



Reimagine SamTrans

Update on the Bus Network Alternatives

SamTrans Board of Directors

April 7, 2021

samTrans



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Agenda

- Project Goals and Timeline
- Policy Assumptions
- Introducing the Alternatives
 - Guiding principles and objectives
 - Approach to school-related service
 - Alternatives overview
- Next Steps
 - Public Outreach in April – May 2021



Revisiting Our Project Goals

The goals of Reimagine SamTrans are to ...

Improve the experience for existing SamTrans customers

Grow new and more frequent ridership on SamTrans

Build SamTrans' efficiency and effectiveness as a mobility provider

How does Covid-19 impact our project purpose?



More important than ever

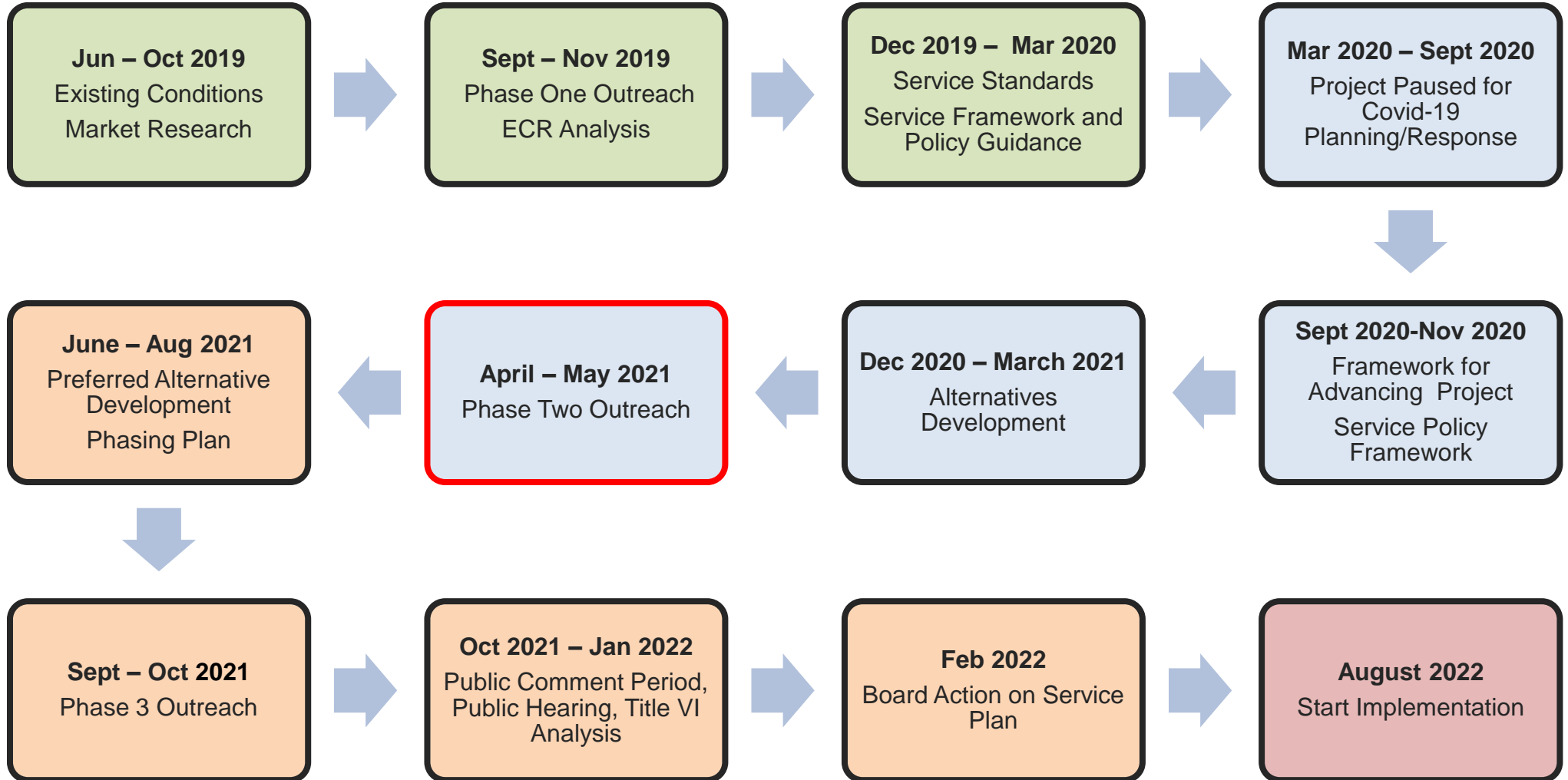
New is harder than before — uncertainty around this market

More frequent still possible

More important to be efficient and effective with resources — has effectiveness changed?



Project Timeline





Assumptions for August 2022

- **Passenger max load – returned to pre-Covid or higher**
- **Resources – recruiting to fill FY20 authorized bus operator positions**
- **Schools – full-time, in-person learning**
- **Fleet – connected via cellular, better real-time info**
- **Remote working trends – continue to monitor, do not expect full 100% return to office**



THE ALTERNATIVES

- Guiding principles and shared objectives
- Approach to school-related service
- Video & overview of the alternatives





What Are Our Guiding Principles?



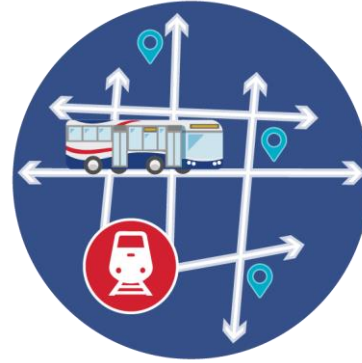
Customer Focus

Employ customer-focused decision-making



Workforce Delivery

Design service that can be reasonably delivered by our workforce



Effective Mobility

Be an effective mobility provider



Social Equity

Provide transportation services that support principles of social equity



What are the objectives of **all three alternatives**?

Scheduling

More efficient scheduling to reduce costs and maximize resources

Equity

Add or improve service in high-need areas

Efficiency

More efficient resource allocation, such as using all capacity on school-related routes

Reliability

Address reliability and on-time performance

Connections

Improve connections at county and regional hubs

Less Duplication

Reduce route duplication within our system



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Approach to School-Related Service

Prioritizing **equity/high-need routes** in all three alternatives.

1. Consolidate Trips

- Highly dependent on ridership and varies annually. Factors include allowing standees, maximizing available bus capacity.

2. Consolidate Routes

- Blend two routes with the same school destination into one route. This may result in longer trips but maintains a one-seat ride.

3. Eliminate routes

- Least preferable option. Only two school routes identified for potential elimination.



What are the themes of our **three alternatives**?

- **Alternative 1:** Emphasize direct, high frequency access to places within the county
- **Alternative 2:** Improve connections to rail and the region
- **Alternative 3:** Retain geographic coverage of service within the county



Alt 1: Direct, high-frequency service within the county

Noteworthy Changes

- 15-min frequency on seven routes at least twelve hours a day, seven days a week
- Improved weekday frequency on additional seven routes
- Extended service into Oyster Point from Daly City, SSF, San Bruno
- East Palo Alto to SFO/San Bruno BART limited stop route
- All service into downtown SF truncated near county line

Implications by service type...

↓ *School-related service: Moderate reduction*

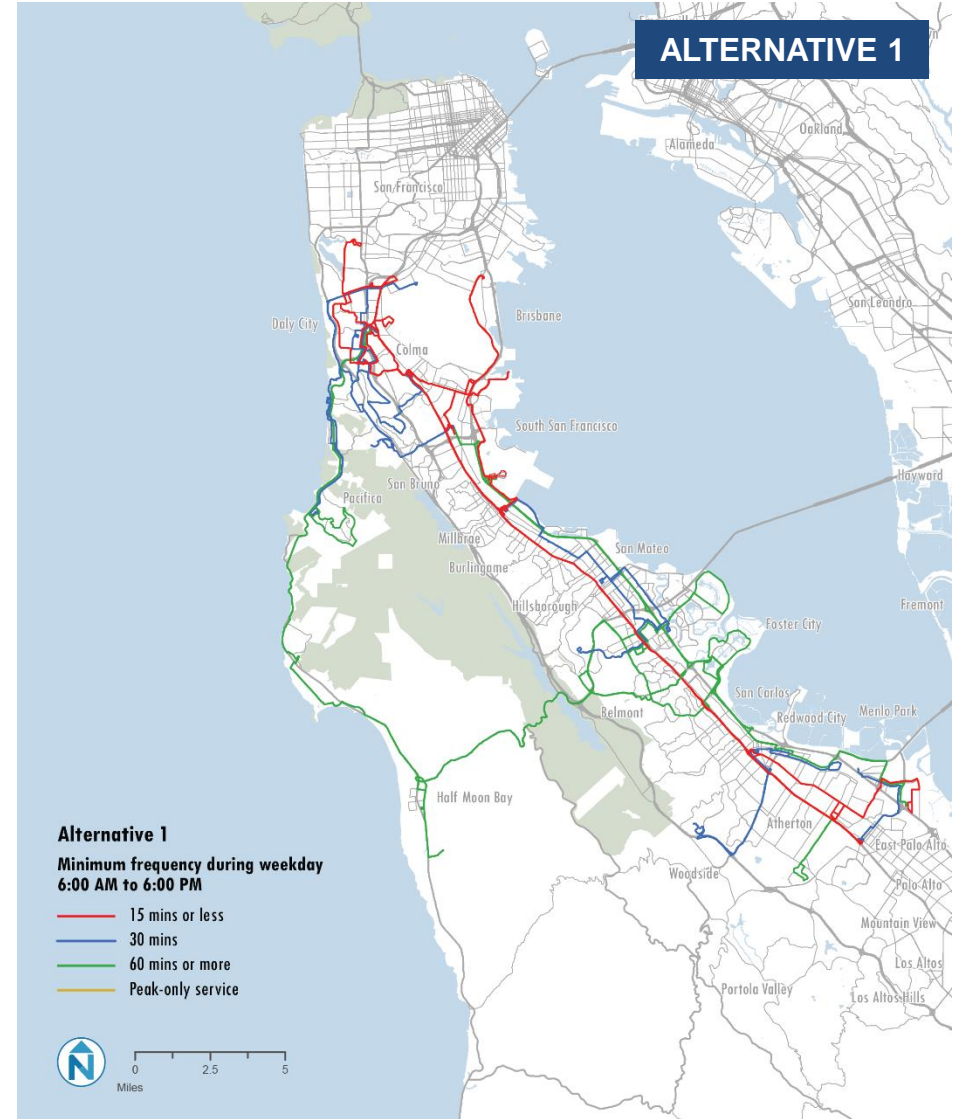
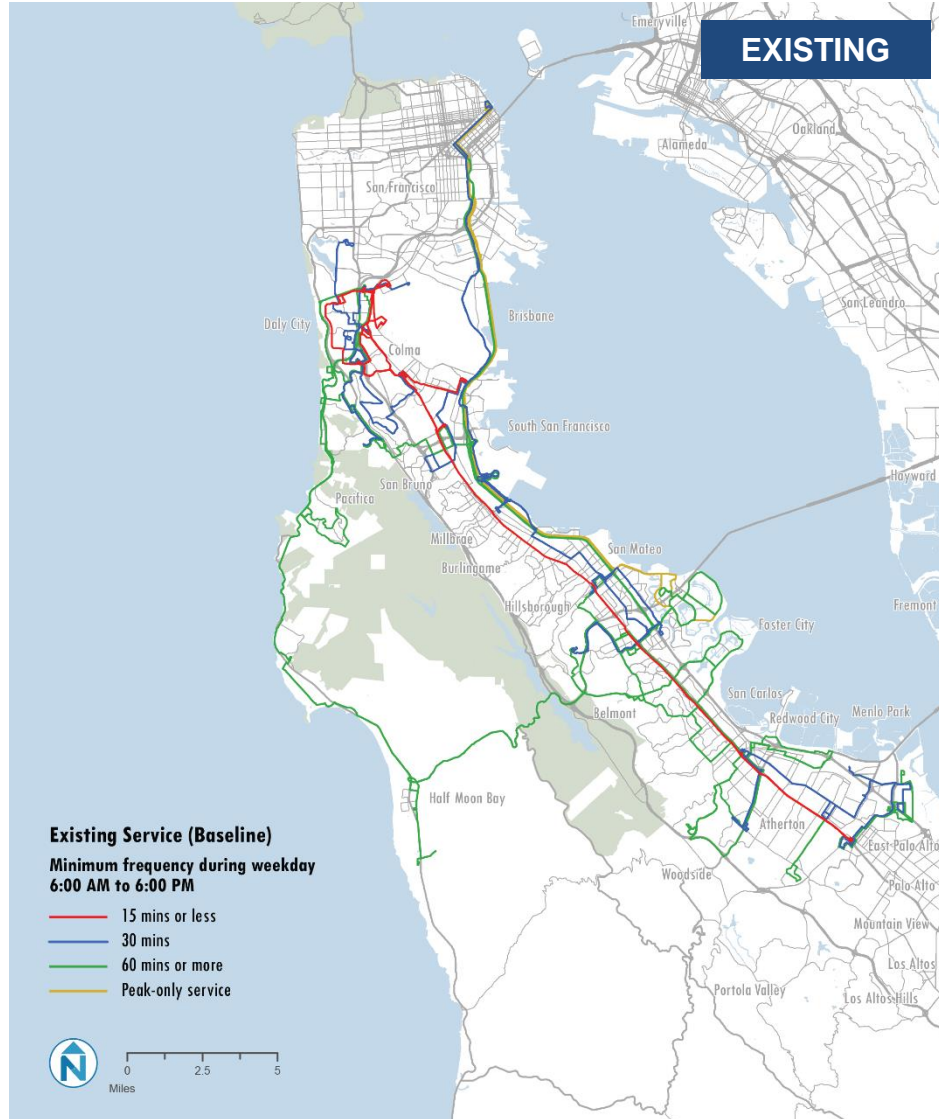
↓ *Local service: Neutral – modest reduction*

↑ *Frequent service: Moderate increase*

↓ *Express service: Neutral – moderate reduction*



Alt 1 | System Map Comparison





Alt 1 | ECR Concept

- Split route at Millbrae Transit Center
 - North segment: increase frequency to 10-12 minutes on weekdays
 - South segment: continues every 15 minutes on weekdays
- Supplement with all-day ECR Rapid (limited stop) service

Benefits: Improves reliability; allows for different frequencies (higher in busier North segment) and more efficient scheduling

Risks: Forces transfer for riders past Millbrae; finding suitable space for turn-around and bus layover



Alt 2: Expanded connections to rail and the region

Noteworthy Changes

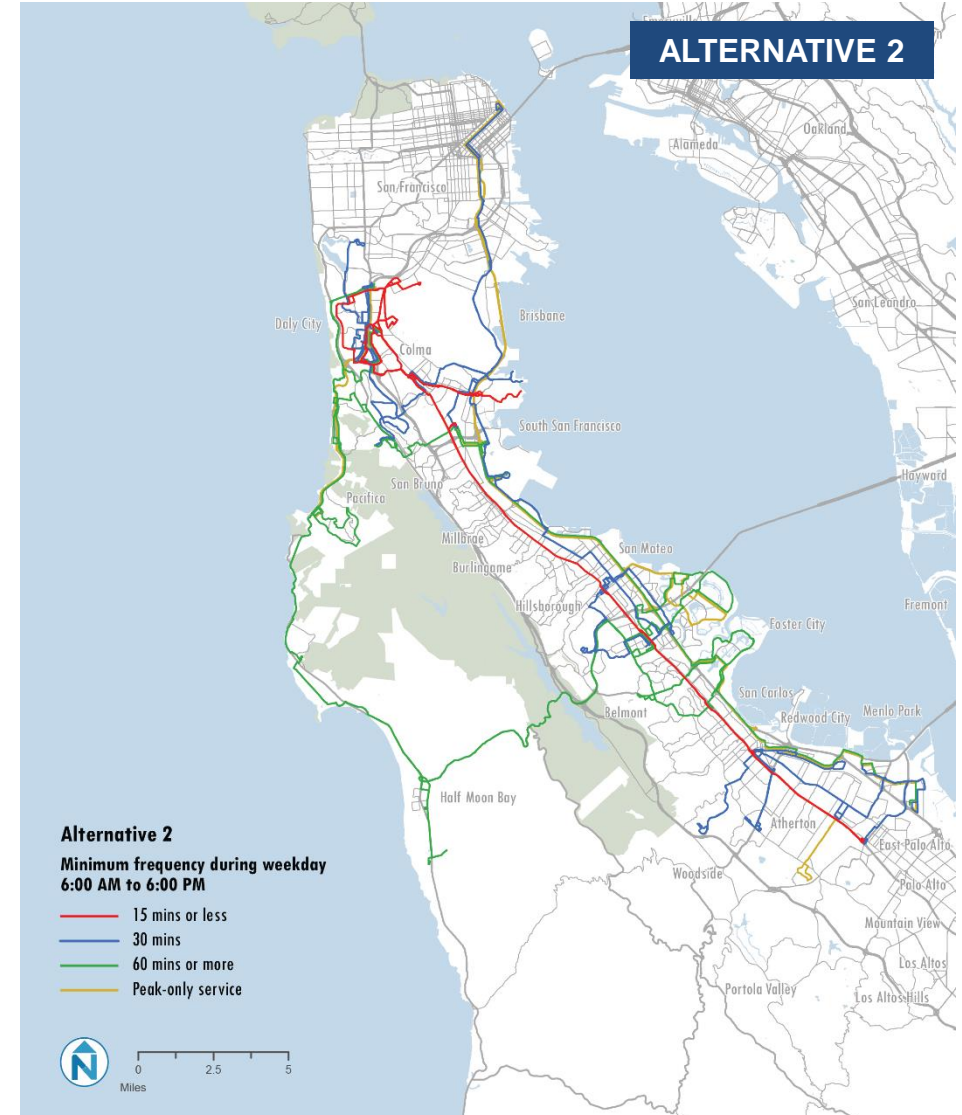
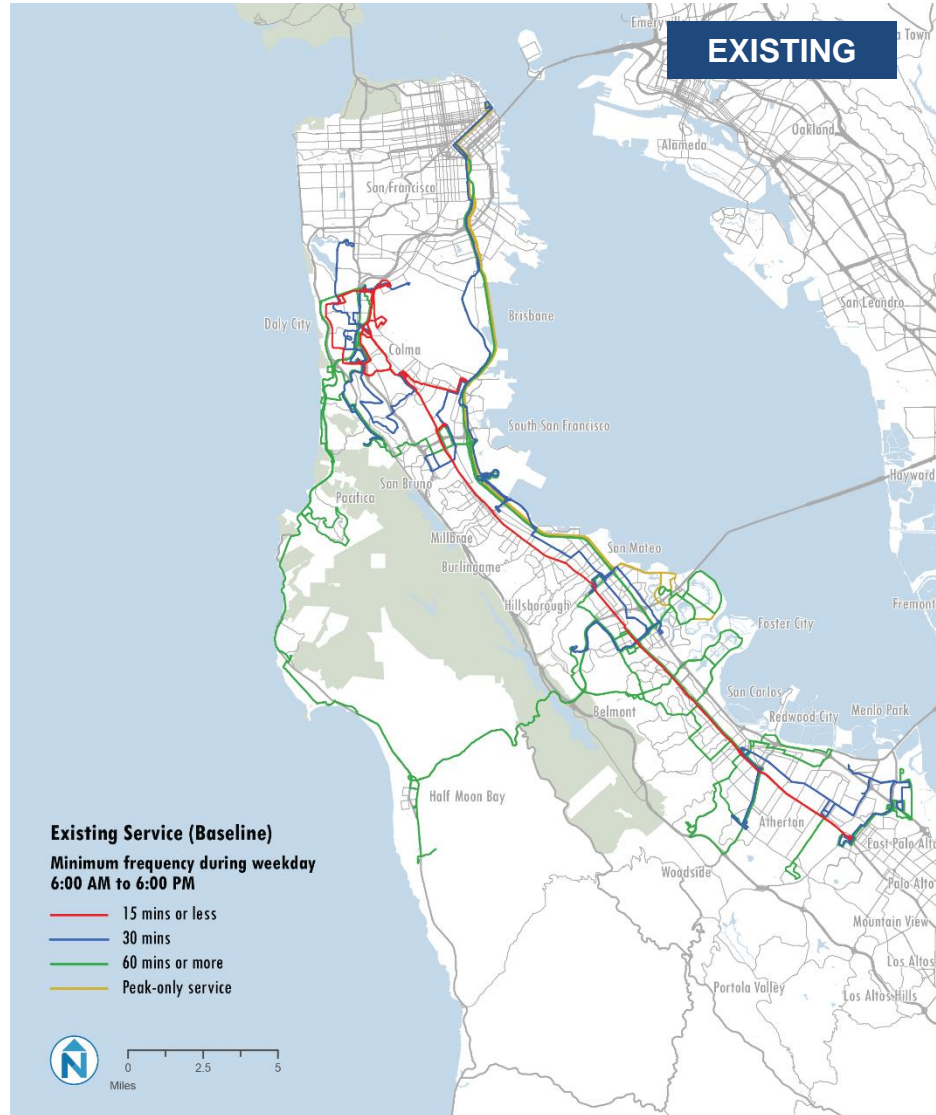
- More direct & tailored service to Colma BART, Millbrae BART/Caltrain, Hillsdale Caltrain, Redwood City Station
- Expanded service to community colleges
- Two new routes into Oyster Point
- Three routes into downtown SF – Route 292 and two express routes from San Mateo and Foster City (FCX)

Implications by service type...

- ↓ *School-related service: Moderate reduction*
- ↑ *Local service: Moderate – significant increase*
- *Frequent service: Neutral*
- ↑ *Express service: Moderate - significant increase*



Alt 2 | System Map Comparison





Alt 2 | ECR Concept

- Transition ECR into a limited stop service
- Consolidate or remove about 30% of current stops in each direction

Benefits: Improves reliability for all riders, reduces one-way peak running times during peak by 10-15 minutes, saves 1-2 buses, builds up to bus rapid transit

Risks: About 13% of ECR riders would need to walk farther to access service



Alt 3: Retain geographic service coverage

Noteworthy Changes

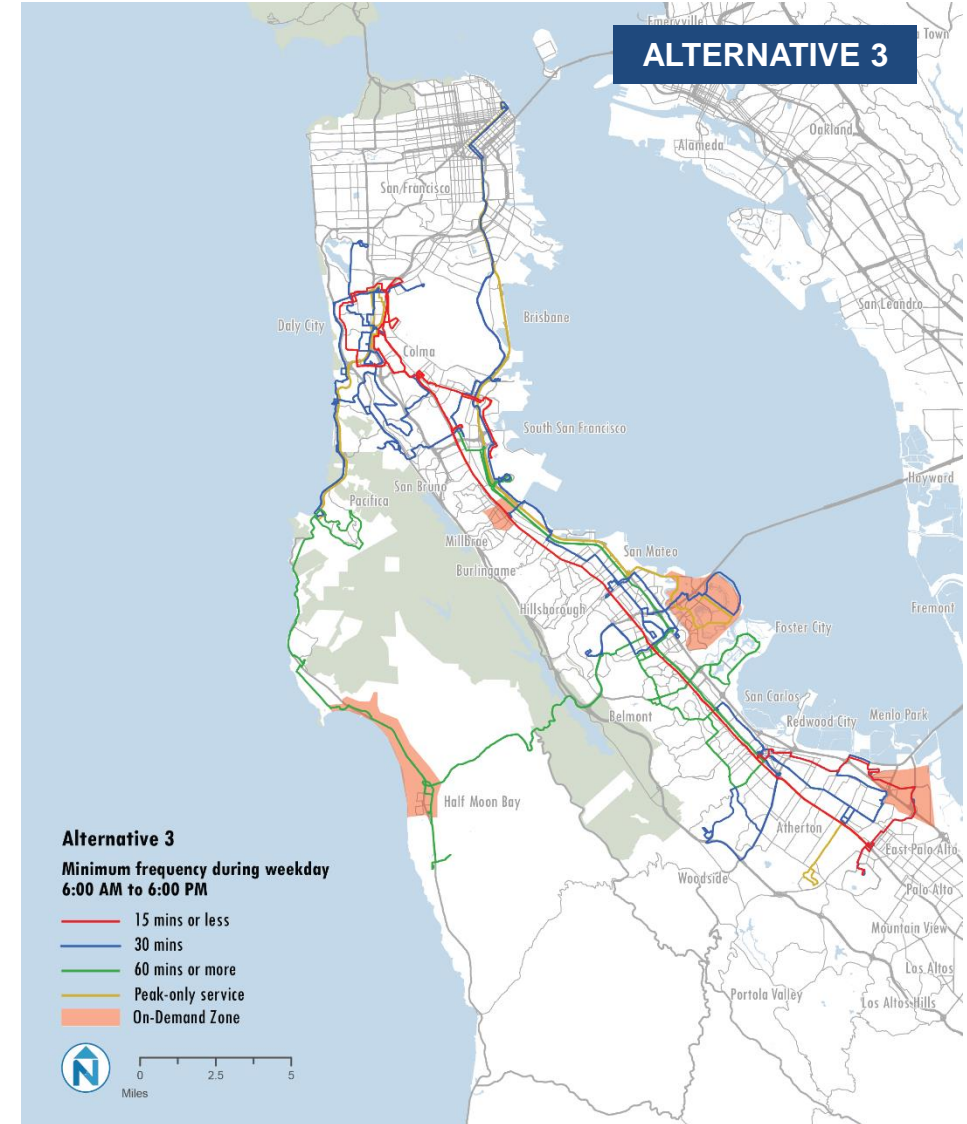
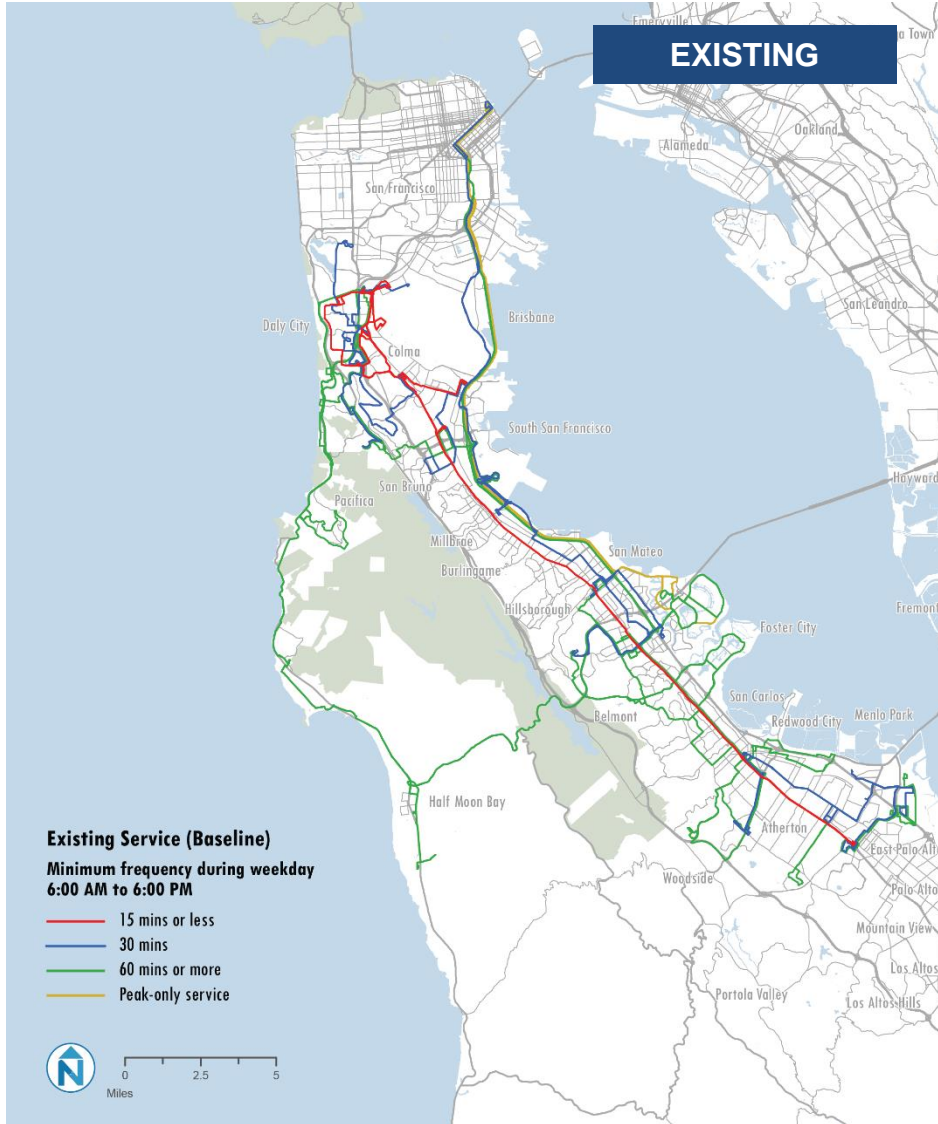
- Eleven routes with better midday and weekend frequency or span
- Better connections between East Palo Alto and Stanford, Daly City and SFO
- Fully restore FCX express
- Microtransit zones for East Palo Alto, Foster City, Millbrae and mid-Coast/Half Moon Bay

Likely implications by service type...

- ↓ *School-related service: Moderate reduction*
- ↑ *Local service: Neutral – moderate increase*
- *Frequent service: Neutral*
- ↓ *Express service: Significant reduction*



Alt 3 | System Map Comparison





Alt 3 | ECR Concept





- Retime route to better reflect actual operating conditions
- No change in span or frequency is recommended
- Route 398 would operate as a limited stop service between Redwood City and Hillsdale

Benefits: may improve on-time performance, does not require transfer

Risks: ongoing challenges with scheduling, inefficiencies



How do the alternatives compare?

Does the alternative ...		1	2	3
 Customer Focus	Address key themes of rider feedback	●●○	●●○	●●○
	Add more midday and weekend service	●●○	●○○	●●●
	Add frequency	●●●	●●○	●○○
 Workforce Delivery	Reduce pressure on peak service delivery	●●●	●○○	●●○
	Reduce split shifts	●●●	●○○	●●○
 Effective Mobility	Have the potential to increase ridership	●●●	●●○	●○○
	Leverage other transportation investments (101 Managed Lanes, BART, Caltrain)	●○○	●●●	●○○
	Add faster routes with fewer stops	●●○	●●○	●○○
	Provide service to new areas	●○○	●●○	●●●
 Social Equity	Increase access to places within 45 minutes on transit from equity zones	●●○	●●○	●○○
	Increase share of residents in equity zones with high frequency service	●●●	●●○	●○○



Public Input: April-May 2021

- Opportunities to participate:
 - Review route proposals and take a survey on www.reimaginesamtrans.com
 - Attend a virtual public meeting
 - Talk to staff during a live social media event or virtual Q&A session
 - Meetings with schools, cities, stakeholder groups





Crossing the Digital Divide

Comprehensive outreach campaign including:

- Home mailers to equity need areas (low-income or communities of color)
- Customer service team
- Partnerships with community-based organizations
- Limited number of outdoor pop-up events





Operator Outreach

- Outdoor listening sessions at all SamTrans and CUB facilities
- Distributing informational booklets for review and comment



Questions/Discussion