



REIMAGINE SAMTRANS

EXECUTIVE SUMMARY OF **PHASE 2 OUTREACH**

AUGUST 2021



This document summarizes the public feedback received during Phase 2 of *Reimagine SamTrans* outreach. The focus of the Phase 2 outreach was to present the public with three different bus network alternatives and asked them to provide feedback on each alternative.

SamTrans conducted a combination of virtual and in-person outreach from April 5 to June 7, 2021. During the two-month outreach effort, the project team facilitated more than 80 opportunities for outreach and public input.

80 separate events, which included:

15 different presentations/briefings

with elected officials and staff at various cities and government agencies within San Mateo County



4 multi-lingual virtual public meetings

one each in North County, Mid County, South County, and Coastside

25 separate meetings to community groups

such as chambers of commerce, school districts, major employers, and advocacy groups



21 different pop-up events at various sites

that included bus stops/transit centers, shopping malls, farmers markets, food distribution sites, and health clinics

5 meetings with SamTrans advisory groups

Citizens Advisory Committee, Paratransit Coordinating Council, Accessibility Committee, SSF Youth Ambassadors, Stakeholder Advisory Group, and Technical Advisory Group



10 meetings and outreach events

with SamTrans operators and staff

Partnerships with 4 Community Based Organizations (CBOs)

for targeted multi-lingual outreach in historically underserved communities. The CBOs helped in reviewing outreach materials, organizing pop-up events, and staffing events with SamTrans staff

In total, over 1,300 members of the community participated (see Appendix A for full list) in outreach events.

Outreach also included a large county-wide marketing and communications campaign to drive engagement through the project website and surveys. The *Reimagine SamTrans* website (www.reimaginesamtrans.com) had information on the proposed alternatives and individuals could leave comments for the project team. The website also included recordings and presentations from the four virtual public meetings. A public survey was designed so the public could provide their feedback.

The survey was available in English, Spanish, and Simplified Chinese online and in a printed format that was distributed at the in-person pop-up events. There was also a separate online survey for SamTrans bus operators.

Along with multi lingual print and digital ads across San Mateo County, the marketing and communications campaign included sending 125,000 multi-lingual mailers to equity priority communities, as well as 45,000 English language and 16,600 Spanish language text blasts. Multi-lingual digital and print ads were installed at bus shelters, on board SamTrans buses and with temporary signs at 200 high ridership bus stops.



WHO WE HEARD FROM

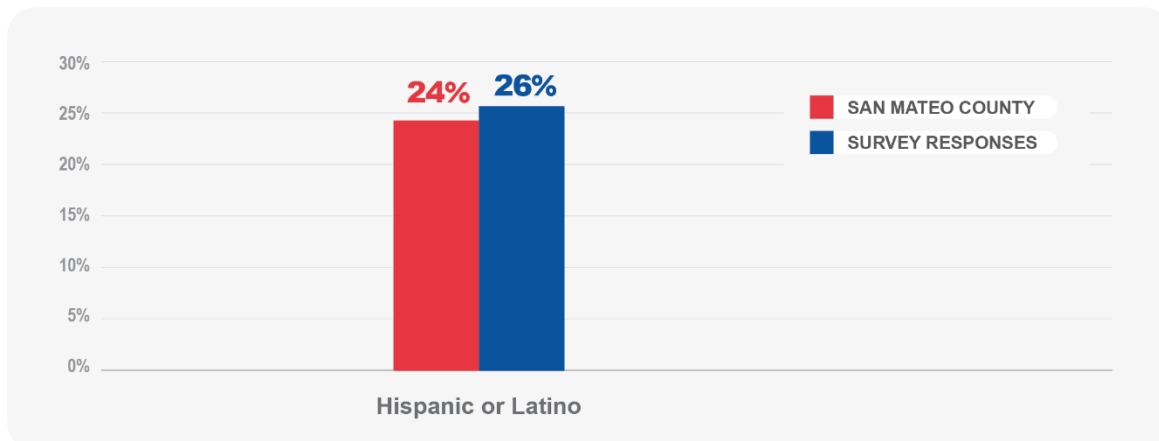
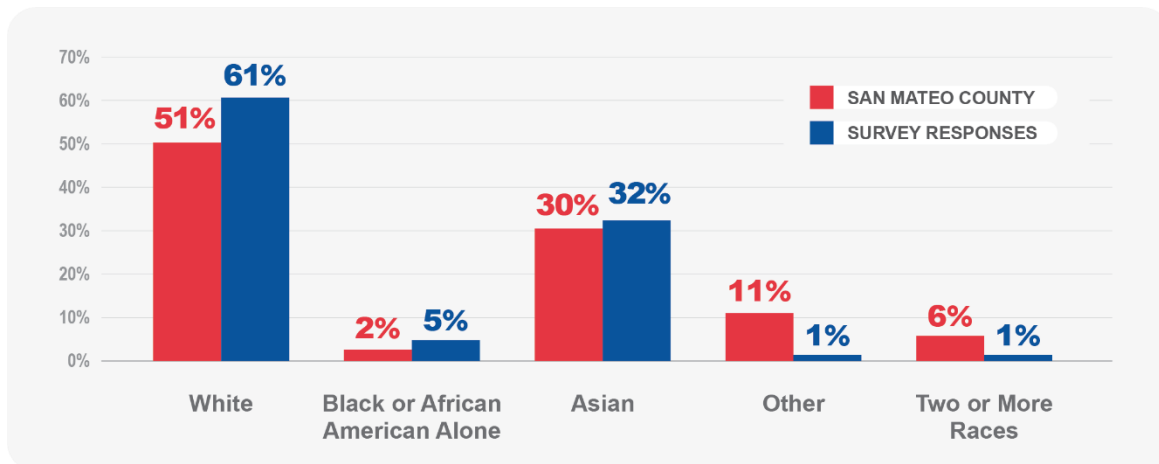
The website recorded over 9,000 unique users accessing the site during the two-month outreach period. Many users also returned numerous times to view the website. The public survey garnered 2,008 respondents.

9,000 unique users accessed the website and there were 2,008 survey respondents

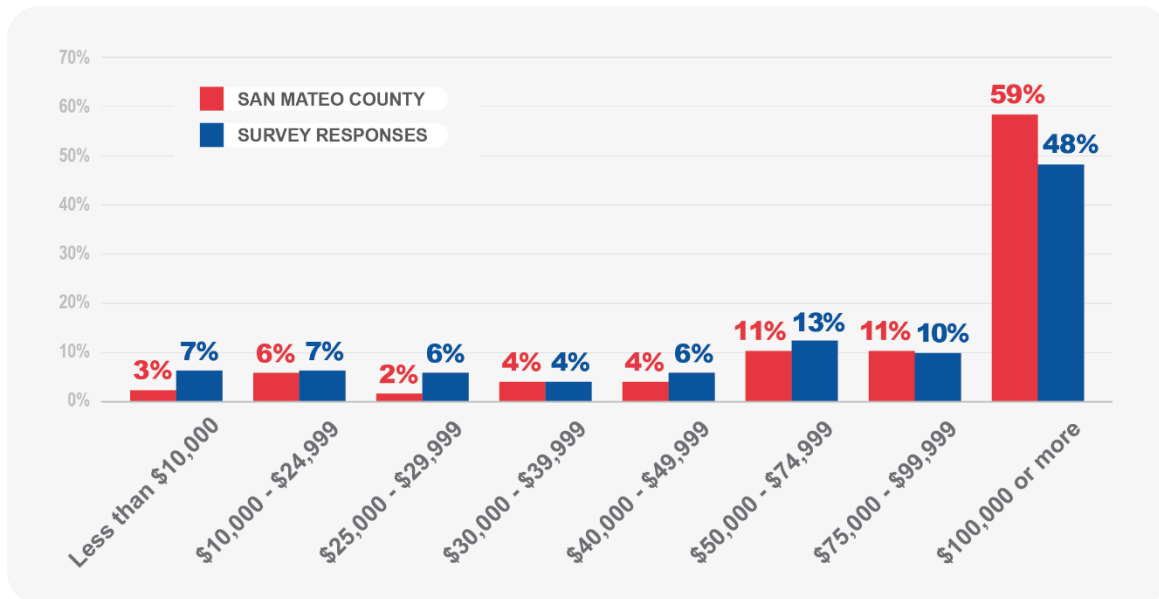


Nearly two-thirds of survey respondents (61%) reported being a regular SamTrans rider in the last two years, while 38% said they have not recently been a SamTrans rider.

Demographics of survey respondents nearly matched San Mateo County averages in multiple categories, including race/ethnicity and household income. The share of survey responses from people who identify as Black/African American, Asian, and Hispanic exceeded County averages.



The income distribution of respondents nearly matched County averages, with the share of low-income survey respondents exceeding the County average.



A survey was also administered to receive input on the potential route changes from our SamTrans bus operators. This survey for SamTrans bus operators received 42 responses.

42 responses from SamTrans bus operators

Phase 2 Outreach helped the project team understand what the public liked or did not like about the network alternatives, as well as what elements they had questions or concerns about. The complete list of outreach events and documentation of all raw comments received are documented in the appendices:

- **Appendix A:** List of all outreach events
- **Appendix B:** Public comments on alternatives

COMMUNITY-BASED ORGANIZATION (CBO) PARTNERSHIPS

SamTrans partnered with four community-based organizations (CBOs) to conduct outreach for this project in underserved communities. These four organizations were: Daly City Partnership (Daly City), Fair Oaks Community Center (North Fair Oaks/Redwood City), Friends of Old Town (South San Francisco), and Nuestra Casa (East Palo Alto). These CBOs supported the outreach efforts by reviewing the outreach materials and providing feedback, organizing and staffing multi-lingual pop-up events, and helping to collect responses to the project survey.



The CBOs and CBO promotoras were compensated for their time and any incentives for public participation (e.g., gift cards) were reimbursed. Altogether, the four CBOs led or supported 20 outreach events and helped to collect 343 survey responses, a large portion of which were in Spanish, included in the project's 2,008 survey response count. The CBOs provided invaluable connections and language support to reach diverse subsets of the San Mateo County population.



OVERVIEW OF THE ALTERNATIVES

Three alternatives were presented to the public for review and comment. The theme for each alternative was as follows:



ALTERNATIVE 1: FREQUENCY Direct and frequent bus service in San Mateo County

ALTERNATIVE 1: emphasized direct and frequent bus service in San Mateo County. In this alternative, buses on high-demand routes would come more often all day, seven days a week. Routes would become more direct. However, less service would be provided in some parts of the county and in San Francisco.



ALTERNATIVE 2: CONNECTIONS Expands connections to rail stations and the region

ALTERNATIVE 2: expanded connections to rail stations and the region. In this alternative, new routes would connect to key BART and Caltrain stations, employment areas, and college campuses. Faster regional service, including express bus, was included.



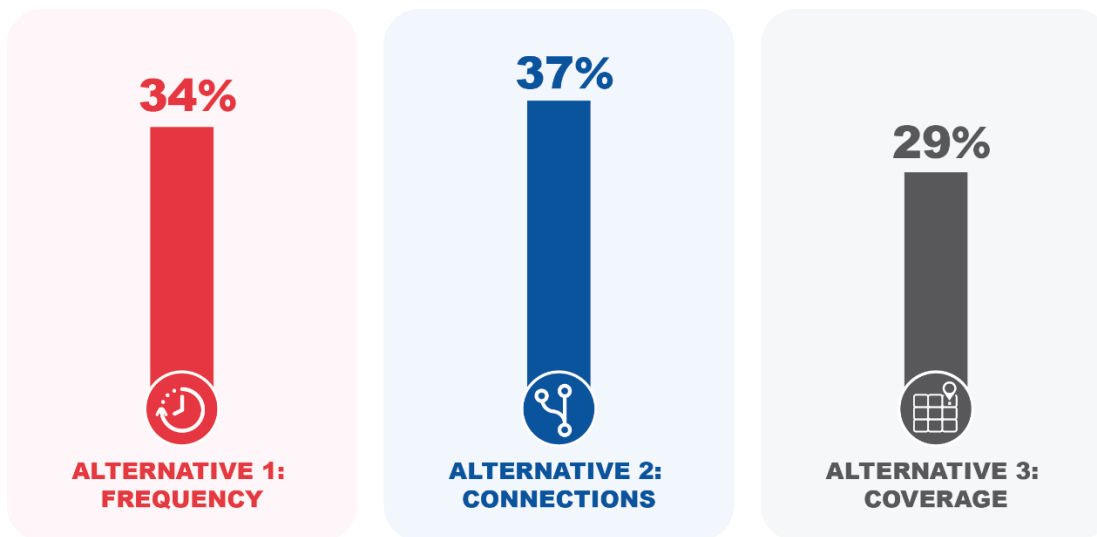
ALTERNATIVE 3: COVERAGE Maintains coverage and explores innovative transit

ALTERNATIVE 3: maintained geographic coverage and included innovative transit. Coverage of service throughout the county would be maintained and on-demand bus service (microtransit) was proposed for hard-to-reach communities. With on-demand service, riders call or use an app to request a ride and a shared vehicle picks them up and drops them off anywhere within the designated zone. Frequency of service stays about the same as today on most routes. In addition to retaining geographic coverage, Alternative 3 focused on improving frequency during weekday midday, evenings, and on weekends.

PREFERENCES BY ALTERNATIVE THEME

Respondents to the public survey were asked to rank the three alternatives based on preference. Results shown below indicate a slight preference for Alternative 2, which focused on improving connections to rail and to other key destinations like community colleges and employment areas. However, the ranking between the three alternatives was nearly evenly split, indicating varied preferences among survey-takers and no clear preference for one alternative as it was presented during Phase 2 outreach.

Respondent's First Choice Network



Overall comments indicated respondents want the following from a new SamTrans bus network:



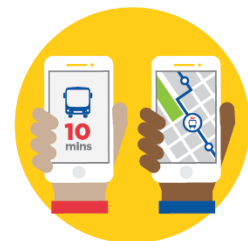
More frequency/less waiting



Improved connections to other routes/services



More evening and weekend service



Better reliability

RESPONDENT PREFERENCES BY ROUTE

For each individual route, survey respondents were asked which alternative proposal they supported most, and had the opportunity to leave comments supporting or explaining their choice.

Respondents were also asked to evaluate several proposed new routes. Overall, respondents supported these new routes and noted that they provide needed service to new markets and improved travel patterns in the region.

The following table provides a summary of the level of public support for the alternatives proposed for each route. The legend summarizing support levels follows:





















Supported by a majority (50% or more of respondents)





















Some level of support (more than 10% but less than 50% of respondents)



Little support (10% or less of respondents)

| | ALTERNATIVE 1 FREQUENCY | ALTERNATIVE 2 CONNECTIONS | ALTERNATIVE 3 COVERAGE |
|--------------------------|---|--|---|
| CROSS-TOWN ROUTES |  |  |  |
| Route ECR |  |  |  |
| Route EPX (New) |  |  | N/A |
| Route FCX |  |  |  |
| Route SMX (New) | N/A |  | N/A |
| Route 292 |  |  |  |
| Route 398 |  |  |  |

| | ALTERNATIVE 1 FREQUENCY  | ALTERNATIVE 2 CONNECTIONS  | ALTERNATIVE 3 COVERAGE  |
|-------------------------|---|--|--|
| COASTSIDE ROUTES | | | |
| Route 110 |  |  |  |
| Route 112 |  |  |  |
| Route 118 |  |  |  |
| Route 294 |  |  |  |
| Route 17 |  |  |  |

**ALTERNATIVE 1
FREQUENCY**



**ALTERNATIVE 2
CONNECTIONS**
































**ALTERNATIVE 3
COVERAGE**











NORTH COUNTY ROUTES

| | ALTERNATIVE 1 FREQUENCY | ALTERNATIVE 2 CONNECTIONS | ALTERNATIVE 3 COVERAGE |
|------------------------|----------------------------|------------------------------|---------------------------|
| Route 120 | | | |
| Route 121 | | | |
| Route 122 | | | |
| Route 124 (New) | N/A | | N/A |
| Route 126 (New) | N/A | | N/A |
| Route 130 | | | |
| Route 140 | | | |
| Route 141 | | | |
| Route SFO | | | |

| | ALTERNATIVE 1 FREQUENCY  | ALTERNATIVE 2 CONNECTIONS  | ALTERNATIVE 3 COVERAGE  |
|---------------------------------|---|--|--|
| MID-COUNTY ROUTES | | | |
| Route 249 (New) | N/A |  | N/A |
| Route 250 |  |  |  |
| Routes 251 and 256 |  |  |  |
| Routes 260 and 261 |  |  |  |
| Routes 291 (New) | N/A | N/A |  |
| Route 295 |  |  |  |
| SOUTH COUNTY ROUTES | | | |
| Routes 270 and 276 |  |  |  |
| Routes 274, 275, and 278 |  |  |  |
| Routes 280 and 281 |  |  |  |
| Route 296 |  |  |  |

SCHOOL ROUTES

| | |
|-----------------------|---|
| Route 16/49 |  |
| Route 37/39 |  |
| Route 53/55 |  |
| Route 61/95 |  |
| Route 80 |  |
| Route 82/83/84 |  |
| Route 85 |  |
| Route 87 |  |

SUMMARY OF COMMENTS BY ROUTE

This section summarizes the key themes of the comments received multiple times for each route. Routes are grouped into six categories: Crosstown routes, Coastside routes, North County routes, Mid-County routes, South County routes, and School-Oriented routes.

CROSSTOWN ROUTES

Crosstown routes serve two or more of the sub-regions in the SamTrans service area (Coastside, North County, Mid-County, and South County).

Route ECR

- Respondents indicated that they liked the improved frequency of the route, particularly during evenings and weekends, proposed in Alternative 1.
- Regarding the potential split of Route ECR, many respondents commented that they liked that the route was being split to improve reliability; however, there was a concern among some respondents about making the transfer at Millbrae BART. Bus operators also raised concerns about fare penalties for cash-paying customers.
- Multiple respondents supported the reintroduction of the ECR Rapid.
- Reducing the number of stops and reducing travel time was supported by multiple respondents. However, respondents also expressed concern that removing stops would create accessibility challenges for individuals may be unable or find it challenging to walk the extra distance to the next closest stop.

Route EPX

- Respondents were generally supportive of introducing this new route, particularly those that do not ride SamTrans regularly.
- Some respondents expressed concern about this route duplicating service the Route 398 provides to SFO Airport.
- Respondents liked the later service provided in one alternative, but both employees and regular travelers also wanted service on weekends to SFO Airport.

Route FCX

- Respondents wanted to see service levels return to pre-COVID levels. Respondents are happy with the route as it is currently designed.

Route SMX

- Respondents were excited about the possibility of this new service but also suggested the route be extended further south to Hillsdale or downtown San Mateo to increase the utility of the route.
- Many respondents also said they appreciated that this route could be an alternative to Caltrain, with better frequency and span of service.
- Multiple respondents also noted that this route would be duplicative of other services and suggested that service instead be introduced to an area not served by Caltrain.

Route 292

- The overwhelming majority of respondents stated that they wanted Route 292 to continue going to downtown San Francisco. Residents of the Brisbane neighborhood in particular said that eliminating service to San Francisco would severely restrict their mobility.
- Respondents were supportive of limiting the number of stops in San Francisco to improve speed if the major stops continued to be served.
- Many respondents also liked the route connecting to the Millbrae BART Station.

Route 398

- Most respondents wanted to keep this route, noting the connection to SFO Airport is critical for them.
- While there is duplicative BART and Caltrain service, many individuals stated they were on a fixed income and that they preferred to take SamTrans because of the lower fares.
- Other respondents who favored eliminating this route noted the duplication with BART and Caltrain and that this route was the slowest option of the three.

COASTSIDE ROUTES

Coastside routes serve the cities or communities of Pacifica, Montara, Moss Beach, Half Moon Bay, and Pescadero.

Route 17

- Most respondents liked the option of improved frequency on weekends. However, many were not happy it came at the expense of removing service in Montara and at the Seton Medical Center.
- Many respondents liked the idea of on-demand service but some were skeptical it could work in the area or had questions about how it would work. Some also suggested extending the proposed on-demand service to Montara.

Route 110

- Many respondents liked the proposal for more frequent service during the midday and on weekends.
- Many also liked the faster service gained from removing the Longview Drive deviation. A smaller number of respondents thought keeping the Longview Drive deviation was important from an accessibility perspective.

Route 112

- Many respondents did not like eliminating service between Colma BART Station and Serramonte.
- Very few comments came from the Linda Mar area.
- Most comments were from the Pacifica/Sharp Park area and focused on retaining service from Palmetto/West Sharp Park to BART.

Route 118

- Respondents supported more frequent service.
- Many also said that they preferred to connect to BART trains at Daly City rather than Colma because of the more frequent train service at Daly City.

Route 294

- Respondents liked the idea of more frequent service during the midday and evenings.
- Respondents were split about whether to continue or eliminate service to the College of San Mateo. Some stated the stop was critical to coastal community residents while some stated that the stop was unnecessary or unused and removing it would speed up their commute.

NORTH COUNTY ROUTES

North County routes serve the cities or communities of Daly City, Colma, Brisbane, South San Francisco, San Bruno, and Millbrae.

Route 120

- Respondents supported more frequent service. Several respondents noted that before the pandemic, buses were crowded during commute times and that the extra service would help alleviate crowding.
- Several respondents disliked removing service from Mission Hills.

Route 121

- Respondents supported more frequent service.
- Many also commented that they liked the improved directness of the route, but a smaller number mentioned the loss of Colma BART access.
- Respondents on the southern route portion indicated that they want to retain weekend service.

Route 122

- Respondents supported more frequent service on the northern part of the route.
- Some respondents had concerns about splitting the route at the Colma BART Station.

Route 124

- Respondents liked this new limited stop service to Skyline College.
- Several respondents noted the need to coordinate with Skyline College and not duplicate the college's shuttle service.

Route 126

- Respondents liked this new route to Oyster Point.
- Several respondents noted about the need to coordinate service to Oyster Point among the different proposed SamTrans routes and shuttle services.

Route 130

- Respondents supported more frequent weekend and evening service.
- Respondents had a slight preference for Alternative 1 which proposed to serve the Oyster Point/East of 101 area via Oyster Point Blvd.
- Some respondents were concerned about the potential loss of service to Hillside and to Linden Avenue.

Route 140

- Respondents supported more frequent weekend service.
- Some respondents were concerned about the potential loss of service to Rollingwood Drive.

Route 141

- Respondents supported more frequent service between San Bruno BART and South San Francisco.

- Many respondents stated they did not like any of the alternatives because all would eliminate service to Shelter Creek Lane and the San Bruno Senior Center.

Route SFO

- Respondents supported eliminating this route, provided an alternative was available.

MID-COUNTY ROUTES

Mid-county routes include those serving the cities or communities of Burlingame, San Mateo, Foster City, Belmont, San Carlos, and Redwood Shores.

Route 249

- Respondents liked this new route to College of San Mateo, particularly the direct routing from downtown San Mateo.

Route 250

- Respondents supported more frequent service, particularly to College of San Mateo.
- Respondents liked the new connection to the Hillsdale Caltrain Station, but requested that the schedule be coordinated with train arrival times to ensure minimal waiting.

Routes 251 and 256

- Respondents were not supportive of the loss of coverage to any residential part of Foster City.
- Respondents were enthusiastic about the idea of on-demand service, but some had questions about what it was and how it would work.

Routes 260 and 261

- Respondents did not support any alternative.
- Many respondents stated that they did not like the idea of the route being split as it would force a transfer for their children going to/from school.
- Many also did not like the idea of removing service to College of San Mateo.
- A few respondents were glad the redundant loop in Redwood Shores was eliminated in all alternatives and replaced with either a single loop or bi-directional service.

Route 291

- Respondents liked this new route between Redwood City and San Carlos but said it may not be a priority with constrained resources.
- Some suggested that this be an extension of another route (Route 260, 270, or 295).

Route 295

- Respondents liked the proposed additional weekend service and desired even more frequent weekday service.
- Several respondents noted that there is congestion on Whipple Avenue and suggested routing the bus on Hopkins Avenue instead.
- Some also noted that the bus schedule needed to be better coordinated with Sequoia High School.
- There were few comments on the proposal to remove service from San Mateo on this route.

SOUTH COUNTY ROUTES

South county routes include those serving the cities or communities of Redwood City, Menlo Park, East Palo Alto, Atherton, North Fair Oaks, Portola Valley, and Woodside.

Routes 270 and 276

- Respondents liked more weekend service and better frequency.
- Many commented that extending the Route 270 along Bay Road to the Menlo Park VA Medical Center would be a welcome addition.
- Respondents living at or near the Harbor Village area were not supportive of any of the alternatives.

Routes 274, 275, and 278

- Respondents said they missed the Route 274, which was eliminated during COVID and would like to see the route come back.
- Several respondents noted that the replacement service for Route 274 (Route 278) does not offer all day service and they feel trapped in their homes.
- Respondents requested later evening service from Redwood City Transit Center up Woodside Road that would allow them to eat dinner and return home by bus.
- Many respondents liked the introduction of new Sunday service.

- Other respondents did not like the long loops proposed for the different alternatives and wanted to see a more direct connection between Cañada College and Redwood City.

Routes 280 and 281

- Respondents appreciated more frequent service and a potential extension to Redwood City and the Stanford University and Hospital area.
- A few respondents mentioned potential loss of service from proposed changes to Route 280.
- Several respondents had questions about how on-demand service would work.

Route 286

- No key themes were identified on this route due to very few responses.

Route 296

- Respondents liked better frequency, particularly on weekends.
- Respondents did not like truncating the route at the VA Medical Center and said the route should continue to East Palo Alto.
- Many also commented that they support not going into the VA Medical Center to speed up service.

SCHOOL-ORIENTED ROUTES

The following school-oriented routes were identified for potential consolidation or service reduction in all three network alternatives. School-oriented routes not listed here did not have any changes proposed and would remain unchanged.

Routes 16 and 49 Consolidation

- The majority of respondents (56%) said the consolidated service would still work for their families. About a third of respondents were unsure.

Routes 37 and 39 Consolidation

- A small number of respondents commented on this route consolidation proposal. The limited number of responses received were evenly split on whether the new route would or would not work for their families.

Routes 53 and 55 Consolidation

- The majority of respondents (55%) said the consolidated service would still work for their families. About a third of respondents were unsure.

Routes 61 and 95 Consolidation

- The majority of respondents (59%) said the consolidated service would still work for their families. About a quarter of respondents were unsure.

Routes 82, 83, and 84 Consolidation

- The majority of respondents (55%) said the consolidated service would still work for their families. The rest of the respondents were unsure.

Route 80 Elimination

- About one-third of survey respondents said the elimination of the route would be ok for their families and two-thirds said the route should not be eliminated.

Routes 85 Elimination

- More than 80% of respondents did not support the complete elimination of this route.
- Respondents indicated that if service must be reduced, the afternoon/after-school service was more essential to working parents and should be retained.

Routes 87 Reduction in Service

- Three-quarters of respondents did not support the reduction in service on this route.