

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

**CITIZENS ADVISORY COMMITTEE (CAC)
MINUTES OF MEETING – JANUARY 27, 2016**

COMMITTEE MEMBERS PRESENT: J. Baker, B. Gomez, B. Hasten, K. Heatley, S. Koya, B. Lock (Chair), J. Manalo, H. Plischke, J. McKie

COMMITTEE MEMBERS ABSENT: C. Laughon, A. Merriman

SAMTRANS STAFF PRESENT: J. Ackemann, S. Bhatnagar, K. Cheema, A. John, T. Lin, A. Lam, N. McKenna, P. Ratto, A. Rivas, E. Rivas, A. Sayong (MV Transportation)

Chair John Baker called the meeting to order at 6:31 p.m. and led the Pledge of Allegiance.

**REPORT FROM THE NOMINATING COMMITTEE (KOYA/HEATLEY)
Election of 2016 Officers**

Katie Heatley reported the committee is recommending Bill Lock for chair.

Motion/Second: Heatley/Manalo

Ayes: Gomez, Hasten, Heatley, Koya, Lock, Manalo, McKie, Plischke, Baker

Absent: Laughon, Merriman

Mr. Baker nominated Juslyn Manalo for vice chair.

Motion/Second: Baker/Lock

Ayes: Baker, Gomez, Hasten, Heatley, Koya, Manalo, McKie, Plischke, Lock

Absent: Laughon, Merriman

PUBLIC COMMENT

James Wilkerson, Half Moon Bay, said he is not happy with the way the buses are pulling into the stop in front of the Coastside senior housing complex at 925 Main Street. He said buses are not pulling all the way into the stop and the back end of the bus is blocking the northbound lane of traffic creating a safety hazard. Mr. Wilkerson said by moving the bus stop to the south end of the complex it would solve the problem.

Ana Rivas, Superintendent, Bus Transportation, said staff responded to most of the concerns previously, but she will have staff speak to the contractor to make sure the drivers are pulling all the way into the stop.

APPROVAL OF THE MINUTES OF DECEMBER 2, 2015

Motion/Second: Koya/Baker

Ayes: Baker, Gomez, Hasten, Heatley, Koya, Manalo, McKie, Plischke, Lock

Absent: Laughon, Merriman

PRESENTATION: 2016 LEGISLATIVE PROGRAM

Shweta Bhatnagar, Government Affairs Officer, reported:

- Core Objectives
 - Maintain and enhance funding opportunities
 - Seek a regulatory environment that streamlines project delivery and maximizes ability to meet demands
 - Reinforce and expand programs that build and incentivize public transportation ridership, bike and pedestrian improvements, and transit-oriented developments (TOD)
- Public engagement strategies include direct engagement, coalition-based engagement, and media engagement
- The Program is divided into three categories:
 - Budget and transportation funding opportunities
 - Transportation projects – funding requests and needs
 - Regulatory and administrative issues
- Budget and funding opportunities
 - State/Regional level
 - Existing revenues – formula and cap and trade
 - Ballot measures and voter threshold
 - Other innovative funding options including managed lanes and Regional Measure 3
 - Federal level
 - Annual appropriations
 - Tax extenders
 - Surface transportation and rail authorization
- Projects – funding requests and needs
 - State/Regional level
 - Authority supported projects – first/last mile connections, Grand Boulevard Initiatives, TODs
 - Caltrain Modernization Program supplemental memorandum of understanding
 - Other projects – projects that enhance capacity, service and safety
- Regulatory and administrative issues
 - State/Regional level
 - Zero emission bus purchase requirements
 - California Environmental Quality Act
 - Sustainable communities strategies
 - Commuter benefits program
 - Federal level
 - Fixing America's Surface Transportation Act and other regulations
- Next steps
 - Solicit feedback on Draft Program
 - Present to the Citizens Advisory Committee at their January meeting
 - Board approval and adoption in February

Judy McKie asked if there is a staff representative that goes to Sacramento. Ms. Bhatnagar said the District has a legislative advocate in Sacramento that reports back to staff.

Sonny Koya said he is very grateful for all of staff's work to obtain as much State and Federal money as possible to assist the District including funds from the Metropolitan Transportation Commission (MTC). He said staff should have the city councils use their influence in getting money, too.

Ms. Heatley asked for more detail on Cap and Trade and if the funding is restricted. Ms. Bhatnagar said this is the second year of the Cap and Trade Program. When the funding came into the Program the governor allocated 60 percent of money generated to four different pots. The Affordable Housing Sustainable Communities Program is geared for housing that is a half-mile from transit. The Low Carbon Transportation Operations Program funds are allocated through a formula and the remaining comes directly to the MTC who distributes that funding. The Transit and Intercity Rail Program's focus is to enhance existing transit. The final pot of money is for high-speed rail.

Ms. Heatley asked if the money is restricted. Ms. Bhatnagar said it is restricted in that 50 percent of the funds received for the Low Carbon Transit Operations Program must go to a State designated disadvantaged community. In San Mateo County there are two designated disadvantaged communities, Daly City and East Palo Alto. The money has to be used for new or expanded service, but the scope is being broadened so funds can be used for bike racks on buses or shelters in just those routes in the communities.

Mr. Baker said the District has had a severe deficit in support of Caltrain. He would like to see some of the Cap and Trade funds be used to find a dedicated source of funding for Caltrain. Ms. Bhatnagar said Mark Simon, Senior Advisor, Special Initiatives, is working on this issue.

Ms. Manalo asked what PEPR is. Ms. Bhatnagar said it is the Public Employee Pension Reform Act that went into effect two years ago. Lawsuits have been going back and forth where some of the labor groups feel that PEPR is a violation of their labor agreements. Some of the grant funding that has been allocated has been put on hold because of these lawsuits.

Heinz Plischke asked if the lobbyists in Sacramento and Washington D.C. have been successful in bringing in money. Ms. Bhatnagar said yes.

Barbara Hasten asked if East Palo Alto and Daly City get more funds because of income. Ms. Bhatnagar said the State considers 19 different factors, not only based on economics and 50 percent of the funds need to be spent in disadvantaged communities.

Ms. Hasten said that more money needs to be put into the disadvantaged communities as they have to travel outside their own city. Ms. Bhatnagar said this is something that all the transit agencies in the State have argued about for more funding for disadvantaged communities.

Ms. Hasten said the ads for "Employees of the Month" is a waste of money in the paper and that money could be more wisely used for advertising and those ads should be on the bus.

Bob Gomez said he was very impressed with the presentation. He asked for more information on how East Palo Alto fits into this program. Ms. Bhatnagar said the Low Carbon Transit Operations Program allows for the funds to go to other services. The first round of funding was given to Caltrain.

Chair Lock asked if staff works with San Francisco Municipal Transportation Agency, Santa Clara Valley Transportation Authority and Bay Area Rapid Transit. Ms. Bhatnagar said she meets with the government affairs representatives once a week and they discuss the bills.

Chair Lock asked about employer coalition based engagement. Ms. Bhatnagar said this is something that the District is very involved in. Staff connected with several employers, started with a focus on Caltrain and advocated for electrification. From there, a keen interest developed on the Highway 101 congestion. Staff is looking for alternatives, including express buses. Facebook gave the District \$1 million to fund a study to look at the Dumbarton corridor. These are the types of things coming from the coalition.

Chair Lock said Caltrain is important to the region, but there is an equal amount of people who rely on SamTrans.

Mr. Gomez asked if the \$1 million will be used to tear down the corridor. Ms. Bhatnagar said it is just a study.

PRESENTATION: OVERVIEW OF SOCIAL MEDIA PROGRAM

Jayme Ackemann, Manager, Communications, reported:

- Some of the social properties include Facebook, Twitter, Pinterest, and NextDoor.
- SamTrans has 5,351 followers and receives about 1,359 monthly clicks to the website.
- Blog has about 2,280 subscribers.
- Social media growth is estimated at 50 percent for the year.
- Staff spent \$350 for a Half Moon Bay Pumpkin Festival Campaign and was a huge success with 33,068 impressions, 802 total engagements, and 272 clicks.
- Next steps:
 - Hire a social media specialist
 - Purchase social media monitoring and response software
 - Increased use of social media to support marketing and service goals

Mr. Gomez asked if SamTrans gets involved with political candidates. Ms. Ackemann said no it would be a conflict for the District.

Mr. Plischke asked what person-to-person interaction is. Ms. Ackemann said it is more questions from riders and answering basic questions they have. When there is a fare or runbook change staff uses social media to let the public know about them.

Mr. Plischke asked if there are many people who are not familiar with SamTrans. Ms. Ackemann said most people know of SamTrans, but may be sharing the information with people who don't.

Mr. Plischke asked if this is increasing ridership. Ms. Ackemann said it is hard to say, but with the Half Moon Bay Pumpkin Festival promotion there was an increase.

Ms. Manalo asked if there are demographics of who is using social media. Ms. Ackemann said the only demographics is from Facebook where it shows where someone is geographically. With a paid campaign staff can target geographic, but not profiles.

Ms. Manalo asked what the vision is for the customer service monitoring. Ms. Ackemann said the goal is to move some of the customer service work to answer social media inquiries and follow up.

Mr. Baker said kudos to the District for their social media. It has been a great way for people to share their love of transit. He asked how interactions are measured. Ms. Ackemann said interactions count all the back and forth and engagement is a one-to-one interaction.

Mr. Baker said he would rather Tweet out a question than call the 800 number.

Ms. Ackemann said in response to Ms. Hasten's earlier comment, staff is looking into discontinuing the advertising of the operator and maintenance employee of the month and moving to social media to generate more interest.

Ms. Heatley said the key is quality and not quantity. Ms. Ackemann said if there is an important message that needs to be shared staff will send it out at different times and days.

Mr. Koya said for those not into social media he discouraged eliminating print advertising. He said this will be denying people who are entitled to see it in print. Ms. Ackemann said print advertising will not be eliminated just this one type of advertising for the employees of the month.

Ms. McKie said she sees a lot of articles in the Daily Journal about SamTrans and agrees print advertising cannot be eliminated.

Mr. Gomez asked if there is going to be any promotion on Route 17. Ms. Ackemann said promotions are tied to specific changes and countywide broad messages. There will be a Coastside promotion later this year highlighting the increased service.

Mr. Gomez asked if there is any promotion for Super Bowl. Ms. Ackemann said most people going to the Super Bowl will be using Caltrain to Mountain View. SamTrans will be on a stand by on the day of the Super Bowl in case there is an emergency.

REPORT OF THE CHAIR

Ms. Rivas announced that Chester Patton, Director, Bus Transportation, has retired and Karambir Cheema is acting Director, Bus Transportation.

Mr. Baker said he remembers when Mr. Patton started as liaison to the CAC was the time the CAC felt they were being taken seriously.

Mr. Koya said he feels a great sense of loss with Mr. Patton's retirement. He did an outstanding job and was a great conduit between the CAC and the Board.

Chair Lock thanked Mr. Patton for his years of service.

SAMTRANS STAFF UPDATE

Ms. Rivas reported:

- December performance:
 - Average weekday ridership was 38,186.
 - On-time performance was 83.8 percent, below the goal of 85 percent.
 - Complaints were low at 105.
 - Miles between road calls was 26,585.
 - Tokens continue to be popular.
 - There were 15 missed schedules.

Follow-up items:

- Installation has begun on three bikes racks on the articulated buses.
- Grab-straps will not be added on the old buses.
- The old shelters on Bayshore Boulevard and Tunnel Road are on the list to be replaced this year.
- Staff assessed the request to move Route 292 southbound stop on Bayshore Boulevard and Sunnydale Avenue and recommends not moving it.

Mr. Baker said the weekday ridership dropped by 5,000, but token usage is up. This shows that token users are more dedicated users and need the service.

CAC MEMBER COMMENTS/REQUESTS

Ms. Hasten said she was very disappointed the new schedule for Route 295 still ends early and there is no weekend service. She said as a member of the county she should get discounted annual pass just like some of the new developments are providing.

Ms. Rivas said part of the subsidy is paid by the developments. She said staff is looking at routes and where additional service is needed.

Ms. Hasten said service was cut drastically on Route KX and asked if there is any idea if this service will be reinstated to what it previously was. Ms. Rivas said this is another route being discussed for improvement.

Mr. Plischke said there are thousands of bus stops and all are very different and he asked what right does have SamTrans have to install a stop. Ms. Rivas said whenever a stop is installed the city or jurisdiction has to give the District approval.

Ms. McKie said everyone she speaks to is happy for the increased service on Route 294. She said there are no schedules on the buses or in the lobby of the building. She said the tree has been cut down at the shelter at Howard and Burlingame avenues and now anyone can pass through safely including someone in a wheelchair.

LIAISON REPORTS

a. SamTrans Board - John Baker

- Zoe Kersteen-Tucker was appointed chair and Rose Guilbault was appointed vice chair.
- Received updates on the Strategic Plan and Super Bowl 50 transportation.

b. SamTrans Accessibility Advisory Committee – Judy McKie

- Received a presentation on lighted bus stops.

c. Caltrain Accessibility Advisory Committee - Vacant

d. Peninsula Corridor Joint Powers Board (JPB) – Bill Lock

- Received update on Super Bowl 50 transportation planning.
- CAC reported that Caltrain hasn't done enough on increasing capacity and there is not enough signage.

e. Peninsula Corridor Joint Powers Board CAC – Vacant

NEXT MEETING:

The next meeting will be held February 24, 2016 at 6:30 p.m., 1250 San Carlos Avenue, Bacciocco Auditorium, 2nd Floor, San Carlos, California 94070.

Adjourned at 8:13 p.m.