

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

**CITIZENS ADVISORY COMMITTEE
MINUTES OF MEETING – FEBRUARY 26, 2014**

COMMITTEE MEMBERS PRESENT: K. Gilbert, M. Hall, K. Heatley, S. Koya, B. Lock, P. Loranger, J. McKie, T. Miller, H. Plischke, M. Pye, P. Ratto (Chair)

COMMITTEE MEMBERS ABSENT: None

SAMTRANS STAFF PRESENT: M. Eshleman, C. Karambir, D. Kim, N. McKenna, A. Rivas, E. Rivas, B. Tietjen

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 (Pye/Hall) unanimously approved the minutes of January 29, 2014.

Katie Heatly arrived at 6:34 p.m.

SAMTRANS 2014-2018 STRATEGIC PLAN (PLAN) UPDATE

Doug Kim, Director, Planning, said:

- The first Strategic Plan was adopted five years ago.
- The new Plan will define five-year goals and objectives, incorporate the 2009 Plan, build off financial capacity forecasts, and balance vision and reality.
- Key Plan elements include:
 - Do more of what works
 - Prioritize
 - Define success and measure progress
- Three goals:
 - Become mobility manager
 - Create highly effective organization
 - Restore financial health
- Staff needs to build consensus by reaching out to customers, the community at-large, the Board, staff and the executive team.
- Outreach includes:
 - Public meetings
 - Dedicated website
 - Onboard rider outreach
 - Traditional and social media
 - Community group and city council presentations, as requested
- Next steps:
 - Solicit input in spring 2014

- Draft Plan in summer 2014
- Public review of document in summer/fall 2014
- Board adoption in October/November 2014

Judy McKie asked as part of the outreach efforts if staff will be going to senior centers and if materials will be in other languages.

Sonny Koya said he recommends a narrative be available on the website or upon request to those who have questions on what the Plan means. He said with the amount of people who were not aware of the SamTrans Service Plan (SSP) there needs to be more information available to people. Mr. Kim said this document and the outreach is not for people to complain about service issues, but the agency's future.

Bill Lock said there were a couple of meetings in South San Francisco for the SSP and they were not well attended because people were not aware of them. He suggested more notices be put out advertising these meetings.

Ms. Heatley said she attended the Transform seminar on Saturday. She said a lot of people on the bus are multi-cultural and low income. She said the performance challenge is reaching out to those who are transit dependent. She asked what the vision is. Mr. Kim said staff is trying to dissect why there is a loss of ridership and what staff found is the majority of the changes were driven by socio-economic changes. Mr. Kim said staff will focus on identifying what can be controlled, maximize best practices, and revenue from ridership.

Margaret Pye said Caltrain ridership is growing and asked if their techniques can be used to increase SamTrans ridership. Mr. Kim said Caltrain's alignment is parallel to El Camino Real and SamTrans riders are a different demographic. SamTrans caters to shorter commutes. Mr. Kim said speed sells and that is why staff is looking at a Bus Rapid Transit study.

Kathy Gilbert said she agrees on more outreach, putting information where schedules are stocked at various locations, and on the visual messaging system.

Heinz Plischke asked how many people will be involved in this Plan. Mr. Kim said there is a core group of 25 working on the Plan and in the future about 200 employees.

Tryn Miller said she commends staff for taking on this effort. She asked where this information is located. Mr. Kim said it is on the SamTrans website at [www.SamTrans.com/Strategic Plan](http://www.SamTrans.com/StrategicPlan).

Public Comment

Adina Levin, Peninsula Transportation Alternatives, said cities are taking greater responsibility for how people get around without driving. Cities are creating transportation management systems that collect data of where people are travelling and this might be a potential source of information for SamTrans.

REPORT OF THE CHAIR

Chair Ratto said there are pictures of the open house on February 22 on Facebook, Twitter, and Instagram.

SAMTRANS STAFF UPDATE

Michael Eshleman, Planner, reported on the SSP Phase II:

- Second phase was launched on January 26.
- The SSP has been extremely successful.
- Weekday Route ECR is up 8 percent over last year.
- There have been a few issues and fixes will be in place on March 9. Some of these include school trips to Ralston Middle School and running times on a number of routes. There will be 14 changes made on March 9.
- Staff took a bus and went out and looked at the portion of Rand Street that a public member came and spoke about at the January 29 CAC meeting. The customer is correct and it is not appropriate to run a bus on that street. There was a connection with Route 250 at this location and passengers will now have to connect further down the line.
- Next series of changes will be on June 15 and the cut-off date to receive comments for changes is March 10.

Ms. Gilbert said she is glad to see some changes will be made in March.

Ms. Pye asked if there will be new schedules for these changes. She said all the Route ECR buses she has ridden have not had any schedules. Mr. Eshleman said initially not many schedules were printed and a large amount are being printed now. Ms. Pye said the weekend Route ECR runs ahead of schedule a lot. She asked how Route FLX is doing. Mr. Eshleman said ridership is relatively light.

Ms. Heatley asked about usage of the Day Pass. Mr. Eshleman said the usage has increased, but staff doesn't have a full month of numbers with the changes in the SSP. Ms. Heatley asked if these are new riders. Mr. Eshleman said some basic conclusions can be drawn from the data but staff won't be able to see if they are new customers.

Mr. Lock asked how staff will be communicating back to the public member who spoke at the January meeting on the issue of Route 252 travelling on Rand Street. Ana Rivas, Superintendent, Bus Transportation, said she will speak to Chester Patton, Director, Bus Transportation on communicating this change.

Mr. Koya asked if there will be a new timetable with the changes to Route 292. Mr. Eshleman said changes to Route 292 will not occur until June.

Ms. McKie said at Delaware and 1st avenues, the stop for Route 292 has no signage instructing people where the new stop is. Mr. Eshleman said a temporary stop sign was put there and may have been taken down.

CAC MEMBER COMMENTS/REQUESTS

Ms. McKie asked what the rule is when a headsign displays drop-off only for Route ECR. Ms. Rivas said drop-off only is to maintain a 15-minute headway and this is only if the first bus can see a bus immediately behind it.

Mr. Koya thanked Cheema Karambir, Superintendent, Bus Transportation, on having the Southern Pacific crossing removed at Geneva Avenue and Bayshore Boulevard. He said Rita Haskin, Executive Officer, Customer Service and Marketing, has done an outstanding job with marketing and suggested there be SamTrans ambassadors who attend county fairs, city fairs, etc. to get people interested in SamTrans. Ms. Rivas said Ms. Haskin does this already with a booth at San Mateo County Fair.

Mr. Lock said he has started riding Route 292 at different hours. He said while he was travelling northbound he received comments on the driver being unfriendly. Ms. Rivas said she would try to have the operator identified, but it would be easier if she had a bus number, operator badge number, and date of occurrence.

Ms. Pye asked if all the shelters have lighting. Ms. Rivas said the older shelters do not.

Ms. Gilbert said the adult day school at 699 Serramonte Boulevard in Daly City did not receive any information on the SSP changes.

Ms. Miller said she was a bit confused on the Route 140 schedule. Ms. Rivas said to always look at the timetable, 511.org or the SamTrans website.

Chair Ratto said he was very impressed with the e-mail to the CAC and staff's response. He complimented staff's response in looking into the Route 252 issue on Rand Street and making the change so quickly.

LIAISON REPORTS

a. SamTrans Board - Peter Ratto

- Presentation was given on fixed-route bus service.
- December ridership has increased 5.1 percent among all modes.
- Staff provided an update on the Clipper Program.

b. SamTrans Accessibility Advisory Committee – Judy McKie – no meeting

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

d. Peninsula Corridor Joint Powers Board -vacant

e. Peninsula Corridor Joint Powers Board CAC - vacant

f. Senior Mobility Action Plan - vacant

NEXT MEETING:

The next meeting will be held March 26, 2014, at 6:30 p.m., 1250 San Carlos Avenue, Bacciocco Auditorium, 2nd Floor, San Carlos, California 94070.

Adjourned at 7:45 p.m.