

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 JUNE 20, 2018

MEMBERS PRESENT: P. Escobar, L. Fernandez, L. Klein, R. Valenciana (Vice Chair), J. Welch, B. Shaw (Chair)

MEMBERS ABSENT: C. Chang, C. Tucker,

STAFF PRESENT: J. Navarro, J. Navarrete, C. Kwok

Chair Brian Shaw called the meeting to order at 5:44 p.m. and led the Pledge of Allegiance.

APPROVAL OF MINUTES OF MAY 16, 2018

Motion/Second: Klein / Welch

Ayes: Escobar, Valenciana, Shaw, Fernandez,

Absent: Chang, Tucker

Member Lauren Fernandez arrived at approximately 5:46 p.m.

PUBLIC COMMENT

Jeff Carter, Millbrae, stated that the JPB Board Meetings are filmed and videos are made available on the caltrain.com website. However, although the JPB CAC Meetings are audio recorded, they are not available on the Caltrain CAC website. Jeff stated that these recordings are only available to the public upon request. Jeff requested that the audio recordings of the JPB CAC meetings be made available online to better staff transparency. This will also allow an easier process for the public to obtain audio recordings.

CHAIRPERSON'S REPORT

Chair Brian Shaw requested to add an item to the work plan; to provide a presentation regarding Caltrain's Right Of Way and real estate in terms of station planning. This will help with the upcoming bicycle planning and station access. Chair Brian Shaw also made the committee aware that the JPB Board Meeting will not be held in July, however that the JPB CAC will continue to meet, as scheduled, in July.

COMMITTEE COMMENTS

Member Klein stated that he saw a press release regarding grade crossing safety improvements and asked staff to comment, if possible. Joe Navarro, Director, Rail Operations, advised that this grade crossing improvement does not include the efforts

to prevent vehicles on the tracks. Joe stated that he will provide further information as the plan develops and that, currently, the improvement plan will begin in Palo Alto.

Member Escobar asked why the “Suicide Awareness Prevention” and the “Wi-Fi update” items have been pushed back on the Work Plan. Joe responded that “Suicide Awareness Prevention” has been pushed back due to a conflict of schedule and that staff does not have all of the details to present the “Wi-Fi update”.

CALTRAIN MOBILE APP UPDATE

Christine Kwok, Manager, Market Research and Development, presented the Caltrain Mobile Application Update.

Agenda

- Background
- Mobile Ticket Statistics
- Next Phase
- Q&A

Background

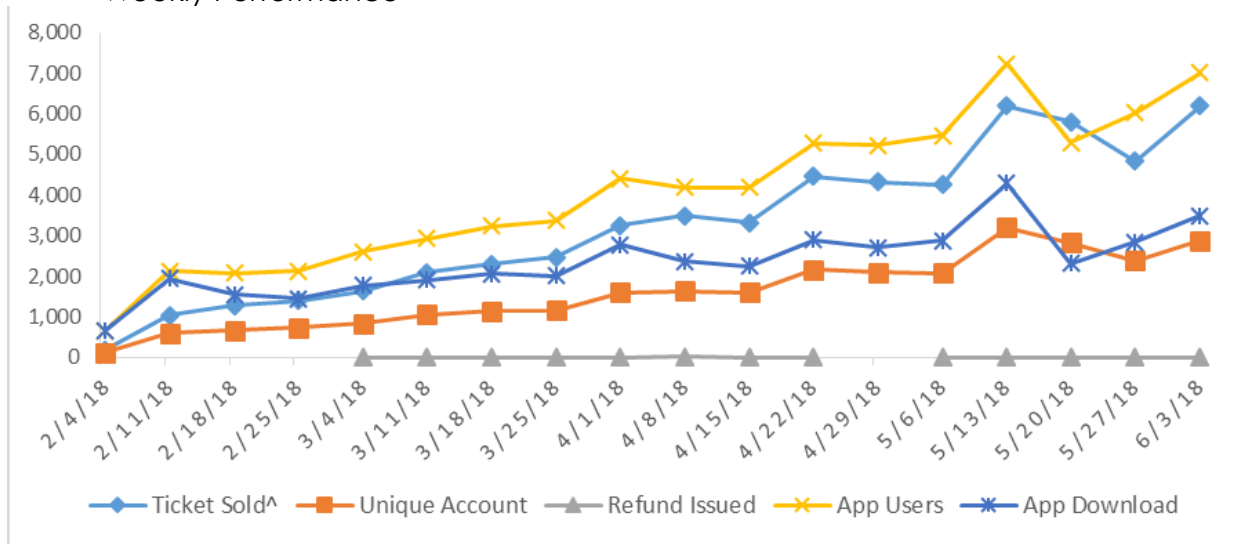
- Goal: offload ticket machine users and improve customer experience
- Contract awarded to moovel North America (Jan. 2017)
- Caltrain Mobile launched February 2018
- Target audience - occasional riders
- Current features
 - Mobile Ticket
 - Adult and Eligible Discount (Senior, Disable, Medicare and Youth) categories
 - One-way, Day Pass and Zone Upgrade
 - In-app links to Muni and VTA mobile apps

Mobile Ticket Statistics

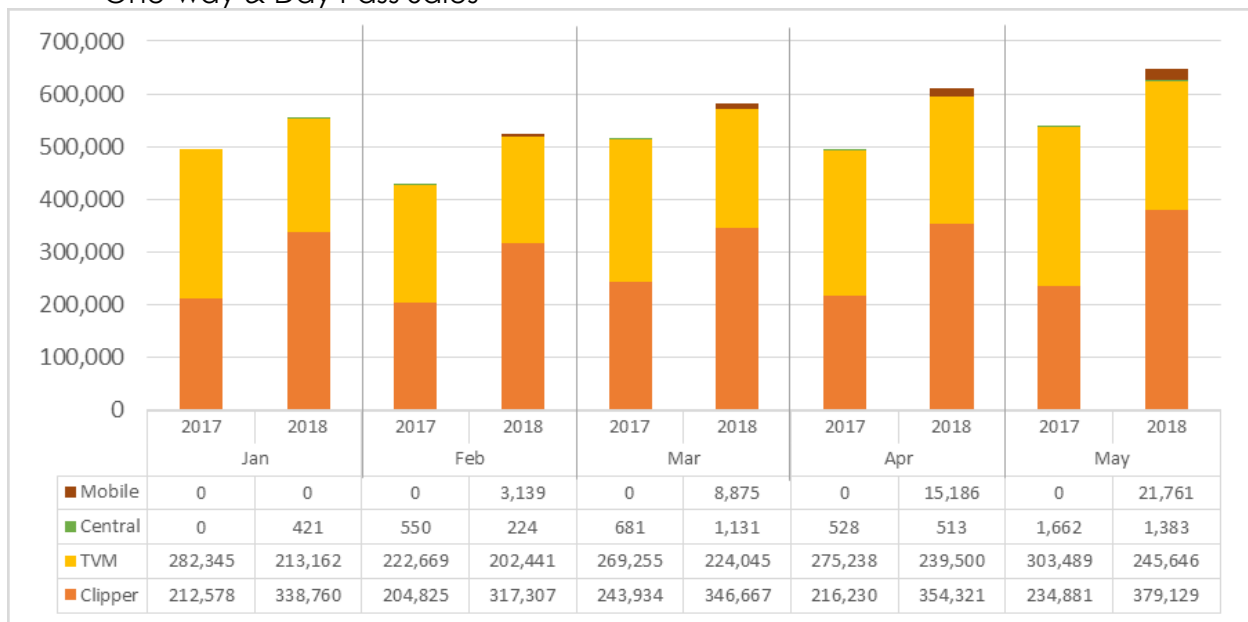
- Daily sales performance



- Weekly Performance



- One-way & Day Pass Sales



Next Phase

- moovel platform upgrade
- Trip-planning and real-time train arrival/departure – target roll out at the end of 2018
- Apple/Android Pay – fall 2018
- Daily Parking – TBD – currently reviewing requirements

Vice Chair Valenciana asked how Caltrain is reaching out to their target audience of occasional riders. Christiane responded that Caltrain had a marketing campaign during the launch of the application. This included decals on the TVM (Ticket Vending Machines) promoting the mobile application. Currently, there is information about the

mobile ticket app on the Caltrain website and is also being promoted through Google search engine results.

Member Lauren Fernandez asked whether staff is measuring customer satisfaction. Christiane referred to page 6 of the presentation, and advised that staff tracked refunds and most of the complaints tied to the refunds, were regarding confusion about ticket activation. Unlike other transit mobile apps, Caltrain has implemented immediate activation of the ticket just as the TVMs (Ticket Vending Machines) function. This caused confusion amongst passengers and staff has been sending alerts of Caltrain's mobile app functionality. There have also been minor complaints regarding the ability to purchase parking and questions regarding not offering monthly pass purchase on the application.

Member Paul Escobar asked whether Caltrain tracks unique individual users as the graph may potentially account for one user purchasing multiple tickets. Christiane responded that she will look into that further. She explained that Caltrain receives approximately 500 new application downloads, daily with about 3,000 users.

Chair Brian Shaw asked whether one of the reasons Caltrain's decided to immediately activate tickets upon purchase, was to prevent passengers from purchasing tickets while on the train. Christiane confirmed and explained that staff was concerned that passengers would purchase their ticket as they saw conductors enforcing the fare ordinance. Christiane said that immediate activation of the ticket helps with the Proof of Payment policy; purchase tickets prior to boarding. Shaw asked whether this message is being communicated to passengers as users may not be aware of the reasoning for immediate ticket activation. He also said that the confusion may be due to similar applications for other transit agencies allow tickets to be purchased and used at a later time. Christiane advised that passengers are being made aware of immediate ticket activation through various venues. Christiane also put into perspective the magnitude of complaints. She advised that staff saw approximately 45 refund complaints out of 22,000 mobile tickets sold within a month.

Chair Brian Shaw asked about marketing strategies for Caltrain's mobile application. Christiane confirmed that the TVMs (Ticket Vending Machines) have a decal promoting the application. Joe Navarro also advised that the rollout of the application was promoted at the San Francisco Giants Fan Fest and is currently being promoted at the monthly Facebook Festivals and will also be promoted at the College Football Playoff National Championship game in January.

Member Paul Escobar asked whether staff has metrics in place to continue growth. Christiane advised that when staff anticipated 20 percent of TVM users to transition to the mobile application users, however there are constraints due to the inability to offer purchase of parking through the application, at this time. Currently, users visit the TVMs to purchase parking. Christine advised that once parking is available for purchase on the app, staff will see a better market penetration.

Vice Chair Ricardo Valenciana reiterated that 44 complaints out of approximately 22,000 purchases, less than 1%, is a good statistic.

Public comment:

Doug DeLong, Mt. View, said that the mobile ticket application is a great improvement for Caltrain. He also said that none of the alternative means of selling fares are free to Caltrain, whether through the mobile application or through Clipper. He requested staff to compare the relative overhead cost amongst these companies. Doug stated that that moovel might be the better choice as there is no hardware involved and hopes that the monthly pass be made available on the mobile application.

Jeff Carter, Millbrae, requested staff to provide the base data to be made available in excel format online to further dig into the data. Jeff also stated that he appreciates that tickets are made available for purchase through a mobile app as the TVMs (Ticket Vending Machines) are aging and eventually will need to be replaced. The more tickets are purchased online, the less the TVMs are worn out. Jeff also pointed out that not all passengers have smart phones and do not have access to purchase tickets on the mobile application and asked whether the application would be available without a data plan.

BIKES BOARD FIRST PILOT PROGRAM

Jennifer Navarrete, Lead, Customer Experience Communications, presented the Bikes Board First Pilot Program.

Agenda

- Pilot Description
- Methodology
- Communication
- Findings
- Next Steps

Pilot Description

- To improve On Time Performance, Caltrain identified the top reason for delay.
- Top Type of Delay: On-Board/Passengers (Bikes, Luggage, PNAs) at 66%
- Top 3 Stations:
 - Mountain View
 - Palo Alto
 - Redwood City

Methodology - Data collected at bike cars (before and after pilot):

- Passengers boarding and alighting
- Bicyclists boarding and alighting
- Boarding time

Communication – At Stations

- Conductor announcements upon station approach
- Static signs / A-frames
- Additional JPB staff / direct communication
- VMS (visual messaging systems)
- Audio station announcements

Communication - Community

- Press Release
- Social Media
- Twitter: 49,824 impressions; 965 engagements
- FB: 10,554 reach, 331 engagements, 1384 clicks
- Instagram: 1645 story views
- Coverage including MSN, CBS, SF Chronicle, Mt. View Voice, SM Daily Journal

Jennifer explained that the goal is to board passengers, bikes and people needing assistance within a range of 45 seconds to a minute and that in the next 3 slides, there is a variation of boarding times, some under or over the desirable range and others within range.

The trains highlighted in yellow identify a positive impact. Either the boarding time was reduced significantly and/or boarding time was reduced within the desirable range.

Findings: Mt. View

Train#	Average			
	20-Apr	4-May	2-Week Average	Baseline
305	00:32.7	00:44.0	00:39.8	N/A
207	00:30.9	00:31.5	00:31.9	N/A
211	00:36.2	00:26.8	00:30.3	00:26.2
313	00:55.9	00:53.4	00:55.4	01:25.6
215	00:42.1	00:31.1	00:34.5	00:30.5
217	00:38.6	00:41.4	00:42.4	00:38.8
221	00:54.5	00:48.4	00:53.3	01:07.7
323	01:00.3	01:08.6	01:07.1	02:16.4
225	00:40.2	00:41.5	00:40.8	00:41.3
227	01:04.9	01:12.1	01:10.0	01:17.2
231	00:48.3	00:46.4	00:49.1	00:48.6
Total			07:22.9	09:12.3

Train 323 has one of the heaviest bike and passenger ridership and boarding time was reduced by more than half during the pilot. Overall, by the end of the pilot, Caltrain saw benefits of the pilot program to continue to reduce boarding time to within the desired range of 45 seconds to a minute.

Findings: Palo Alto

Train#	Average			
	27-Apr *	4-May	2-Week Average	Baseline
305	00:43.0	00:44.0	00:43.0	N/A
309	00:46.0	00:45.0	00:45.0	00:27.1
207	00:36.0	00:34.0	00:35.0	00:25.8
313	01:01.0	01:01.0	01:01.0	00:42.6
215	01:03.0	00:53.0	00:56.0	01:00.2
319	00:58.0	01:12.0	01:07.0	00:48.4
217	01:02.0	00:51.0	00:55.0	00:29.1
323	01:17.0	01:20.0	01:19.0	00:51.9
225	00:54.0	00:56.0	00:55.0	00:27.0
329	01:16.0	01:15.0	01:15.0	01:24.0
227	01:10.0	01:29.0	01:21.0	00:56.3
Total			10:09.0	07:32.4

*Data collected on 3 days

Two trains had a boarding time of over a minute and by the end of the pilot, one of those trains clocked a boarding time within the desired range.

Baseline was collected at the end of the week and Fridays typically have the lightest ridership during weekdays. Pilot data collected during 4/27 week did not include a Monday or Friday.

Findings: Redwood City

Train#	Average			
	20-Apr	4-May	2-Week Average	Baseline
309	00:33.8	00:37.1	00:35.5	00:46.5
207	00:41.9	00:43.7	00:42.8	00:38.0
211	00:27.8	00:29.8	00:28.8	00:39.5
319	00:47.3	00:55.1	00:51.2	00:33.5
217	00:41.6	00:46.9	00:44.3	00:35.5
221	00:50.0	00:51.2	00:50.6	01:06.0
329	01:06.9	00:58.7	01:02.8	01:08.0
227	00:53.7	01:01.6	00:57.7	00:57.5
231	00:37.0	00:40.9	00:38.9	00:20.0
Total			06:52.5	06:44.5

Two trains had a boarding time of over a minute and by the end of the pilot, one of those trains clocked a boarding time within the desired range.

Station	Trains	Baseline	Pilot Ave.	Change
Mt. View	11	09:12.3	07:22.9	-01:49
Palo Alto	11	07:32.4	10:09.0	02:37
RWC	9	06:44.5	06:52.5	00:08

Pilot data from April 20 to May 4, 6:00 a.m. to 9:00 a.m.

Jennifer stated that staff is challenged with changing the culture of allowing bikes to board first. It takes time to change a culture. Passengers without bicycles will need to allow bikes to board first at bike cars and passengers with bikes will need to be ready to board and be assertive when boarding first to allow a more efficient boarding.

Overall, staff saw a positive impact to boarding bikes first. The goal was to improve on-time performance by reducing station boarding and alighting times. During the pilot, those times were decreased to within a desirable range across these stations, with some trains shaving more than a minute from their boarding times. The Bikes Board First policy remains in effect at these stations.

We have applied our lessons learned to the next pilot that began on June 11th.

Next Steps

- 1st pilot ended May 18th
- Continuing pilot at the following stations through July 13th:
 - Sunnyvale (NB)
 - Hillsdale (NB)
 - 22nd Street (SB)

On Monday, June 11, Caltrain expanded the Bikes Board First program to three additional stations. Caltrain staff will be on the platform helping passengers follow the bikes board first pilot program.

Results from the second pilot program will be available at a later date.

Chair Brian Shaw asked whether the pilot continues at the three stations where the pilot was first conducted (Mountain View, Palo Alto and Redwood City, northbound). Jennifer confirmed that the bikes board first rule remains in effect at those stations, however staff is no longer on those platforms and conductors continue to announce that bikes board first at those stations. Chair Shaw asked whether the second pilot includes staff stationed on the platforms at Sunnyvale-NB, Hillsdale-NB and 22nd Street-

SB just as the first pilot and whether there is now an opportunity for bikes to board first at six stations. Jennifer confirmed.

Member Larry Klein asked whether staff will ensure to gather data on similar days for the second pilot to better determine the improvement. Jennifer confirmed that staff has applied all lessons learned from the first pilot and have applied them to the second pilot program.

Member Julia Welch asked whether staff received negative feedback. Joe Navarro responded that, for the most part it was well received however there were passengers that remained in the way from bikes boarding first, although they were directed to board non-bike cars. Joe stated that it takes time to change a culture. Joe also reported additional data. From 2011 through 2017, Caltrain's ridership increased by 42% and bikes by 65%. In 2011, the average boarding time for Mt. View was one minute and four seconds, for Redwood City one minute and seven seconds and for Palo Alto, the average boarding time was one minute and nineteen seconds. Joe advised that there have been big strides towards improvements.

Member Lauren Fernandez asked whether staff continues to measure boarding time at the stations used in the first pilot. Joe Navarro advised that Caltrain does not have enough staff to continue to gather data at those stations and that all resources are being utilized for the second pilot program.

Public comment:

Adrian Brandt, Redwood City, stated that he supports the bikes board first pilot program. He said that culture change takes time and that people will stand in the way of change and will skew data collection. Adrian also stated that when this becomes policy, Caltrain will see true improvements, but that the early days of change are tough. Adrian encourages Caltrain to implement this policy along the corridor. He believes that at worst, Caltrain will see no change in On Time Performance and that there is no downside. Adrian suggested timing the amount of time it takes to continue to board at the bike cars when all other cars have finished boarding as this will give a true picture of time lost.

STAFF REPORT UPDATE

Joe Navarro, Director, Rail Operations, reported:

On-time Performance (OTP) –

- **May:** The May 2018 OTP was 94.5% compared to 94.2% for May 2017.
 - **Mechanical Delays –** In May 2018 there were 1014 minutes of delay due to mechanical issues compared to 1063 minutes in May 2017. There were two locomotives offsite being overhauled. These locomotives are not receiving the normal mechanical routine contact time.
- **April:** The April 2018 OTP was 92.6% compared to 95.8% for April 2017.

- **Bikes Board First Pilot:**
 - Caltrain's five week pilot program that allowed bicyclists to board bike cars first on northbound trains during the morning peak at the Mountain View, Palo Alto and Redwood City stations started on April 16 and ended on May 18. The goal was to improve on-time performance by reducing station boarding and alighting times. During the pilot, those times were decreased to within a desirable range across these stations, with some trains shaving more than a minute from their boarding times. The Bikes Board First policy remains in effect at these stations.

On Monday, June 11, Caltrain expanded the Bikes Board First program to three additional stations: Sunnyvale and Hillsdale on the northbound platform, and 22nd Street on the southbound platform. Caltrain staff continues to be on hand at those stations to assist passengers as needed.

Joe advised that the railings in the passenger cars are not set up ideally for bikes board first pilot and staff is looking at changing the railings in passenger cars.

- **Services Scheduled:**

- **Giants Baseball** – Regular season continues through September. Caltrain will provide regular baseball service for all home games.
- **Gay Pride Parade & Festival** – On Sunday, June 24, Caltrain will be providing two special northbound express trains departing from San Jose for riders headed to the Gay Pride parade and festival in downtown San Francisco. Along with operating Giants Service for the 1:05 p.m. home game the same day, extra capacity will also be provided post-parade and festival to accommodate the crowds.
- **Independence Day Holiday Service & SF Fireworks Service** – On Wednesday, July 4, Caltrain will operate a Sunday schedule in observance of the Independence Day holiday. This will be supplemented by extra evening service to accommodate passengers after the SF fireworks display in the Fisherman's Wharf area.

- **Platform Signage:**
 - Caltrain continues to place static platform signs at all stations within the designated work segments during construction. Work is organized by four segment areas, with work currently occurring in segments 2 and 4 followed by work in segments 1 and 3. Please visit <http://calmod.org/construction/> for further work segment and construction details.

During construction, station platforms may need to be closed within the designated work segment which forces both Northbound and Southbound passengers to board on one side of the platform. Static signs

are stationed on the platforms advising passengers to “look up and listen”. The Visual Messaging System and audible station announcements reflect boarding instructions for passenger’s respective train.

Construction impacts On Time Performance; however the team is working hard to minimize delays.

Joe stated that he is working to have a static message on the Visual Messaging Sign informing passengers of platform closures.

Caltrain Mobile Ticketing App

- In May, Caltrain Mobile sold 22,485 tickets, a 42.7% increase in ticket sales compared to April. About 65.5% of the tickets sold were One-way and the most common ticket category used was Adult category (92.1%). Caltrain Mobile was downloaded 13,951 times in May.
- Currently staff is exploring with moovel North America, LLC the addition of daily parking and components for trip planning and real-time information on service updates, among other functions.
- Early stages of possible procurement of new TVMs for FY19.

Chair Brian Shaw said that he appreciated the explanation on the mechanical status of the locomotives. He has noticed an increase in mechanical delays and appreciates the explanation. He also stated that Positive Train Control is a federal mandate and requires locomotives to get outfitted.

Member Julia Welch advised that this was her last meeting as her term has expired and is unable to continue. She stated that she enjoyed being a member and has learned a lot. She also stated that she appreciates staff and member involvement and is extremely impressed with the consistent and substantial input by the regular attendees.

Public Comment

No public comment

DATE, TIME AND LOCATION OF NEXT REGULAR MEETING:

July 18, 2018 at 5:40 p.m., San Mateo County Transit District Administrative Building, 2nd Floor Bacciocco Auditorium, 1250 San Carlos Avenue, San Carlos, CA.

Adjourned at 6:26 pm