



BOARD OF DIRECTORS 2017

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

AGENDA

February 22, 2017 - Wednesday

6:30 PM

1. Pledge of Allegiance
2. Call to Order/Roll Call
3. Public Comment
4. Approval of Meeting Minutes for January 25, 2017
5. Presentation – Customer Experience Online Questionnaire – Julian Jest
6. Report of the Chair
7. SamTrans Staff Update – Margo Ross
 - a. Quarterly Dashboard
8. CAC Member Comments/Requests
9. Liaison Reports
 - a. SamTrans Board – Juslyn Manalo
 - b. SamTrans Accessibility Advisory Committee – David Nelson
10. Next Meeting: Wednesday, March 29, 2017 at 6:30 p.m., 1250 San Carlos Avenue, Bacciocco Auditorium, 2nd floor, San Carlos, CA
11. Adjournment

CAC MEMBERS: J. Baker, A. Barrios, M. Bubee, Z. Fucini, J. Gamber, B. Gomez, A. Jones, S. Koya, J. Lee, F. Liu, J. Manalo (Chair), 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.

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

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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 – JANUARY 25, 2017**

COMMITTEE MEMBERS PRESENT: J. Baker, A. Barrios, M. Buzbee, Z. Fucini, B. Gomez, A. Jones, S. Koya, F. Liu, D. Nelson, G. Wilson

COMMITTEE MEMBERS ABSENT: J. Gamber, J. Lee, J. Manalo (Chair)

SAMTRANS STAFF PRESENT: T. Dumandon (MV Transportation), S. El-Khatib, A. John, D. Kim, N. McKenna, M. Ross, B. Tietjen

Vice Chair Sonny Koya called the meeting to order at 6:30 p.m. and led the Pledge of Allegiance.

INTRODUCTION OF NEW CAC MEMBER MICHELLE BUZBEE

Vice Chair Koya said Ms. Buzbee is a native of Kansas and lives in Half Moon Bay. She attends College of San Mateo.

REPORTING OF THE NOMINATING COMMITTEE (Gamber/Nelson)

Election of Officers

David Nelson said the committee is recommending Juslyn Manalo remain chair and Sonny Koya as vice chair.

Motion/Second: Baker/Nelson

Ayes: Baker, Barrios, Buzbee, Fucini, Gomez, Jones, Nelson, Wilson, Koya

Absent: Gamber, Lee, Liu, Manalo

PUBLIC COMMENT

None

APPROVAL OF THE MINUTES OF NOVEMBER 30, 2016

Motion/Second: Gomez/Wilson

Ayes: Baker, Barrios, Buzbee, Fucini, Gomez, Jones, Nelson, Wilson, Koya

Absent: Gamber, Lee, Liu, Manalo

PRESENTATION: STRATEGIC PLAN UPDATE

Doug Kim, Director, Planning, presented:

- Five goals in five years
- Goal 1: Increase Ridership 15 Percent
 - Fiscal Year (FY) 2014 – 3 percent when SamTrans Service Plan (SSP) implemented
 - FY2015 – 2.9 percent increase
 - FY2016 – 2.8 percent reduction, which tracked with transit agencies nationwide
 - FY2017 – first five months had a 6.8 percent decrease

- Initiatives to build off SSP to increase ridership:
 - Youth Plan
 - Senior mobility strategy
 - Innovative partnership

Frank Liu arrived at 6:45 p.m.

- Goal 2: Increase Revenue 20 Percent
 - Target based on increasing ridership and fare updates in 2016 and 2019
 - FY2014 and 2015 revenue increased
 - FY2016 and year-to-date 2017 revenues have decreased
 - Staff will be conducting a comprehensive fare study in 2017
- Goal 3: Reduce Annual Debt Service by \$1.5 Million
 - Board approved debt refinancing, which has saved about \$3 million between 2016-2019 and
- Goal 4: Improve Organizational Performance
 - 2016 employee survey yielded new initiatives
 - Compensation and benefits study
 - Rewards and recognition program
 - Inter-departmental collaboration
 - Career and professional development
 - Employee communication plan
 - Communication training for management
- Goal 5: Manage Workforce Change
 - New human resources positions to increase recruitment capacity, develop a business continuity plan for agency and departments
 - Retained recruitment for senior positions
 - Talent manager has been hired
 - Human Resources reports to Chief of Staff
 - Just conducted an employee survey regarding workforce housing
- Response to Board direction
 - Engage private sector to improve transportation
 - Mobile application will be developed and go-live in 2018
 - Staff is evaluating new initiatives
 - Fill workforce vacancies
 - Workforce housing

Zachary Fucini likes the idea of workforce housing to help attract new employees and retain current employees.

Mr. Nelson asked if the goal to increase ridership by 15 percent is only for youth and elderly. Mr. Kim said it is for all riders.

Mr. Nelson asked what is being done to attract adult middle-class riders. Mr. Kim said faster buses along El Camino Real, which brings more frequency. The District received a grant to do a transit signal priority study for buses. Staff is looking at commuter express routes in carpool lanes on Highway 101.

Mr. Nelson asked if fare increases are being weighed against ridership or separately. Mr. Kim said the fare policy is to keep up with inflation, but it has to be reasonable. Staff is looking to see if the sweet spot has been found between ridership and farebox.

Mr. Nelson asked if there is a wage increase whenever there is a fare increase. Mr. Kim said wage increases for operators and mechanics go through a union negotiated process and fare increases are every three or four years.

Mr. Nelson asked if the number of apartments can viably be matched to the number of operators. Mr. Kim said staff needs to see if housing is viable and if it will be used by employees.

Mr. Nelson asked if staff is working with Uber and Lyft. Mr. Kim said staff is in the talking stage.

Mr. Nelson asked if the mobile application is close to being launched. Mr. Kim said the mobile application for Caltrain will be launched this summer and SamTrans next year.

Angel Barrios asked if any goals or initiatives on advocacy for being greener, using public transportation, and a possible tax ballot are being discussed. Mr. Kim said yes. The District has a sustainability planner to help reduce greenhouse gases. In order to get the fiscal house in order the District is always looking for new revenue. There are talks about an increase in bridge tolls and the desire to make sure the county gets their share because of the San Mateo Bridge and Dumbarton Bridge.

Margo Ross, Director, Bus Transportation, said as part of trying to be greener the District is purchasing 10 electric buses.

Ms. Barrios asked if SamTrans can partner with companies such as Google or Genentech to transport their employees. Mr. Kim said he is having a lot of conversations on this subject. The issue is Facebook wants out of providing shuttles, but wants Wi-Fi with password protection and only Facebook employees on the shuttles. Mr. Kim said this is a problem because SamTrans is a public agency and has to allow anyone on the bus.

Ms. Buzbee said when she first moved to Half Moon Bay she didn't know anything about the Summer Youth Pass (SYP). There needs to be more advertising of it. Mr. Kim said staff is using social media more and frustrated there aren't more followers on Facebook. In the past the SYP was only available at the District offices in San Carlos, but this past summer people were able to purchase them online.

Ms. Buzbee said she never heard of Clipper Cards before and asked if retailers could be provided with posters or stickers for their doors so customers are aware they can purchase cards at the particular retail outlet. Mr. Kim said the Metropolitan Transportation Commission manages the Clipper Program, not SamTrans.

Ms. Buzbee said there needs to be more attraction to youth riders. Wi-Fi is a huge attraction for youth.

Ms. Buzbee asked about power outlets on the bus. Ms. Ross said it would come at a cost and need to minimize cost because of the debt.

Ms. Buzbee asked what partnering with Uber and Lyft would mean. Mr. Kim said they would provide the first- and last-mile service.

John Baker said he is excited to hear of the prospect of express service in carpool lanes. He said until Uber and Lyft has the same background checks as the District, pay, and Americans with Disabilities Act rules he has a concern with partnering with them.

Mr. Liu said SamTrans can learn a lot from the Santa Clara Valley Transportation Authority rapid bus. Muni articulated buses have boarding at front and back doors and this would help increase boarding on Route ECR. He asked if there is infrastructure to do bus-only lanes. Mr. Kim said a few years ago bus rapid transit was looked at. This can be done by having a skip-stop system.

Alicia Marie Jones asked if there is any specific reason why the Caltrain mobile application is being launched prior to SamTrans. Mr. Kim said staff looked to have the same vendor do both, but there are different needs for each.

Ms. Jones said she likes taking Route ECR, but in the evening around 6 p.m. to 6:30 p.m. it is very unreliable and she takes Uber. She said when she was in high school she was able to purchase her SYP at the school and it was very convenient. Ms. Jones said she has asked the youth she works with why they don't ride and the response is the operators are rude and they don't feel safe. She said maybe staff could make presentations at the schools on how to ride and this would help boost ridership.

Geraldine Wilson asked if there are any plans for Route KX to become an all-day route. Mr. Kim said staff is looking at all express routes.

Ms. Wilson said she likes the idea of workforce housing for employees.

Bob Gomez asked what the plans for electric buses were. Mr. Kim said staff is looking to procure 10 electric buses and looking for grants for the charging stations.

Vice Chair Koya said he is concerned about the downtrend in ridership and what is causing the decline. There is a need to look how SamTrans can provide service to the pharmaceutical companies on the east side of Highway 101 in South San Francisco or Facebook employees. Vice Chair Koya said he is concerned over the next five years the demand for public transportation will decline even more and cause problems. He said more needs to be done on advertising and outreach to schools and senior centers to remind them of the benefits of public transportation. Mr. Kim said as stewards of the public money staff needs to ensure safety, do drug testing, not do anything reckless, and be aware of requirements set by the Federal government.

Public Comment

Daniel Sheeter, Redwood City, said he takes multiple modes every day and is very disappointed with coordination between Caltrain and Route 274 in Redwood City. There are two buses in the evening he can catch with a two-minute transfer from

Caltrain to Route 274. He said ridership can't grow if connections don't work. Ms. Ross said she is aware of the issue and it will be addressed in the June runbook.

REPORT OF THE CHAIR

Vice Chair Koya read a card from Director Karyl Matsumoto thanking them for their service and shared a box of See's candy.

SAMTRANS STAFF UPDATE

Ms. Ross reported:

- December performance:
 - Average weekday ridership was 36,140.
 - On-time performance (OTP) was 82.8 percent, below the goal of 85 percent.
 - Complaints were 110.
 - Miles between road calls was 23,093, above the goal of 20,000 miles between road calls.
 - Tokens continue to be popular with 23,246 adults and youth 22,004.
 - There were 13 missed schedules.

Mr. Baker asked if there is a reason for the drop in the OTP. Ms. Ross said construction in Serramonte Shopping Center.

Nancy McKenna, Assistant District Secretary, said CAC recruitment will begin February 6 and applications are due March 3.

Ms. Jones left at 8:07 p.m.

CAC MEMBER COMMENTS/REQUESTS

Mr. Fucini said the electronic signage on the articulated buses were often dim and burned out, but recently it seems to be better. He would like to see these buses replaced. Mr. Fucini asked if the mobile application will allow passengers to pay their fares. Ms. Ross said she doesn't know.

Mr. Nelson asked what is stopping SamTrans from using a credit card at the fare box. Ms. Ross said it would mean new fareboxes.

Mr. Nelson asked how much force is needed on the yellow stripe on the back door to have it open. He has lightly touched some and some are really hard to open. Ms. Ross said it is a maintenance issue.

Mr. Nelson said more advertising to increase ridership should be done at schools. Ms. Ross said staff hasn't advertised at schools, but has gone to senior centers to show them how to ride a bus and read a schedule.

Mr. Nelson asked if staff is going to other agencies and companies to advertise the service. Ms. Ross said SamTrans needs to be strategic and cannot offer a charter service to companies such as Facebook and Genentech to get riders.

Ms. Barrios said she represents the voice of low-income families and asked if there are discounted rates or subsidies. Ms. Ross said no.

Ms. Buzbee said she hears the ideas of advertising and doesn't see any action. Ms. Ross asked how SamTrans should connect with youth on the mobile application. Ms. Buzbee said hold a contest with hashtag to win free prizes such as bus passes.

Ms. Wilson left at 8:25 p.m.

Mr. Baker asked if there is flexibility for a bus operator to wait for a train. Ms. Ross said it is not a daily thing, but if a customer calls into customer service and requests the bus wait customer service will call bus radio who will call the operator to wait.

Mr. Liu said westbound Route 250 has only four minute headways between the two buses in the morning and this is too much stress for an operator. He recommends eight-to ten-minute headway. Mr. Liu said he would like to see a new system map come out with the new runbook.

Mr. Gomez said there have been times when he takes his bike and he would like to see the operator lower the bike rack for him.

Vice Chair Koya said about six years ago there was modification to Route 292 travelling on Potrero Avenue and turning on Ninth Street, but there was no left-turn arrow so the driver turned on Division Street and looped around Ninth Street to Mission Street. The option should now be eliminated as there is now a left-turn arrow on Ninth. The time savings would be three minutes.

Mr. Liu left at 8:39 p.m.

Vice Chair Koya said the two shelters in Brisbane on Old County Road don't need to be replaced they just need new lighting. When northbound Route 292 gets to the end of the route in San Francisco it is a very congested area and would suggest the layover be five or 10 minutes instead of 30 minutes. Ms. Ross said staff is looking into the parking issue in San Francisco.

LIAISON REPORTS

a. SamTrans Board – Sonny Koya

- The Board approved the 2017 Legislative Program, received the same Strategic Plan Update presentation the CAC received tonight.
- A contract was awarded for fire safety systems inspections, certification and maintenance services

b. SamTrans Accessibility Advisory Committee – David Nelson

- Discussion on electrification. This will be the biggest service change with limited service hours so construction can be done.

NEXT MEETING:

The next meeting will be held February 22, 2017 at 6:30 p.m., 1250 San Carlos Avenue, Bacciocco Auditorium, 2nd Floor, San Carlos, California 94070.

Adjourned at 8:56 p.m.

**SAN MATEO COUNTY TRANSIT DISTRICT CITIZENS ADVISORY COMMITTEE
STAFF REPORT**

TO: Citizens Advisory Committee (CAC)

THROUGH: Jim Hartnett
Executive Director

FROM: Seamus Murphy
Chief Communications Officer

SUBJECT: **CUSTOMER EXPERIENCE ONLINE SURVEY**

ACTION

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

SIGNIFICANCE

Staff will present the Customer Experience Online Survey and seek input from the committee. The goal of the project is to identify potential areas of improvements related to SamTrans service from riders and former riders, in an effort to increase ridership.

BUDGET IMPACT

There is no impact on the budget.

BACKGROUND

The Customer Experience Survey will be an online non-statistically valid study. SamTrans will seek responses from riders and former riders using outreach conducted onboard, through social media, on SamTrans' website, in print media and partnering with cities and community-based organizations. Survey will be developed in Survey Gizmo, and will be available between February 27 and March 19, in both English and Spanish. Customers who need access to other languages may opt to call Customer Service Center during operation hours to complete the survey. A draft of the questionnaire will be distributed to the committee prior to the CAC meeting.

Prepared By: Christiane Kwok, Manager, Market Research and Development 650-508-7926

Project Manager: Julian Jest, Market Research Specialist 650-508-6245

SamTrans Customer Experience Online Survey

SamTrans is seeking input from riders and former riders regarding their experience with its service. The responses to the questionnaire will help the agency identify short-, mid- and long- range improvements. In addition to service related questions, demographics will also be asked to address equity concerns.

Children under 13 years of age must have permission from a Parent or Legal Guardian to participate in the survey.

Please complete this survey by Sunday, 3/19. The survey should take no more than 10 minutes to complete. All the information provided is confidential and the report will be an aggregate of the data. Respondents who wish to enter a drawing to win one of five SamTrans Monthly passes will need to provide contact information that will be used only to contact the winners. You will also be asked if you have an interest in participating in a focus group at a later date to be determined.

If you have any questions regarding this survey, contact Julian Jest at marketresearch@samtrans.com.

Thank you for your participation.

Julian Jest

Market Research & Development

1. Have you ridden SamTrans at least once in the last 6 months?
 - a. Yes
 - b. No
2. Do you own or have access to a car?
 - a. Yes
 - b. No

Question logic: If answered Yes (frequent, infrequent riders), show questions Q2-Q8

Question logic: If answered No (former rider), show Q9

Ridership:

3. How long have you been riding SamTrans?
 - a. 6 months to less than 1 year
 - b. More than 1 year but less than 2 years
 - c. 2 years to less than 4 years
 - d. 4 years or more
4. How often do you usually ride SamTrans?
 - a. 6 - 7 days/week
 - b. 5 days/week
 - c. 4 days/week
 - a. 3 days/week

- b. 2 days/week
 - c. 1 day/week
 - d. 1 - 3 days/month
 - e. Less than once a month
5. What is the main route that you ride? Please select from the below options.
Insert bus routes
6. How do you typically pay for your trip when taking SamTrans?
- a. Cash
 - b. Clipper cash value
 - c. Token
 - d. Day Pass
 - e. Paper SamTrans Monthly Pass
 - f. Clipper SamTrans Monthly Pass
 - g. Caltrain Monthly Pass (2+ zones)
 - h. Way2Go Pass
 - i. Other (please specify)
7. What is your fare category?
- a. Adult (age 19 through 64)
 - b. Youth (Age 18 and younger)
 - c. Senior (age 65 and older)
 - d. Medicare cardholder
 - e. Disabled
8. In general, what is the main purpose of your trip when taking SamTrans?
- a. Work
 - b. School
 - c. Social/Recreational
 - d. Shopping
 - e. Other (please specify)

Question logic: Current Riders skip to Q15

Question logic: Former riders answer Q9

Ridership:

9. How long has it been since you last rode SamTrans?
- a. Less than 1 year
 - b. 1 year
 - c. 2 years
 - d. 3 years

- e. 4 years or more
- f. I've never ridden SamTrans
- g. Other

Question logic: If answers Q9 a., b., c., d., e. or g. selected, continue survey at Q10

Question logic: If answer Q9 f. selected, go to Q15.

10. What was the reason you stopped riding SamTrans (check all that apply)

- a. Cost
- b. Overcrowding on the bus
- c. Schedule change doesn't match my trip needs
- d. Lack of onboard or bike rack space
- e. Unclean bus interior
- f. Safety
- g. Lack of luggage rack
- h. Trip length
- i. My route was eliminated
- j. Change in employment location or status
- k. Other (please specify)

11. How often did you usually ride SamTrans?

- a. 6 - 7 days/week
- b. 5 days/week
- c. 4 days/week
- d. 3 days/week
- e. 2 days/week
- f. 1 day/week
- g. 1 - 3 days/month
- h. Less than once a month

12. How did you typically pay for your trip when taking SamTrans?

- a. Cash
- b. Clipper cash value
- c. Token
- d. Day Pass
- e. Paper SamTrans Monthly Pass
- f. Clipper SamTrans Monthly Pass
- g. Caltrain Monthly Pass (2+ zones)
- h. Way2Go Pass
- i. Other (please specify)

13. What was your fare category?

- a. Adult (age 19 through 64)
- b. Youth (Age 18 and younger)
- c. Senior (age 65 and older)
- d. Medicare cardholder
- e. Disabled

14. In general, what was the main purpose of your trip when riding SamTrans?

- a. Work
- b. School
- c. Social/Recreational
- d. Shopping
- e. Other (please specify)

Question logic: Show the below text if answering Q15 as a former rider:

Consider whether the following service adjustments would influence your decision to ride SamTrans.

Service:

Question logic: Show Q15 – Q20 to all survey takers (current and former riders)

15. Please indicate how important each of the following is to you on a scale of 1-5, where 5 is very important, and 1 is not at all important.

- a. Expanded evening service after 10:30 pm
- b. More express services (inter-community with limited stops)
- c. More frequent weekend, mid-day or late evening service
- d. More service on holidays
- e. Replace low ridership bus routes with TNCs (Transportation Network Company, SamTrans fare would apply)
- f. In general, more frequent service

16. Now please rank the importance of each of the following items in order of preference, from most important in first position, to least important in last position.

- a. Expanded evening service after 10:30 pm
- b. More express services (inter-community with limited stops)
- c. More frequent weekend or mid-day service
- d. More service on holidays
- e. Replace low ridership bus routes with TNCs (Transportation Network Company, SamTrans fare would apply)
- f. In general, more frequent service

Question logic: Show the below text if answering Q17 as a former rider:

Consider whether the following service adjustments would influence your decision to ride

SamTrans.

Communications and Payment:

17. Please indicate how important each of the following is to you on a scale of 1-5, where 5 is very important, and 1 is not at all important.
- Schedule timetable information available on a smartphone application
 - Real time information based on vehicle location
 - Paper handouts with information about service changes or modifications
 - SamTrans website (www.samtrans.com)
 - Printed schedules available on the buses
 - A smartphone application with mobile ticketing
 - Expanded Clipper retail locations
18. Now please rank the importance of each of the following items in order of preference, from most important in first position, to least important in last position.
- Schedule timetable information available on a smartphone application
 - Real time information based on vehicle location
 - Paper handouts with information about service changes or modifications
 - SamTrans website (www.samtrans.com)
 - Printed schedules available on the buses
 - A smartphone application with mobile ticketing
 - Expanded Clipper retail locations

Question logic: Show the below text if answering Q19 as a former rider:

Consider whether the following service adjustments would influence your decision to ride SamTrans.

Customer Enjoyment/Comfort:

19. Please indicate how important each of the following is to you on a scale of 1-5, where 5 is very important, and 1 is not at all important.
- Allowing food and drinks on board
 - More bike space on buses (bike rack or onboard)
 - More bus stop amenities (shelter, bench, trash can)
 - More hanging loops to hold while standing
 - Onboard Wi-Fi
 - Seating comfort
 - Openable bus windows
 - Onboard luggage racks
20. Now please rank the importance of each of the following items in order of preference, from most important in first position, to least important in last position.
- Allowing food and drinks on board
 - More bike space on buses (bike rack or onboard)

- c. More bus stop amenities (shelter, bench, trash can)
- d. More hanging loops to hold while standing
- e. Onboard Wi-Fi
- f. Seating comfort
- g. Openable bus windows
- h. Onboard luggage racks

Question logic: Show Q21 to current riders

Question logic: Former riders skip to Q22

Value of Service:

21. How would you rate the value of SamTrans service relative to the amount you pay on a scale of 1-5, where 5 is Great Value for the Money, and 1 is Poor Value for the Money.

Question logic: Current riders skip to Q23

Question logic: Former riders answer Q22

Value of Service:

22. What is your perception SamTrans' value of service relative to its cost?
5 is Great Value for the Money, and 1 is Poor Value for the Money.

Voluntary

Demographics:

The following questions are for demographic purposes only. SamTrans operates its programs and services without regard to race, color or national origin in accordance with Title VI of the Civil Rights Act of 1964. For information on the SamTrans Title VI program, visit www.samtrans.com/titlevi. All information provided is anonymized and confidential. The report will be an aggregate of the data.

23. Do you identify as:
- a. Male
 - b. Female
 - c. Prefer not to answer

24. Into which of the following categories does your age fall?
- a. Under 13
 - b. 13-18
 - c. 19-24
 - d. 25-34
 - e. 35-44

- f. 45-54
- g. 55-64
- h. 65 or older
- i. Prefer not to answer

25. Which of the following best describes your ethnic background? (Please check all that apply)

- a. Filipino
- b. Vietnamese
- c. Chinese
- d. American Indian or Alaska Native
- e. Black/African American
- f. Hispanic/Latino
- g. Other Asian
- h. White/Caucasian
- i. Prefer not to answer
- j. Other (please specify)

26. Which language (s) do you speak well?

- a. English
- b. Spanish
- c. Mandarin
- d. Cantonese
- e. Tagalog
- f. Vietnamese
- g. Hindi or other Indian language
- h. Other (please specify)

27. What is your household's total yearly income (before taxes)?

- a. Less than \$10,000
- b. \$10,000-\$24,999
- c. \$25,000-\$49,999
- d. \$50,000-\$74,999
- e. \$75,000-\$99,999
- f. \$100,000 or more
- g. Prefer not to answer

28. What is your home zip code?

29. Were you born in the US?

- a. Yes
- b. No
 - i. In which country were you born?

c. Prefer not to answer

Closing

30. If you have any comments please submit them here:

Enter to win one of five SamTrans Monthly passes!*

Name: _____

Phone number: _____

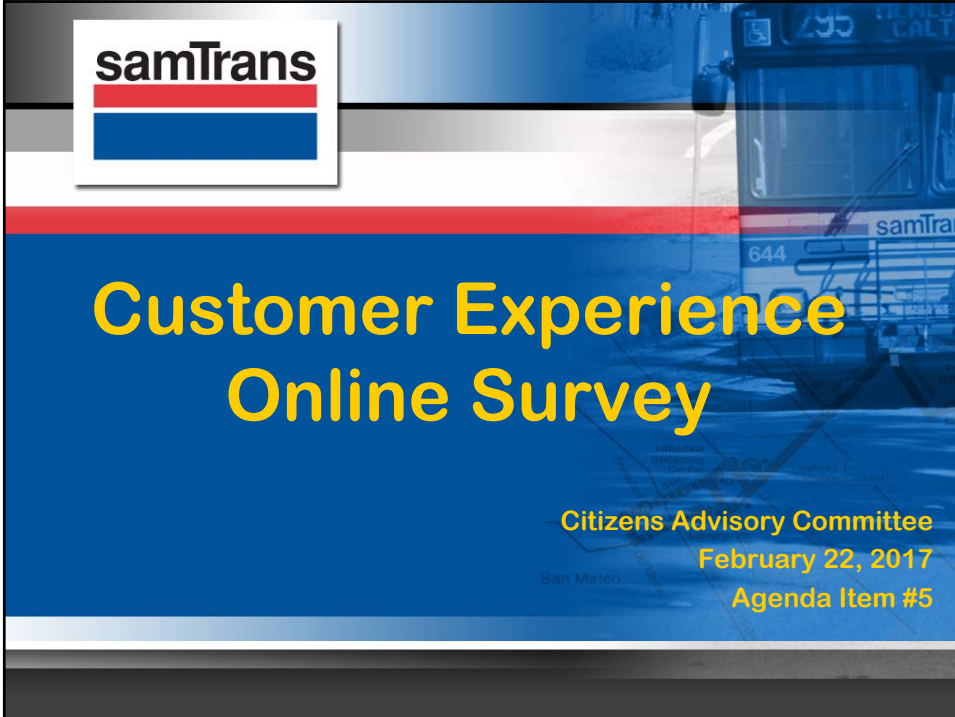

Email: _____

May we contact you in the future about participating in a focus group?

Yes No Thank you for completing the SamTrans Customer Experience Survey.

*SamTrans employees and their dependents, along with directors, consultants, contractors and CAC members are not eligible. Children under 13 years of age must have permission from a Parent or Legal Guardian to participate in the prize drawing. SamTrans respects your privacy – we will not share your information or use it to identify survey responses.

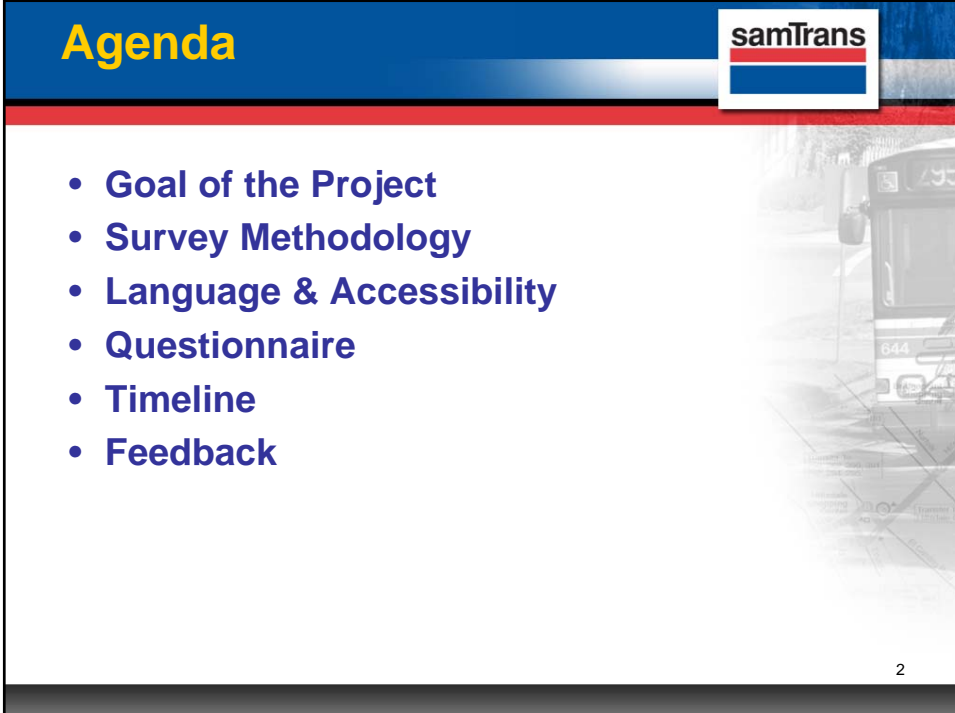

DRAFT



Customer Experience Online Survey

Citizens Advisory Committee
February 22, 2017
Agenda Item #5

Agenda



- Goal of the Project
- Survey Methodology
- Language & Accessibility
- Questionnaire
- Timeline
- Feedback

2

Goal of the Project

samTrans

- Identify potential areas of improvement related to SamTrans service from riders and former riders

3

Survey Methodology

samTrans

- Online survey
- Target audience:
 - Current riders (frequent and infrequent)
 - Former riders
- February 27 to March 19
- Survey promotion
 - Outreach
 - Print and digital media

4

Language & Accessibility



- Online survey language options
 - English
 - Spanish
- Survey Gizmo meets Section 508 guidelines
- Additional languages by calling Customer Service Center

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Questionnaire



- Ridership patterns
- Rating and ranking of potential improvements:
 - Amenities
 - Communications
 - Payment
 - Service
- Demographics

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Timeline

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- Data collection – Feb. 27 to March 19
- Report available – Summer 2017

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Feedback

samTrans

Thank you!
Julian Jest
Market Research Specialist
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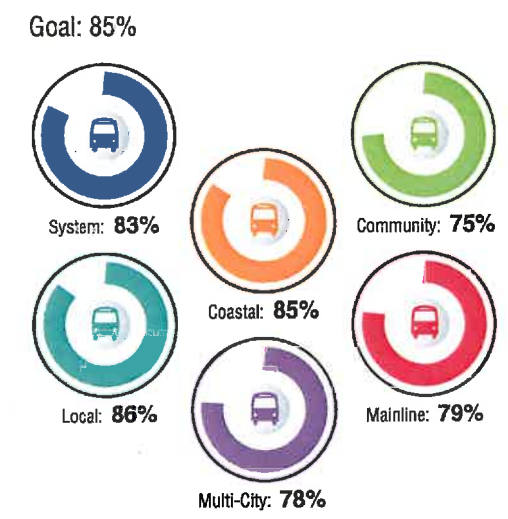
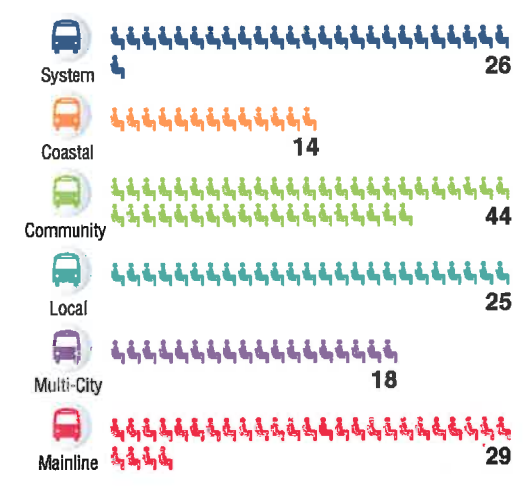
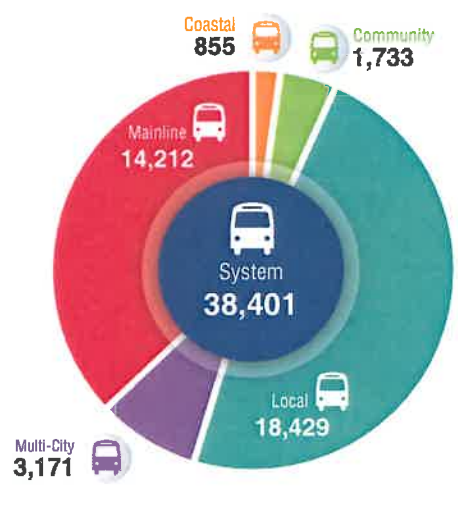
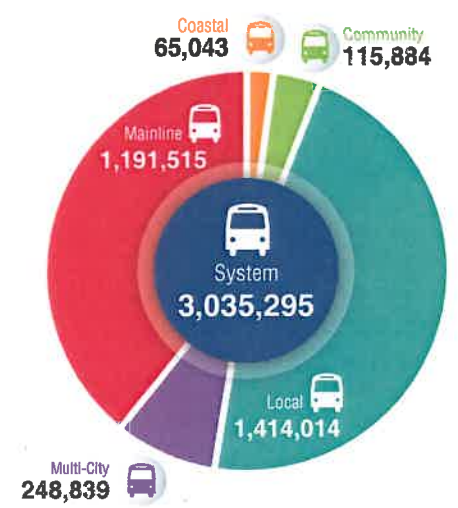
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2016 SamTrans Service Statistics

Quarterly Report (Jul-Sept)

TOTAL PASSENGERS AVERAGE WEEKDAY RIDERSHIP WEEKDAY PASSENGERS/HOUR WEEKDAY COST/PASSENGER WEEKDAY ON-TIME PERFORMANCE



Coastal: Routes serving the coast community – from Half Moon Bay to Pacifica. (Routes 16, 17, FLXP...)
Community: Infrequent, community-specific routes which do not operate during off-peak hours. (Routes 11, 43, 58 etc...)
Local: Routes designed to carry passengers between major passenger hubs, employment centers, and residential neighborhoods. (Routes 110, 120, 250, 280, etc...)

Multi-City: Routes serving multiple cities, including some offering express or late-night service. (Routes 295, 398, KX, etc...)
Mainline: Long-distance routes serving significant portions of the county, generally at higher frequency. (Routes 292 & ECR)

TOTAL MILES TRAVELED MILES BETWEEN PREVENTABLE ACCIDENTS PREVENTABLE ACCIDENTS TOP 3 COMPLAINTS FAREBOX RECOVERY RATIO

