel the bus pass is sufficient.

Mr. Plischke asked why the same wording can't be used for the CAC as for the Board on their stipend.

Mr. Baker thanked staff for following up on his requests from last month.

Ms. Gilbert said she saw the the headsign with the ridership information and said it is a great way to use digital advertising.

Mr. Lock thanked staff for the information on the South San Francisco Shuttle. He said there was an accident in San Francisco and it delayed southbound Route 292. When the service recovered the buses were bunched up. Mr. Patton said staff will speak to the contractor on this issue and how to handle it in the future.

Mr. Lock asked if southbound Route KX beyond Hillsdale Shopping Center could become a limited run to its terminus.

Ms. Laughon asked where she can get projected costs for a shelter on the Coastsides versus one in San Mateo. Mr. Patton said there is a study underway now for seven specific Coastsides locations with costs.

Mr. Koya asked when the next time staff will be looking for further modifications on the schedule as he would like to provide input to the Route 292 schedule. Mr. Patton said the next runbook is August 9 and the assumptions for that runbook are in discussions now.

Ms. McKie said when passengers come into San Francisco they pay \$2 and when they come out of San Francisco it is \$4 and passengers are not happy, it holds up the bus, and tension builds. She asked if operators be trained to allow people to board who are getting defiant about the additional \$2. Mr. Patton said bus operators have some discretion on fare disputes, but this is a policy. There will be a fare restructuring

discussion with a possible fare increase in January and this policy on the additional fare out of San Francisco could be discussed.

Mr. Koya suggested the discussion on fare should be agendaized along with the proposed fare increases.

Chair Pye said she was surprised her bus was three minutes early with the recent runbook changes. Chair Pye asked if a bus is early if they catch up at certain timepoints or just stop anywhere. Mr. Patton said the operators are to stop at a bus stop and wait to not be early.

Chair Pye said she had to call Clipper yesterday and had to wait 10 minutes before she could speak to someone. The person she spoke to was very nasty and accused her of cheating.

LIAISON REPORTS

a. SamTrans Board – Nada Ballator

- A presentation on fixed-route bus service was made.
- The Fiscal Year 2016 budgets were approved.
- Five additional positions were approved including a social media specialist.
- Announced the launch of the Veteran's Mobility Corps. Program.
- The Day Price price reduction extension was approved.

b. SamTrans Accessibility Advisory Committee – Judy McKie

- Two members have heavy-duty wheelchairs and they are having issues getting up the ramps on the hybrid buses.

c. Caltrain Accessibility Advisory Committee - Peter Loranger – absent

d. Peninsula Corridor Joint Powers Board (JPB) – Bill Lock

- April ridership was up 5.6 percent.
- Electrification will impact 163 parcels along the right of way.
- Starting to look at configuration of trains with electrification.
- Approved the Fiscal Year 2016 Operating and Capital budgets.

e. Peninsula Corridor Joint Powers Board CAC - vacant

f. Senior Mobility Action Plan - vacant

NEXT MEETING:

The next meeting will be held July 29, 2015 at 6:30 p.m., 1250 San Carlos Avenue, Bacciocco Auditorium, 2nd Floor, San Carlos, California 94070.

Adjourned at 8:16 p.m.