



BOARD OF DIRECTORS 2010

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MICHAEL J. SCANLON
GENERAL MANAGER/CEO

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

AGENDA

January 5, 2011 - Wednesday

6:30 PM

1. Pledge of Allegiance
2. Call to Order/Roll Call
3. Public Comment
4. Approval of Meeting Minutes for December 1, 2010
5. Presentation: Hillsdale Bus Stop Relocation – Eric Harris
6. Report of the Chair
7. SamTrans Staff Update
8. CAC Member Comments/Requests
9. Liaison Reports
 - a. SamTrans Board – John Baker
 - b. SamTrans Accessibility Advisory Committee –Tom Collette
 - c. Caltrain Accessibility Advisory Committee – Peter Loranger
 - d. Peninsula Corridor Joint Powers Board – David Wilcox
 - e. Peninsula Corridor Joint Powers Board Citizens Advisory Committee – Andy Chow
 - f. Senior Mobility Action Plan – vacant
10. Next Meeting: Wednesday, February 2, 2011 at 6:30 p.m., 1250 San Carlos Avenue, Bacciocco Auditorium, 2nd floor, San Carlos, CA
11. Adjournment

All items on this agenda are subject to action

CAC MEMBERS: J. Baker, A. Chow (Vice-Chair), L. Chow, T. Collette, M. Hall, W. Kingsford-Smith, P. Loranger, J. McKie, K. Nobles, S. Price, P. Ratto (Chair), D. Wilcox

INFORMATION TO THE PUBLIC

If you have questions on the agenda, please contact the Assistant District Secretary at 650.508.6223. Assisted listening devices are available upon request. Agendas are available on the SamTrans Website at www.samtrans.com.

Date and Time of Boards and Advisory Committee Meetings

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

Location of Meeting

The SamTrans Administrative Building is located at 1250 San Carlos Ave., San Carlos, which is one block west of the San Carlos Caltrain Station on El Camino Real, accessible by SamTrans bus Routes: 260, 295, 390, 391, KX.

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; or by phone at 650.508.6279, or TDD 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
1250 SAN CARLOS AVENUE, SAN CARLOS, CALIFORNIA**

**CITIZENS ADVISORY COMMITTEE
MINUTES OF MEETING – DECEMBER 1, 2010**

COMMITTEE MEMBERS PRESENT: J. Baker (Chair), A. Chow, L. Chow, T. Collette, M. Hall, W. Kingsford-Smith, P. Loranger, J. McKie, K. Nobles, P. Ratto, D. Wilcox

COMMITTEE MEMBERS ABSENT: S. Price

SAMTRANS STAFF PRESENT: P. Boland, M. Espinosa, K. Green, C. Harvey, R. Haskin, R. Kingon, N. McKenna, C. Patton, E. Proctor

BOARD MEMBERS PRESENT: Shirley Harris, Art Lloyd, Karyl Matsumoto

Chair John Baker called the meeting to order at 6:35 p.m. and led the Pledge of Allegiance.

PUBLIC COMMENT

None

APPROVAL OF THE MINUTES

The Committee (Ratto/Hall) approved the minutes of November 3, 2010; (Kingsford-Smith abstained).

PRESENTATION: NEW FAREBOXES

Marketing Manager Pat Boland reported:

- Fareboxes were last replaced in 1987.
- The old fareboxes have poor reporting functions and maintenance costs have been rising.
- The procurement of the new fareboxes is being led by Operations with full-agency involvement.
- The total project cost is \$9.6 million.
- Features of the new fareboxes include:
 - Uses magnetic stripe technology.
 - Still accepts tokens and cash.
 - Reduces fraud.
 - Fewer tasks for the operator.
 - Stop-specific data.
 - Expanded reporting functions.
 - Issues change cards and Day Passes.
- The new fareboxes have a cash feed, coin feed and swipe option.
- Cash feed option allows for up to \$20 be inserted into the farebox with the capability of issuing a change card. Bills can be stacked and counted into the farebox.
- Coin feed option auto counts the coins and sorts by denomination. The coin feed will accept tokens and is able to identify slugs.
- The swipe function is for monthly passes.

- Staff has been getting the word out about the new fareboxes through:
 - Article in *Rider's Digest*
 - Insert in information requests.
 - Onboard electronic message signs.
 - *How to Use the Farebox* brochure.
 - *How to Use the Farebox* video on website.
 - Notice to senior travel trainers.
 - Onboard Takes Ones.
 - News release.
 - Ambassadors.
 - Vendor outlets, Social Service agencies and neighboring transit agencies.

Peter Loranger asked what happens if the fareboxes are not functioning. Director of Bus Transportation Chester Patton said the trip would be completed, but the field supervisor would meet the bus in route to see if he/she could correct the problem. If not, the bus would be taken out of service at the end of the route.

Mr. Loranger asked how monthly passes work. Mr. Boland said all monthly passes will be transitioned to Clipper. Mr. Boland said if there is a malfunction with the Clipper card the customer can come into this office and have the card replaced.

Mr. Loranger asked if the passenger will be able to ride if they don't have any money or a valid monthly pass on their Clipper card. Mr. Patton said if the operator doesn't get a valid reading on the farebox they will challenge the fare and ask for a cash payment.

Kim Nobles asked if it is possible for a customer to jam the farebox. Mr. Boland said the fareboxes are very reliable.

Peter Ratto asked how the Day Pass function works. Mr. Boland said the customer would dip and swipe their pass.

Chair Baker said he is glad to see the fareboxes coming to fruition.

Andy Chow asked if tokens will be discontinued in the future. Mr. Boland said if tokens were put on a swipe card it would fall more in the realm of the Clipper card.

Lisa Chow said there needs to be more outreach and education to customers on the change card.

PRESENTATION: NEW FARE MEDIA

Manager, Planning and Research Marisa Espinosa reported:

- Day Passes will be implemented after the new fareboxes are installed.
- A benefit to customers purchasing a Day Pass includes cost savings, convenience and is an alternative to buying a Monthly Pass.
- Transfers were discontinued in 1985. Cash paying riders must pay full fare at each boarding.
- Monthly Pass customers will break even after 16 days.
- Approximately 14 percent of customers will benefit from Day Passes.
- Cash fares account for 61 percent of riders.

- Many other peer agencies offer Day Passes.
- Four scenarios were created and examined on benefits of the Day Pass.
- Policy questions include:
 - Time of expiration – service day or 24-hour period.
 - Price of Day Pass.
 - Combining youth and senior/disabled fare categories.
 - Day Pass for express service.
- Staff recommendations include:
 - Price full-fare local day pass at three times the one-way fare. This offers revenue neutrality or a small net gain.
 - Fare categories will be kept the same as SamTrans fare structure.
 - Offer cash differential option for customers in lieu of an express and out of San Francisco Day Pass.
 - Day Passes expire at the end of service day.
 - Introduce the Day Pass with other fare changes.
- Next steps include:
 - Program draft business rules for Day Pass in farebox project testing in early 2011.
 - Hold a public hearing for fare changes in spring 2011.
 - Complete Title VI analysis in spring 2011.
 - Implementation of Day Passes by the end of 2011.

Mr. Loranger said when he travels he buys a Day Pass, but he won't buy one in the afternoon if the pass expires at midnight.

Mr. Chow said the expiration should be 14 to 18 hours from time of purchase for those who work overnight. Ms. Espinosa said staff looked at peer agencies' policies and San Francisco Municipal Railway (Muni) was end of service day.

Chair Baker asked if other agencies were analyzed for pricing. Ms. Espinosa said SamTrans Day Pass pricing was three times the base fare.

Chair Baker has long been advocating for Day Passes and this is an important step to attracting new riders and pricing is very important.

Mr. Ratto said a multiplier of three is good. Ms. Espinosa said many riders will walk longer distances than paying for more trips so the Day Pass will attract more riders.

Ms. Chow said the marketing effort needs to promote the savings of a Day Pass and being able to get on and off the bus without paying any additional fares.

REPORT OF THE CHAIR

No report

REPORT FROM THE NOMINATING COMMITTEE

Chair Baker said he is nominating Mr. Ratto for chair and Mr. Chow for vice chair. There were no other nominations from the floor.

A motion (Collette/Wilcox) to nominate Mr. Ratto for chair and Mr. Chow for vice chair was approved by all.

SAMTRANS STAFF UPDATE

Mr. Patton reported:

- October average weekday ridership is over 48,000, on-time performance is 84 percent and complaints are down slightly.
- Invited all CAC members to the District toy drive on Friday, December 3 from 5-6 p.m. in the lobby here at Central.

CAC MEMBER COMMENTS/REQUESTS

Judy McKie asked if the bus can be reconfigured to accommodate more bikes. Deputy CEO Chuck Harvey said there have been bike rack designs completed for three bikes, but the California Highway Patrol deemed them illegal because it hindered the headlights on the bus.

Ms. Nobles said she is delighted to serve another year.

Ms. Chow thanked staff for the holiday reception and their work for the past year. She said the chair and vice chair may want to think of a way to thank staff for their time and effort.

Ms. Chow thanked Executive Officer Communications and Marketing Rita Haskin for responding to her concern on the shelter on El Camino Real and San Carlos Avenue, but she still questions the policy for schedules at bus stops.

Mr. Chow said the 10th Street on-ramp in San Francisco is a problem for Route KX. He said the three lanes merge into one on the freeway and it is horrible during peak hours. Mr. Chow said the route should go on Mission Street and use the South Van Ness on-ramp so the bus wouldn't have to merge onto the freeway. He said the bicycle groups have issues with the Pico Boulevard Gate closure and asked staff to take a realistic look to take care of the bicyclists needs. Mr. Harvey said staff is being very responsive to the public on the Pico Boulevard gate issue. He said the street has no curbs, sidewalks or bike lanes and buses travel in out of South Base at this location. Mr. Harvey said staff is awaiting a traffic study and will not open the gate until the safety concerns are resolved. Mr. Chow said the San Mateo County Transportation Authority has funding for roadway improvements. Mr. Harvey said the city would have to initiate such a request.

Mr. Ratto thanked everyone for the vote of confidence for voting him chair for 2011.

Maureen Hall said she had a good experience with the Clipper testing. Ms. Hall said there are no bus schedules at Seton Hospital.

Mr. Loranger thanked Chair Baker for his service and for staff and the board members for attending the meeting.

Mr. Collette thanked staff for the holiday reception and wished everyone a Happy Holiday.

David Wilcox said there is still an issue with the small buses on El Camino Real in early afternoon, evenings and Saturday mornings. He said people are talking about finding other ways

to get to work because of the overcrowding. Mr. Patton said the weekend service was adjusted for more articulated buses.

Wayne Kingsford-Smith thanked the Board members for attending tonight.

Chair Baker said Mr. Wilcox will no longer be attending the Peninsula Corridor Joint Powers Board (JPB) meetings and reporting at the CAC meetings. He said if anyone is interested in being the JPB liaison please let him know.

LIAISON REPORTS

a. SamTrans Board - John Baker

- Presentation on Caltrain was given.
- Bus ridership is down about 9 percent. Staff said approximately 3 percent is directly associated to the service cuts.
- A citizen complained about service on Route 121 on South Hill in the Daly City area.

b. SamTrans Accessibility Advisory Committee - Tom Collette

- Committee voted on new bylaws and will be voting for a new chair in January.

c. Caltrain Accessibility Advisory Committee - Peter Loranger - no meeting.

d. Peninsula Corridor Joint Powers Board - David Wilcox

- Sue Lempert said there was a huge pileup on BART because of the Giants parade.
- All rolling stock for SamTrans and Caltrain was put into service for the Giants parade.

e. Peninsula Corridor Joint Powers Board Citizens Advisory Committee - Andy Chow

- Staff gave an update on Clipper.

f. Senior Mobility Action Plan - vacant

NEXT MEETING:

The next meeting will be held January 5, 2011, at 6:30 p.m., 1250 San Carlos Avenue, Bacciocco Auditorium, 2nd Floor, San Carlos, California 94070.

ADJOURNED: 8:00 p.m.