



SamTrans CAC – September 2022

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CAC's Purpose

- Help District plan services by being voice of riders and other affected people relative to “where, ” “what” and “when” of SamTrans operations
 - Focus on issues “of direct concern to users of fixed-route bus service”
- Advise Board on programs, policies and actions which will encourage greater utilization of public transportation
 - Direct liaison to Board of Directors through Community Relations Committee
 - Assist Board of Directors in any manner Board deems appropriate

CAC's Purpose "Parallels" the CRC's

- Board of Directors standing committees are: **Community Relations (CRC)**, Finance, Legislative*, and Strategic Planning, Development & Sustainability (SPDS)
- CRC responsibilities per Board's Rules of Procedure focus on accessibility, senior services, community issues
 - Receive reports on bus, paratransit and multi-model performance, ridership
 - Review and oversee senior and ADA programs
 - Review and develop programs for public information, press relations, marketing, advertising, community participation
 - Establish contacts with organizations to promote use of public transit
 - Establish liaison with CAC

CAC Public Role #1

- The Chair (or Vice Chair or designee) make reports at CRC meetings

CAC Public Role #2

- The Chair may designate representatives to attend Board of Directors' other committee meetings, meetings of other advisory committees (PCC, Measure W COC, Caltrain CAC, TA CAC) and public hearings on bus route and commuter rail schedules
 - Representatives report back to the CAC
 - CAC reactions can then be reported to the Community Relations Committee

CAC Public Role #3

- “Improve the public perception of the value of transit” such as by engaging in broader community activities
- “Maintain and develop liaison with other transportation community-oriented organizations”
- Bring input back to CAC and Board (through the CRC)

Rules of Engagement

- In **Public Role #1**, Chair (or designee) speaks for the CAC
- In all other contexts, CAC members are not representatives of the District/SamTrans - or even the CAC - to any other person/entity
- When engaging in **Public Roles #2 and 3**, your job is to:
 - Promote value of public transportation
 - Gather information/input to share with the CAC
 - Focus on purpose/scopes of CAC and CRC
 - Build relationships to enable you to accomplish the above
- When engaging in your **private capacity**, you may reference membership on CAC “for identification purposes only”