

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

**CITIZENS ADVISORY COMMITTEE (CAC)
MINUTES OF MEETING – SEPTEMBER 28, 2016**

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

COMMITTEE MEMBERS ABSENT: B. Hasten, A. Jones, C. Laughon, J. Lee, A. Merriman, G. Wilson

SAMTRANS STAFF PRESENT: J. Averill, K. Cheema, C. Derwin, H. Dhillon (MV Transportation), A. John, L. Kiner, M. Reggiardo, A. Rivas, E. Rivas, J. Santos, K. Shanks (MV Transportation), B. Tietjen

Chair Juslyn Manalo called the meeting to order at 6:32 p.m. and led the Pledge of Allegiance.

PUBLIC COMMENT

None

Angel Barrios arrived at 6:34 p.m.

APPROVAL OF THE MINUTES OF AUGUST 31, 2016

Motion/Second: Gamber/Koya

Ayes: Barrios, Fucini, Gamber, Gomez, Koya, Liu, Nelson, Manalo

Absent: Hasten, Jones, Laughon, Lee, Merriman, Wilson

Abstain: Baker

PRESENTATION: YOUTH MOBILITY PLAN UPDATE – LINDSEY KINER

Lindsey Kiner, Senior Planner, presented:

- Study purpose: identify service, technology, and marketing strategies that can increase transit ridership within the youth market focused on middle schoolers, high schoolers, and college students between 19 and 24
- Demographics
 - Schools in county
 - 27 middle schools
 - 31 high schools
 - Three community colleges
 - Enrollment projections
 - In 2019 enrollment in high school and middle school will peak at 51,000 projected students, community colleges is 23,000
 - Current service
 - 34 school-day only bus routes: 116 bus trips and approximately 54 service hours per weekday
 - 39 percent of SamTrans customers are ages 13 to 24

- Many ways to pay for fares, including tokens, Clipper card, one-way fares, day passes, monthly passes, and summer youth passes
- Youth trends
 - Connect to SamTrans routes by walking, via another SamTrans route, or being dropped off
 - Delaying obtaining drivers licenses in comparison to previous generations
 - Those old enough to drive are delaying car ownership, opting to use transit, ridesharing or walking/biking
 - Propensity to use ridesharing is in line with a trend toward using and growing the sharing economy
- Opportunities analysis
 - Fare options/sales to make purchasing and use of transit passes more attainable for youth
 - Technology to enhance trip planning and encourage transit use such as a mobile application
 - Service improvements to improve access while leveraging existing bus operations resources
 - Improved youth engagement through closer coordination with schools, community groups, and youth-oriented organizations
 - More targeted marketing via the social media platforms and communication channels youth and parents access most frequently
- Next steps
 - Opportunities identification
 - Youth outreach
 - Parent outreach
 - Recommended actions and strategy
 - Board update: early 2017

Joyce Gamber said it is extremely difficult for youth to prove their age in order to get a Clipper Card. She asked why Clipper makes it so difficult. Ms. Kinder said Clipper is administered through the Metropolitan Transportation Commission (MTC). Youth and their parents were told to provide birth certificates as proof of age, and that raises privacy concerns. Through the study, providing information about these barriers can be very helpful as the MTC embarks upon the next phase of Clipper.

Ms. Gamber said if students have student identification, that should suffice because they have photos on them.

Sonny Koya asked why the use of Clipper by youth was so low. Tokens are very popular for good reasons for young adults. He said he has never been a fan of the way Clipper is run. Staff should work on it to see if a school identification card would do to prove age. He would not send a child out with a birth certificate.

Zachary Fucini said many students use cash, which causes problems. If there are a lot of people paying cash it slows down the boarding process and it becomes expensive over time to pay cash every day. Some youth can't afford to pay up front for a monthly pass. Clipper cards are hard to get because it requires identification, and they have to be applied for and received in the mail, but adult Clipper cards can be bought at any Walgreens. His school sells the monthly passes on paper that are swiped through

the fare box but they are usually only given out to low-income students because of the limited supply. If the supply was increased, schools might be able to advertise them so more students could buy them. Tokens are a good idea, and many youth riders don't know about them. SamTrans should market them in place of a monthly pass. Youth could still save money by using tokens. He hopes staff will look into ways to give youth easier access and have more fare options. Ms. Kiner said focus groups stated some students were not offered tokens and some have never heard of tokens. Staff will be looking into fares and ways to keep access to different fare payments easy and in good supply.

David Nelson said if a rider takes lots of buses in one day, it is cheaper to get a bus pass or to pay in cash than to use Clipper. He did not know anything about tokens until he joined the CAC. Tokens are not just for youth, but for people in general. Some students take Lyft or Uber, so minors are still able to use those services. Ms. Kiner said focus groups help staff learn more about that because youth want on-demand service and access.

Mr. Nelson said youth are interested in immediate gratification and a smartphone application would help with it.

John Baker asked if staff has breakdowns between morning and afternoon usage of school routes. Morning bus riders are not always afternoon bus riders and therefore parents may not want to pay for a monthly pass. He encouraged staff to look at that and push tokens more on campuses. Ms. Kiner said student travel patterns are different than everyday commuters. Ridership data and survey data and understanding those fluctuations will help staff make these determinations.

Frank Liu said schools should take a more active role in promoting public transportation with students. He found pamphlets that SamTrans hands out to advertise a new school route in the health office. He asked why someone would go to the health office to find transit information. Schools need to take a more active role in broadcasting SamTrans opportunities to students. Schools could sell tokens and summer youth passes on site. Tokens are sold at retail locations such as Safeway, but it is not intuitive for people to go to buy tokens where they go to buy groceries. Selling tokens and summer youth passes at schools would make them more accessible. He heard school day only routes are expensive for SamTrans to maintain because they need extra drivers to drive in the morning and afternoon. He asked if that is a consideration and a difficulty. Ana Rivas, Superintendent, Bus Transportation South Base, said yes, peak hours are costly and require a lot of resources, and low hours are not as productive.

Mr. Liu said to drive down the cost of peak hours is to shift the times that other routes run to better serve the school. Route 295 does not stop in front of the school until 7:20 a.m. and next trip stops at 8:20 a.m., but school starts at 8 a.m. If the timing of the route was changed to arrive at 7:50 a.m., it would better serve the students. This way SamTrans would not have to pay for an extra driver.

Ms. Barrios said Head Start and Early Head Start families that are low-income primarily use public transportation to get to school. She is interested in including families bringing

children on the bus to get to school as part of the survey to get a sense how they are using it. Ms. Kiner said elementary school students are outside the purview of the survey.

Ms. Barrios said Head Start is zero to five, which is where the foundation of school success and the importance of regularly going to school begins. Ms. Kiner said parents will have an area in the survey to leave comments, so some information relevant to that issue may come from the survey. The survey is specifically focused on the young adult.

Bob Gomez said he does not have complaints about the routes he takes, but one customer wanted to be let off the bus and an undesignated stop but the driver wouldn't let him out. He said he was going to talk to SamTrans about it.

PRESENTATION: SENIOR MOBILITY PLAN UPDATE – MELISSA REGGIARDO

Melissa Reggiardo, Principal Planner, presented:

- Senior Mobility Action Plan
 - First plan developed in 2006
 - Identified strategies to support senior mobility
 - Plan was used to secure grant funding to plan and implement strategies
 - Resulting programs:
 - Senior Mobility Guide
 - Mobility Ambassadors
 - Veterans Mobility Corps
- Senior ridership
 - There has been a 13 percent increase in senior ridership since 2007 when ambassador program started
- Need for an update
 - Senior population to grow 70 percent in the next 20 years
 - Redi-Wheels ridership increased 9 percent between Fiscal Year (FY) 2015 and FY2016 – cost per trip: \$46.25
 - Received \$130,000 in grant funding for planning efforts
 - Strategic Plan action: expand mobility options
- Study goals
 - Plan innovative services for seniors and people with disabilities in underserved communities
 - Identify alternatives to paratransit
 - Form new partnerships
 - Identify ways to leverage existing funding and new funding sources
- Scope of work, schedule
 - Stakeholder outreach: throughout
 - Stakeholder and paratransit interviews: October to December 2016
 - Document existing services: September 2016
 - Data analysis: October 2016 to January 2017
 - Bus stop analysis: March/April 2017
 - Formulate strategies: April to September 2017
 - Recommendations: December 2017

Ms. Barrios asked what age seniors start. Ms. Reggiardo said 65 and up.

Ms. Barrios asked what age drivers have to be retested for their driver's license. Ms. Reggiardo said there is not an age that people can't drive any more, but the Department of Motor Vehicles does implement additional tests when drivers reach a certain age.

Ms. Barrios asked if the focus is on younger or older seniors. Some seniors are still working. Older seniors may be going to appointments. Ms. Reggiardo said all seniors, veterans, and people with disabilities, but specifically staff is looking at trying to relieve some of the paratransit ridership because those customers tend to be older seniors and people who have difficulty getting around.

Ms. Barrios said some of the assisted living facilities have a private service that takes residents places. They probably don't use public transit. Ms. Reggiardo said probably not, so staff will try to focus on communities of need for people who can't afford those facilities.

Mr. Liu asked if Redi-Wheels picks up a single passenger per trip and if that is why the ridership cost is so high. Ms. Rivas said these are shared rides, and there may be cases where the service picks up another passenger on the way to a destination.

Mr. Liu said a way to decrease the cost is to try to increase the number of shared rides.

Mr. Baker said one of his concerns is identifying alternatives to paratransit. Some other transit agencies have privatized with Uber and Lyft, and until there is better vetting with ride sharing companies he is reluctant to do it. Ms. Reggiardo said those companies are a community asset, but partnering with them is difficult when there are liability and Americans with Disabilities Act (ADA) issues, vetting, background checks, and a host of issues that prevent transit agencies from partnering with those types of companies.

Mr. Nelson asked why there is a dip or a rise in paratransit. Ms. Reggiardo said there are a lot of things going that produce a trending increase. A subset of older seniors may be partially responsible for the recent increase. Another factor is the eligibility criteria was changed to be more stringent, which may have kept the trend steady.

Mr. Nelson asked if this growing demographic will have an effect on the adult age group demographic. Ms. Reggiardo said the study was just kicked off, but that is something to consider.

Mr. Nelson asked if the \$130,000 spent over the next two years will be enough. Ms. Reggiardo said it is for two years and staff projects to finish the study prior to two years. The money will cover some of the consultants, but it does not cover all the staff time.

Mr. Nelson asked what a stakeholder is. Ms. Reggiardo said San Mateo County, a private entity that provides transportation services, nonprofits that provide social and transportation services. There is a wide variety of potential people that will be useful to the planning process and staff hopes to attract a lot of them to provide feedback.

Mr. Nelson asked if SamTrans could partner with privatized services. Ms. Reggiardo said that is a key question of this study, and the study will attempt to answer it.

Mr. Koya said SamTrans knows the needs of the people within the county and he holds SamTrans responsible for providing transportation from youth to seniors. Seniors and people with disabilities are on the rise. He encouraged SamTrans to continue to expand on these services so all needs are taken care of by SamTrans. He will not rely on third party companies when he is unable to drive; he will look at SamTrans for his transportation. He discouraged the use of outside consultants. SamTrans doesn't need outside services. Ms. Reggiardo said it is possible this study could identify partnership with third party providers. The survey may show services should not be performed by SamTrans. Getting into specific transportation services that may only serve an important but small population may not be appropriate. There will be ongoing conversations, but staff will look at community partners to help solve the problems.

Mr. Koya said SamTrans should always have the upper hand.

Ms. Gamber said with her ADA status, she is not able to drive. What made it easy for her to accept was SamTrans has what she needs where she lives. Some rides are not accessible and some trips take longer than they should, but she is happy with the service. The bus stops need to get upgraded. At 68 years old she will not be standing outside where there is no bench or shelter. SamTrans would be able to attract more people with those amenities. She would rather stay on the bus than use the paratransit service.

REPORT OF THE CHAIR

No report.

SAMTRANS STAFF UPDATE

Ms. Rivas reported:

- Staff looked at the area around Brunswick Street and Templeton Street where buses lay over and confirmed there are no safety concerns in the area. There is no crosswalk, but passengers should go to intersection to cross the street. This is at a layover area where a route is terminated and a new one starts.

Ms. Manalo said when buses are lined up children are not able to see if cars are coming when they cross the street. Ms. Rivas said that is why they should use the intersection crosswalk to cross the street.

- August performance:
 - Average weekday ridership was 38,500.
 - On-time performance was 83.12 percent, below the goal of 85 percent.
 - Complaints were 230. A majority of calls had to do with requesting new service. A large group requested new service in Redwood City. Operator-related complaints included timeliness and pass ups.
 - Miles between road calls was 32,873, above the goal of 20,000 miles between road calls.

- Tokens continue to be popular with 28,657 adults and 2,031 youth. The youth number is expected to increase once it captures a whole month of school service.
- There were 11 missed schedules.

Mr. Nelson asked why there was such a big difference between July and August youth token use. Ms. Rivas said some schools are not in session, and if the beginning of the school year is in the middle of the month, the data does not capture a complete month or sample.

Mr. Baker said youth token use is 10 percent of the previous August and he thinks it is a typo. Ms. Rivas said if it is a typo it will be corrected.

CAC MEMBER COMMENTS/REQUESTS

Ms. Gamber said she would like staff to thank Mark Simon, Chief of Staff, and Lieutenant Vickie O'Brien, Transit Police, for an insightful and informative presentation last month. She said if a person is in a confined area and uncomfortable calling 911, one thing they can do is pretend they are talking to their friend and say they're running late and they're on a specific route and where they are. The 911 dispatchers are trained to elicit yes or no answers from callers so callers can safely call 911. If someone looks at the caller, the caller can put the phone down and the phone will be tracked by the police. She recommended people take the Run Hide Fight class. She thanked the committee for keeping things concise, which makes things better for everybody. If meetings don't get out too late, she will not have to wait outside at a bus stop for long in the dark.

Mr. Koya said last month's presentation was informative and it was worthwhile and he provided the information to his friends. He attended the SamTrans 40th Anniversary and it was wonderful. Route 292 is excellent and is running flawlessly.

Mr. Fucini said he really enjoyed the vintage buses at the SamTrans 40th Anniversary. He said the first time he took his bike on a SamTrans bus the bike rack was full, but Bus Operator 1200 accommodated him and let him bring his bike inside. The operator was helpful and made it a positive experience.

Mr. Nelson said one thing some new drivers have trouble with on Routes 251 and 256 is when the bus gets to Hillside Boulevard in Foster City. Twice in the past two new drivers took a right turn too soon and it messed up the route. Ms. Rivas said couple of drivers got lost in that area with the new run book. The first or second week of a new run book is challenging. She hasn't heard any issues lately.

Mr. Nelson said drivers complain about deadheading. He heard Route 397 is supposed to be free after 1 a.m. Ms. Rivas said a study is underway where it might be subsidized but it has not been implemented yet.

Mr. Nelson said once Route 292 gets closer to San Mateo it is consistently 15 to 20 minutes late once it hits the southern end of route. He said he gave up on Route 292 and started taking Route ECR. Ms. Rivas said she made notes of these comments and will look into making adjustments in the new run book.

Mr. Nelson asked if there is any update on the SamTrans mobile application. Ms. Rivas said staff is still having meetings and are going to provide the stakeholders wish list and what would be beneficial. The request for proposals has been opened and staff is looking into several options.

Mr. Liu said there is a substantial student population in Foster City that is not served by SamTrans. He asked to extend Route 59 into Foster City. Ms. Rivas said the proper protocol is to submit comments through Transit Safe on the website or through the 800 number so the comments can be documented and routed correctly. Staff will take a look at these ideas.

Mr. Liu said some destination names need to be clearer. One destination on Route 250 is "5th and El Camino Real." A lot of riders don't know where that is. It could be labeled downtown San Mateo. Ms. Rivas said there is more than one "5th and El Camino Real" bus stop as well.

Mr. Gomez said Route 81 is working out nicely and he has no complaints about it. He asked for a printed timetable. Ms. Rivas said she will make sure he gets one.

Chair Manalo said she is trying to be more mindful of the time and to keep everyone on point.

LIAISON REPORTS

a. SamTrans Board – Juslyn Manalo

- Received updates on the Dumbarton Transportation Corridor Study and Strategic Plan.
- The Roadeo committee was presented a Certificate of Appreciation and winners were recognized.

b. SamTrans Accessibility Advisory Committee – vacant.

Chair Manalo said Mr. Nelson has volunteered to be the liaison to the SamTrans Accessibility Advisory Committee. Chair Manalo appointed Mr. Nelson to that position.

NEXT MEETING:

The next meeting will be held October 26, 2016 at 7:55 p.m., 1250 San Carlos Avenue, Bacciocco Auditorium, 2nd Floor, San Carlos, California 94070.

Adjourned at 7:53 p.m.