

Peninsula Corridor Joint Powers Board (JPB) Citizens Advisory Committee (CAC)
San Mateo County Transit District Administrative Building
1250 San Carlos Avenue, San Carlos CA 94070

MINUTES OF NOVEMBER 17, 2010

MEMBERS PRESENT: P. Bendix, G. Graham, J. Hronowski (Chair), B. Jenkins, M. Tekchandani, B. Wilfley

MEMBERS ABSENT: Francois Granade, Sepi Richardson, C. Tucker

STAFF PRESENT: P. Boland, T. Bartholomew, M. Bouchard, D. Chow, R. Lake, J. McGovern

Chair John Hronowski called the meeting to order at 5:42 p.m. and Mona Tekchandani led the Pledge of Allegiance.

Presentation: Clipper and Caltrain Fare Media Transition

Supervisor, Sales Janet McGovern reported on Clipper background, history, type of media used with the card, efforts to communicate about the card and timeline for transition in early 2011.

- Clipper, previously known as TransLink was launched as fare media in April 2010. TransLink was rebranded as Clipper in June.
- Caltrain will discontinue selling paper 8-ride tickets and Monthly Passes at the end of January 2011. Ticket Vending Machines (TVMs) will continue to sell one-way and Day Passes as well as daily and monthly parking permits.
- Clipper is in use on AC Transit, BART, Golden Gate Ferry and Transit, the Municipal Transportation System (Muni), and Caltrain. SamTrans is scheduled to introduce the card on December 15. The Santa Clara Valley Transportation Authority (VTA) will follow in early 2011.
- Clipper can buy passes, full fare Monthly Passes plus Muni, the 8-ride ticket, and cash value. The GO Pass is also not available on Clipper.
- Clipper is intended to be a regional fare payment mechanism that can be used on multiple transit systems to travel seamlessly from BART to Muni and Caltrain.
- Clipper is managed by the Metropolitan Transportation Commission (MTC). Customer service inquiries are operated by Cubic, which is located in Concord.
- Caltrain outreach included: early adopters who learned the system on their own, phased approach to removing customers from the mail-out programs, which include tickets by mail and Internet, and more time for customers who need to apply for a youth, senior or Regional Transit Card (RTC). Outreach has been through station fliers, Caltrain website, Caltrain's frequently asked questions (FAQs), conductor announcements, TakeOnes, Caltrain-specific brochure, decals on TVMs, splash screen for 8-ride and Monthly Pass purchase, ambassadors at Caltrain stations, news releases, and staff handing out free cards on three days. Outreach events are planned in November and December on the trains and at stations. There is ongoing one-on-one contact with customers.
- Additional one-on-one work is being done with customers with eligible discounted fares because it involves an application, a senior card or RTC, which is a photo identification.
- Information has been sent to schools, recreation centers, chambers of commerce and more than 200 email addresses welcoming ideas and comments.
- Customers with use issues must access Clipper customer service in Concord, but many calls are coming to staff, which feeds into the FAQ list.

- Caltrain customers with a valid Monthly Pass or 8-ride ticket can purchase a Monthly Parking Permit at station TVMs by entering their 10-digit Clipper card number on the back of the card.
- Top customer issues include: where to purchase Clipper, how to add value, what happens when adding a pass or value to the card, why Clipper doesn't work, tagging off/on, and how to use commuter checks without ticket offices. Caltrain's website includes a comprehensive list of FAQs.
- Caltrain fare products must have a minimum of \$1.25 in cash to allow products to work.

Paul Bendix asked if he can use Muni if he loads Clipper with \$25 and an 8-ride ticket or a Monthly Pass. Ms. McGovern said he could ride Muni with the cash.

Ms. Tekchandani said she didn't see information on youth and seniors tickets on the FAQ list. Ms. McGovern said the FAQ list is being augmented to include this.

Chair Hronowski asked what happens, and would you be fined, if you take a trip which costs \$5.25 and have only \$1.25 on the card. Manager, TVM Program David Chow said if there is \$1.25 on the card, it would go negative on the tag on and when you tag off the card adjusts for the trip cost, which would still be a negative. Mr. Chow said there would be no fine because you actually have a valid ride due to the initial tag on. The next day you ride with a negative balance you will not be fined, but you will hear the conductor's beep, referred to as the "buzzer of shame," rather than the soft bell tone.

Director, Rail Transportation, Michelle Bouchard, said onboard staff has been working closely with the Clipper transition group. During this early transition period, conductors are applying a certain level of discretion to allow customers to ride when they clearly have used the technology in the correct way but the technology hasn't been good to them. Caltrain closed stations for staffed ticket sales in early October and this complicated some Clipper issues. She said Ms. McGovern's group will be leading a joint process of education with the conductors to flush-out and address major issues.

Gerald Graham asked how one could determine remaining Clipper value. Mr. Chow said you can call the Clipper 800 phone number. You can also get the balance when you tag off if you hold the card there a bit longer.

Ms. Bouchard introduced Tom Connolly, new General Manager for Amtrak.

Mr. Connolly asked what a conductor does once the "buzzer of shame" is activated. Mr. Chow said the conductor informs the customer they do not have a valid tag and to check the card status with Clipper on why there is a beep rather than the bell tone.

Brian Wilfley asked if he tags on and off with a negative on Tuesday and tags on the next day, would he be told he cannot get on the train. Mr. Chow said he would get three messages: a red light, a triple beep and a text message, which says, "Travel denied." Mr. Chow said this is why the system can do autoloading and threshold, which can be setup with a credit card so when a balance reaches \$10, the pre-set amount will automatically be reloaded to the card. This also applies to the 8-ride ticket when one drops to three rides; on the second ride, it can autoloading another 8-ride ticket if that is what the customer has chosen.

Mr. Chow said Clipper can include AC Transit, the high purse value from BART and FasTrak.

Mr. Bendix asked if you must tag on and off on a single fare system such as Muni. Mr. Chow said a single fare system is a single tag, which includes SamTrans.

Public Comment

Jeff Carter, Burlingame, said MTC spent millions on Clipper and it does nothing to lower the cost of transit even though it makes travel more convenient. There are numerous fare systems in the Bay Area and one must pay extra fare when crossing city lines. He said the Clipper program will not allow a group to use an 8-ride ticket and the grace period on the monthly ticket is being taken away. Conductors say it could take five to 10 times longer to scan the Clipper card. One advantage is that Clipper can provide accurate ridership data.

Doug DeLong, Mountain View, said Clipper will alleviate people standing in lines for special events and it is helpful to have a larger network of retailers selling Clipper and accepting commuter checks. He is dismayed because it can take five days to be able to access electronic fare media and said there is a problem with visibility of what is on the card. He asked how you get out of being charged the maximum fare if you tag on, there is a service disruption, and you decide not to ride the train and don't tag off.

Chair Hronowski said Clipper has been giving out free cards and asked if Caltrain would be doing this. Ms. McGovern said Caltrain plans to do this in late November and December. She addressed this issue of a refund and said there is an opportunity to call Clipper and ask for a refund. Advantages over paper tickets mean that customers can register their Clipper card, which can be recovered if lost and customers can track activity online.

Approval of Minutes

Jeff Carter, Burlingame, said on page 1 of 6, said, he wanted to change, "Caltrain's performance report," to read "Caltrain comparison of fare systems."

Bruce Jenkins said on page 6 of 6, he would like to delete the word synchronized from the sentence, "All transit systems are safe and synchronized."

A motion (Wilfley/Jenkins) to approve the minutes of October 20, 2010 was passed with these changes.

Public Comment

Jeff Carter, Burlingame, reported:

- Complimented Caltrain and Amtrak staffs for doing an excellent job handling the Giants parade on November 3.
- There was an initial meeting of the Friends of Caltrain in Menlo Park to address the Caltrain funding crisis.
- Attended the anti-High-speed Rail protest in Burlingame on November 14. The truth needs to be pushed because Caltrain needs to be electrified. Mr. Jenkins and SamTrans CAC member Andy Chow attended the Friends of Caltrain meeting.

Chairperson's Report – John Hronowski

- Commended Caltrain and Amtrak staffs for a job well done with the Giants parade.
- Ms. Tekchandani also attended the November 14 Friends of Caltrain meeting.
- Appointed Mr. Graham, Mr. Jenkins and himself to the nominating committee for 2011 officers.

Ad Hoc Committee – Update on Review of Trade-Offs Analysis - Bike Capacity

Ms. Tekchandani reported the ad hoc committee reviewed the dissenting opinion and included it in the memo to be approved by the CAC and submitted by Chair Hronowski to the JPB at its December 2 meeting.

Ms. Bouchard said the CAC could choose not to pass the motion at this time and let staff know if they could do anything to facilitate a discussion as needed to develop a recommendation.

Chair Hronowski said this could be on next month's agenda in order to not delay the meeting.

Mr. Bendix said the resolution was not worded as such in the current document.

Ms. Bouchard said the memo could be approved as a recommendation of the CAC as a resolution.

Mr. Wilfley suggested this be deferred to the end of the meeting for consideration as time allows and possibly deferred to the next meeting if it cannot be considered in sufficient detail at that time.

Staff Report – Ms. Bouchard

- A proposal has been prepared with CAC input for the 2011 meeting schedule.
- The Caltrain Performance report was distributed, which is presented to the SamTrans Board three times a year.
- October revenue is in excess of about 10 percent over October 2009 and Giants ridership is not entirely responsible for this ridership growth. The Giants parade day was in November.
- Caltrain generally carries about 40,000 passengers a day and on Giants parade day carried an additional 40,000 passengers with the same crews and equipment. Mr. Connolly was complimented for the extraordinary organization of Amtrak and Caltrain operations.
- Giants ridership has affected average weekday ridership and revenue. Revenue for October is up roughly double digits from October 2009 and is \$584,000 over budget and \$1.1 million over for the year.
- Special service:
 - Stanford football service is winding down and Sharks service is being ramped up.
 - Caltrain will offer Sunday service on Thanksgiving Day.
 - A combination of Saturday service with some added Baby Bullet-type service is scheduled for the day after Thanksgiving.
 - Christmas Eve and New Year's Eve will have the combined Saturday service with added Baby Bullet-type service in addition to four post-fireworks trains on New Year's Eve out of San Francisco with the latest train departing at 2:15 a.m. There will be free southbound rides after 11 p.m.
 - A special pilot service will take runners and spectators to the November 25 Turkey Trot in San Jose to capitalize on non-traditional markets.
- The CAC has been invited to the November 18 San Bruno Grade Separation Project groundbreaking celebration.
- Fare and service changes are effective January 1, 2011. There will be a 25-cent increase on the zone and reduction of four midday trains.
- Program details of the Baby Bullet pilot weekend service included:
 - End-to-end run times are 64 minutes.

- Seven intermediate stops consistent going north or southbound, and station stops based on ridership, attractive destinations and stops throughout the three-county area with sufficient station spacing for train runs.
- Time slots were chosen for high ridership peaks but primarily driven by the northbound morning market trip to San Francisco. Time was allowed for customers to get off in San Jose for shopping and other activities.
- Scheduling also considered the single-tracking area that will be involved with weekend work on the San Bruno Grade Separation Project and robust construction and maintenance programs during weekends.
- Service is being initiated during a time of an acknowledged budget issue and being done in response to customers and to drive ridership. The rough additional cost of the service is about \$107,000, which is a combination of a single crew and single train. The program must generate ridership of 10 percent to break even, which is about 245-250 new riders per train.
- The minimum three-month pilot will include an evaluation and count.

Mr. Bendix asked about marketing efforts for the program.

Ms. Tekchandani asked for a presentation on marketing efforts at the next meeting. Ms. Bouchard said she would provide follow up.

Mr. Connolly asked about October ridership and asked if Caltrain was over budget. Ms. Bouchard clarified this comment referred to revenue. She said the cost side data typically lags a bit.

Mr. Connolly said the October minutes said the end-to-end Baby Bullet would be one hour and 34 minutes. Ms. Bouchard said that number refers to the existing local service and the new weekend express service will be a 64-minute run.

Chair Hronowski asked if the Christmas Eve and New Year's Eve schedules will include a late northbound train from San Jose. Ms. Bouchard said nothing is planned but will follow up on this.

Public Comment

Doug DeLong, Mountain View, asked if there could be an expanded presentation comparing plans and demands about the Giants victory celebration day at the next meeting.

Committee Comments

Mr. Wilfley said he proudly read the press release about Giants World Series service. He read the Federal government told High Speed Rail (HSR) not to initially build the San Francisco portion of the line. He said it provides an occasion to hear about Caltrain's electrification project because he believes this means the electrification project is now more of a stand-alone project and, in many ways, is an opportunity for Caltrain to work with the communities through which it runs in order to see that the project is successful. He would like a presentation on this issue. Ms. Bouchard said this is planned for a future meeting. She said this release referred to the first track of American Recovery and Reinvestment Act funding. The majority of that funding, with the exception of \$16 million that came to Caltrain, is going to HSR for development in the Central Valley.

Ad Hoc Committee – Update on Review of Trade-Offs Analysis – Bike Capacity (continued)

A motion (Bendix/Jenkins) was made to accept the ad hoc committee recommendation on bike capacity.

Mr. Wilfley asked for additional time to read the memo. CAC members individually read and reviewed the memo.

Chair Hronowski asked if staff was still looking to convert all trains to two-bike cars providing money could be found. Ms. Bouchard said that is really the issue and funding has not been found. Staff is recommending Option A as an absolute minimum, which is taking a look at consist turns because reducing to 86 trains requires that to happen and is probably the best time for that change to occur.

Public Comment

Jeff Carter, Burlingame, said this was the first opportunity for the public to review the memo and the recommendations made by the ad hoc committee. He asked that this be tabled to the next meeting.

After the CAC spent time reading and reviewing the memo, the motion to recommend support of the ad hoc committee report on bike capacity was unanimously approved.

Chair Hronowski asked that the final report be included in the reading file for the December 2 JPB meeting.

Date, Time, and Location of Next Meeting

Wednesday, December 15, 2010, 5:30 p.m., San Mateo County Transit District Administrative Building, 2nd Floor Bacciocco Auditorium, 1250 San Carlos Avenue, San Carlos, CA

The meeting was adjourned at 6:55 p.m.