

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

**CITIZENS ADVISORY COMMITTEE (CAC)
MINUTES OF MEETING – APRIL 26, 2017**

COMMITTEE MEMBERS PRESENT: A. Barnes, A. Barrios, M. Buzbee, J. Galisatus, B. Gomez, A. Juarez, S. Koya, J. Lee, G. Wilson, J. Manalo (Chair)

COMMITTEE MEMBERS ABSENT: J. Baker, A. Jones, F. Liu, D. Nelson

SAMTRANS STAFF PRESENT: N. McKenna, S. Murphy, M. Ross

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

INTRODUCTION/WELCOME NEW CAC MEMBERS

Chair Manalo welcomed new members Andrew Barnes, Jason Galisatus and Allie Juarez.

PUBLIC COMMENT

Director Peter Ratto said he wanted to welcome the new members and to thank the CAC members for being the eyes and ears for the Board.

APPROVAL OF THE MINUTES OF MARCH 29, 2017

Motion/Second: Koya/Barrios

Ayes: Barnes, Barrios, Buzbee, Galisatus, Gomez, Juarez, Koya, Wilson, Manalo

Absent: Baker, Jones, Lee, Liu, Nelson

PRESENTATION: MARKETING UPDATE

Seamus Murphy, Chief Communications Officer, said:

- The Communications Division was formed when Jim Hartnett, General Manager/CEO combined marketing, customer service with public affairs and government affairs.
- With all the departments under one division staff is able to communicate and market the services of the District.
- Key goal is to help Margo Ross, Director, Bus Transportation and David Olmeda, Chief Operating Officer, Bus, grow the service.
- Key goals:
 - Market target areas for change.
 - Promote existing service and service that the public is not aware of, including service to San Francisco International Airport (SFO).
 - Make the service more attractive to riders and encourage new riders.
- In the first fiscal year with the new organization his group focused on key markets that the Board said was important including youth.

Julia Lee arrived at 6:42 p.m.

- Social media:
 - Staff does paid social media and direct mailings to concentrated areas.
 - Social media presence has grown with a team of two full-time social media staff and will be hiring a third social media person.
 - There was an increase of 183 percent in social media to the youth web page.
- Youth:
 - Ridership on all routes that serve schools increased from 230,000 to 270,000 over the past year.
 - Staff engages the school districts, schools and parents which all helped with the increase in youth ridership.
 - Summer Youth Pass sales dipped in 2015 so staff focused on communicating the great value of the pass. The 2016 campaign was revamped with the pass being able to be purchased on-line, there was a television spot and paid social media. This had a 20 percent increase in sales so staff is working on a similar campaign for this summer.
- Promotions:
 - Partnered with the American Public Transportation Association to promote services through the annual Dump the Pump Day by providing free fare on Route ECR for the day and saw a 10 percent increase for the day but it wasn't sustained.
 - Doing a campaign for SFO service to focus on the use to get there and targeted with Google search when purchasing airline tickets.
 - Partnering with the County of San Mateo to explore targeted outreach to County employees. The County recently launched private shuttles to provide transportation to their employees who live outside San Mateo County to work. The County is providing incentives to employees to try the service including free rides.
 - Route 71 is a new route servicing Woodside High School and Cañada College.
- Staff is finishing up a youth mobility study and it is recommending a youth mobility coordinator to be a liaison to schools around the county.
- Express bus study is finishing up and planning staff will be reviewing.
- Looking to add luggage racks to buses that serve SFO.
- Expanding late night service to SFO over the next fiscal year and will market to SFO employees.
- Working on real-time information on mobile application and web, mobile ticketing, full website refresh, and expand survey efforts with Customer Satisfaction Survey being done yearly instead of every three years.

Sonny Koya said he has been a proponent of marketing the service. He suggested reaching out to people at farmers markets or events where there will be a lot of people. Mr. Koya said staff needs to reach out to low income areas to let them know about the service.

Mr. Murphy said there is a new Director of Marketing and he is looking to form this type of street team to go to these types of events.

Michelle Buzbee said she is excited about the mobile application.

Mr. Barnes asked what is meant by the service needs to be changed. Mr. Murphy said on the service changes for school service that have been successful and use that formula for other service in the county. On the Coastside there used to be express service to San Francisco and it was eliminated and people miss this service. Ms. Ross said Route 78 and 399 will launch in August. Route 399 will be owl connection to San Francisco Municipal Transportation Agency's Route 14 and late night service to SFO. SFO has said their employees cannot afford Bay Area Rapid Transit to the airport. Ms. Ross said in the next four to five years the service will look entirely different. In August Route ECR run time will be cut down to two hours. She said there is a new operations team in place who are enthusiastic and young and want to try new things. Mr. Murphy said ridership trends are low due to the price of gas and the Uber and Lyft expansion in the Bay Area.

Mr. Barnes asked if there will be any service enhancements in the Menlo Park and Dumbarton Corridor area. Mr. Murphy said there is a Dumbarton Corridor Study being done now. Ms. Ross said staff is going back to look at decisions made during the SamTrans Service Plan regarding east/west service.

Geraldine Wilson said there a lot of senior living communities along El Camino Real and has staff thought about going there to market service. Mr. Murphy said there is a senior mobility coordinator who has an ambassador program that does this outreach.

Julia Lee said the youth coordinator should reach out to community and regular colleges. Increasing visibility to the college age rider is important. She said she is for staff pushing real-time information.

Angel Barrios said she works with families who are low-income with one car and mom takes children to programs. She said they are tracking students missing school because of transportation issues. She asked if there is a way to have a sliding fare for those families that are on public funded programs such as WIC. Mr. Murphy said SamTrans has an eligible discount fare, but the region is focused on a means based fare study. The Metropolitan Transportation Commission is looking for agencies to pilot the program, but the hardest part is who will manage the qualification process.

Ms. Barrios said there are drivers that drive with no licenses or insurance and there should be a way to promote people to get on the bus. She asked if there is a transit system that SamTrans aspires to be or a model. Mr. Murphy said it is where there is density and a high cost of parking such as San Francisco.

Allie Juarez thanked Mr. Murphy and his team for the marketing campaigns. She asked if SamTrans has relationships with corporations along the El Camino. Mr. Murphy said staff is trying to leverage the relationships on the Caltrain side to the bus side. The Go Pass program grew 22 percent in one year. Companies are gravitating towards them, but have not been focused on SamTrans.

Jason Galisatus said density drives higher bus ridership. He asked to what extent are new housing developments being targeted to get residents on the bus. Mr. Murphy said staff hasn't come up with any good ideas or strategy that reaches that group of people. There is a Way to Go Pass program for residential density and must be purchased for everyone in the development.

Bob Gomez asked how far the Dumbarton Study is. Mr. Murphy said the study will be completed at the end of the summer and will include near and long-term ideas. The study will look at the viability of the Dumbarton Rail Corridor, Dumbarton Bridge, bike and pedestrian trail and approaches to the bridge.

Mr. Gomez asked if there is any type of brochures he can distribute to youth riders he speaks. Mr. Murphy said he will get the information for him.

REPORT OF THE CHAIR

Chair Manalo thanked Mr. Koya for chairing the March meeting in her absence.

SAMTRANS STAFF UPDATE

Ms. Ross reported:

- March performance:
 - Average weekday ridership was 32,387.
 - On-time performance (OTP) was 80 percent, below the goal of 85 percent.
 - There were 132 complaints.
 - Miles between road calls was 32,971, above the goal of 20,000 miles between road calls.
 - Tokens continue to be popular with 25,905 adults and 30,624 youth.
 - There were 11 missed schedules.

CAC MEMBER COMMENTS/REQUESTS

Mr. Gomez asked if there is an update on Route 296 at Willow Road Shopping Center and the congestion issue. Ms. Ross said she has a supervisor checking the issue out.

Mr. Gomez said the buses don't seem to be as clean as they usually are.

Ms. Lee asked how often the shelters are cleaned. Ms. Ross said if the CAC sees any issues to submit them through the Customer Service 800 number or the website. She said facilities and maintenance staff do audits in April and October.

Ms. Wilson said she rides Route ECR every day and has noticed there is a lot of smoking in and around the shelters. She asked if the no smoking signage could be larger and more visible. Ms. Ross said she will speak to the Director of Maintenance.

Ms. Buzbee said she attended the Coastside Transportation Study meeting in Half Moon Bay and will be attending the meeting in Pacifica tomorrow night. Ms. Ross said it is tomorrow from 6:30 p.m. to 8:30 p.m. Ms. Buzbee said the Half Moon Bay meeting was very interesting and the biggest request was for express routes.

LIAISON REPORTS

- **SamTrans Board – Juslyn Manalo**
 - Appointed new CAC members
 - Received a presentations on Caltrain and the Caltrain Business Plan
- **SamTrans Accessibility Advisory Committee – David Nelson – no report**

NEXT MEETING:

The next meeting will be held May 31, 2017 at 6:30 p.m., 1250 San Carlos Avenue, Bacciocco Auditorium, 2nd Floor, San Carlos, California 94070.

Adjourned at 7:51 p.m.