

**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**

FINAL MINUTES OF OCTOBER 16, 2024

MEMBERS PRESENT: D. Albohm, P. Leung (arrived at 5:44pm), A. Lohe (arrived at 5:44pm), M. Pagee (Alternate, arrived at 6:10pm), R. Sarathy (arrived at 6:10pm), P. Wickman (Alternate), A. Brandt (Vice Chair), B. Shaw (Chair)

MEMBERS ATTENDED VIA TELECONFERENCE: R. Kutler

MEMBERS ABSENT: D. Hernandez (Alternate)

STAFF PRESENT: J. Hogan, T. Huckaby, M. Meader, J. Navarrete

Chair Brian Shaw called the meeting to order at 5:40 pm and led the Pledge of Allegiance.

APPOINTMENT OF CAC MEMBER

- Peter Wickman (Alternate), San Francisco County

Chair Shaw introduced Mr. Wickman and Mr. Wickman provided a brief background of his interest in Caltrain.

CONSIDERATION OF REQUESTS

Chair Shaw noted that Member Kutler participated under emergency circumstances.

APPROVAL OF MEETING MINUTES OF SEPTEMBER 18, 2024

September 18, 2024, amended with the following:

- Include Appendices A and B requested of the Capital Improvement Plan
- Update to San Francisquito Creek Bridge Project
- Update to Lost Fare Evasion Violations
- Include suggestion for delivery acceptance procedure to inspect trains upon arrival for wheel flat spots
- Include the automatic information overstates train delays

Motion to approved minutes as amended/Second: Brandt/Pagee

Ayes: Albohm, Brandt, Kutler, Leung, Lohe, Pagee, Shaw

Abstain: Wickman

Absent: Sarathy, Hernandez

PUBLIC COMMENT FOR ITEMS NOT ON THE AGENDA

Jeff Carter shared his experience with the new electric trains and commented on the SamTrans head signs, marketing for the new trains, and agreed that the meeting minutes from September 18 were brief.

Aleta Dupree, Team Folds, shared her experience with the new electric trains, suggested expanding the Clipper system and updating the visual messaging signage to include more accurate real time information.

Kris Linqvist commented about using Discord for Bay Area transit, which has a Caltrain chat room.

CHAIRPERSON'S REPORT

Chair Shaw reported that he resigned from Stanford and his commitment to the committee remains unchanged and working with Vice Chair and staff to limit agendas to two items per month.

APPROVAL OF THE 2025 CAC MEETING CALENDAR

Motion/Second: Leung/Brandt

Ayes: Albohm, Brandt, Kutler, Leung, Lohe, Pagee, Sarathy, Shaw, Wickman

Abstain: None

Absent: Hernandez

CALTRAIN SAFETY QUARTERLY UPDATE

Mike Meader, Chief Safety Officer, provided the presentation which included the following:

- Safety Culture Enhancements - raise awareness from a risk and safety perspective
- Nine reportable injuries versus 17 last year. Still trying to address vehicle track incursions
- Looking at more efficient way to improve safety at grade crossings. Stepped up police enforcement activity
- Removed or pruned over 1,000 trees along alignment in high-risk areas
- Continue to work with cities on issues around grade crossings and suicide prevention

The Committee Members had a discussion and staff provided further clarification in response to the Committee comments and questions, which included the following:

- Signs at crossings indicating vehicle code and fines for parking on tracks to deter violations
- Fines may act as deterrents and could work for rail crossings
- Explore camera-based enforcement as cameras would prevent violations before they happen
- Traffic signal preemption to clear tracks before gates activate, improving vehicle safety at crossings
- Use anti-trespass panels to prevent vehicles from driving onto tracks accidentally
- Train horn noise complaints in San Mateo linked to construction

- Pedestrian and Vehicle Incidents
- Request for detailed data on pedestrian strikes (mileposts and dates) to understand incident patterns

Public Comment

Doug DeLong commented on recent safety visibility improvements, noting limited significant changes and requested clarification on the term "RailSentry".

Jeff Carter commented on the Broadway crossing, tree trimming efforts, the high voltage signage at bridges and overpasses and transit agency participation in the earthquake drill.

Mr. Meader explained the RailSentry system.

PRELIMINARY REPORT ON MARKETING AND OUTREACH

Taylor Huckaby, Deputy Chief, Communications, provided the presentation which included the following:

- APC (automatic passenger count) have not been validated on new trains yet
- First time using (social media) influencer marketing
- Biggest campaign, Go Faster. Go Caltrain, promoted electric transformation that spanned digital print and broadcasted mediums media. Ensured broad visibility engagement across various channels
- Different folks worked both digitally and in the real world, for all marketing efforts
- Billboard on the north and southbound 101 freeway with over 4.5 million impressions and counting
- 33 percent website boost since the campaign launched, compared to the previous period

The Committee Members had a discussion and staff provided further clarification in response to the Committee comments and questions, which included the following:

- Social media, print, and billboards use. Engagement with influencers and social media for promoting new electric trains in the Bay Area
- High attendance and enthusiasm during Caltrain's events
- Negative feedback during the initial weeks of the new train schedule related to service disruptions due to external factors of power outages and heat waves
- Proactive digital communications team addressing negative comments and sharing timely information about service disruptions
- Importance of marketing to different demographics including infrequent and frequent riders
- Market research and focus groups help shape marketing strategies by targeting specific rider groups based on their travel motivations and demographics
- Promotions and weekday marketing initiatives suggestions to further boost ridership
- Recognition of success in attracting new riders from unexpected demographics

Public Comment

Jeff Carter commented on the marketing campaign efforts, electrified service celebrations, Clipper and TVMs (ticket vending machines) free fares discrepancy, bike cars seating, and bike capacity at 22nd Street station.

Doug DeLong commented on electrified service celebrations and Caltrain social media service promotions.

STAFF REPORT

John Hogan, Chief Operating Officer, provided the report that included the following:

- Low on-time performance (OTP) in September due to several incidents including vandalism and theft
- Extreme weather conditions of 100-degree temperatures impacted service
- Current OTP is in the high 80s which is below expectations but better than previous performance.
- Identified issues include potential schedule adjustment, Positive Train Control (PTC) Failures, mechanical delays, and operational adjustments

The Committee Members had a discussion and staff provided further clarification in response to the Committee comments and questions, which included the following:

- Electric trains transition challenges and on time performance and delays
- Bike boarding station signage, Mini-high platforms adjustments, and train horns

Public Comment

Doug DeLong commented on the issue of copper theft and the train ride experience.

Mr. Hogan responded that staff is resurfacing every week.

Jeff Carter expressed concerns about copper theft, real-time visual messaging, train delays, horn noise, and reduction in single tracking.

COMMITTEE COMMENTS – There were none.

DATE, TIME, AND LOCATION OF NEXT REGULAR MEETING

November 20, 2024, at 5:40 pm, via Zoom teleconference or at the Bacciocco Auditorium, 2nd Floor, 1250 San Carlos Avenue, San Carlos, CA.

ADJOURNMENT

Meeting adjourned at 7:59 pm