



**JPB CITIZENS ADVISORY COMMITTEE MINUTES
SEPTEMBER 19, 2007**

**San Mateo County Transit District Administrative Building
1250 San Carlos Avenue San Carlos, CA 94070**

COMMITTEE MEMBERS PRESENT: Paul Bendix, Gerald Graham, John Hronowski, Michael Kiesling (Chair), Sepi Richardson, Jeff Shukis, Brian Wilfley

COMMITTEE MEMBERS ABSENT: Bruce Jenkins

STAFF PRESENT: Pat Boland, Michelle Bouchard, Jon Brown, George Cameron, Ellen Glover, Nancy Wood

Chair Michael Kiesling called the meeting to order at 6:04 p.m. and led the Pledge of Allegiance.

Approval of Minutes

The minutes of August 15, 2007 were approved by the Committee.

Public Comment

Doug DeLong, Mountain View, said a British passenger boarded a Bombardier car and asked if it was the first class section.

Jeff Carter, Burlingame, said the digital message boards seemed to be off by a minute and a half to two minutes today. He asked if it was possible to get ridership data from BART on the number of passengers who transfer from Caltrain to BART and SFO. He requested that the CAC have a report on the status of the Caltrain Millbrae/SFO connection.

Michelle Bouchard, Manager of Rail Transportation, said Caltrain has data on Millbrae northbound Caltrain passengers transferring to BART/SFO. SamTrans staff is using this data to review Route 292 connectivity from the Millbrae station to SFO versus a cross platform transfer at the San Bruno station to SFO.

Andy Chow, Redwood City, said he took BART from Berkeley to Millbrae which is one dollar more rather than taking BART to San Francisco Caltrain and onto Millbrae. There were problems with the BART train and he did not make his connection to Caltrain at Millbrae. He said he took SamTrans to his final destination but other passengers who missed the Caltrain connection had to wait another hour for their connection. He asked that there be better cooperation with transit agencies when passengers have only a few minutes to make a connection from BART to Caltrain.

Mr. Chow said Caltrain had voted for the High Speed Rail (HSR) Pacheco Pass alignment through the Central Valley to the Bay Area. He asked if Caltrain and the HSR Authority could bring more discussion to the citizen level.

Mr. Chow asked for ridership numbers on BART between SFO and Millbrae versus the past SamTrans shuttle to SFO.

Presentation – Public Information and Marketing Efforts

Pat Boland, Marketing Manager, reported the following:

- Caltrain marketing/public information efforts include general advertising, special bus service, focused train promotions in communities and on weekends, Web information, outreach, news contacts, and publications.
- Caltrain's budget for advertising is approximately \$185,000 per year.
- Special service ridership was as follows:
 - 1) Giant's baseball increased 17 percent to date.
 - 2) All-Star event totaled approximately 18,000.
 - 3) International Stanford soccer match was 2,200.
 - 4) The Rock the Bells concert at AT&T Park was 8,900.
 - 5) Bay to Breakers was 1,900.
- Focused train promotions at stations with low ridership can be a challenge if it does not involve Baby Bullet service.
- There were 1.2 million visitors to the Caltrain website for the year accessing information on news releases, special service, and real-time delay information.
- Operation Lifesaver presentations have reached 8,000 people.
- Public information contact included hundreds of media calls per year, 75 news releases per year and approximately 70,000 customer calls per month in the customer service center.
- Caltrain publications include seasonal weekend editions and numerous special service brochures.
- Planned marketing activities include: an Amtrak satisfaction survey, Caltrain passenger survey; holiday travel and shopping campaign, possible partnership with SFO, special event service and Web redesign.

Public Comment:

Francis Wong, Mountain View, said Caltrain should add single-ride advance purchase tickets to the menu of available fare media, which can be validated when boarding the train. He said parking lots will continue to decrease the number of parking spaces, which will increase Caltrain ridership. He asked if additional train service could be added after ball games so fans could extend their stay at the ballpark when the games are finished. Mr. Wong said cooperative ventures with KNBR radio or sports vendors could collaborate with Caltrain to help cover additional service costs.

Ms. Bouchard said Caltrain's outreach efforts for funding in the past have not been successful.

Public Comment

Jeff Carter said ridership was good for baseball events and the Rock the Bells concert. He said there should be a promotion for monthly pass sales.

Brian Wilfley asked if there was a transit relationship between Caltrain and the 49ers. Ms. Bouchard said there are calls to run a bus from the Bayshore station to Monster Park. She said this route is not in the District's jurisdiction. She said that Caltrain would promote shuttle service to the Bayshore station if approached by the 49ers.

Presentation – Status of the WiFi Project

George Cameron, Chief Administrative Officer, gave an update on why the Caltrain Board rejected bids for the current WiFi project.

- There was no unique grant funding available for this project.
- A public-private partnership was developed with a model to be financially self-sufficient, widely available to customers as a service enhancement and that would minimize disruption to critical infrastructure.
- A request for proposals resulted in two, bids which were reviewed and evaluated by staff. One proposal from Nomad Digital Limited called for a substantial financial investment by Caltrain and did not provide projected net revenues for the agency. The other bid from T-Mobile USA, Inc. did not provide a level of service that was as widely available as desired and could potentially place demands on the right of way infrastructure.
- Caltrain learned how technology can be integrated into future communication projects.

Comments/Questions

Sepi Richardson asked if Caltrain was pressured by the public. She asked how Caltrain will respond to the public's need to wait for future service. Mr. Cameron said staff had received many calls about the progress of the service plan but had not received calls about the rejection of the proposals.

Chair Kiesling asked if T-Mobile's proposal made it clear whether or not a customer had to be a T-Mobile subscriber to use the service that was being proposed. Mr. Cameron said T-Mobile ultimately said customers would not have to be a T-Mobile subscriber but T-Mobile customers would get some type of discount. He said this information was not in T-Mobile's proposal.

Chair Kiesling asked what state of the art WiFi systems are being used in the rail industry. Mr. Cameron said there are operating systems in Europe that use Y-Max technology. He said the commuter rail system Trinity in Dallas uses a meshnet system with a \$15 monthly subscriber fee. Mr. Cameron said Amtrak has signed an agreement with T-Mobile in the northeast part of the country.

Public Comment

Andy Chow asked about rollover into a larger communications project. He asked if this would include train station announcements and train railroad signals. He asked if there would be some kind of an unforeseen barrier or security issue trying to mix service convenience with the more critical railroad operation. Mr. Cameron said from an operation's standpoint, Caltrain is looking at a non-critical system. He thinks that ultimately the security and encryption will come to a point where it will be possible to segment the critical system and the passenger Orion systems and both can be served.

Report of the Chair

Chair Kiesling discussed the following:

- There is a CAC vacancy for San Francisco County. Ms. Bouchard said the Assistant District Secretary Rosemary Lake was away on an emergency but would meet with her and Chair Kiesling for a progress report on applications.
- The Transbay Joint Powers Authority Board will meet tomorrow on building the new Transbay Terminal.
- Asked if there was a spike in ridership for last weekend's Treasure Island Festival. Ms. Bouchard said there was no spike in ridership.
- Possible CAC meeting locations for Santa Clara include police headquarters adjacent to the Santa Clara Caltrain station or the Santa Clara station. Possible San Francisco meeting locations include AT&T Park and a library near AT&T Park.
- Members were encouraged to call if they will be absent from the November meeting to ensure a quorum.
- A member of the public emailed the CAC regarding wave power generation. Mr. Kiesling suggested that Caltrain not get involved in the business of power generation.

Committee Comments

Ms. Richardson said she would like to see a report on budget updates. Ms. Bouchard said this could be scheduled for an upcoming meeting.

John Hronowski said the loud speakers inside the San Jose station are not working properly.

Paul Bendix said the ticket validator at the Menlo Park station stamps dates on top of one another. Ms. Bouchard said maintenance staff will check the machine.

Mr. Hronowski asked for details on the Millbrae/BART connection to SFO. Ms. Bouchard said BART is changing its service plant to the Millbrae station because of cost cutting efforts. BART will be providing two lines that run south of San Francisco. One line will split off at San Bruno and go directly into SFO and the other will split off at San Bruno and continue to Millbrae. Since the inception of BART service, Caltrain patrons have had the benefit of transferring to a BART train that goes directly to SFO. Beginning in January 2008, southbound passengers on Caltrain will need to go to the San Bruno station and transfer to a BART train to SFO. Ms. Bouchard said SamTrans is looking at connectivity to SFO on Route 292 that serves the Millbrae station. This service would reestablish service that existed between Millbrae and SFO prior to the BART connection, which was a free shuttle.

Staff Report

Ms. Bouchard reported the following:

- Average weekday ridership is up 6.7 percent at 39,383. The number increased slightly due to two Spare the Air days on August 29 and 30. Caltrain offers free rides until 1 p.m. on Spare the Air days.
- On-time performance is approximately 94 percent, which is below the 95 percent benchmark level. Performance is affected by dwell times due to increased ridership, and time required to board wheelchairs and bicycles.

- The Caltrain Board will be voting at the October meeting on procurement of six bi-level passenger coaches and two bi-level cab cars.

Staff liaison Ellen Glover invited CAC members to the September 29 Centralized Equipment Maintenance and Operations Facility (CEMOF) grand opening celebration.

Ms. Richardson asked that copies of presentations be available at the meeting for CAC members. She also requested a list of acronyms relating to Caltrain and the rail industry. Ms. Bouchard said both items would be distributed to the CAC.

Date/Time/Place of Next Meeting

October 17, 2007 at 6 p.m., 1250 San Carlos Avenue, Bacciocco Auditorium, 2nd Floor, San Carlos, CA 94070

Adjournment

The meeting was adjourned at 7:09 p.m.