

**CITIZENS ADVISORY COMMITTEE (CAC)
PENINSULA CORRIDOR JOINT POWERS BOARD (JPB)
SAN MATEO COUNTY TRANSIT DISTRICT ADMINISTRATIVE BUILDING
Bacciocco Auditorium, 2nd Floor
1250 San Carlos Avenue, San Carlos CA 94070**

MINUTES OF MARCH 16, 2022

MEMBERS PRESENT: A. Brandt, P. Flautt (Vice Chair), R. Jaques (Alternate), R. Kutler (arrived 6:20pm), P. Leung, M. Pagee (Alternate), JP. Torres, D. Tuzman (arrived 5:45pm), E. Shapiro

MEMBERS ABSENT: B. Shaw (Chair), L. Klein

STAFF PRESENT: R. Casumbal, J. Lipps, J. Jest, J. Navarrete, J. Navarro

Due to COVID-19, this meeting was conducted as a teleconference pursuant to the provisions of the Governor's Executive Orders N-25-20 and N-29-20, which suspends certain requirements of the Ralph M. Brown Act.

Vice Chair Patrick Flautt called the meeting to order at 5:40 p.m. and led the Pledge of Allegiance.

APPROVAL OF MINUTES OF FEBRUARY 16, 2022

Motion/Second: Torres / Leung

Ayes: Brandt, Flautt, Shapiro

Abstain: None

Absent: Klein, Kutler, Shaw, Tuzman

PUBLIC COMMENT

Roland Lebrun, San Jose, via Zoom Q&A, commented on the Caltrain collision that occurred on March 10, 2022, and recommends Caltrain donate the entire trainset, minus the locomotive, to the NTSB so that they may study what occurred. He then commented on the Scott ST. incident where a car drove around the tracks. He asked whether the gates perform the same way with Dual Speed Check as they do with Constant Warning Time.

Jeff Carter, Millbrae, via Zoom Q&A, commented on the known issue with maintenance vehicles not shunting the track. He then requested staff to explain the reason they do not shunt the track.

CHAIRPERSON'S REPORT

Vice Chair Patrick Flautt read a prepared statement from Caltrain addressing the collision that occurred on March 10, 2022. He then mentioned that the agenda item to brainstorm on iPhones for Conductors has been moved to later this year.

COMMITTEE COMMENTS

Member Adrian Brandt commented on the unfortunate collision that occurred on March 10, 2022 and recommended that the spokesperson have all the facts prior to speaking to the media. He then made recommendations for the investigation of the collision.

Member Tuzman shared that the passenger communication, at stations, regarding train schedule was not ideal during the major incident that occurred on March 10, 2022. He also mentioned that the statement provided the following day, explaining how the service schedule would recover, was impressive. He then asked whether the new electric trains would have GPS. Mr. Joe Navarro, Deputy Chief, Rail Operations, confirmed and stated that staff is working on a real time feature for the public. Member Tuzman provided the committee an update on the governance discussion that occurred at the board meeting.

PUBLIC COMMENT

Roland Lebrun, San Jose, via Zoom Q&A, stated that he is pleased that the NTSB is investigating the Caltrain collision. He then commented on the governance issue. Lastly, he recommended the committee and the public to watch the finance session that will be held on Monday afternoon.

Jeff Carter, Millbrae, via Zoom Q&A, hopes that the governance discussions have been settled and that future meetings are used for taking care of the good for Caltrain and Samtrans.

CALTRAIN MARKETING STRATEGIES

Robert Casumbal Director, Marketing & Market Research and Julian Jest, Market Research & Development Analyst, presented the Caltrain Marketing Strategies presentation. The full presentation can be found on caltrain.com.

Committee Comments:

Vice Chair Flautt complimented the presentation and suggested that staff provide the public CAC visibility so that the public is made aware of the work that is being done. Potentially create a short video, 45 seconds to a minute, summarizing the monthly meetings showcasing what was discussed and what issues are being tackled. He also suggested soliciting feedback from the public through the website. He then asked for details regarding the survey data and whether he may obtain that data. Mr. Jest provided the details and stated that he would indeed be able to share that data.

Member Emilia Shapiro asked whether staff is interested in other audience segmentations in terms of marketing and then asked for the social media strategy and whether it includes other platforms like LinkedIn. Mr. Jest responded that on the equity side of things, other areas that are looked at are income levels, crossed with household size. Mr. Casumbal then shared that their team typically has a comprehensive communications and marketing plan.

Member Patricia Leung shared that it is important to get the riders engaged and stated that highlighting the rider's experience, onboard the train, could be useful.

Member Brandt asked staff about the time of day the survey is completed, and Mr. Jest responded that the times of day vary. Member Brandt then asked how staff ensures that the surveys are statistically scientific and how does Caltrain reach non-riders. Mr. Jest replied that staff works with a consultant to execute the surveying work conducted and explained how surveys are statistically represented by ridership. He also mentioned that the survey response rate is high. Mr. Jest then stated that Caltrain reaches non-riders through general population studies, through the counties in which Caltrain operates. Member Brandt later suggested to brand Caltrain on bridges within the three counties. Mr. Casumbal responded that his team may be looking into increasing brand awareness within Caltrain property.

Member Tuzman asked why the fifty percent discount that will be offered in April was not highlighted in press releases. Mr. Casumbal responded that being sensitive to the recent events, staff decided to delay the communication plan to next week.

Member Rosalind Kutler agreed with Member Leung's comments regarding sharing rider's experiences and stories about riding the train to engage passengers.

Public Comments:

Jeff Carter, Millbrae, via Zoom Q&A, stated that Caltrain should have station to station fares and pointed out that the CAC passed the resolution in support of that. He shared his ideas on attracting the non-frequent rider. He then suggested staff to promote the new EMUs once they arrive and would like to see clever advertising.

Roland Lebrun, San Jose, via Zoom Q&A, suggested having a sign on the freeway, as they had in previous years, that shows the time a driver would get to their destination had they taken Caltrain. He then stated that Caltrain is missing out on a massive market south of San Jose.

NEW CALTRAIN WEBSITE PREVIEW

Jeremy Lipps, Manager, Digital Communication, presented the New Caltrain Website Preview presentation. The full presentation can be found on caltrain.com.

Committee Comments:

Vice Chair Flautt complimented the new website and asked whether the launch is on target. Mr. Lipps responded that staff is on target. Vice Chair Flautt then asked about the CAC page and Mr. Lipps stated that he will be sharing the link for the committee's review. Vice Chair Flautt requested a custom form on the site where users can suggest agenda items. Mr. Lipps stated that it is possible.

Member Kutler requested having better communication to alert riders of trains that have been taken out of service and/or service delays. Mr. Lipps explained why the automated system does not work during catastrophic events and how things transition to manual updates.

Member Tuzman asked whether live train maps are based on GPS and Mr. Lipps responded that it is, partially, and that the data is refreshed every sixty seconds. Mr. Tuzman then shared that it is not clear where to find the timetable. Mr. Lipps stated that he will be reviewing that section.

Member Shapiro asked about the mobile website and Mr. Lipps stated that staff is discussing that feature and reviewing the larger strategy.

Member Brandt suggested having arrival time on the trip planner feature. Mr. Lipps stated that he would further review. Member Kutler agreed with Member Brandt's suggestion. Member Brandt then suggested that the live map clearly indicate single tracking and annulled trains along with other suggestions. Mr. Lipps responded that a lot of those suggestions are being worked on and would be happy to work with the committee for further feedback.

Member Leung asked about record retention issues staff was facing. Mr. Lipps responded that the document policy is in progress with legal and IT. He then explained further details to the committee.

Mr. Lipps advised that the CAC will receive a link to review the website with a bug feedback form.

Public Comments:

Jeff Carter, Millbrae, via Zoom Q&A, appreciated the presentation and appreciated the explanation regarding the document retention policy progress. He then asked for better ways to download the recorded Zoom meetings.

Roland Lebrun, San Jose, via Zoom Q&A, complimented the new website. He then suggested staff use Legistar, backend system, as other agencies do to address the PDF issues.

Drew, via Zoom Q&A, appreciated the update on the email issues. He then referred to the slide that shows desktop and mobile view side-by-side, and suggested the proportions for the mobile app to shrink to avoid scrolling down. Mr. Lipps responded that the concern had been discussed and the current view is the best solution.

STAFF REPORT UPDATE

Joe Navarro, Deputy Chief, Rail Operations reported (The full report can be found on caltrain.com):

On-time Performance (OTP) –

- **February:** The February 2022 OTP was 91.6% compared to 92.5% for February 2021.
 - **Vehicle Strikes** – There was one vehicle strike on February 25, resulting in a fatality.

- **Trespasser Strikes** – There were two trespasser strikes on February 14 and 22, resulting in fatalities.
- **Vehicles on Tracks** – There were two days, February 8 and 23 with a vehicle on the tracks that caused train delays.
- **Mechanical Delays** – In February 2022 there were 762 minutes of delay due to mechanical issues compared to 200 minutes in February 2021.
- **January:** The January 2022 OTP was 94.4% compared to 86.9% for January 2021.
 - **Trespasser Strike** – There was one trespasser strike on January 25.

Mr. Navarro shared the Clipper ridership chart.

Committee Comments:

Member Brandt requested that staff provide the crossing for vehicle on the tracks, in future reports. He then asked whether ridership has increased due to the rise in gas prices and Mr. Navarro responded that it is too early to have those numbers, however, has seen an increase with bicycle riders in bike cars. Lastly Member Brandt asked about the American Association couplers being used on the EMUs. Mr. Navarro stated that the AA couplers are used for transport.

Member Tuzman asked whether the temporary schedule will end as indicated on April 4, 2022. Mr. Navarro responded that staff should know the answer by the end of next week.

Public Comments:

Roland Lebrun, San Jose, via Zoom Q&A, stated that Caltrain is the lowest in ridership recovery. He then expressed that he was pleased to hear about the couplers. Roland then requested more details with trespasser/vehicle strikes, whether they went around the gates. Lastly, he reiterated to stop using the word trespasser when people are struck.

Jeff Carter, Millbrae, via Zoom Q&A, hopes that Caltrain will choose level boarding and stated that High Speed Rail should conform to Caltrain. Lastly, he would like to see items in the work plan agenda. Vice Chair Flautt responded that the data is not available yet for those items to be agenda.

JPB CAC Work Plan

April 20, 2022

- Constant Warning
- Code of Conduct

May 18, 2022

- Business Intelligence presentation

- Engineering Standards

June 15, 2022

-
-

Suggested Items:

- Go Pass cost per ride factors – requested by Chair, Brian Shaw on 6/19/19
- San Mateo County Climate Action Plan – requested by Member Rosalind Kutler on 10/16/19
- MTC Means-Based Discount Fare program update
- Caltrain connections with other agencies – requested by Member Rosalind Kutler on 12/18/19 and Alternate Member Rob Jaques on 12/15/21
- Update on grade crossing pilot six months after installation – requested by Member, Patrick Flautt on 12/18/19
- Operating Costs – requested by Member Adrian Brandt on 2/13/20
- Rail Corridor Use Policy – requested by Member Anna Dagum on 10/21/20
- Industry Safe Functionality
- Blue Ribbon Task Force
- Clipper Data Availability
- Construction Obstacles
- Wireless Solution Technology – requested by Member Adrian Brandt on 12/8/21
- Redwood City Station Development - requested by Member Adrian Brandt on 12/8/21
- Dual speed check installation/Constant Warning, Downtown Extension, elevated four track station, future Dumbarton Rail extension and the Google campus being planned at the Diridon station, PCEP project wireless overlay system and level boarding and the status of fully vaccinated staff - requested by Member Adrian Brandt on 12/15/21
- Transit Oriented Development & historic station preservation outreach - requested by Member Patricia Leung on 12/15/21
- Equity evaluation on the most recent schedule change and Go Pass qualification requirements - requested by Member Rosalind Kutler on 12/15/21
- Staffing structure, Governance Update, Visual Messaging Display rollout plan, Equity Plan implementation/update and periodic updates from Government Affairs regarding funding sources and how infrastructure bills may impact Caltrain - requested by Member David Tuzman on 12/15/21
- Caltrain Wayfinding improved, specifically with single tracking - requested by Member Jean-Paul Torres on 12/15/21
- Conductor's communication tools and how they may interface with the public. Regional trip planning and availability for riders that do not have access to mobile devices - requested by Alternate Member Melody Pagee on 12/15/21

- Distance-based fares on Caltrain. Deep dive on it from a practical standpoint - requested by Chair, Brian Shaw on 12/15/21

DATE, TIME, AND LOCATION OF NEXT REGULAR MEETING:

The next meeting will be April 20, 2022, at 5:40 pm, San Mateo County Transit District Administrative Building, 2nd Floor Bacciocco Auditorium, 1250 San Carlos Avenue, San Carlos, CA.

Adjourned at 7:49 pm.