

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

**Minutes of Strategic Planning, Development,
and Sustainability Committee Meeting / Committee of the Whole**

June 5, 2024

Committee Members Present: D. Canepa (Chair), R. Medina, J. Powell

Committee Members Absent: None

Other Board Members Present Constituting Committee of the Whole: B. Esser, M. Fraser, J. Gee, P. Ratto

Other Board Members Absent: M. Chuang, R. Mueller

Staff Present: A. Chan, K. Jordan Steiner, D. Olmeda, S. van Hoften, J. Cassman, J. Brook, D. Seamans

9.c.1. Call to Order

Committee Chair David Canepa called the meeting to order at 3:15 pm.

9.c.2. Approval of Minutes of the Strategic Planning, Development, and Sustainability Committee Meeting of May 1, 2024

Motion/Second: Esser/Medina

Ayes: Canepa, Esser, Fraser, Gee, Medina, Powell, Ratto

Noes: None

Absent: Chuang, Mueller

9.c.3. Customer Acquisition and Experience Strategy

April Chan, General Manager/CEO, introduced Lisa Peabody, Director, Customer Experience, and Taylor Huckaby, Deputy Chief Communications Officer, who provided a comprehensive presentation on customer experience, which included brand loyalty, increasing revenue and retention, building trust, and noting that the customer service team has an average of 3,000 customer contacts a month. The directors discussed human and AI (artificial intelligence) moderators on social media, the impact of AI on customer interactions and social media, expectations, and how to strategize and manage it. Ms. Peabody said staff is working on a policy regarding AI and will discuss it further with the Board going forward.

Public Comment:

Adina Levin said she appreciated the efforts of Customer Experience to make using SamTrans a positive experience.

9.c.4. Adjourn

The meeting adjourned at 3:56 pm.

An audio/video recording of this meeting is available online at <https://www.samtrans.com/about-samtrans/video-board-directors-cac>. Questions may be referred to the District Secretary's office by phone at 650-508-6242 or by email to board@samtrans.com.