

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

**CITIZENS ADVISORY COMMITTEE (CAC)  
MINUTES OF MEETING – JULY 27, 2016**

**COMMITTEE MEMBERS PRESENT:** J. Baker, Z. Fucini, J. Gamber, B. Gomez, B. Hasten, A. Jones, S. Koya, C. Laughon, J. Lee, J. Manalo (Chair), A. Merriman, D. Nelson, G. Wilson

**COMMITTEE MEMBERS ABSENT:** A. Barrios, F. Liu

**SAMTRANS STAFF PRESENT:** K. Cheema, H. Dhillon (MV Transportation), A. John, C. Kwok, N. McKenna, A. Rivas, B. Tietjen

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 JUNE 29, 2016**

Motion/Second: Koya/Merriman

Ayes: Fucini, Gamber, Gomez, Jones, Koya, Laughon, Lee, Merriman, Nelson, Wilson, Manalo

Absent: Baker, Barrios, Hasten, Liu

**PRESENTATION: SAMTRANS TRIENNIAL SURVEY KEY FINDINGS**

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

- Purpose:
  - Determine who our customers are
  - Measure whether their needs are being met
- Methodology:
  - Onboard survey in October 2015
    - 50 weekday routes
    - 24 weekend routes
    - Peak and off-peak schedules
  - Response:
    - 6,430 completed surveys
    - 69 percent response rate
- Changes since last survey:
  - SamTrans Service Plan
  - Day Pass decreased from three to 2.5 times the one-way fare
- Results:
  - Majority of customers ride five plus days a week and make a round trip
  - 61 percent of riders don't own or have access to a car
  - Nearly half have been riding for more than three years
  - Most customers commute to work or school

- Customers continue to move from cash to Clipper cash value
- More than half of all customers need only one bus for their trip
- Most walk to or from the bus stop
- Customer satisfaction:
  - Above average scores across all 12 attributes
  - Most attributes rated higher or about the same as 2012
  - Rated overall experience 4.23, compared to 2012 when the overall rating was 4.21
  - Long-time riders and respondents completing the Spanish version of the survey are more satisfied
- An equal share of customers get information from the website or a printed timetable.
- Most have access to the internet generally at home or on their cell phone.
- Nearly 46 percent use a Clipper Card.
- Demographics:
  - The average age is 36 years
  - Respondents are split between male and female with 11 percent choosing not to respond
  - Nearly one-third are employed full time
  - The average income is \$40,000

John Baker arrived at 6:48 p.m.

Barbara Hasten arrived at 6:49 p.m.

- The majority reside in San Mateo County
- More than two-thirds speak English at home
- One third of customers are Hispanic/Latino
- Communications Focus Groups
  - Background:
    - Goal was to improve customer communications regarding access to information about routes, schedules, and fares to encourage increased ridership
    - Four focus groups held in May 2016
      - Frequent riders
      - Non-frequent riders
      - Non-riders
      - Spanish-speaking (mix of frequency)
  - Key Findings:
    - Applications and mobile website access are emerging as preferred methods of accessing information
    - Non-riders are willing to try SamTrans, particularly if it goes someplace fun and they get a free ride or two
    - Possible use of ride sharing services for routes with low ridership received positive feedback
- Next Steps:
  - Customer Experience Task Force
  - Fare study
  - New technologies

Joyce Gamber asked if the survey takes into consideration the huge Latino population in the county. Ms. Kwok said it does not.

Ms. Gamber thinks the study is a bit skewed with the Latino population. She said it is not convenient to load a Clipper Card and there should be more outlets. Ms. Kwok said one of the focus groups was geared toward Hispanics.

Sonny Koya said he didn't see any surveyors on his bus. Ms. Kwok said the consultant looked at all the routes and level of ridership and tried to catch the best response rate from the routes. Not every route was surveyed.

Mr. Koya said he is a bit concerned about the satisfaction on the cleanliness of the buses. The printed timetables are very important on the buses and it makes things easier for people. He encourages staff to increase marketing tactics to help increase ridership. Mr. Koya said he is against having Uber and Lyft provide last mile trips.

David Nelson said it would be great to be able to load a Clipper Card at libraries especially since the libraries have bus schedules. He asked about the focus groups. Ms. Kwok said the participants completed a questionnaire to ensure geographic equity and diversity in the focus groups.

Mr. Nelson said in the future it would be great to have the surveys on the bus for people to take. Ms. Kwok said to be statistically valid the surveys cannot be placed on the bus.

Annette Merriman asked what is done with the data. Ms. Kwok said the data is shared across many departments and the customer task force will act on the results.

Charlotte Laughon said the unincorporated coast was not included. Ms. Kwok said coastside routes were surveyed.

Zachary Fucini said youth Clipper Cards are very hard to get as you have to go to certain locations with proof of age. He asked if there was any correlation between number of rides and the fare media.

Mr. Baker said East Palo Alto is a very important area and maybe in the future the surveyors could ask the rider to indicate if they are from East Palo Alto or Palo Alto. He would like to see the routes the 28 percent indicated who had a car, but yet take SamTrans.

Geraldine Wilson said it is important to keep paper schedules on the buses. She tried calling 511 and was informed the system was not available and asked if it is being revamped. Ms. Kwok said she is not sure about the phone system, but the 511.org website was revamped.

Alicia Marie Jones asked who would provide the ride sharing services. Ms. Kwok said it was an exploratory question to see what the acceptance is by passengers.

Ms. Jones asked about the customer task force. Ms. Kwok said the group has not been established yet.

Julia Lee asked if there are specific details for Route 397. Ms. Kwok said at the end of the survey is a breakdown by route.

## **REPORT OF THE CHAIR**

No report.

## **SAMTRANS STAFF UPDATE**

Ana Rivas, Acting Director, Bus Transportation, reported:

- June performance:
  - Average weekday ridership was 36,520.
  - On-time performance was 85.3 percent, above the goal of 85 percent.
  - Complaints were a little high at 163.
  - Miles between road calls was 21,865, above goal of 20,000 miles between road calls.
  - Tokens continue to be popular.
  - There were 20 missed schedules.
- Effective with the August runbook Route 18 (Half Moon Bay), Route 56 (San Mateo), Route 61 (San Carlos), Route 81 (East Palo Alto), and Route 280 (serving West Bayshore Road in Palo Alto) will be added.

Mr. Gomez asked about Route 81. Ms. Rivas said this route will only operate a school schedule with three runs in the morning and one run in the afternoon. This route will operate as pilot program for one year.

Ms. Lee asked what the key performance indicators for pilot programs are. Ms. Rivas said ridership per schedule.

Ms. Jones asked what the complaints were. Ms. Rivas said they were operator related, pass ups and late buses.

Barbara Hasten asked about the San Mateo Flex schedule. Ms. Rivas said there have been discussions of a new route in San Mateo, but nothing is confirmed.

## **CAC MEMBER COMMENTS/REQUESTS**

Ms. Gamber said her concern is that an outside surveyor is used to conduct the survey. She said SamTrans has been absolutely wonderful to her. She feels SamTrans is not addressing the needs of the senior population.

Mr. Koya asked if SamTrans makes any contribution for the upkeep of the Park and Ride in Brisbane. The stripping in the lot is pretty much gone.

Mr. Nelson asked the status of the mobile application. Ms. Rivas said staff is working on it.

Mr. Nelson said Route 292 is running consistently late towards the end of the route and possibly a change in the timetable could help with the buses running late. Ms. Rivas said staff is doing an analysis of on-time performance issues.

Mr. Nelson asked if there is a standard for operators stopping at a stop. Ms. Rivas said passenger should try to get the operators attention, for example by waving. The operators are trained to slow down and scan the bus stop area for potential riders but it's good to help them since they are also focusing on the driving and safety on the road.

Mr. Nelson said he has heard from older passengers that schedules for some of the more popular routes such as the Route ECR be printed in larger font.

Mr. Nelson said there should be comment cards on the bus. Ms. Rivas said there are cards on the bus.

Ms. Merriman asked about Route 18 and how will this route be promoted. Ms. Rivas said this was a request from the community and the schools are putting the information on their websites.

Ms. Laughon asked if there will be shelters built for these stops. Ms. Rivas said these are stops that already exist.

Ms. Laughon asked if there is any update on the shelters. Ms. Rivas said she will ask management for an update.

Ms. Laughon said she feels the Coast is being totally ignored and is a racial component.

Mr. Baker said the Brisbane Park and Ride is on city owned land. He said there will be a lot of delays on Route KX and Route 292 today due to a Giants game and an accident.

Mr. Baker left at 8:07 p.m.

Ms. Hasten said it is hard to get to Kaiser Hospital in San Mateo by SamTrans. There should be stops closer and convenient to the hospital.

Ms. Wilson said the loud cell phone usage continues to be an issue. She said maybe the automated cell phone audio can be in multi-languages.

Ms. Gamber left at 8:12 p.m.

Ms. Jones asked how Dump the Pump was promoted. Ms. Rivas said it was in several newspapers, social media and head signs on the buses.

Mr. Koya said if a person is visible to the driver at a stop he would expect the driver to slow down or stop. Ms. Rivas said the operators are instructed to slow down by each stop.

Chair Manalo asked if it is the jurisdiction of SamTrans where the buses line up for the Route 120 as she has heard concerns about buses congregating in the area. Ms. Rivas said it is the start and end of the route.

SamTrans CAC Meeting  
July 27, 2016

Chair Manalo asked if there is translation of Tagalog on the buses. Ms. Rivas said it is only in Spanish.

Chair Manalo asked if staff can look to see if Tagalog could be a translation in the north county.

#### **LIAISON REPORTS**

##### **a. SamTrans Board – Juslyn Manalo**

- Adopted a revised Disadvantaged Business Enterprise Program
- Received an update on the Metropolitan Transportation Commission Transit Sustainability Project

##### **b. SamTrans Accessibility Advisory Committee – vacant**

#### **NEXT MEETING:**

The next meeting will be held August 31, 2016 at 6:30 p.m., 1250 San Carlos Avenue, Bacciocco Auditorium, 2<sup>nd</sup> Floor, San Carlos, California 94070.

Adjourned at 8:28 p.m.