

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

**CITIZENS ADVISORY COMMITTEE (CAC)
MINUTES OF MEETING – FEBRUARY 22, 2017**

COMMITTEE MEMBERS PRESENT: J. Baker, A. Barrios, M. Buzbee, Z. Fucini, B. Gomez, A. Jones, S. Koya, J. Lee, F. Liu, J. Manalo (Chair), D. Nelson

COMMITTEE MEMBERS ABSENT: G. Wilson

SAMTRANS STAFF PRESENT: H. Dhillon (MV Transportation), J. Jest, A. John, C. Kwok, N. McKenna, M. Ross, K. Shanks (MV Transportation), B. Tietjen

Chair Juslyn Manalo called the meeting to order at 6:31 p.m. and led the Pledge of Allegiance.

PUBLIC COMMENT

None

APPROVAL OF THE MINUTES OF JANUARY 25, 2017

Motion/Second: Koya/Baker

Ayes: Baker, Barrios, Buzbee, Fucini, Gomez, Jones, Koya, Lee, Nelson, Manalo

Absent: Liu, Wilson

PRESENTATION: CUSTOMER EXPERIENCE ONLINE QUESTIONNAIRE

Julian Jest, Market Research Specialist, presented:

- Goal is to identify areas of improvement related to SamTrans service from riders and former riders
- Survey Methodology:
 - Online survey
 - Target audience:
 - Current riders (frequent and infrequent)
 - Former riders within the last six months
 - Timeframe is February 27 to March 19
 - Promotion:
 - Outreach
 - Print and digital media in English and Spanish
 - Staff will ride buses and be at transit centers to speak to riders and promote the survey
- Language and Accessibility:
 - Online survey language options will be English and Spanish
 - Survey Gizmo meets Section 508 accessibility guidelines
 - Additional languages available by calling Customer Service Center (CSC)
- Questionnaire:
 - Riding patterns
 - Rating and ranking of potential improvements:
 - Amenities

- Communications
- Payment
- Service
- Demographics
- Timeline:
 - Data collection – February 27 to March 19
 - Report available – summer 2017

Frank Liu arrived at 6:42 p.m.

Angel Barrios asked if there are any incentives for completing the survey. Mr. Jest said there will be a drawing for any participant who chooses to participate for five monthly passes.

Ms. Barrios said the survey seems a little long and it took her more than 10 minutes to complete. She asked if staff will be conducting any focus groups. Mr. Jest said not for this survey.

Julia Lee said she takes a lot of online surveys and survey will take her almost 15 minutes and some questions could be shortened. She said, for example, question 9 asks about length of ridership. She asked if there is something staff is trying to obtain with so many choices including less than one year, 1 year, 2 years, etc. Mr. Jest said the more data that can be captured the better it is for staff for planning purposes.

Ms. Lee said under service it might be good to differentiate with Uber and Lyft. She said on questions with rankings the person should pick just their top 3 and not rank all of the options.

Alicia Marie Jones said she feels 10 minutes is too long. She asked if onboard Wi-Fi gets a lot of response if it will happen sooner. Margo Ross, Director, Bus Transportation, said it depends on the feedback and depending on cost it may move up on staff's priority list.

John Baker said he suggested reaching out to seniors and immigrant communities by posting this information at libraries where there are computers. A lot of low-income and people who don't have computers at home go to the library for internet access. Mr. Baker said one question missing is why someone stopped riding with choices such as bought a car or travel pattern changes.

Mr. Liu asked how the survey will be marketed. Mr. Jest said on buses, social, digital and print media.

Michelle Buzbee asked what will be done with the information collected. Mr. Jest said it will be used by the planning and operations department as staff looks at short- and long-term goals. It will also be used help to build future surveys.

David Nelson asked if the survey will go through SamTrans.com. Mr. Jest said yes as a landing page with links to the English and Spanish surveys along with the phone number to take the survey.

Mr. Nelson said the opportunity to win a free pass should be bigger to sell people to take the survey.

Zachary Fucini asked if the bus announcements will be scrolled or audio because people don't read the scroll messages, but they will hear the audio. Mr. Jest said both.

Sonny Koya said the results could be influential with the next SamTrans Service Plan. There are a lot of passengers who are not computer literate or understand English. He wants to make sure the survey doesn't capture only a certain class of people who have access to a computer. He recommends distributing paper copies and have collection points for people to return their survey. Some people may have fears on answering some of the questions. Mr. Jest said the telephone number was for people to participate in their preferred language if they have no access to a computer. It is an online survey and needs to stay as an online survey.

Chair Manalo asked what languages will be accessible by calling the CSC. Mr. Jest said any language spoken in the Bay Area.

REPORT OF THE CHAIR

Chair Manalo said there are seven vacancies on the CAC and applications are due March 3.

SAMTRANS STAFF UPDATE

Ms. Ross reported:

- January performance:
 - Average weekday ridership was 35,720.
 - On-time performance (OTP) was 81.3 percent, below the goal of 85 percent.
 - There were 132 complaints.
 - Miles between road calls was 31,245, above the goal of 20,000 miles between road calls.
 - Tokens continue to be popular with 25,870 adults and 23,417 youth.
 - There were six missed schedules.

Mr. Nelson asked if fleet mileage is the distance travelled in the month. Ms. Ross said it is miles between a mechanical issue.

Ms. Ross said the quarterly dashboard is presented to the Board. She said it is a living document and is posted throughout District offices so staff is aware of how the District is doing.

Mr. Baker asked if Route ECR a multi-city route. Ms. Ross said it is considered a mainline route.

Bob Gomez said he likes the dashboard as it tells a good story.

Mr. Nelson said he is surprised operator complaints are so high. Ms. Ross said it is not unusual for operator complaints to be high and is the case in most transit agencies.

Mr. Fucini asked if the dashboard is available to the public. Ms. Ross said it is on the SamTrans website.

Public Comment

Daniel Sheeter, Redwood City, said the dashboard is great for the public and would be good to see quarter-over-quarter. He would like to know if transfers to other systems are tracked.

Chair Manalo said this is great and offers transparency to customers.

Ms. Ross said the CAC provides a valuable service to the staff and Board, but she wanted to remind them that if they have complaints to call the CSC or enter through the SamTrans website so issues can be logged, tracked and responded to by the appropriate staff.

CAC MEMBER COMMENTS/REQUESTS

Mr. Gomez said every time he takes Route ECR there are people who want to get to the East Bay and the operators don't have an answer. He asked if there is any general information that can be put on the bus or distributed to the operators.

Ms. Lee said she has recently read about the Caltrain Modernization Program funding and asked if there is any danger for SamTrans. Ms. Ross said no. Money for bus purchases are done well in advance and a grant was just received for speeding up traffic on El Camino Real.

Ms. Jones asked what the process is for new stops in San Francisco. She said Route 292 used to stop at Main and Folsom streets and now the stop is at Beale and Folsom streets. Ms. Ross said at the direction of the San Francisco Municipal Transportation Agency the stop was relocated for a two-year period during construction of the new Transbay Terminal.

Ms. Jones said in the future she suggested notifying the residents in the area of these changes because it eliminated parking in the area.

Mr. Liu said community buses have the highest ridership and lowest cost per passenger. There should be more advertising of the community routes. SamTrans should distribute schedules to schools so they are available to students.

Ms. Buzbee said service on the Coast is necessary and not enough attention is given to the area. Ms. Ross said frequency was increased on Route 294 and ridership went down, and Route 17 ridership went down when Route 18 was introduced. People don't ride on the Coast. Ms. Ross said staff is looking at other service for the Coast in the future. If a route is changed or added and certain parameters are not achieved in six months the service is eliminated.

Ms. Buzbee asked if any outreach is done for routes. Ms. Ross said a lot of outreach is done and Director Zoe Kersteen-Tucker is involved and knows the Coast is a vital part of the community.

Ms. Buzbee said there are no shelters in Half Moon Bay. Ms. Ross said a shelter is being installed in Moss Beach. SamTrans is Federally funded and it has to make sense to run service. She knows Route ECR runs slow and her plan is to clean it up and not have drivers lag. Ms. Ross said staff needs to figure out what service is profitable and what makes sense for the community.

Mr. Nelson asked if it is financially better to switch from large buses to shuttle buses to the Coast. Ms. Ross said she is looking at shuttles for new service. She is asking her staff to step out of their comfort zone and look at all service.

Mr. Nelson said the bus service was great in February even with all the rain. He said he has had to guide operators on Route 251.

Mr. Fucini said the 40-foot buses are crowded when school gets out and it would be better to have an articulated bus to help fill the extra demand. Route ECR runs at 15-minute intervals during the day, but maybe it could be increased to 10 minute intervals during the morning and evening commutes and when school gets out.

LIAISON REPORTS

a. SamTrans Board – Juslyn Manalo

- Staff presented the quarterly dashboard that the CAC received tonight.
- The Board received an update on the 2016 Employee Survey District Actions and a presentation on Community Choice Energy and SamTrans Electricity Service.

b. SamTrans Accessibility Advisory Committee – David Nelson – no meeting.

NEXT MEETING:

The next meeting will be held March 29, 2017 at 6:30 p.m., 1250 San Carlos Avenue, Bacciocco Auditorium, 2nd Floor, San Carlos, California 94070.

Adjourned at 8:15 p.m.