



Reimagine SamTrans Implementation Update



SamTrans Board of Directors
April 5, 2023

Agenda

- About *Reimagine SamTrans*
- Implementation Strategy
- Phase 2 – June 18, 2023
 - Fixed Route Changes
 - Microtransit
- Looking Ahead to Full Implementation
- Questions



About *Reimagine SamTrans*

- Comprehensive analysis of SamTrans fixed route bus network
- Established an expanded service plan in light of Measure W

The goals of
*Reimagine
SamTrans* were
to ...



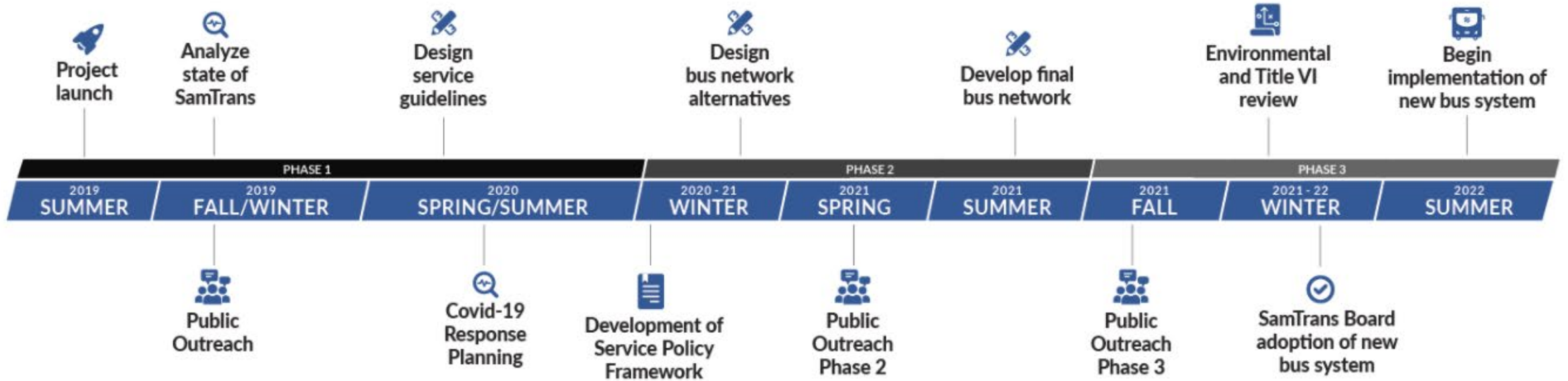
Improve the
experience for
existing
SamTrans
customers

Grow new and
more frequent
ridership on
SamTrans

Build SamTrans
efficiency and
effectiveness as a
mobility provider



Project Timeline

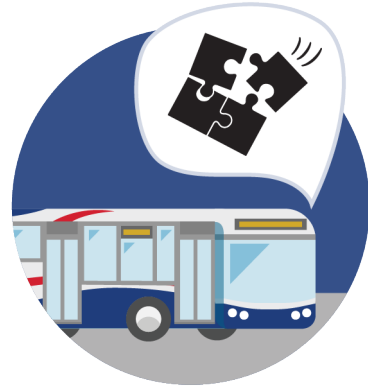


Our Guiding Principles



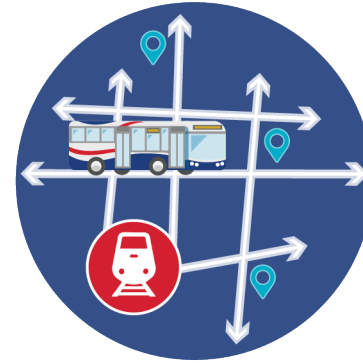
Customer Focus

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

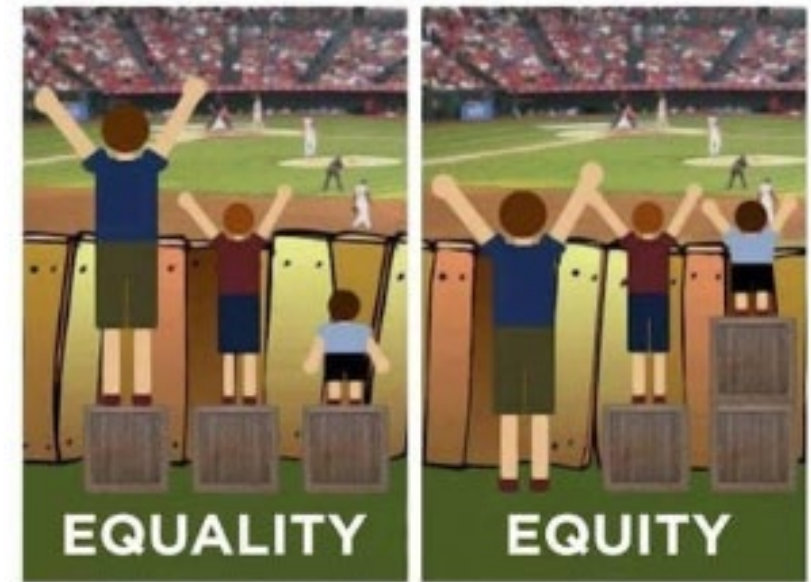
Support social equity and direct resources into *equity priority areas*



Prioritizing Equity

What Does it Mean for SamTrans to Prioritize Equity?

- Prioritize service enhancements in equity priority areas
- Prioritize infrastructure and pilot projects in equity areas
- Reallocate service in low ridership areas and limit new service in non-equity priority areas, especially while resources are constrained
- Accept lower ridership/productivity for routes serving equity areas



The *Reimagine SamTrans* Network Vision

- More **frequent** service on 15 routes
- More **off-peak service** on 10 routes
- New **connections** into Oyster Point in SSF, to SFO and to college campuses
- More **efficient** and **understandable** service through consolidations of routes
- **More direct service** and faster travel times, new limited-stop routes, bus stop balancing on Route ECR
- New **on-demand service** in East Palo Alto and Half Moon Bay



Implementation Strategy



Looking back on Phase 1

Implementation 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 school-oriented routes.
- Nearly every route had a schedule adjustment.



Implementation Strategy

- ↗ Return service to pre-pandemic levels through equity lens
 - 📈 Implement *Reimagine* enhancements through equity and performance-based priority lens
 - +
- Enhance the system with limited stop routes



Remaining Changes to Implement

- We have much still to do!

Returning Service

- 118
- **121**
(Weekdays)
- 260
- **276**
- FCX

New Service

- 124
- 249
- EPX
- **Microtransit**

Improving Frequency

- Weekdays: 250, **281**, 292, **296**
- Weekends: 110, **121**, 250, 260, **281**, 295, **296**, **ECR**

Route Changes

- **280**
- **281**

Eliminating / Reducing Service

- Reduce **280**
- Eliminate 398

*Equity Priority Routes shown in blue



Phase 2 Implementation



Phase 2: Fixed Route Changes

Implementation date: June 18, 2023

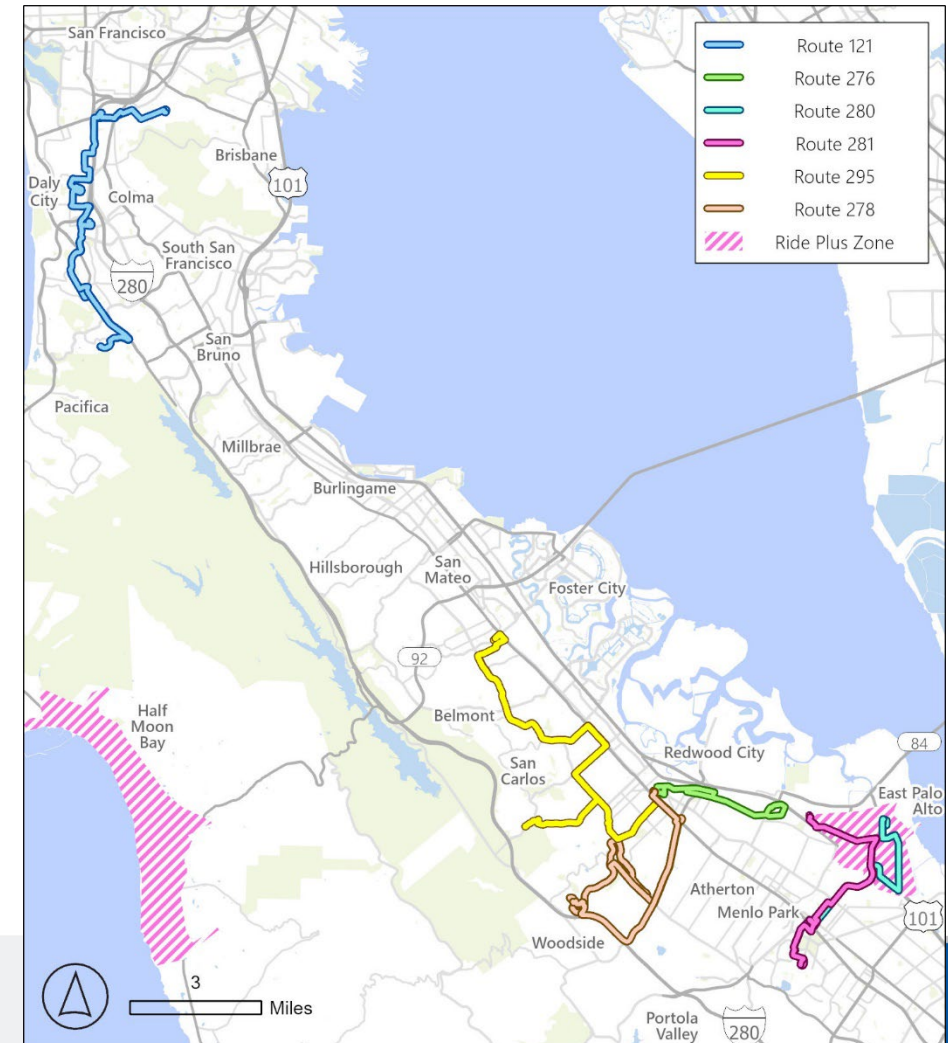
- Frequency, Service Span and/or Route Alignment changes on 6 Routes: 121, 276, 278, 280, 281, 295
- School-day service OFF
- Additional schedule adjustments as needed



Phase 2: Fixed Route Changes

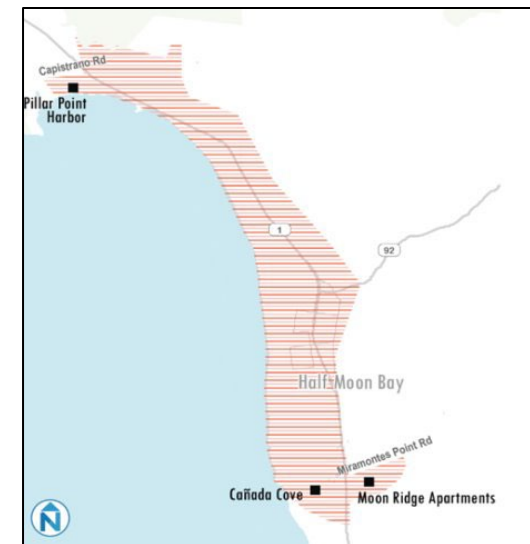
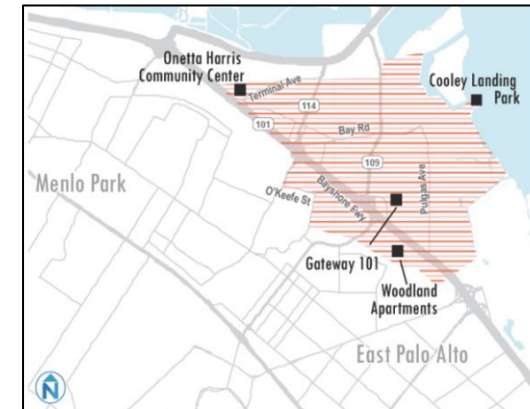
What does this mean for customers?

- ↗ Return service on Route 121; frequency increase weekdays and weekends
- ↗ Return Route 276
- ↗ Route 281 extends to Stanford; frequency increase weekdays and weekends
- ↗ Route changes on Route 280 which may require walking to new stop; service reduction
- ↗ Later evening service on Route 278 on weekdays and weekends
- ↗ Later evening service on Route 295 on weekdays only



Phase 2: Microtransit

- On-demand transit dynamically routed based on requests using app-based technology (phone requests also available)
- Pick-up arrival time provided in real-time, just like ride-hailing apps
- Trips must start and end in defined zone
 - *Two Zones:* East Palo Alto and Half Moon Bay
- Launching with June fixed route changes
 - Free fare promotion during “soft launch” June 18-July 31



Full *Reimagine SamTrans* Implementation

- Pending ability to staff up to 348+ District operators
- Bus operator recruitment and retention continues to challenge us.
- As workforce numbers improve, more significant service enhancements from final Reimagine network will be planned for future runbooks.
- Staff is setting realistic goals for a completion target date for full implementation by June 2024.



Looking ahead to Phase 3

Targeting Fall/Winter 2023 to implement:

- Frequency increase on Route ECR weekends
- Route ECR bus stop balancing
- New and expanded weekend service frequency on additional routes
- Schedule adjustments as needed





QUESTIONS?

