

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

**CITIZENS ADVISORY COMMITTEE (CAC)
MINUTES OF MEETING – JANUARY 25, 2017**

COMMITTEE MEMBERS PRESENT: J. Baker, A. Barrios, M. Buzbee, Z. Fucini, B. Gomez, A. Jones, S. Koya, F. Liu, D. Nelson, G. Wilson

COMMITTEE MEMBERS ABSENT: J. Gamber, J. Lee, J. Manalo (Chair)

SAMTRANS STAFF PRESENT: T. Dumandon (MV Transportation), S. El-Khatib, A. John, D. Kim, N. McKenna, M. Ross, B. Tietjen

Vice Chair Sonny Koya called the meeting to order at 6:30 p.m. and led the Pledge of Allegiance.

INTRODUCTION OF NEW CAC MEMBER MICHELLE BUZBEE

Vice Chair Koya said Ms. Buzbee is a native of Kansas and lives in Half Moon Bay. She attends College of San Mateo.

REPORTING OF THE NOMINATING COMMITTEE (Gamber/Nelson)

Election of Officers

David Nelson said the committee is recommending Juslyn Manalo remain chair and Sonny Koya as vice chair.

Motion/Second: Baker/Nelson

Ayes: Baker, Barrios, Buzbee, Fucini, Gomez, Jones, Nelson, Wilson, Koya

Absent: Gamber, Lee, Liu, Manalo

PUBLIC COMMENT

None

APPROVAL OF THE MINUTES OF NOVEMBER 30, 2016

Motion/Second: Gomez/Wilson

Ayes: Baker, Barrios, Buzbee, Fucini, Gomez, Jones, Nelson, Wilson, Koya

Absent: Gamber, Lee, Liu, Manalo

PRESENTATION: STRATEGIC PLAN UPDATE

Doug Kim, Director, Planning, presented:

- Five goals in five years
- Goal 1: Increase Ridership 15 Percent
 - Fiscal Year (FY) 2014 – 3 percent when SamTrans Service Plan (SSP) implemented
 - FY2015 – 2.9 percent increase
 - FY2016 – 2.8 percent reduction, which tracked with transit agencies nationwide
 - FY2017 – first five months had a 6.8 percent decrease

- Initiatives to build off SSP to increase ridership:
 - Youth Plan
 - Senior mobility strategy
 - Innovative partnership

Frank Liu arrived at 6:45 p.m.

- Goal 2: Increase Revenue 20 Percent
 - Target based on increasing ridership and fare updates in 2016 and 2019
 - FY2014 and 2015 revenue increased
 - FY2016 and year-to-date 2017 revenues have decreased
 - Staff will be conducting a comprehensive fare study in 2017
- Goal 3: Reduce Annual Debt Service by \$1.5 Million
 - Board approved debt refinancing, which has saved about \$3 million between 2016-2019 and
- Goal 4: Improve Organizational Performance
 - 2016 employee survey yielded new initiatives
 - Compensation and benefits study
 - Rewards and recognition program
 - Inter-departmental collaboration
 - Career and professional development
 - Employee communication plan
 - Communication training for management
- Goal 5: Manage Workforce Change
 - New human resources positions to increase recruitment capacity, develop a business continuity plan for agency and departments
 - Retained recruitment for senior positions
 - Talent manager has been hired
 - Human Resources reports to Chief of Staff
 - Just conducted an employee survey regarding workforce housing
- Response to Board direction
 - Engage private sector to improve transportation
 - Mobile application will be developed and go-live in 2018
 - Staff is evaluating new initiatives
 - Fill workforce vacancies
 - Workforce housing

Zachary Fucini likes the idea of workforce housing to help attract new employees and retain current employees.

Mr. Nelson asked if the goal to increase ridership by 15 percent is only for youth and elderly. Mr. Kim said it is for all riders.

Mr. Nelson asked what is being done to attract adult middle-class riders. Mr. Kim said faster buses along El Camino Real, which brings more frequency. The District received a grant to do a transit signal priority study for buses. Staff is looking at commuter express routes in carpool lanes on Highway 101.

Mr. Nelson asked if fare increases are being weighed against ridership or separately. Mr. Kim said the fare policy is to keep up with inflation, but it has to be reasonable. Staff is looking to see if the sweet spot has been found between ridership and farebox.

Mr. Nelson asked if there is a wage increase whenever there is a fare increase. Mr. Kim said wage increases for operators and mechanics go through a union negotiated process and fare increases are every three or four years.

Mr. Nelson asked if the number of apartments can viably be matched to the number of operators. Mr. Kim said staff needs to see if housing is viable and if it will be used by employees.

Mr. Nelson asked if staff is working with Uber and Lyft. Mr. Kim said staff is in the talking stage.

Mr. Nelson asked if the mobile application is close to being launched. Mr. Kim said the mobile application for Caltrain will be launched this summer and SamTrans next year.

Angel Barrios asked if any goals or initiatives on advocacy for being greener, using public transportation, and a possible tax ballot are being discussed. Mr. Kim said yes. The District has a sustainability planner to help reduce greenhouse gases. In order to get the fiscal house in order the District is always looking for new revenue. There are talks about an increase in bridge tolls and the desire to make sure the county gets their share because of the San Mateo Bridge and Dumbarton Bridge.

Margo Ross, Director, Bus Transportation, said as part of trying to be greener the District is purchasing 10 electric buses.

Ms. Barrios asked if SamTrans can partner with companies such as Google or Genentech to transport their employees. Mr. Kim said he is having a lot of conversations on this subject. The issue is Facebook wants out of providing shuttles, but wants Wi-Fi with password protection and only Facebook employees on the shuttles. Mr. Kim said this is a problem because SamTrans is a public agency and has to allow anyone on the bus.

Ms. Buzbee said when she first moved to Half Moon Bay she didn't know anything about the Summer Youth Pass (SYP). There needs to be more advertising of it. Mr. Kim said staff is using social media more and frustrated there aren't more followers on Facebook. In the past the SYP was only available at the District offices in San Carlos, but this past summer people were able to purchase them online.

Ms. Buzbee said she never heard of Clipper Cards before and asked if retailers could be provided with posters or stickers for their doors so customers are aware they can purchase cards at the particular retail outlet. Mr. Kim said the Metropolitan Transportation Commission manages the Clipper Program, not SamTrans.

Ms. Buzbee said there needs to be more attraction to youth riders. Wi-Fi is a huge attraction for youth.

Ms. Buzbee asked about power outlets on the bus. Ms. Ross said it would come at a cost and need to minimize cost because of the debt.

Ms. Buzbee asked what partnering with Uber and Lyft would mean. Mr. Kim said they would provide the first- and last-mile service.

John Baker said he is excited to hear of the prospect of express service in carpool lanes. He said until Uber and Lyft has the same background checks as the District, pay, and Americans with Disabilities Act rules he has a concern with partnering with them.

Mr. Liu said SamTrans can learn a lot from the Santa Clara Valley Transportation Authority rapid bus. Muni articulated buses have boarding at front and back doors and this would help increase boarding on Route ECR. He asked if there is infrastructure to do bus-only lanes. Mr. Kim said a few years ago bus rapid transit was looked at. This can be done by having a skip-stop system.

Alicia Marie Jones asked if there is any specific reason why the Caltrain mobile application is being launched prior to SamTrans. Mr. Kim said staff looked to have the same vendor do both, but there are different needs for each.

Ms. Jones said she likes taking Route ECR, but in the evening around 6 p.m. to 6:30 p.m. it is very unreliable and she takes Uber. She said when she was in high school she was able to purchase her SYP at the school and it was very convenient. Ms. Jones said she has asked the youth she works with why they don't ride and the response is the operators are rude and they don't feel safe. She said maybe staff could make presentations at the schools on how to ride and this would help boost ridership.

Geraldine Wilson asked if there are any plans for Route KX to become an all-day route. Mr. Kim said staff is looking at all express routes.

Ms. Wilson said she likes the idea of workforce housing for employees.

Bob Gomez asked what the plans for electric buses were. Mr. Kim said staff is looking to procure 10 electric buses and looking for grants for the charging stations.

Vice Chair Koya said he is concerned about the downtrend in ridership and what is causing the decline. There is a need to look how SamTrans can provide service to the pharmaceutical companies on the east side of Highway 101 in South San Francisco or Facebook employees. Vice Chair Koya said he is concerned over the next five years the demand for public transportation will decline even more and cause problems. He said more needs to be done on advertising and outreach to schools and senior centers to remind them of the benefits of public transportation. Mr. Kim said as stewards of the public money staff needs to ensure safety, do drug testing, not do anything reckless, and be aware of requirements set by the Federal government.

Public Comment

Daniel Sheeter, Redwood City, said he takes multiple modes every day and is very disappointed with coordination between Caltrain and Route 274 in Redwood City. There are two buses in the evening he can catch with a two-minute transfer from

Caltrain to Route 274. He said ridership can't grow if connections don't work. Ms. Ross said she is aware of the issue and it will be addressed in the June runbook.

REPORT OF THE CHAIR

Vice Chair Koya read a card from Director Karyl Matsumoto thanking them for their service and shared a box of See's candy.

SAMTRANS STAFF UPDATE

Ms. Ross reported:

- December performance:
 - Average weekday ridership was 36,140.
 - On-time performance (OTP) was 82.8 percent, below the goal of 85 percent.
 - Complaints were 110.
 - Miles between road calls was 23,093, above the goal of 20,000 miles between road calls.
 - Tokens continue to be popular with 23,246 adults and youth 22,004.
 - There were 13 missed schedules.

Mr. Baker asked if there is a reason for the drop in the OTP. Ms. Ross said construction in Serramonte Shopping Center.

Nancy McKenna, Assistant District Secretary, said CAC recruitment will begin February 6 and applications are due March 3.

Ms. Jones left at 8:07 p.m.

CAC MEMBER COMMENTS/REQUESTS

Mr. Fucini said the electronic signage on the articulated buses were often dim and burned out, but recently it seems to be better. He would like to see these buses replaced. Mr. Fucini asked if the mobile application will allow passengers to pay their fares. Ms. Ross said she doesn't know.

Mr. Nelson asked what is stopping SamTrans from using a credit card at the fare box. Ms. Ross said it would mean new fareboxes.

Mr. Nelson asked how much force is needed on the yellow stripe on the back door to have it open. He has lightly touched some and some are really hard to open. Ms. Ross said it is a maintenance issue.

Mr. Nelson said more advertising to increase ridership should be done at schools. Ms. Ross said staff hasn't advertised at schools, but has gone to senior centers to show them how to ride a bus and read a schedule.

Mr. Nelson asked if staff is going to other agencies and companies to advertise the service. Ms. Ross said SamTrans needs to be strategic and cannot offer a charter service to companies such as Facebook and Genentech to get riders.

Ms. Barrios said she represents the voice of low-income families and asked if there are discounted rates or subsidies. Ms. Ross said no.

Ms. Buzbee said she hears the ideas of advertising and doesn't see any action. Ms. Ross asked how SamTrans should connect with youth on the mobile application. Ms. Buzbee said hold a contest with hashtag to win free prizes such as bus passes.

Ms. Wilson left at 8:25 p.m.

Mr. Baker asked if there is flexibility for a bus operator to wait for a train. Ms. Ross said it is not a daily thing, but if a customer calls into customer service and requests the bus wait customer service will call bus radio who will call the operator to wait.

Mr. Liu said westbound Route 250 has only four minute headways between the two buses in the morning and this is too much stress for an operator. He recommends eight-to ten-minute headway. Mr. Liu said he would like to see a new system map come out with the new runbook.

Mr. Gomez said there have been times when he takes his bike and he would like to see the operator lower the bike rack for him.

Vice Chair Koya said about six years ago there was modification to Route 292 travelling on Potrero Avenue and turning on Ninth Street, but there was no left-turn arrow so the driver turned on Division Street and looped around Ninth Street to Mission Street. The option should now be eliminated as there is now a left-turn arrow on Ninth. The time savings would be three minutes.

Mr. Liu left at 8:39 p.m.

Vice Chair Koya said the two shelters in Brisbane on Old County Road don't need to be replaced they just need new lighting. When northbound Route 292 gets to the end of the route in San Francisco it is a very congested area and would suggest the layover be five or 10 minutes instead of 30 minutes. Ms. Ross said staff is looking into the parking issue in San Francisco.

LIAISON REPORTS

a. SamTrans Board – Sonny Koya

- The Board approved the 2017 Legislative Program, received the same Strategic Plan Update presentation the CAC received tonight.
- A contract was awarded for fire safety systems inspections, certification and maintenance services

b. SamTrans Accessibility Advisory Committee – David Nelson

- Discussion on electrification. This will be the biggest service change with limited service hours so construction can be done.

NEXT MEETING:

The next meeting will be held February 22, 2017 at 6:30 p.m., 1250 San Carlos Avenue, Bacciocco Auditorium, 2nd Floor, San Carlos, California 94070.

SamTrans CAC Meeting
January 25, 2017

Adjourned at 8:56 p.m.