

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

**CITIZENS ADVISORY COMMITTEE (CAC)  
MINUTES OF MEETING – JUNE 28, 2017**

**COMMITTEE MEMBERS PRESENT:** J. Baker, M. Buzbee, B. Gomez, J. Jones, S. Koya, F. Liu, D. Nelson, G. Wilson, J. Manalo (Chair)

**COMMITTEE MEMBERS ABSENT:** A. Barnes, J. Galisatus, A. Juarez

**SAMTRANS STAFF PRESENT:** J. Jest, A. John, 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.

**PUBLIC COMMENT**

None

**APPROVAL OF THE MINUTES OF MAY 31, 2017**

Motion/Second: Baker/Buzbee

Ayes: Baker, Buzbee, Gomez, Jones, Koya, Liu, Wilson

Absent: Barnes, Galisatus, Juarez, Manalo, Nelson

**PRESENTATION: CUSTOMER EXPERIENCE SURVEY FINDINGS**

Julian Jest, Market Research Specialist, reported:

- Objective of the survey is to support SamTrans planning in choosing the priorities for future investments.
- Online survey ran from February 27 through March 20.
- It was an opt-in survey so it is not statistically valid.
- Survey was divided into three groups: current riders, former riders and non-riders.
- A total of 1,182 responses were received.
- Current riders results:
  - Have been riding SamTrans for more than three years
  - Ride at least three days a week
  - Pay with Clipper Cash value, cash and Clipper SamTrans Monthly Pass
  - 64 percent gave a four out of five on value of service
- Former riders
  - More than three years since last rode SamTrans
  - Rode less than once a month
  - 75 percent adult fare category
  - 19 percent stopped riding because of a change in the bus schedule
- All respondents:
  - Top three service rankings were more frequent service, more express service and more frequent weekend or midday service.
  - Top three rankings for communication and payment were real time information based on vehicle location, schedule timetable information available on a smart phone application and SamTrans website.

- Top three comments on enjoyment and comfort were seating comfort, onboard Wi-Fi and more bus stop amenities.
- Demographics
  - More female respondents
  - 67 percent between 19-64
  - Earn less than \$75,000 per year
  - Top ethnicities are white, Hispanic/Latino and Chinese
  - Top five cities were Pacifica, Redwood City, San Mateo, San Francisco and Half Moon Bay
  - 69 percent of current riders have access to a car
- Next steps
  - Use information to inform ongoing customer experience priorities.
  - Full report will be available on the SamTrans website

Bob Gomez asked if there were any statistics on people who bring their bikes on the bus. Mr. Jest said a question on bike storage and bike racks was asked.

John Baker said people are seeing cars as a substitute for the bus and maybe in a marketing campaign advertise the cost of operating a car versus the cost of bus ride.

Michelle Buzbee asked where staff thinks the disconnect is for the non-riders. Mr. Jest said the survey shows the options people want and where the investment needs to be made.

Ms. Buzbee said in the youth survey onboard Wi-Fi was very important.

Vice Chair Koya said considering this was an online survey the response was very good. He did hear from people that the survey was a bit long.

## **REPORT OF THE CHAIR**

No report.

David Nelson arrived at 6:58 p.m.

## **SAMTRANS STAFF UPDATE**

Margo Ross, Director, Bus Transportation, reported:

- May performance:
  - Average weekday ridership was 40,439.
  - On-time performance (OTP) was 81.9 percent, below the goal of 85 percent.
  - There were 112 complaints.
  - Miles between road calls was 26,141, above the goal of 20,000 miles between road calls.
  - Tokens continue to be popular with 24,725 adults and 28,641 youth.
  - There were 32 missed schedules.

Mr. Nelson asked what miles between road calls are. Ms. Margo said breakdowns on the road.

Ms. Buzbee asked what the cause in spike in complaints was in August 2016.  
Ms. Ross said the start of the school year.

Mr. Baker asked if the dip in youth tokens in April is due to spring break. Ms. Ross said yes.

Frank Liu asked what routes were on the missed schedules. He said during spring break buses shouldn't be operating as there is no ridership.

Mr. Baker said the County of Education has a master schedule of school schedules.  
Ms. Ross said staff is having trouble getting bell time schedules.

Alicia Marie Jones asked how OTP is collected. Ms. Ross said the buses have global positioning systems that poll every minute.

Geraldine Wilson said amount of tokens decreased considerably May over May and is there any reason. Ms. Ross said ridership has decreased.

Vice Chair Koya said he is happy to see people are still using tokens.

Ms. Ross said in the next two months will be a real time application.

#### **CAC MEMBER COMMENTS/REQUESTS**

Mr. Gomez asked how staff is doing on getting lights on El Camino Real between Menlo Park and Atherton. Ms. Ross said it is on a service call and she will find out.

Mr. Gomez asked the status of adding more shelters and benches in East Palo Alto.  
Mr. Gomez said at University Avenue in front of the Four Seasons Hotel the bus stop signs are missing.

Ms. Wilson said the shelters at Redwood City transit Center are very clean. She said in early May she saw the Summer Youth Pass commercial on KRON 4. Ms. Wilson said on May 1 she was waiting southbound El Camino Real and Hillsdale Boulevard for the Route 398 and the driver wasn't going to stop until people waiting started waving their hands at him.

She said she pulled the bell for her stop on El Camino Real and the operator stopped one stop pass where she wanted to get off and had to walk four blocks. Ms. Wilson asked if the operators on Route ECR can use the automated system to remind passengers to not use cell phones.

Ms. Jones said the northbound Route ECR stop at El Camino Real and Palm Drive is very difficult for seniors and handicapped passengers to board. She said Operator 1148 on Route 110 is a great driver, but his bus had many missing schedules on the rack.

Ms. Jones said Operator 1250 is great but drives way too fast and arrives at Colma Bay Area Rapid Transit Station eight to 10 minutes early every day and at 7:04 a.m. steps on the gas and leaves. She said the same issue with Operator 862 who arrives too early at stops. Ms. Jones said she took Route KX today from Folsom and Beale streets in San Francisco. She said Operator 7440 should be commended for their driving and making up the time because of the traffic.

Mr. Liu said 19 percent cited a schedule change for stopping to ride. He said there should be more creative ways to market these changes and possibly on the routes that are affected.

Mr. Baker said he is glad to see so much support for the Caltrain tax ballot measure. He said the stop at Serramonte Shopping Center has moved three times in the past year. Ms. Ross said construction should be completed by the end of July.

Ms. Buzbee said she took Route 17 and Route 110 earlier this week and was being a typical teenager on her phone and wasn't paying attention when the bus arrived and it passed her up. She said the operator stopped and got out of the bus and asked her if she was waiting.

Mr. Nelson said he recently moved to Foster City and has been taking the bus a lot. He would like to compliment the operators on routes ECR, 292, 256 and 251. Mr. Nelson said there are ways to improve routes 256 and 251. Ms. Ross said staff is looking at the routes and there may be changes in January.

Juslyn Manalo arrived at 7:27 p.m.

Mr. Koya said kudos to MV Transportation and their operation of Route 292. He asked if the common courtesy messages could be played randomly on the bus.

#### **LIAISON REPORTS**

- **SamTrans Board – Juslyn Manalo**
  - Held a public hearing for the proposed elimination of Routes 11, 43 and 89. The Board will take action on this proposal at the July 5 meeting.
  - Approved the Fiscal Year 2018 Operating and Capital Budgets.
  - Received the Draft SamTrans Youth Mobility Plan. The CAC will receive this presentation at the July 26 meeting.
- **SamTrans Accessibility Advisory Committee – David Nelson**
  - Received a presentation on new lifts on Caltrain for wheelchairs and scooters.

#### **NEXT MEETING:**

The next meeting will be held July 26, 2017 at 6:30 p.m., 1250 San Carlos Avenue, Bacciocco Auditorium, 2<sup>nd</sup> Floor, San Carlos, California 94070.

Adjourned at 7:43 p.m.