

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

**CITIZENS ADVISORY COMMITTEE
MINUTES OF MEETING – MARCH 6, 2013**

COMMITTEE MEMBERS PRESENT: K. Adler, A. Chow, L. Chow, T. Collette, K. Gilbert, M. Hall, S. Koya, P.Loranger, J. McKie, P. Ratto (Chair)

COMMITTEE MEMBERS ABSENT: D. Cruz, T. Miller, M. Pye

SAMTRANS STAFF PRESENT: K. Cheema, W. Draper, T. Dumandan (MV Transportation), M. Eshleman, J. Famolore, R. Haskin, C. Kwok, N. McKenna, C. Patton, R. Rios, H. Silvas

Chair Peter Ratto called the meeting to order at 6:30 p.m. and led the Pledge of Allegiance.

PUBLIC COMMENT

None

APPROVAL OF THE MINUTES

The Committee (Collette/McKie) approved the minutes of February 6, 2013.

PRESENTATION – UPDATE ON SAMTRANS TITLE VI REQUIREMENTS

Planner, Michael Eshleman said:

- Title VI states no person shall be discriminated based on race, color or national origin by any entity receiving Federal funding.
- The District has been in compliance with Title VI, but the Federal Transit Administration issued new requirements in October that include adopting a Major Service Change Policy, Disparate Impact and Disproportionate Burden Policy and system-wide service standards and policies.
 - Major Service Change Policy is a set of criteria that determines when change is significant. The proposed draft policy is any proposed change of 25 percent or more vehicle revenue miles on any route over a one-week period. Routes with fewer than 10 daily trips are excluded unless the route is eliminated completely.
 - Disparate Impact Policy determines the threshold when adverse effects of a fare or service change are disproportionate by minority populations. The proposed recommendation is a 20 percent threshold based on cumulative impact of changes.
 - Disproportional Burden Policy determines the threshold when adverse effects of a fare or service change affect low-income population. The proposed recommendation is a 20 percent threshold based on cumulative impact of changes.
- Service standards and policies are established to monitor performance in quantifiable and qualitative measures/metrics. Service standards are vehicle

load, vehicle headway, on-time performance and service availability. Service policies are vehicle assignments and transit amenities.

- Staff informed the Board of the new requirements in January. In February staff presented the Board the proposed policies and held public meetings in Pacifica, Daly City, San Carlos and East Palo Alto. Staff will ask the Board to approve the Title VI policies at the March 13 meeting.
- Public comment is being accepted through March 5 through e-mail, regular mail or phone.

Peter Loranger asked if foreign language speakers are considered a minority. Mr. Eshleman said no and that is covered under a separate element of Title VI, the Limited English Proficiency Plan, and staff will be adopting this element in October.

Andy Chow asked how changes to school schedules will apply to these policies. Mr. Eshleman said the Major Service Policy change has been around for a long time and the public participation plan is 25 percent, but the draft Major Service Change Policy states routes with fewer than 10 daily trips are excluded unless the route is eliminated.

Kathy Gilbert said she attended the Daly City meeting and asked how much public comment was received. Mr. Eshleman said Daly City had 11 participants and five e-mails have been received. A total of 17 people attended the four public meetings.

Chair Ratto said in terms of impact or burden it only has to be one or the other, not both to trigger Title VI. Mr. Eshleman said yes.

PRESENTATION – TRIENNIAL CUSTOMER SURVEY SUMMARY

Market Research Specialist Christiane Kwok said:

- The survey determines who our customers are and whether their needs are being met.
- The survey was conducted in October on 44 weekday routes, 24 weekend routes, in peak and off peak and in English and Spanish. There was a 56 percent response rate.
- Sixty-six percent ride five or more days per week and 70 percent make a round trip.
- Fifty-three percent have been riding for more than three years and 24 percent have been riding for less than a year.
- Sixty-seven percent are transit dependent and have no access to a car.
- Most ride the bus to work or school.
- Half pay with cash and 37 percent use Clipper.
- More than half only need one bus to get to their destination.
- Seventy-three percent walk to the bus stop.
- Scores were above-average across all 11 attributes with the highest attribute being the availability of information on buses. Long-time riders and more frequent riders are more satisfied.
- Most people want to receive their information on the bus.
- Seventy-nine percent of people have access to internet.
- The average age is 35 and females account for half of the customers.

- Nearly one-third are employed full time.
- Forty-one percent of household incomes were less than \$25,000 per year with the average income being \$36,100.
- Seventy-three percent live in San Mateo County with Daly City being the top city of residence.
- Eighty-five percent spoke English at home.
- More than one-third are Hispanic/Latino.
- Next steps include maintaining or increasing service quality and information availability, marketing service to attract new customers, retaining current customers and using this information for future planning.
- A new awareness campaign will be launched in spring called "It's All About the People."
- The full survey will be posted on the website by the end of March.

Judy McKie asked if other languages were offered besides English and Spanish. Ms. Kwok said the surveyors counted how many language issues there were and those asking for surveys in Chinese accounted for only about five percent.

Sonny Koya is concerned about the language barrier and those riding the buses could not be heard. He said there are a large number of riders who board in Brisbane and this was not represented in the survey. The token usage number seems low and hopes they are not eliminated. Ms. Kwok said staff is looking into other languages, but statistically it is not high enough to do surveys in other languages. She said tokens are not going to be eliminated.

Ms. Gilbert asked if the changes between 2009 and 2012 were statistically significant. Ms. Kwok said the top three were value for the money, communication of bus changes and bus cleanliness.

Mr. Chow said his main concern is the monthly pass usage. People don't know how to obtain a monthly pass on a Clipper Card and there is no information on the bus about Clipper. Executive Officer, Customer Service and Marketing Rita Haskin said Clipper brochures are produced by the Metropolitan Transportation Commission (MTC) and staff is waiting for them to be updated. Ms. Haskin said Clipper information is on the system map and the *Information Guide* on the bus. Mr. Chow said there are no ad cards promoting Clipper on the bus. Ms. Haskin said Clipper ad cards are coming and MTC is determining when they will be displayed.

Kris Adler said he would like to see a question on what languages are spoken fluently. Ms. Kwok said they were asked if they speak English well and what language they speak at home.

Mr. Loranger asked if there were any statistics for continuing trips on other modes. Ms. Kwok said not in these statistics.

Tom Collette said middle class as well as low-income use the bus and the Clipper card should be marketed to all income levels.

Lisa Chow said she is concerned the survey is not in more languages and should cover all ridership.

PRESENTATION – CONSUMER REPORT OVERVIEW

Manager, Customer Service Rona Rios said:

- The Customer Service Department is part of the Office of Customer Service and Marketing with 26 employees supporting SamTrans and Caltrain customers.
- The department receives an average of 30,000 calls per month and approximately 555 Consumer Reports, of which approximately 295 are for SamTrans.
- The call center is open 365 days from 7 a.m. to 7 p.m. on weekdays and 8 a.m. to 5 p.m. on weekends and holidays.
- The purpose of the Consumer Report is to enable staff to track customer concerns, suggestions, compliments and requests for service. It also allows staff to identify issues, make improvements and track progress.
- Complaints are very low at about 20 per 100,000 customers.
- The goal is to close a report out within 10 days of receiving.
- CAC Member Margaret Pye's suggestion to provide the customer a response along with tracking information after submitting a comment via e-mail has been instituted.

Ms. Chow said the team does a great job. She feels the hours should be extended. She asked what the policy is for customer contact information. Ms. Rios said it is a public record and anything written in the document is public. Director, Bus Transportation Chester Patton said the customer's information is not revealed to the bus operator.

Mr. Loranger asked if an e-mail is sent do you get an automatic response. Ms. Rios said yes. He asked how the customer is responded to if the comment is called in. Ms. Rios said by phone, letter or e-mail.

Mr. Collette said having different languages available for the call center would be good. Ms. Rios said an AT&T language line with over 300 languages is used.

Maureen Hall said this was a great presentation and answered a lot of her questions.

Mr. Adler said he has noticed comments on Facebook and asked if those are entered into the system. Ms. Haskin said no, but staff will ask them to go to the SamTrans website and enter the complaint.

Mr. Chow asked if the customer service representatives are able to provide real time information. Ms. Rios said they are estimating using schedules and the operators have access to the same system used in the Radio Control Center that shows bus location. Testing is going on with 511.org on next bus information.

Ms. Chow left at 7:40 p.m.

Mr. Chow said more bus stops need prominent bus stop numbers.

Ms. Gilbert asked how the complaint record compares to other transit in the region. Ms. Rios said she is not sure. Ms. Gilbert said the 800 number on the bus stop pole at 87th Street and Park Plaza in Daly City is covered over by a sticker. Superintendent, Bus Transportation Cheema Karambir will look into and correct the issue.

Mr. Koya said 1.1 million riders per month is very encouraging. He said he is glad to see an automatic response triggered when an email is sent. He said how information is recorded on the form is very critical in case there is ever a public record request.

CITIZENS ADVISORY COMMITTEE MEETING DATES

Assistant District Secretary Nancy McKenna said at the February 13 SamTrans Board meeting the Board voted to move their meeting up one week to the first Wednesday of the month for the remainder of 2013. Staff feels it is important to move the April 3 CAC meeting to March 27 so the CAC receives the final draft SamTrans Service Plan update before the Board holds their public hearing on April 3.

A motion (Koya/Hall) to move the April 3 meeting to March 27 was approved unanimously.

Chair Ratto asked for a discussion on whether there is a need to move the remainder of the year's meetings be placed on the March 27 agenda.

REPORT OF THE CHAIR

No report.

SAMTRANS STAFF UPDATE

Director of Bus Transportation Chester Patton reported on previous raised issues by the CAC:

- Route 390/391 bus stop at Hillsdale is now open, but will be closed again for Phase II of construction and a temporary stop will be established.
- There was a suggestion to look at roadway striping in Redwood City at El Camino Real and Main. Staff determined it is not practical to request a bus exemption from the striped portion of the roadway.
- There was a request for availability of *Riders Digest* on the bus. Base staff agrees to focus on continued availability of *Riders Digest* when they are distributed.
- Inaccurate information displayed on the interior destination scrolling signs. He has asked staff to ensure the internal destination messaging exactly matches the external sign to avoid confusion.
- There was a request for a bench at Sneath and Monterey in San Bruno. Staff assessed the area and found the sidewalk too narrow to meet Americans with Disabilities Act safe passageway requirements.
- Staff confirmed that predictive arrival times improve mid-route and later. The initial bus stops will show scheduled time.
- The bus stop pole at Oak Grove and California in Burlingame has been repaired.
- A bus exemption sign was installed at Bayshore Boulevard and Industrial in San Francisco for Route 292.

Mr. Patton said Director, Planning Doug Kim provided the following information on the SSP to be shared with the CAC:

- The draft final SSP will be released after the March 13 Board meeting.
- Following the release staff will email the draft to the CAC.
- Public meetings will be held on March 16 in El Granada, March 18 in East Palo Alto, March 19 in San Carlos and March 20 in San Carlos and Brisbane.
- At the March 27 CAC meeting staff will present the SSP.
- There will be a public hearing at the April 3 Board meeting.
- Board adoption of the SSP at the May 1 Board meeting.

CAC MEMBER COMMENTS/REQUESTS

Ms. McKie thanked staff for getting the pole repaired at Oak Grove and California, but asked if anything has been done about cars stopping in the bus stop. MV Operations Manager Tim Dumandan said he went to the location and said the stop is 30 feet long and found cars parked in front of the business for about 5 minutes, but there was nothing blocking the bus stop. Mr. Patton said the area is terribly congested and there is no place for parking and is not an ideal bus stop location.

Mr. Koya said SamTrans received praise from South San Francisco Fire Supervisor Anderson for the assistance during a water main burst. He said he was recently in Bangkok and the bus system is free and government financed. Mr. Koya said Route 292 riders are anxious to know the future of the route. He said the mayor of South San Francisco asked why no Title VI meetings were held in South San Francisco. Ms. Haskin said when meetings are held in north county, central county and south county staff picks a different city so they are not always in the same city.

Ms. Gilbert said she was at the Title VI meeting in Daly City and there were some concerns among the attendees. Staff knows who is riding, but not who isn't and why. An attendee asked about outreach to airport employees who use Routes 292 and KX. It was also suggested that information on upcoming changes and meetings be placed on ad cards and the scrolling sign in the bus.

Mr. Chow said for the time he has served on the CAC there have been a lot of positive changes. He thanked staff for listening to the CAC and making the changes, particularly the Day Pass, and the consolidation of Routes 390/391 on the weekend. Mr. Chow said there are a lot of challenges and work to do to keep a quality system and attract new riders.

Mr. Adler thanked staff on the right turn suggestion in Redwood City and agrees with staff's recommendation. On El Camino Real and Jefferson in Redwood City, in the southbound direction, he asked if it is a possible area for bus exception with the right turn lane and merge lane coming together. He would like to see Google maps integration for scheduling as it is one of the easiest way to plot out a transit trip. Mr. Adler asked if there is any dwell time tracking in correlation with people paying with a Clipper Card or cash. Mr. Patton said dwell time is tracked and the Clipper system does speed up boarding. Cash fares, tokens and disputes can cause dwell time issues.

Mr. Collette said there is concern in Foster City of removing Route 251 and petitions are still being taken.

Ms. Haskin said a non-rider survey will be done next fiscal year. Staff's standard protocol for runbook changes or big community meetings is to run the information on the scrolling sign inside the bus in English and Spanish. Staff is currently testing Google maps for SamTrans now.

Mr. Koya said people are coming out of Safe Harbor with a stack of tickets, but they are being sold on the buses. Ms. Haskin said the San Mateo County Transit District donates tickets and the people get 4 one-way tickets. Staff is aware these tickets are being sold and are working on modifying a Day Pass for them.

Ms. Gilbert said AC Transit has a free downtown shuttle.

LIAISON REPORTS

a. SamTrans Board - Peter Ratto

- Carole Groom, Rose Guilbault and Shirley Harris were sworn in.
- Director Groom was elected chair and Jeff Gee was elected vice chair.
- Mobility report for the month was on Paratransit.
- Total Ridership for December 4.3 percent.
- Presentations were given on Title VI and the Triennial Customer Survey.

b. SamTrans Accessibility Advisory Committee - Tom Collette

- Next meeting will be Monday, May 6. Need to find someone to replace him on the committee. It is an excellent committee to participate in.
- At the last meeting the committee discussed wheelchair accessibility on Caltrain gallery cars.

c. Caltrain Accessibility Advisory Committee - Peter Loranger – no report

d. Peninsula Corridor Joint Powers Board and CAC - Andy Chow

- The Environmental Impact Report for electrification was released and staff is hosting a number of community meetings to take comments.

e. Senior Mobility Action Plan - vacant

NEXT MEETING:

The next meeting will be held March 27, 2013, at 6:30 p.m., 1250 San Carlos Avenue, Bacciocco Auditorium, 2nd Floor, San Carlos, California 94070.

Adjourned at 8:35 p.m.