



# Reimagine SamTrans Implementation Update



SamTrans Board of Directors  
October 12<sup>th</sup> 2022

# Presentation Agenda

- Phase 1 implementation
  - Phase 1 highlights
  - Accomplishments and challenges
- New route network
  - Customer feedback
  - Revisions
  - Performance
- Future service changes
  - Full Reimagine Implementation
  - Upcoming runbooks
  - Microtransit
- Questions



# Reimagine: Phase 1 Implementation



# Phase 1: Highlights

Service Implemented Date: **August 7, 2022**

- Adjusted route alignment, the span of service, and/or frequency on 12 routes.
- Expanded days of service, and/or service area on 6 routes.
- Streamlined service by eliminating and/or consolidating 11 routes.
- Consolidation of all school-oriented routes.
- Nearly every route had a schedule adjustment.



# Accomplishments

- ✓ Great awareness amongst operators of Reimagine changes.
- ✓ On-street team of bilingual ambassadors and core group of employees communicated Reimagine changes to the riders.
- ✓ Customer Service extended hours of operation to assist with rider information and route options.
- ✓ Large scale multi-lingual marketing campaign across multiple print and digital platforms.
- ✓ Individualized responses to complaints; complaints tapered off quickly.
- ✓ General appreciation from customers in the field.
- ✓ Service to new areas, including Oyster Point.



# Challenges / Lessons Learned

- ✓ Biggest service change in 10 years; touched nearly every route in the system.
  - ✓ High volume of changes along with staffing levels led to some communication materials not ready on day one including printed timetables and system map
  - ✓ High volume of changes led to not all bus stop flags installed on day one
  - ✓ Future: Build in more time and resources
- ✓ Inaccurate information: MTC error led to incorrect GTFS feed on day one; Schools inaccurate or missing bell-time information led to some school-oriented routes not being timed correctly.
  - ✓ Future: Additional coordination



# Reimagine: New Route Network



# New Route Network: Sample of Customer Feedback

- **Route 260**
  - Residents complained they weren't aware of the change to the route.
  - Students in western Belmont no longer had a bus to school.
- **Route 295**
  - Complaints about new bus stops on Alameda de las Pulgas.
  - Compliments for new service on Jefferson Ave.
- **Route 85, 86, & 87**
  - Complaints about loss of school-oriented service in Portola Valley.
- **Route ECR**
  - Compliments from bus operators for shortening the route in Daly City.
- **Route 130/130B**
  - Compliments on the extension of service into Oyster Point.
- **Route 256**
  - Customers expressed dislike with the elimination of service on Hillsdale Blvd. to Beach Park Blvd.





# New Route Network: Revisions

- Revisions to the service or schedule can be made in-between runbooks within the terms of the CBA.
- Several school-oriented route issues were the result of missing or incorrect bell times received from schools, as well as worsening traffic.
  - Eight school-oriented routes received schedule adjustments over the course of three service revisions (August 21, September 11, and September 25). Temporary signs for some routes and communications through schools to inform students of changes.
  - Route 62 was extended to western Belmont effective September 4 to replace service lost by the 260 changes.
- Other school-oriented route adjustments will be made in November.
  - Four school-oriented routes will receive schedule adjustments.

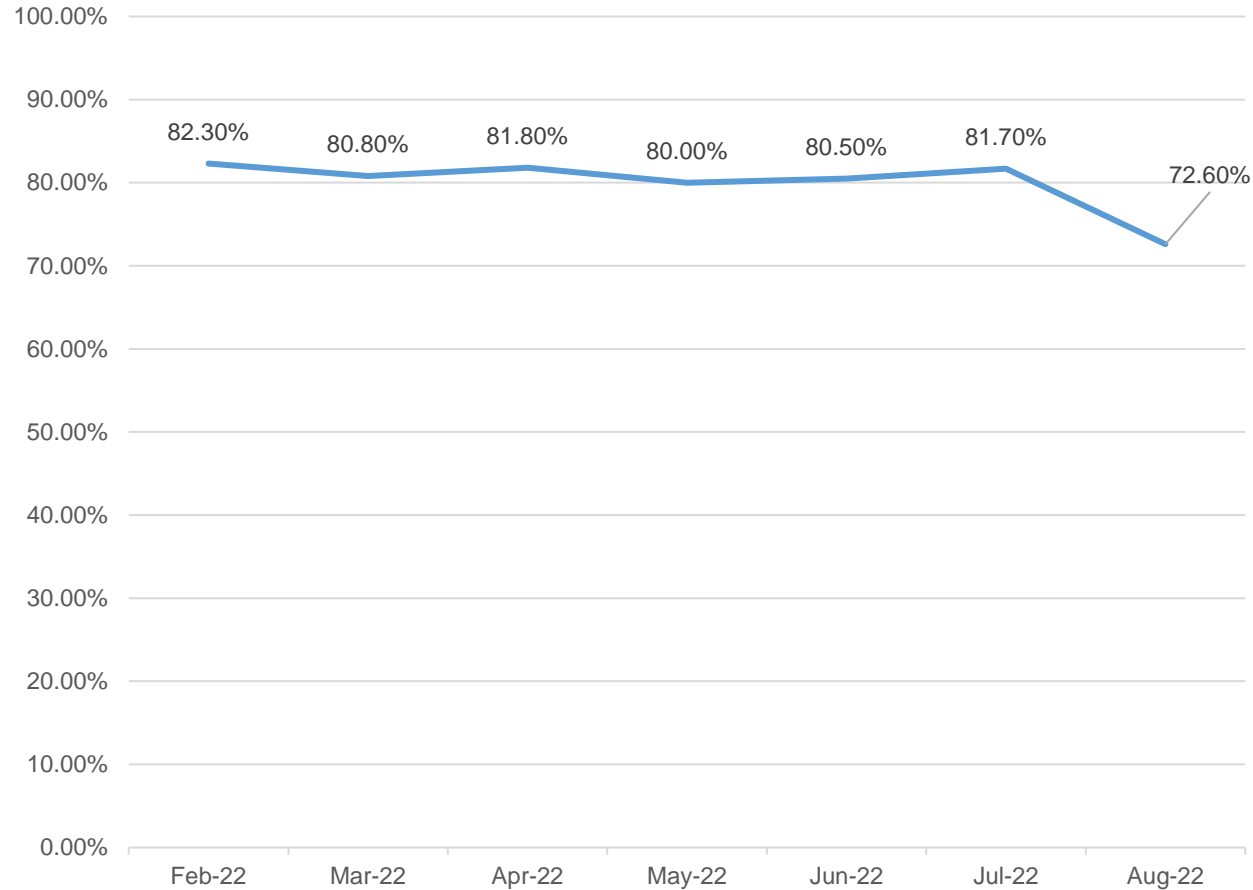


# New Route Network: Ridership

- **Ridership has increased post-Reimagine implementation**
  - Total ridership increased by 89,849 rides (18.4%) in a 4-week period following the implementation of Reimagine.
  - Average weekday ridership increased by 4,201 rides (18.5%) post-Reimagine implementation.
  - This increase is for a time period after free fares were offered and does not include school-orientated routes' ridership.
- Routes with the largest increases in ridership include **110, 250, 251, 278, and 295**



# New Route Network: On-Time Performance



- Still continuing to address traffic fluctuations due to the changing transportation landscape.
- Schedule adjustments to several routes are included in the November runbook.
- Future planning projects will look at how to speed up buses.



# Future Service Changes Upcoming Runbooks



# Full Reimagine Implementation

- Staffing challenges remain. Looking at new approaches to increase operator headcount, including recruitment and retention.
- Full implementation of Reimagine SamTrans is dependent on reaching necessary bus operator headcount.
- As workforce numbers improve, more significant service enhancements from final Reimagine network will be planned for future runbooks.



# Full Reimagine Implementation Increasing Staffing

- Cross departmental initiatives have been launched to increase the number of operators at the District.
- Marketing Campaign is being launched including media ads, bus wraps, and social media messaging.
- Strong push to attend job fairs and building community relationships in Redwood City, San Mateo and Palo Alto.
- Increased the training rate from \$25 to \$27.
- Reduce the time between class starts from 12 to 8 weeks allowing candidates to get into paid training quicker.



# Reimagine Service Awaiting Implementation

- **Launch Route or Service**

- Routes EPX 124, 249
- Microtransit in Half Moon Bay and East Palo Alto

- **Resume Route**

- 118, 276

- **Increase Frequency**

- ECR, FCX, 110, 120, 121, 141, 250, 260, 276, 278, 281, 296

- **Increase Hours of Service**

- 130, 130B, 250, 260, 278, 281, 295

- **Realignment of Route**

- 281

- **Reduce Frequency**

- 280

- **Elimination of Route**

- 398



# November 2022 Runbook

- Shift work back to MV/CUB (they will be +9 operators by November).
- Address OTP for several routes currently <70%.
- Modify school-oriented services.
- Add later service span on two routes (121 & 141) to better serve colleges (included in final Reimagine SamTrans approved network).





# February 2023 Runbook

- Potential for a more substantial set of service changes.
  - This would include implementation the next phase of the Reimagine-approved route changes, including restoring service to routes still operating at less than pre-pandemic levels.



# Microtransit

- Staff is currently working to procure contracted turn-key microtransit service in two zones.
  - Half Moon Bay and East Palo Alto.
- Service will be available for point-to-point trips within each service zone.
- Recommendation for **contract award is expected by January 2023.**
- Current schedule is **to implement service by June 2023.**





# QUESTIONS?



# THANK YOU