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AGENDA

San Mateo County Transit District

Citizens Advisory Committee (CAC) Meeting

September 24, 2025, 6:30 pm

Primary Location:

Bacciocco Auditorium, 2nd Floor
1250 San Carlos Avenue
San Carlos, CA 94070

Alternate Location:

990 Alameda de Las Pulgas
San Mateo, CA 94070

Members of the public may attend in-person or participate remotely via Zoom at:

<https://us02web.zoom.us/j/86409521366?pwd=cXE5c1h2MnM2dG9EbDBsTUtt3dxUT09>

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Public Comments: Written public comments may be emailed to publiccomment@samtrans.com or mailed to 1250 San Carlos Avenue, San Carlos, CA 94070, and will be compiled and posted weekly along with any Board correspondence. Any written public comments received within two hours prior to the start of the meeting will be included in the weekly Board correspondence reading file, posted online at: <https://www.samtrans.com/meetings>.

Oral public comments will also be accepted during the meeting in person and through Zoom* or the teleconference number listed above. Public comments on individual agenda items are limited to one per person PER AGENDA ITEM. Participants using Zoom over the Internet should use the Raise Hand feature to request to speak. For participants calling in, dial *67 if you do not want your telephone number to appear on the live broadcast. Callers may dial *9 to use the Raise Hand feature for public comment. Each commenter will be recognized to speak and callers should dial *6 to unmute themselves when recognized to speak.

SamTrans Citizens Advisory Committee Members 2025: Mary Adler, John Baker, Allison Chang, Hana Estalilla, Dylan Finch, James Ganner, Alex Madrid (Chair), Ben Mangiafico, Max Mautner (Vice Chair), David Rabinovich, Denise Seibert

Staff Liaison: Ana Rivas, Director, Bus Transportation

CAC Secretary: District Secretary's Office

Each public comment is limited to three minutes or less. The Committee Chair has the discretion to manage the Public Comment process in a manner that achieves the purpose of public communication and assures the orderly conduct of the meeting.

The video live stream will be available after the meeting at <https://www.samtrans.com/about-samtrans/video-board-directors-cac-and-measure-w-coc>.

Wednesday, September 24, 2025**6:30 pm**

1. Call to Order / Pledge of Allegiance
2. Roll Call
3. Public Comment on Items Not on the Agenda
Comments by each individual speaker shall be limited to three (3) minutes. Items raised that require a response will be deferred for staff to reply
4. Approval of Meeting Minutes for August 27, 2025 Motion
5. Presentation: Safety and Security Informational
Scott Kirkpatrick, Deputy Director, Safety and Security
6. Presentation: Customer Satisfaction Survey Results Informational
Julian Jest, Manager, Market Research and Development
7. Report of the Chair Informational
8. SamTrans Staff Update – Ana Rivas, Director, Bus Transportation Informational
9. CAC Member Comments / Requests
Committee members may make brief statements regarding correspondence, CAC-related areas of concern, ideas for improvement, or other items that will benefit or impact SamTrans service or the CAC, or request future agenda topics.
10. SamTrans Board Liaison Report – Max Mautner
11. Date / Time / Location of Next Regular Meeting: Wednesday, October 29, 2025 at 6:30 pm
The meeting will be accessible via Zoom and in person at the San Mateo County Transit District, Bacciocco Auditorium, 2nd Floor, 1250 San Carlos Avenue, San Carlos, CA 94070.
12. Adjourn

Information for the Public

If you have questions on the agenda, please contact the District Secretary at 650-551-6108. Agendas are available on the SamTrans website at: <https://www.samtrans.com/meetings>. Communications to the CAC can be emailed to cacsecretary@samtrans.com.

Free translation is available; Para traducción llama al 1.800.660.4287; 如需翻译 请电1.800.660.4287

Date and Time of Board and Citizens Advisory Committee Meetings

San Mateo County Transit District (SamTrans) Board and Committees: First Wednesday of the month, 2:00 pm; SamTrans Citizens Advisory Committee (CAC): Last Wednesday of the month, 6:30 pm. Date, time and location of meetings may be changed as necessary. Meeting schedules for the Board and CAC are available on the website.

Location of Meeting

This meeting will be held in-person at: San Mateo County Transit District, Bacciocco Auditorium, 2nd Floor, 1250 San Carlos Avenue, San Carlos, CA. Members of the public may attend in-person or participate remotely via Zoom as per the information provided at the top of the agenda.

*Should Zoom not be operational, please check online at: <https://www.samtrans.com/meetings> for any updates or further instruction.

Public Comment

Members of the public may participate remotely or in person. Public comments may be submitted by comment card in person and given to the CAC Secretary. Written public comments may be emailed to publiccomment@samtrans.com or mailed to 1250 San Carlos Avenue, San Carlos, CA 94070, and will be compiled and posted weekly along with any CAC correspondence. Any written public comments received within two hours prior to the start of the meeting will be included in the weekly CAC correspondence reading file, posted online at: <https://www.samtrans.com/meetings>.

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Accessible Public Meetings/Translation

Upon request, SamTrans will provide for written agenda materials in appropriate alternative formats, or disability-related modification or accommodation, including auxiliary aids or services, to enable individuals with disabilities to participate in and provide comments at/related to public meetings. Please submit a request, including your name, phone number and/or email address, and a description of the modification, accommodation, auxiliary aid, service or alternative format requested at least 72 hours in advance of the meeting or hearing. Please direct requests for disability-related modification and/or interpreter services to the Title VI Administrator at San Mateo County Transit District, 1250 San Carlos Avenue, San Carlos, CA 94070; or email titlevi@samtrans.com; or request by phone at 650-622-7864 or TTY 650-508-6448.

Availability of Public Records

All public records relating to an open session item on this agenda that are not exempt from disclosure pursuant to the California Public Records Act and that are distributed to a majority of the legislative body will be available for public inspection at 1250 San Carlos Avenue, San Carlos, CA 94070 at the same time that the public records are distributed or made available to the legislative body.

**San Mateo County Transit District
1250 San Carlos Avenue, San Carlos, California**

**Citizens Advisory Committee (CAC)
DRAFT Minutes of August 27, 2025**

Members Present: M. Adler, J. Baker, H. Estalilla, J. Ganner, B. Mangiafico, D. Rabinovich, D. Seibert, A. Madrid (Chair)

Members Absent: A. Chang, D. Finch, M. Mautner (Vice Chair)

Staff Present: T. Dubost, C. Espiritu, D. Harbour, L. Lumina-Hsu, A. Rivas

1. Call to Order / Pledge of Allegiance

Chair Madrid called the meeting to order at 6:30 pm and led the Pledge of Allegiance.

2. New CAC Member Introduction – James Ganner

3. Roll Call

CAC Secretary Loana Lumina-Hsu called the roll and noted that a quorum was present.

Request to Change Order of Business to hear Item 7 before Item 6.

Motion/Second: Mangiafico / Baker

Ayes: Adler, Baker, Estalilla, Ganner Mangiafico, Rabinovich, Seibert, Madrid

Noes: None

Absent: Chang, Finch, Mautner

4. Public Comment for Items Not on the Agenda – There were none.

5. Approval of Meeting Minutes for June 25, 2025

Motion/Second: Baker / Rabinovich

Ayes: Adler, Baker, Estalilla, Ganner Mangiafico, Rabinovich, Seibert, Madrid

Noes: None

Absent: Chang, Finch, Mautner

Item 7 was heard prior to Item 6.

6. Presentation: Bus Stop Amenity Refresh Project Update

Chris Espiritu, Principal Planner, provided the presentation that included the following:

- Review existing amenities for accessibility and maintenance standards and alignment with SamTrans branding
- New amenities refreshed with SamTrans branding, align with industry best practices, and responsive to bus stop site conditions
- Configurable amenities that are easily replaced, maintained, and installed

The Committee members had a robust discussion and staff provided further clarification in response to the Committee comments and questions, which included the following:

- Bus stop real-time information board visibility improvements
- Locations identified as potential bus islands inclusive of bicycle lanes
- Bus stop design guidelines
- Bus boarding islands
- Provide additional information about the locations routes service at bus stops
- Pilot survey open until December 13; the bus stops will stay up until removed by facilities

7. Presentation: Zero-Emissions Fleet Transition

David Harbour, Director, Maintenance, provided the presentation that included the following:

- Zero-emission buses (ZEB) fleet transition with battery electric buses (BEBs) and hydrogen-fuel buses including those in service and on order; SamTrans has largest order for hydrogen buses in California
- Bus deployment is based on base infrastructure; South Base will be BEB dominate fleet; addressing recharging buses in balance with peak times and peak loads; and base capacity for buses and infrastructure
- Fleet replacement progress

The Committee members had a robust discussion and staff provided further clarification in response to the Committee comments and questions, which included the following:

- Clarification of hydrogen buses being fully zero-emissions; life-cycle of bus including initial transportation
- Next battery buses brand is to be determined
- Complete diesel fleet phase out of 135 remaining buses by 2027 Quarter 3
- Equipment removal and installation on new buses
- Hydrogen supply
- Zero-emissions alternatives and transportation of hydrogen currently via diesel vehicles
- Disposal of diesel buses process in compliance with California Air Resources Board
- Interest from another agency that retrofits buses into BEBs being explored
- Budget for ZEBs and tariff concerns; current piggyback contract language states SamTrans is exempt from tariffs but amendments going through between bus manufacturers and contract owner which may effect that exemption

Alex Madrid left the meeting at 7:24 pm.

8. Report of the Chair – Deferred.

9. SamTrans Staff Update

Ana Rivas, Director, Bus Transportation, reviewed the report that included the following:

- Average weekday ridership increased 33.5 percent, total ridership increased 26.7 percent
- Ridership recovery is at 98.6 percent of pre-pandemic levels
- Safety campaign “Rock-n-Roll” with bus operators
- Previously reported Route 398 still displaying connection announcements was addressed and Information and Technology (IT) made the corrections
- Started Runbook 151; changes include time adjustments to improve on-time performance; restarted school-oriented routes

The Committee members reported buses that continue to announce transfers to no longer existing Route 256.

10. CAC Member Comments/Requests

- Investigate viability of free bus passes for all youth; application for free youth ride card consideration as currently free and reduced meal application may not be filled out by qualified families as more schools are providing free meals for all students
- Youth riders encourage transit use which continues when riders become adults and begin paying for fares
- Safety presentation in September
- Bus shelter needs attention on Gillert North Bound direction in Daly City
- Bus Number 842 has an item rolling around within light fixture
- Requested Clipper 2.0 presentation

11. SamTrans Board Liaison Report

- Clipper 2.0 launch by end of year
- July Clipper outage estimated \$650,000 fare lost for transit operators
- SamTrans Board of Directors opted-in to Senate Bill 63
- Service update in August; adjustment for Big Sync with other transit agencies

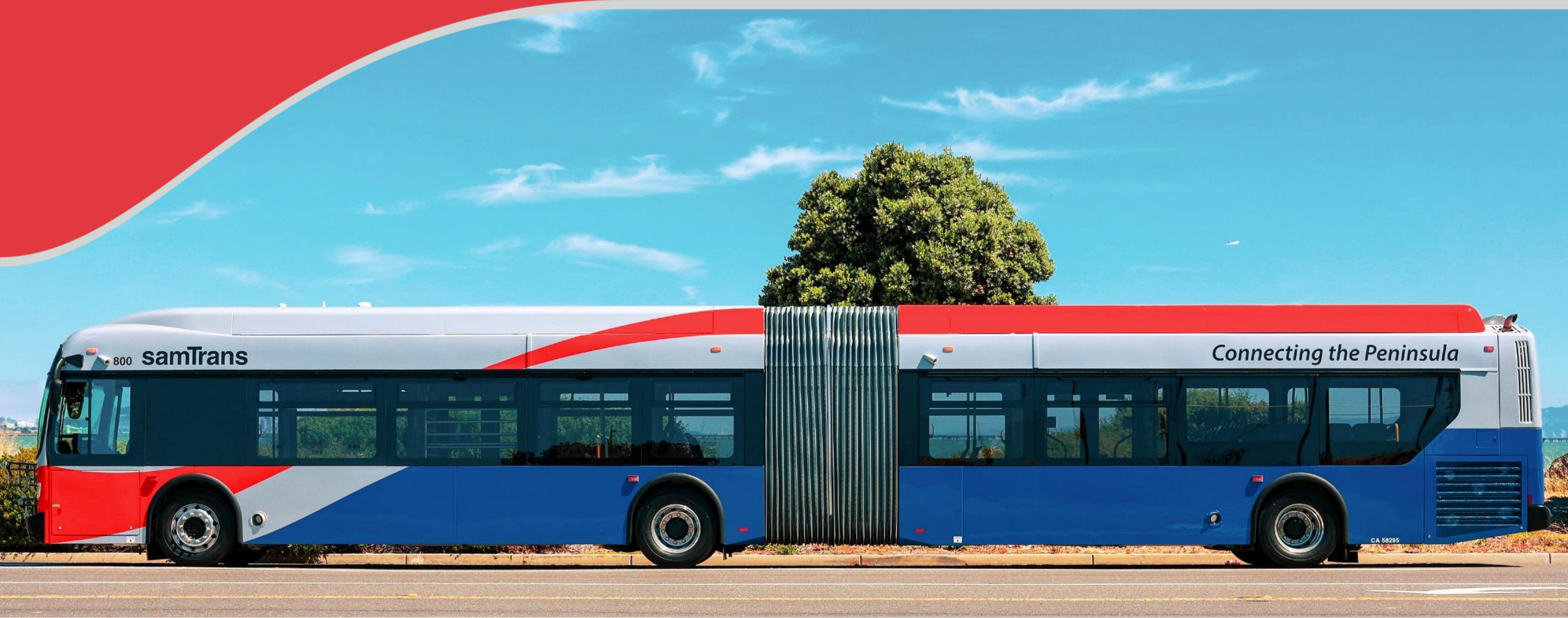
12. Date / Time / Location of Next Regular Meeting: Wednesday, September 24, 2025 at 6:30 pm at via Zoom and in person at the San Mateo County Transit District, Bacciocco Auditorium, 2nd Floor, 1250 San Carlos Avenue, San Carlos, CA.

13. Adjourn

The meeting adjourned at 7:48 pm.



2025 Customer Satisfaction Survey



Key Findings | Julian Jest, Manager, Market Research
September 2025

Executive Summary

- Annual survey with 24 questions covering a wide range of customer touch points to measure performance and identify rider priorities.
- Results are reviewed by internal stakeholders and projects identified to respond to rider priorities.
- High overall satisfaction rating: 4.15 out of 5.00, a small decline compared with 2024 (4.24).
- Using tickets onboard and bus operator helpfulness earned the highest ratings (4.43 and 4.25, respectively).
- Key areas for improvement are cleanliness of bus shelters (3.66) and condition of benches (3.73).
- Most riders feel their experience on SamTrans has improved (47%) or stayed about the same (41%).

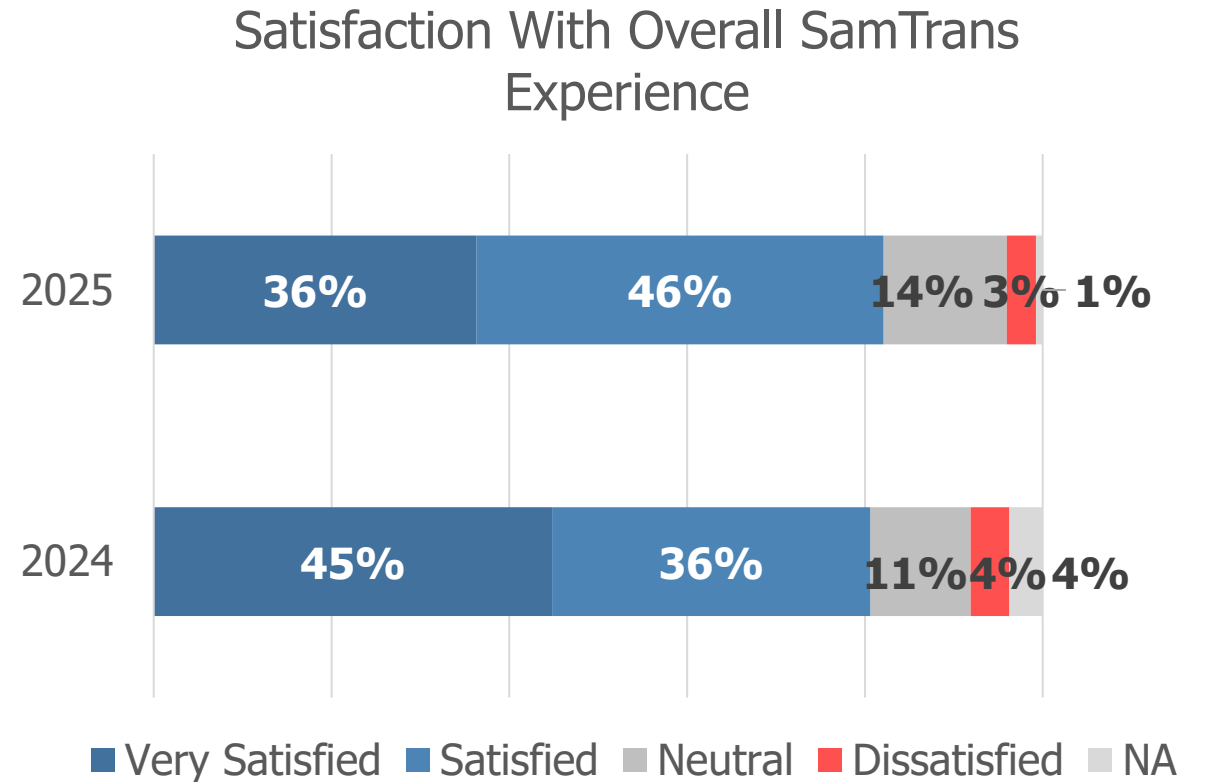
Methodology

- Dates: March 18, 2025 through May 6, 2025
- Survey offered in English, Spanish, Chinese, and Tagalog
- 52% of customers approached completed a survey
- Sample size: $N = 1,991$
- Surveys weighted by route according to SamTrans ridership
- Margin of Error (MOE): Overall MOE = +/- 2.13%

Overall Satisfaction

Data: 82% of riders are satisfied with their overall experience – steady from 2024 (81%) – but fewer are *very* satisfied (36% vs. 45% in 2024).

Key Insight: Satisfaction is holding, but enthusiasm is slipping – a signal to invest in ways to better “wow” riders.



Customer Viewpoint: Is SamTrans Getting Better?

Rider Perception (Past 12 Months)

Almost half of riders (47%) say SamTrans has improved, 41% say it has stayed about the same, and only 4% feel it has worsened.

Why Riders See Improvement

Top reasons include better reliability (15%) and cleaner buses and stops (10%).

Individual Ratings

Data: Strong performance for onboard experience; lower ratings for bus stop-conditions and service-related communications.

Recommendation: Prioritize improvements to bus stops and access to SamTrans information.

A consistent experience – before, during, and after the trip – builds trust, boosts perceived reliability, and encourages continued use.

H i g h	Using ticket onboard	4.43
	Helpfulness/courtesy of bus operators	4.25
	Comfort of the ride	4.19
	Total trip time	4.14
	Sense of safety on the bus	4.11
	Onboard announcements	4.09
M i d	Safety at the bus stop/transit center	3.99
	Printed bus route pocket timetables	3.99
	Availability of printed bus route info	3.99
	Cleanliness of bus interiors	3.96
	Helpfulness/courtesy of customer service center	3.95
	Posted info on info boards	3.87
	On-time arrival (w/in 5 min)	3.85
	Helpfulness of SamTrans website	3.85
	Cleanliness of bus stops	3.81
L o w	Communication of service changes	3.77
	Real time bus arrival information	3.73
	Condition of benches	3.73
	Cleanliness of bus shelters	3.66

High Performing Areas



Experience Using Ticket Onboard

Convenient fare payment ranked highest among all service attributes.

- *Data Point:* Experience using your ticket onboard (4.43)
- *Why it Matters:* Simple, stress-free fare payment removes a key barrier to riding.



Interactions with Bus Operators

Customers feel highly comfortable interacting with bus operators.

- *Data Point:* Helpfulness/courtesy of bus operators (4.25).
- *Why it Matters:* Human interaction shapes overall perception of SamTrans, serving as the face of the organization.

High Performing Areas



Comfort of Ride

Riders are highly satisfied with comfort levels on the bus – which may include seating, temperature, noise, and how smooth or bumpy the ride feels.

- *Data Point:* Comfort of ride (4.19).
- *Why it Matters:* A smooth, pleasant ride strongly impacts overall satisfaction.



Total Trip Time

Customers are confident that SamTrans will get them where they need to go efficiently and on schedule.

- *Data Point:* Total trip time (4.14).
- *Why it Matters:* Timely service signals reliability and efficiency – key drivers of continued use.

High Performing Areas



Safety on the Bus

Riders generally feel safe while onboard – influenced by how the operator drives, lighting, and interactions with fellow riders.

- *Data Point:* Sense of safety on the bus (4.11).
- *Why it Matters:* A safe and welcoming inviting environment helps riders relax and contributes to a positive transit experience.



Onboard Announcements

Customers feel informed onboard the bus through audio and visual announcements.

- *Data Point:* Adequacy and clarity of onboard announcements (4.09).
- *Why it Matters:* Keeping riders informed builds trust and confidence in navigating the system.

Areas of Concern



Cleanliness of Bus Shelters

Cleanliness of bus shelters received the lowest score across all aspects of service.

- *Data Point:* Cleanliness of bus shelters (3.66).
- *Why it Matters:* Dirty shelters degrade the waiting experience and reflect poorly on SamTrans.



Condition of Benches

Need for improved condition of benches at bus stops.

- *Data Point:* Condition of benches (3.73).
- *Why it Matters:* Well-maintained benches improve comfort – particularly important for seniors and riders with limited mobility.

Areas of Concern



Real time bus arrival information

Customers indicated the need for more timely information about bus location and arrival status.

- *Data Point:* Real time bus arrival information (3.73).
- *Why it Matters:* Real time bus information reduces perceived wait times, improving customer satisfaction and confidence in the system.



Communication of service change

Not all customers feel informed when there are changes to the schedule.

- *Data Point:* Communication of service changes (schedule, fare changes, etc.) (3.77).
- *Why it Matters:* Unexpected schedule changes disrupt travel plans and can make customers late.

Sample Verbatims: Compliments

"I LOVE MY BUS DRIVERS. GREAT CUSTOMER SERVICE."

"IT IS A COMFORTABLE RIDE SUMMER OR WINTER. THANKS SO MUCH."

"KEEP UP THE GOOD SERVICE."

"I'M VERY HAPPY TO RIDE THE BUS BECAUSE ONTIME/THE SCHEDULE OF DEPARTING [BUSES]"

"SAMTRANS IS AFFORDABLE TO GET AROUND!"

"I'M REALLY GRATEFUL FOR THE BUS BECAUSE IT HAS GOT ME EVERYWHERE."

"I THINK IT'S GOOD, I WOULDN'T CHANGE ANYTHING."

Sample Verbatims: Schedules, Frequency, and On-Time Service

*"BE MORE PUNCTUAL,
CLEANER BENCHES,
LIGHT AT BUS STOP."*

*"MORE FREQUENT BUSES
(EVERY 30 MINUTES
INSTEAD OF 60
MINUTES);"*

*"SOME STOPS ARE VERY
CLOSE BY THAT CAN BE
REMOVED FROM THE
LIST OF STOPS FOR ECR"*

*"REAL-TIME TRACKING
FOR ALL BUSES"*

*"MORE NIGHT ROUTES,
MORE BENCHES AT
STOPS."*

*"MAINTAIN
CLEANLINESS, BENCHES
AT EACH STOP"*

*"PLEASE FIX 278 SO THE
MORNING AND EVENING
HIT JEFFERSON."*

Addressing Areas of Concern

Potential for future growth: 56% of riders would ride more often if improvements to SamTrans service were made.

Upcoming Bus Stops and Shelters Improvements

- Improve levels of cleanliness at bus shelters and transit centers.
- Phased improvements at 220 priority stops: new shelters, benches, system information and other amenities (currently underway).
 - Five prototype benches being tested at four locations.
- Bus Stop Amenities Refresh: Will update amenity design standards for a new look & feel of stop amenities. Planning phase currently underway.

Addressing Areas of Concern

Real Time Bus Arrival Info

- Staff currently preparing for implementation of Bus Stop Improvement Plan (BSIP) real-time arrival signage recommendations, including pilot QR code deployment at a selection of stops.
- Service Alerts SaaS road map development: Real-time alerts across web, social media, text/email and third-party apps (e.g., Google Maps).

On-Time Performance (OTP)

- FY24/25 average OTP was 82%; goal of 85%.
- Internal coordination to maximize efficiencies in schedule, data collection and operations.

Addressing Areas of Concern

Communication of Service Changes

- Future Customer Relationship Management software (CRM) in FY27: Potential to use as another channel for targeted customer notifications (e.g., direct email updates on service and fare changes, instant answers on-the-go, more ways to get help).

Website Improvements

- Removing accessibility barriers; improving mobile experience.
- Seeking a vendor to enhance live maps, streamline trip planning, and integrate regional wayfinding standards.

Upcoming Initiatives

Youth Riders (27% of riders)

- Safety reporting enhancements through bus ads.
- Engaging with parents during school transitions.
- Strengthening transit-focused messaging through Safe Routes to School.
- Targeted outreach to low-income families.

Upcoming Initiatives

Customer Service Call Center Survey

A new post-call phone survey designed to track performance and drive ongoing improvements.

Boost Engagement with R.I.D.E. Panel Surveys

Launch the new R.I.D.E. (Riders Influencing Decisions and Experiences) panel to provide continuous targeted feedback on customer experience.

Reimagine SamTrans Delivery Evaluation

Final implementation August 2024; project delivery evaluation begins September 2025, with results presented to the Board of Directors in early 2026.



Please email jestj@samtrans.com with any questions.



Bus Transportation CAC Report July 2025

Ridership:

SamTrans: Average weekday ridership across all four modes (Bus, Paratransit, Shuttles, and Ride Plus) increased by 2.3 percent in July 2025 compared to July 2024. The total monthly ridership increased by 2.6 percent in July 2025 compared to July 2024.

Post-pandemic SamTrans total fixed-route bus ridership recovery in July 2025 reached 99.5 percent of pre-pandemic total ridership in July 2019.

Ride Plus: Average weekday ridership was 138 trips, and total ridership was 3,844 trips. The average weekday ridership increased 46.6 percent compared to July 2024, and the total ridership increased 42.0 percent compared to July 2024. Staff attributes growth in Ride Plus usage to recent expanded marketing efforts and the introduction of a new and improved app for booking the service.

Youth Unlimited Pass: For July 2025, Youth Unlimited Pass usage increased 5.2 percent compared to July 2024.

Regarding Key Performance Indicators (KPI):

MBPA: – There were 2 preventable accidents in July 2025 (1 from District and 1 from contracted services). The goal is to have one or fewer preventable accidents per 100,000 miles; SamTrans met its goal with 0.2 accidents per 100,000 miles.

Miles Between Service Calls (MBSC) – There were 34 service calls in July 2025 (22 from District and 12 from contracted services). The goal is to have one or fewer service calls per every 25,000 miles. Fixed-route service did not meet its goal with 1.03 service calls per 25,000 miles, or 24,171 miles between service calls.

On-Time-Performance (OTP) – July 2025 systemwide OTP was 85.1 percent. The goal is to have 85 percent systemwide on-time performance. Fixed-route service met this goal.

Did Not Operate (DNOs) – In July 2025, there were 3 total DNOs, or missed trips.

Safety Campaign

The Safety Campaign continues to inform Operators to “Rock & Roll” in their seat. Pedestrians and fixed objects can be hidden near corners of the windshield. Moving their body forward and side-to-side in their seat helps objects come into view that may otherwise not be noticed. Know your blind spots and stay alert for pedestrians, vehicles and cyclists. Use the clearance lanes when departing the Bases to adjust mirror settings and understand the buses’ position for better alignment and safe navigation.

Bus Operator Employee of the Month (EOM) Recognitions

Eric Chung is the North Base Operator of the Month and **Andrew Cheung** is the South Base Operator of the Month for **JULY 2025**. This is Operator Chung’s fourth EOM award during his twenty-two years of service with the District. Operator Cheung has been driving with the District for twenty-two and a half years, and this is his EOM award.

Maintenance Employee of the Month (EOM) Recognitions

Bus Maintenance EOM for North Base is **Utility worker, Luke Kung**. This is Luke’s first EOM Award during his almost two years of service with the District.

Bus Maintenance EOM for South Base **Lead Mechanic, Roger Pega**. This is Roger’s first EOM Award during his one and a half years of service with the District.



SamTrans CAC TENTATIVE Upcoming Topics – 2025*

TOPIC	MEETING DATE
Customer Satisfaction Surveys	May 28
Central El Camino Project	June 25
Meeting Cancelled due to lack of quorum	July 30
Bus Stop Amenity Refresh Project Update Zero-emission Fleet Transition	August 27
Safety and Security Customer Satisfaction Survey Results	September 24
Ride Plus Service Evaluation*	October 29
Field Trip to Base and Holiday Reception (no public meeting)	November 19
<i>No Meeting</i>	December 31

**Topics and dates subject to change*