



# Reimagine SamTrans Implementation Update



SamTrans Community Advisory Committee

April 26, 2023

# Agenda

- About *Reimagine SamTrans*
- Phase 2 – June 18, 2023
  - Fixed Route Changes
  - Microtransit
- 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**



# 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



# 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.



# Phase 2 Implementation



# Phase 2: Fixed Route Changes







**Implementation date: June 18, 2023**

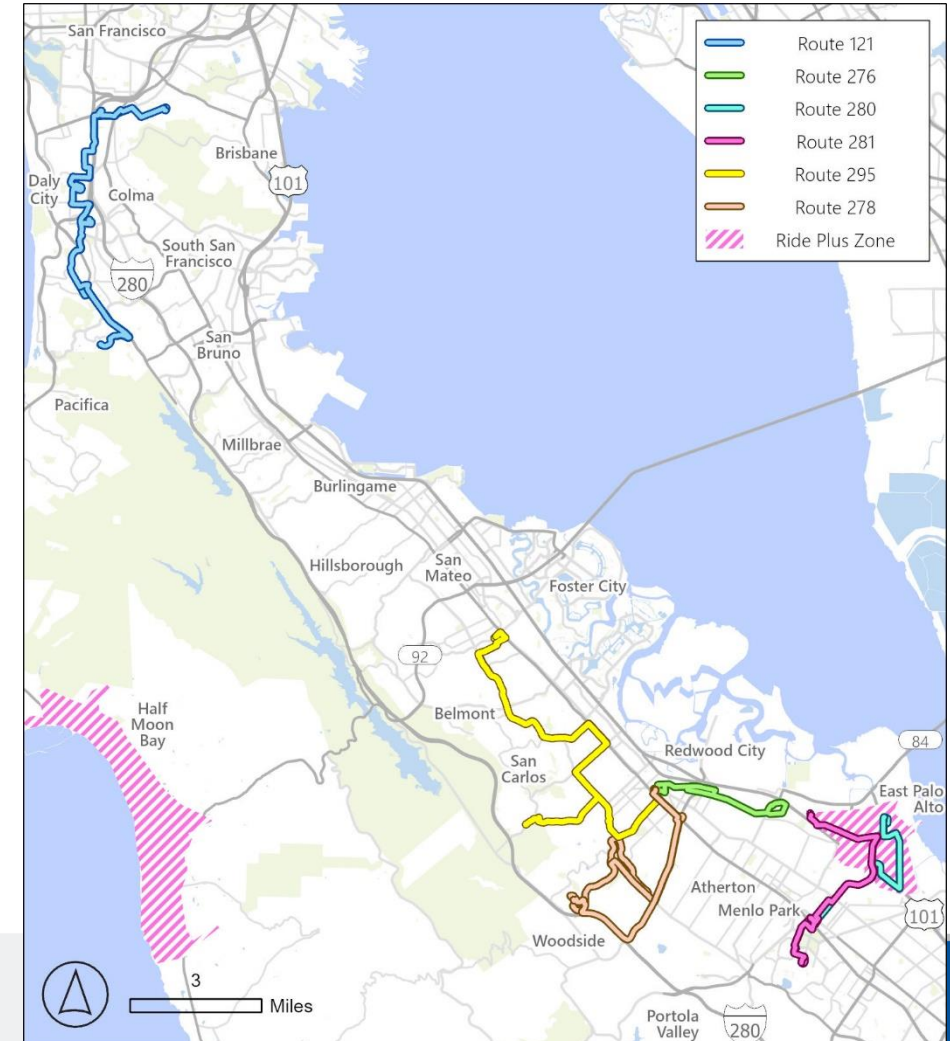
- Frequency, Service Span and/or Route Alignment changes on 6 Routes: 121, 276, 278, 280, 281, 295
- School-day service OFF
- Additional schedule adjustments as needed



# Phase 2: Fixed Route Changes

What does this mean for customers?

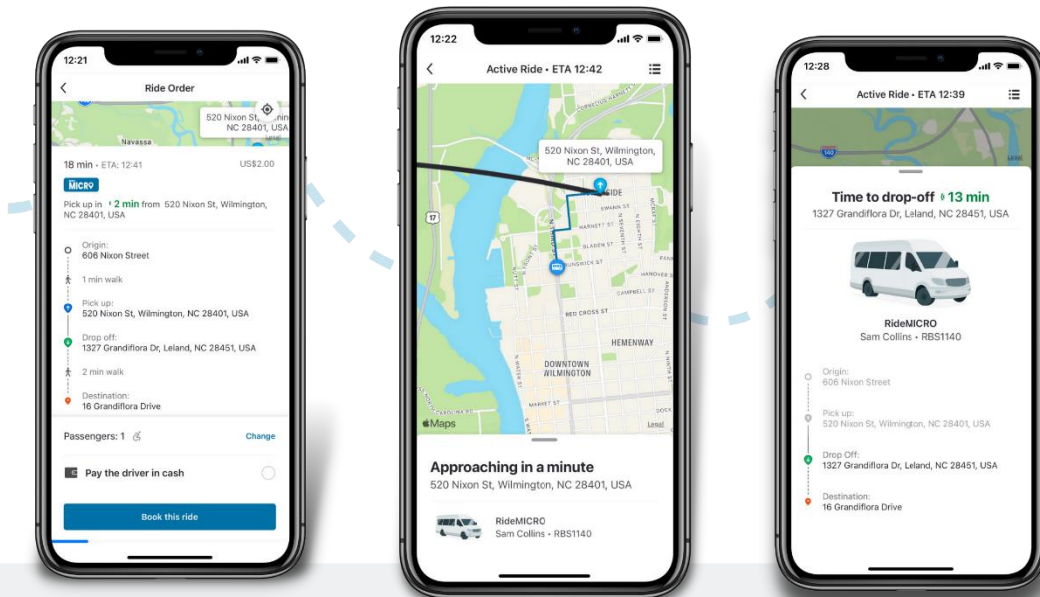
-  Return service on Route 121; frequency increase weekdays and weekends
-  Return Route 276
-  Route 281 extends to Stanford; frequency increase weekdays and weekends
-  Route changes on Route 280 which may require walking to new stop; service reduction
-  Later evening service on Route 278 on weekdays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





# What is microtransit?

- On-demand transit that is dynamically routed based on trip requests
- Pick-up arrival time is provided in real-time, just like ride-hailing apps
- Trips must start and end in the defined zone

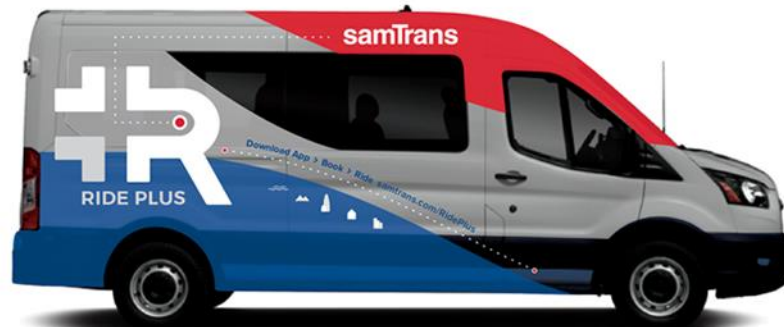


Example from Wave Transit from Cape Fear, NC



# Microtransit in *Reimagine SamTrans*

- Trips must start and end in defined zone
  - *Two Zones:* East Palo Alto and Half Moon Bay
- Same fares as fixed route service
  - \$2.25 cash, \$2.05 Clipper per ride
  - Day passes, monthly passes, all passes accepted
- Free fare promotion during “soft launch” June 18-July 31



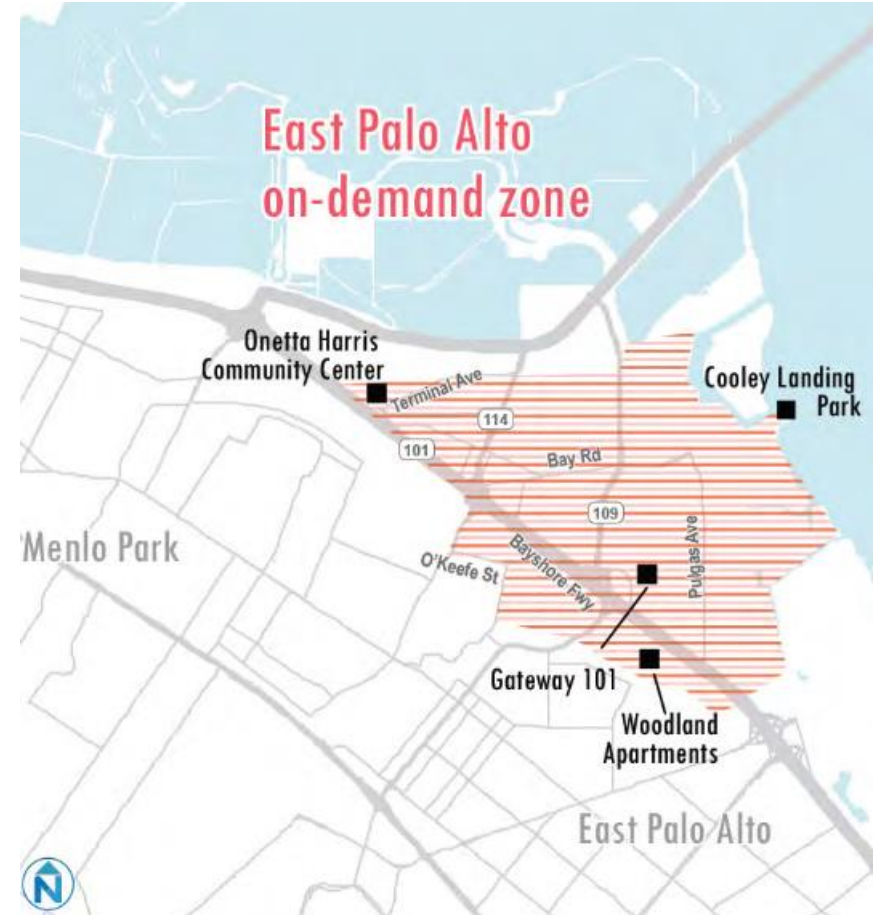
# Ride Plus in East Palo Alto

- **Service Area**

- City of East Palo Alto, plus Menlo Park's Belle Haven neighborhood

- **Hours of Operation**

- 6:00 AM – 10:00 PM, 7 days a week



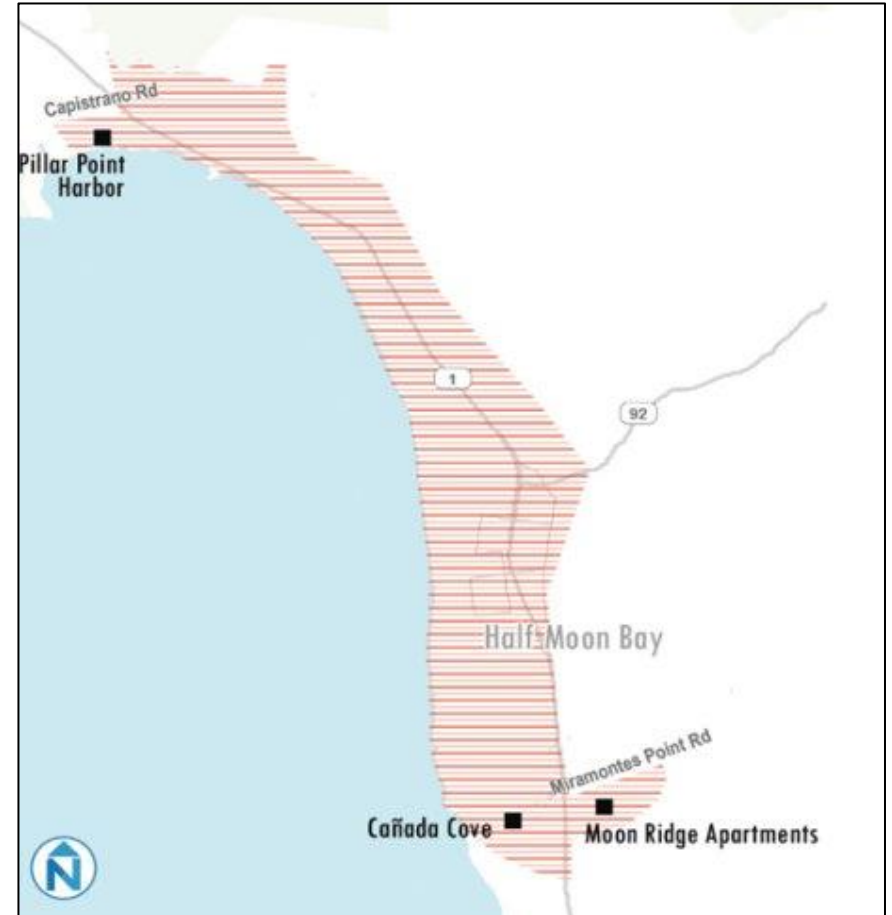
# Ride Plus in Half Moon Bay

- **Service Area**

- Princeton/Capistrano Rd/  
Dennison Creek to the north, development limit to the east, Miramontes Point Rd to the south, and the Pacific Ocean to the west

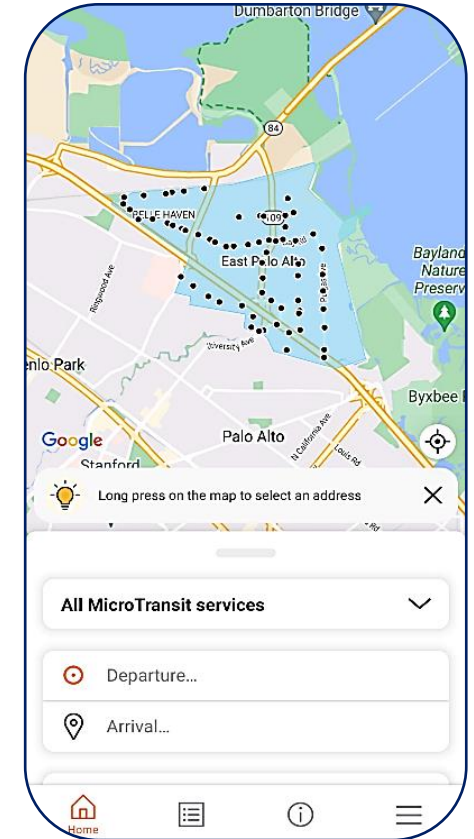
- **Hours of Operation**

- 8:00 AM – 5:00 PM,  
7 days a week



# Features of Ride Plus

- **How to book a ride:**
  - Accessible branded rider app
  - Website
  - Phone call
- **Accessible Options** - Wheelchair accessible vehicles available.
- **Automated communications** - App users will have automated messages to inform them about their trip.
- **Shared rides** - Algorithm creates efficiencies by grouping multiple riders traveling in the same direction.



# Planned Outreach & Marketing

## Customer Communications & Marketing

- Website updates
- Print and digital marketing collateral
- Custom app and vehicle branding on Ride Plus

## Outreach

- In-person multilingual outreach
- Distribute materials to local businesses and community centers
- Partnership with local community organizations
- Social media campaign

**How should we get the word out to riders about these service changes?**





# QUESTIONS?

