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SamTrans Citizens Advisory Committee (CAC)  
1250 San Carlos Avenue, San Carlos, CA 94070, Bacciocco Auditorium, 2nd Floor

## AGENDA

**July 27, 2016 - Wednesday**

**6:30 PM**

1. Pledge of Allegiance
2. Call to Order/Roll Call
3. Public Comment
4. Approval of Meeting Minutes for June 29, 2016
5. Presentation – SamTrans Triennial Survey and Focus Groups – Christiane Kwok
6. Report of the Chair – Juslyn Manalo
7. SamTrans Staff Update – Ana Rivas
8. CAC Member Comments/Requests
9. Liaison Reports
  - a. SamTrans Board
  - b. SamTrans Accessibility Advisory Committee
10. Next Meeting: Wednesday, August 31, 2016 at 6:30 p.m., 1250 San Carlos Avenue, Bacciocco Auditorium, 2nd floor, San Carlos, CA
11. Adjournment

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

## INFORMATION TO THE PUBLIC

If you have questions on the agenda, please contact the Assistant District Secretary at 650.508.6279. Assisted listening devices are available upon request. Agendas are available on the SamTrans Website at [www.samtrans.com](http://www.samtrans.com).

### Date and Time of Boards and Advisory Committee Meetings

San Mateo County Transit District (SamTrans) Committees and Board: First Wednesday of the month, 2 PM. SamTrans Citizens Advisory Committee: Last Wednesday of the month, 6:30 PM. Date, time and location of meetings may be changed as needed.

### Location of Meeting

The San Mateo County Transit District Administrative Building is located at 1250 San Carlos Avenue, San Carlos, one block west of the San Carlos Caltrain Station on El Camino Real, accessible by SamTrans bus Routes ECR, 260, 295 and 398. [Map link](#) Additional transit information can be obtained by calling 1-800-660-4287 or 511.

### Public Comment

If you wish to address the Citizens Advisory Committee, please fill out a speaker's card located on the agenda table. If you have anything that you wish distributed to the Citizens Advisory Committee and included for the official record, please hand it to the Assistant District Secretary, who will distribute the information to the Committee members and staff.

Members of the public may address the Citizens Advisory Committee on non-agendized items under the Public Comment item on the agenda. Public testimony by each individual speaker shall be limited to three minutes and items raised that require a response will be deferred for staff reply.

### Accessibility for Individuals with Disabilities

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 public meetings. Please send a written request, including your name, mailing address, phone number and brief description of the requested materials and a preferred alternative format or auxiliary aid or service at least two days before the meeting. Requests should be mailed to Nancy McKenna at San Mateo County Transit District, 1250 San Carlos Avenue, San Carlos, CA 94070-1306; or email to [cacsecretary@samtrans.com](mailto:cacsecretary@samtrans.com); or by phone at 650.508.6279, or TTY 650.508.6448.

### Availability of Public Records

All public records relating to an open session item on this agenda, which are not exempt from disclosure pursuant to the California Public Records Act, that are distributed to a majority of the legislative body will be available for public inspection at 1250 San Carlos Avenue, San Carlos, CA 94070-1306, at the same time that the public records are distributed or made available to the legislative body.

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

Draft

**CITIZENS ADVISORY COMMITTEE (CAC)  
MINUTES OF MEETING – JUNE 29, 2016**

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

**COMMITTEE MEMBERS ABSENT:** J. Gamber, B. Hasten, A. Jones

**SAMTRANS STAFF PRESENT:** K. Cheema, C. Derwing, T. Dumandan (MV Transportation), T. Lin, N. McKenna, A. Rivas, E. 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 MAY 25, 2016**

Motion/Second: Merriman/Barrios

Ayes: Baker, Barrios, Fucini, Gomez, Koya, Laughon, Lee, Liu, Merriman, Nelson, Wilson, Manalo

Absent: Gamber, Hasten, Jones

**PRESENTATION: SAMTRANS SERVICE PLAN PROGRESS UPDATE**

Carolyn Derwing, Acting Manager, Operations Planning, reported:

- Average weekday ridership (AWR):
  - 2014 up 2.6 percent
  - 2015 up 0.9 percent
- Total ridership:
  - 2014 up 3.1 percent (Total 12,994,421)
  - 2015 up 0.8 percent (Total 13,097,521)
- Passenger per service hour:
  - 2014 – 27.4
  - 2015 – 27.1
- On-time performance (OTP):
  - Goal is 85 percent
  - First six months of 2015 was above the goal
  - Second six months of 2015 was below the goal due to construction and congestion on Willow Road and University Avenue
- FLX AWR:
  - Pacifica – 79
  - San Carlos – 10
- FLX passenger per service hour:
  - Pacifica – 10
  - San Carlos – 2

- Next steps:
  - Mitigation of OTP due to increased congestion on University Avenue and Willow Road corridors. Improve signal timing on University Avenue, increase recovery times on Routes 280/281/296, and adjust headways on Routes 280/281
  - Discontinue San Carlos FLX service to reallocate resources to another San Carlos route
  - New pilot program under consideration:
    - Express service to San Francisco International Airport
    - Expansion of service in East Palo Alto
    - Adjusting school bell time service
  - Continue fixed-route service analysis
    - Evaluate key performance indicators
    - Analyze/adjust connections to Caltrain
    - Analyze low performing routes
  - Increased marketing and promotions
    - Targeted campaigns for senior and youth
    - Focused promotion of new/revised routes
    - Expand community outreach
  - Explore targeted market research
    - Identify commute patterns serving major employment centers
    - Annual Customer Satisfaction Survey and focus groups
  - Ease of use improvements
    - Payment/fare convenience (PayPal, mobile ticketing)
    - Real-time information

Julia Lee said the pilot programs look great and should be prioritized by those that will increase ridership. Ms. Derwing said Route 281 will be increased in East Palo Alto with the August runbook.

Ms. Lee asked if school service includes the community colleges. Ms. Derwing said no.

Ms. Lee said a real-time application should be a priority and is something people will use.

Sonny Koya said passengers on Route 292 are very grateful for the service. He asked if staff knows when the South San Francisco shuttle will be evaluated on its success and if SamTrans will pick up the service it is eliminated. Mr. Koya said he is glad staff is working on the real-time application.

Angel Barrios asked if new routes are pilot programs first. Ms. Derwing said the advantage of pilot programs is it provides flexibility for the first year and allows for adjustments to the service.

Ms. Barrios said she works for the Head Start Program that serves low-income families in San Mateo County who depend on SamTrans. She said her offices would be available for any focus groups.

David Nelson said even the lowest OTP of 75 percent is still good considering the goal is 85 percent. He asked how staff is getting information from riders. Ms. Derwing said from marketing surveys.

Mr. Nelson said he cannot wait for the real-time application.

Zachary Fucini asked how passengers per hour are calculated. Ms. Derwing said the total number of passengers divided by the total number of service hours.

Mr. Fucini said Route 43 departs Mills High School a couple of minutes after the bell rings and arrives Capuchino High School 20 minutes after school is out. This means that the Mills students can't make the bus and the Capuchino students don't want to wait 20 minutes for the bus.

John Baker said with the ridership not increasing 15 percent it must affect the budget and this could be a concern. He asked if there have been additional runs to East Palo Alto. Ms. Derwing said a solution hasn't been found yet and that is why staff is doing the recovery time. Mr. Baker asked if Santa Clara Valley Transportation Authority (VTA) has signal priority in the area. Karambir Cheema, Acting Director, Bus Transportation, said no.

Mr. Baker said there is a difference between Caltrain and SamTrans riders if a Title VI analysis was done. He urged that SamTrans not be a hub and spoke to Caltrain service unless Caltrain accepts SamTrans passes.

Geraldine Wilson said she is glad express service to San Francisco is being considered. Since the Route KX schedule has been cut it is hard for her clients to get to San Francisco.

Annette Merriman said she would like to see express routes on the Coastside to Bay Area Rapid Transit (BART), Caltrain or the airport. She really likes the marketing being done and the use of Facebook for advertising service and things to do on the Coast.

Charlotte Laughon said she too would like to see express service on the Coast as it takes too long to get to BART. She asked who staff is working with on the Coast for marketing the service. Ms. Derwing said she will find out.

Frank Liu said there used to be two express routes on the Coast that went to BART and San Francisco. He asked why they were eliminated in 2010. Mr. Cheema said due to low ridership and financial constraints express routes were eliminated.

Mr. Liu said express service to the airport is definitely needed since there are no direct routes to the airport without transferring between routes.

Bob Gomez asked when service will be increased in East Palo Alto. Ms. Derwing said August 7. She said the city is eliminating the shuttle they operate and SamTrans was asked to increase service in the area on Route 280.

Mr. Gomez said he is thankful for the improved service on Routes 296, 280 and 281. He said he has been trying to get benches at the stops in East Palo Alto. He would like to see some type of study for students at Gunn High School and Menlo Atherton High School as there is no service after the school bell. Ms. Derwing said staff is working on increasing service to Menlo Atherton High School, but Gunn High School is served by VTA.

Chair Manalo asked if SamTrans uses Instagram. Ms. Derwing said yes.

## **REPORT OF THE CHAIR**

No report.

## **SAMTRANS STAFF UPDATE**

Mr. Cheema reported:

- May performance:
  - AWR was 42,871.
  - OTP was 86 percent, above the goal of 85 percent. OTP is considered any bus arriving between zero and five minutes.
  - Complaints were low at 117. Three main categories for complaints are operator, pass-ups, and late buses.
  - Miles between road calls was 26,570, above goal of 20,000 miles between road calls.
  - Tokens continue to be popular.
  - There were 11 missed schedules. Most of these are due to the congestion on University Avenue.
- Weekend ridership on Route 294 service continues to increase. February increased 50 percent, March was down, April increased 58 percent and May increased 78 percent over previous year's ridership.
- Staff met with Ms. Laughon and Ms. Merriman on the Coast to look at shelters. Information was relayed to David Olmeda, Chief Operating Officer, Bus, and he will discuss this information with the executive staff and make a decision.
- Mr. Nelson sent in a compliment on an operator and Ana Rivas, Superintendent, Bus Transportation, presented an "I made a difference award" to the operator while he was on duty.

Mr. Gomez asked what happens when a driver is late or misses a stop. Mr. Cheema said appropriate action is taken so it doesn't happen again.

Mr. Liu said in June 2015 there was a 10,000 drop in tokens and asked if this is a trend. Mr. Cheema said there is no reason for the drop.

Ms. Wilson asked what happens if staff cannot validate a complaint. Mr. Cheema said there are digital video recorders on all the buses that can store data for 30 days. When a complaint is received the superintendents will pull the video and look to see what the complaint is and if it can't be validated it is considered an invalid complaint.

Mr. Nelson said he recently has seen a lot more rude riders and asked if there is anything the operators can do. Mr. Cheema said the operators receive sensitivity

training and also have radios in the buses that go to radio control staff who can contact the San Mateo County Transit Police or local police jurisdiction.

Chair Manalo gave kudos for the last three months of OTP being above goal.

### **CAC MEMBER COMMENTS/REQUESTS**

Ms. Lee said she liked the Fun Guide and hopes it is on all buses.

Mr. Koya said SamTrans has an outstanding safety record and it has a lot to do with training. He said kudos to MV Transportation for keeping the buses moving even though they were a bit late because of the heavy traffic with dignitaries in town.

Mr. Koya asked if there is going to be a bye month. Nancy McKenna, Assistant District Secretary, said it is up to the chair, but December may be the bye month due to the Christmas holiday.

Ms. Barrios said a great marketing campaign would be to have a dignitary or company such as Facebook speak about the benefits of SamTrans and public transit.

Mr. Nelson said Route 292 from Burlingame to Hillsdale is consistently late. It might be a good idea to adjust the schedule by five minutes. He said the lateness could partly be due to the drivers who are comfortable about driving the route, but some passengers are concerned about the speed some drivers are going. Mr. Nelson spoke to a few people who have ridden from San Francisco to Palo Alto and there seems to be an increased number of homeless people on the bus. He asked a group of friends why they don't ride the bus and they said it was dirty with dirty people on it. Mr. Nelson said he has never seen a dirty bus. Mr. Nelson suggested social media be advertised on the bus.

Mr. Cheema said the homeless issue is a constant issue, but it is not as big an issue as other transit agencies.

Ms. Lee said social media is a great way for people to speak about complaints or issues.

Mr. Fucini said the Summer Youth Pass has been heavily advertised. He asked his school to post it on their website.

Mr. Baker said the middle bike rack on Bus 132 is broken. He asked how the promotion for Dump the Pump was and asked if it will be increased on other routes in the future. Mr. Cheema said ridership increased on the two routes and there has been discussion to do this promotion in the future on other routes.

Ms. Wilson said on June 23 at 4 p.m., on northbound Route ECR, Operator 1215 exited the bus at El Camino Real and Holly Street in San Carlos and went into McDonalds. The operator was gone for five minutes, left the engine running and made no announcement to the passengers. On June 6 at 8:15 a.m. on northbound Route ECR, Operator 1074, stopped at Hillsdale Boulevard and El Camino Real and sat there for eight minutes and didn't make any announcement to passengers for the reason for stopping. She said the automated announcements seem frequent for promotions, but

not for etiquette reasons such as cell phone usage. There needs to be larger "no smoking" signs at shelters. Ms. Wilson said she has seen more people riding and buses are very full. She asked why shorter buses are being used when the buses are so crowded instead of the articulated buses. Mr. Cheema said ridership is looked at for assigning the size of the bus for the route.

Ms. Merriman asked if the marketing department could add Route 17 for attending the Fog Fest in Pacifica. She said Shoreline Station Farmers Market is a close walk to Route 294.

Ms. Laughon said the Pacifica Farmers Market is on Wednesdays and should be included in the Transit Fun Guide.

Ms. Lee left at 8:05 p.m.

Mr. Liu said Route KX has a unique stop on Highway 101 and this idea of unique stops or clover leaf interchanges on Highway 101 would be great for express routes.

Mr. Gomez said SamTrans has some of the best operators who are very courteous to all passengers.

#### **LIAISON REPORTS**

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

- The Board held a public hearing for the elimination of the FLX San Carlos Route. After the hearing the Board authorized the associated Title VI analysis and elimination of the route.
- Approved the Fiscal Year (FY) 2017 operating and capital budgets.
- Proclaimed June 16 as National Dump the Pump Day with free fares on that day on Routes ECR and 294.

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

#### **NEXT MEETING:**

The next meeting will be held July 27, 2016 at 6:30 p.m., 1250 San Carlos Avenue, Bacciocco Auditorium, 2<sup>nd</sup> Floor, San Carlos, California 94070.

Adjourned at 8:20 p.m.

**P, D & S ITEM # 2  
AUGUST 3, 2016**

**SAN MATEO COUNTY TRANSIT DISTRICT  
STAFF REPORT**

TO: Planning, Development and Sustainability Committee

THROUGH: Jim Hartnett  
General Manager/CEO

FROM: Seamus Murphy  
Chief Communications Officer

SUBJECT: **REPORT ON SAMTRANS TRIENNIAL SURVEY AND FOCUS GROUPS**

**ACTION**

This report is for information only. No board action is required.

**SIGNIFICANCE**

SamTrans conducted an onboard customer survey in October 2015. The results of this survey provide rider and trip characteristics, demographics, and ratings for 12 key performance indicators. SamTrans also conducted subsequent focus groups in May 2016 to gather additional information about efforts to improve customer communications.

The survey was administered onboard by trained survey collectors. 6,430 responses were received which equates to an 80 percent completion rate and a system-wide margin of error of +/- 1.21 percent.

The focus groups were segmented into four subgroups: frequent riders, infrequent riders, non-riders and Spanish-speaking riders. The participants were selected by a screening process to ensure accurate representation of SamTrans' diverse ridership. The development of the focus groups, recruitment of the participants, moderation and reporting were performed by Corey, Canapary and Galanis, a professional independent and specialized research company.

**BUDGET IMPACT**

There is no impact on the budget.

**BACKGROUND**

**TRIENNIAL SURVEY**

Survey questionnaires were distributed between 5:30 am and 10:00 pm and shifts were structured to capture responses from peak period and off peak riders.

Specific routes were selected to reach riders on high, moderate and lower ridership routes in the Northern, Central, Southern and Coastside regions of the County. About 85 percent of the shifts were assigned to weekday routes, and 15 percent to weekend routes.

Key findings include:

- Half of SamTrans riders are long-time users, but there is a substantial share of new riders who have started using the system within the past year.
- Most SamTrans riders rely on the system as their primary mode of transportation.
- Most riders walk to the SamTrans bus stop and pay their fare either with cash or a SamTrans Monthly Pass. A number of riders take more than one SamTrans bus to their destination.
- Limited vendors, consumer choice, and lack of information are the main barriers to Clipper Card use.
- SamTrans is used for a wide variety of purposes by its riders.
- Overall, SamTrans is generally well regarded by its customers.
- Among specific service attributes, SamTrans scored highest on personal security, courtesy of operators, and cleanliness of the bus. It rated lowest on frequency of buses (among the 11 attributes rated).
- SamTrans riders speak a multitude of languages at home. English (70 percent), Spanish (27 percent), and Tagalog (14 percent) remain the top languages spoken at home by SamTrans riders.

### **FOCUS GROUPS**

Corey, Canapary & Galanis conducted four focus groups on behalf of SamTrans. These groups focused on learning more about how SamTrans communicates with riders and non-riders, and how passengers and potential passengers would like to receive information about SamTrans service, schedules and fares.

Key findings include:

- Apps and mobile website access are emerging as preferred methods of accessing schedules and other information
- Non-riders are willing to try SamTrans – particularly if it goes somewhere fun and they get a ride or two free. Participants suggested service to special events, such as fairs and festival,
- Use of a ridesharing service for low ridership routes received many initial positive reactions.

### **STRATEGIC INITIATIVE**

- Priority 1: Expand mobility options for our customers.
  - Goal 1: Increase weekday fixed-route ridership by 15 percent
  - Goal 2: increase fixed-route farebox revenue by 20 percent

Prepared By: Christiane Kwok, Manager, Market Research  
& Development

650-508-7926