



# Reimagine SamTrans Implementation Update



SamTrans Board of Directors  
June 7, 2023

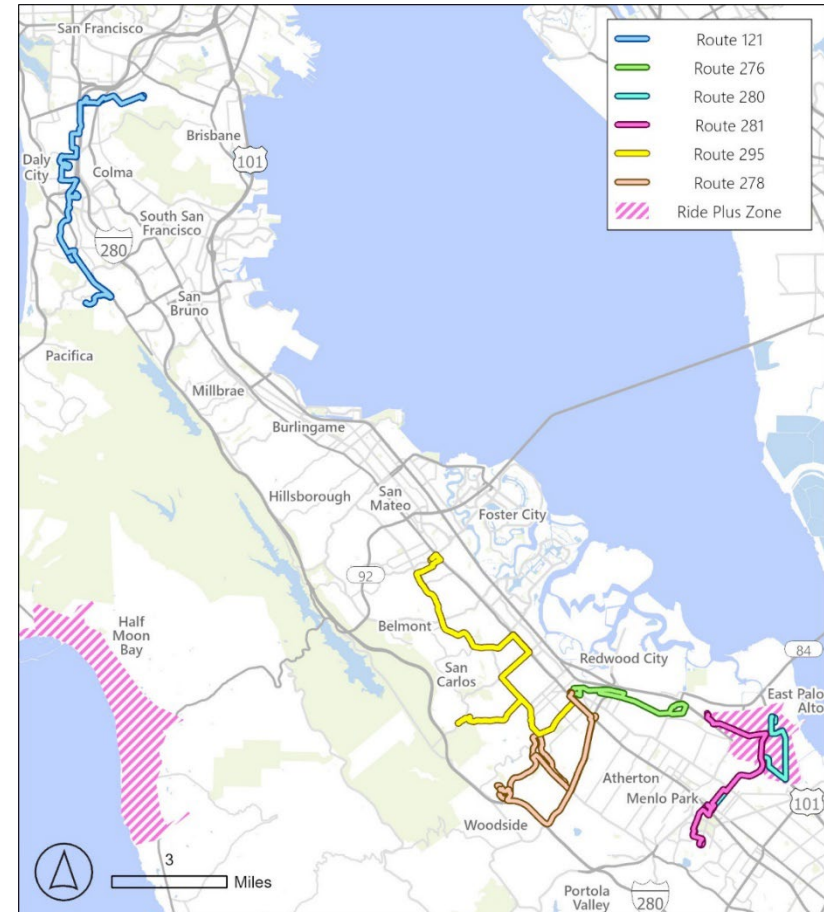
# Agenda

- Phase 2 Implementation Status Update
- Evaluating Success of Ride Plus
- Next Steps



# Service Changes Effective June 18

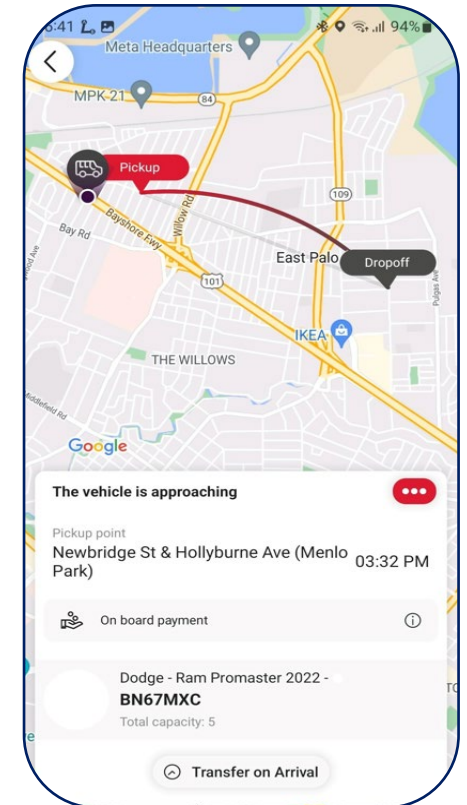
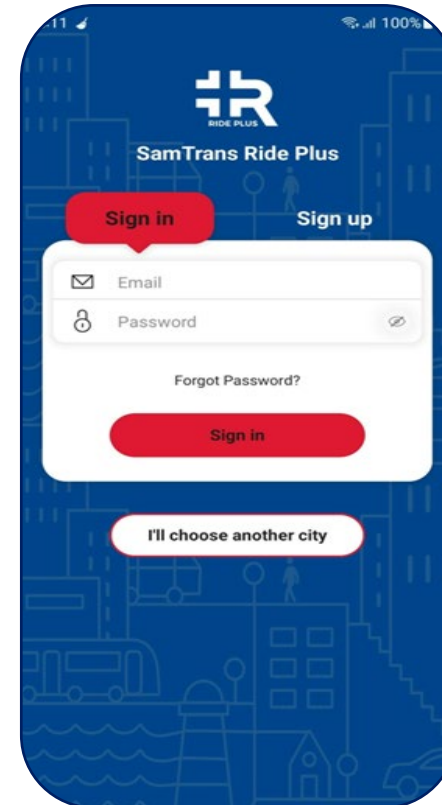
- Frequency, Service Span and/or Route Alignment changes on 6 Routes: 121, 276, 278, 280, 281, 295
- School-day service OFF
- Additional schedule adjustments





# Service Changes Effective June 18

- **Ride Plus** launches in East Palo Alto and Half Moon Bay!
- Free rides June 18-July 31
- Unique branded vehicles and app



# Outreach & Marketing

- Temporary bus stop signage to be installed on key routes & stops
- Webpages, multilingual collateral, social media, press release



**SAMTRANS**

EFFECTIVE June 19, 2023 | EFECTIVO 19 de junio de 2023 | 2023年6月19日生效

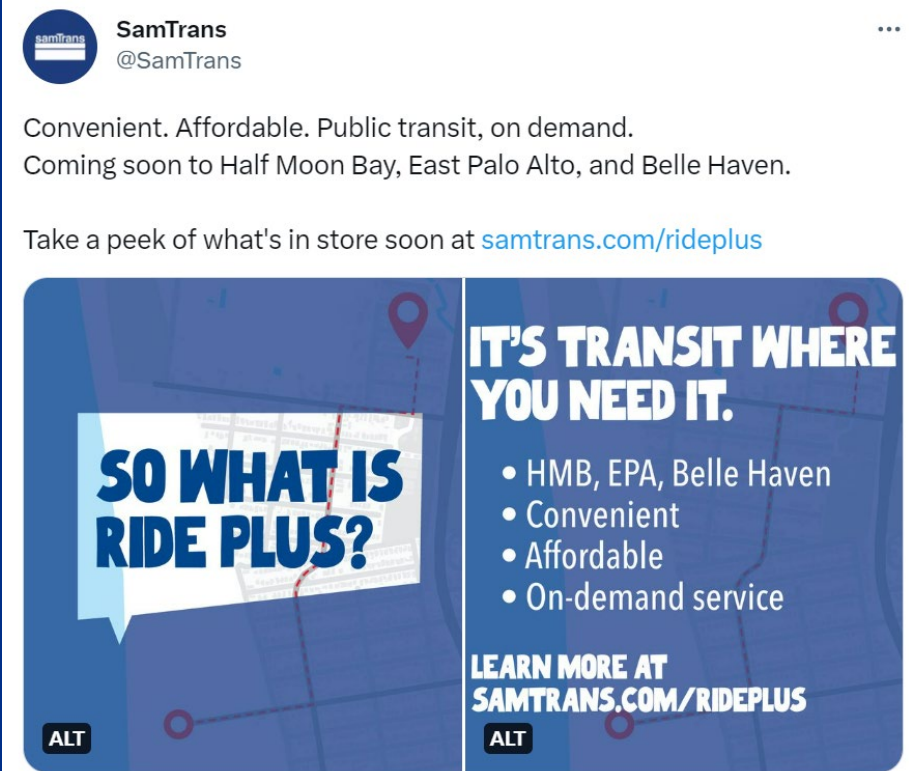
**ROUTE 276 IS BACK!**  
Route 276 stops here

**¡LA RUTA 276 HA VUELTO!**  
La Ruta 276 para aquí

**276路重新开通!**  
276路在此停靠

1-800-660-4287  
llama a este número | 800.660.4287 | 請致電此號碼

samtrans.com

**SamTrans**  
@SamTrans

Convenient. Affordable. Public transit, on demand.  
Coming soon to Half Moon Bay, East Palo Alto, and Belle Haven.

Take a peek of what's in store soon at [samtrans.com/rideplus](https://samtrans.com/rideplus)

**SO WHAT IS RIDE PLUS?**

**IT'S TRANSIT WHERE YOU NEED IT.**

- HMB, EPA, Belle Haven
- Convenient
- Affordable
- On-demand service

**LEARN MORE AT SAMTRANS.COM/RIDEPLUS**

ALT



# Outreach & Marketing

- Mailer to all residents and businesses in both service areas
- **June 11-30:** Outreach ambassadors out in both service areas
- **June 16:** Ride Plus Roving Press Conference
  - Morning in HMB; afternoon in EPA
  - Demonstrate new service



 PO Box 3006  
San Carlos, CA  
94070-1306

**STARTS JUNE 18<sup>TH</sup>!!!**  
**FREE UNTIL JULY 31<sup>ST</sup>**

**¡COMIENZA 18 DE JUNIO!**  
**GRATIS HASTA 31 DE JULIO**

**What is SamTrans Ride Plus?** SamTrans Ride Plus is a brand-new public transit service offering easy, affordable transportation for users in East Palo Alto, and the Belle Haven neighborhood of Menlo Park. Starting June 18, download the mobile app or call 650-238-5880 to book your ride, and SamTrans does the rest.

**How is Ride Plus rideshare different from the normal bus?** Like a rideshare service (Uber/Lyft), this bus will take you from where you are to where you need to go. If it is within the service zone, Ride Plus can take you anywhere, including bus routes 280, 281 and 296, the grocery store, activities, work and more. **Ride Plus comes when you call it,** waits are expected to be less than 20 minutes. Like normal SamTrans buses, there may be other people on the bus with you.

**¿Qué es SamTrans Ride Plus?** Ride Plus es un nuevo servicio que ofrece transporte público muy fácil de usar y conveniente para usuarios en las áreas de East Palo Alto y Belle Haven en Menlo Park. Comenzando el 18 de junio, descargue la aplicación móvil o llámenos al 650-238-5880 para programar su viaje y nosotros nos encargamos del resto. Así de sencillo.

**¿En qué se diferencia de Ride Plus al servicio regular?** Ride Plus viene cuando llamas. Mientras su solicitud sea en la zona y durante las horas del servicio, Ride Plus puede ir a donde quiera, incluyendo hasta las rutas de 280, 281 y 296, el mercado, eventos, actividades, su trabajo y más. Como los buses comunes de SamTrans, es posible que su viaje sea compartido.



**Learn more / Aprenda más:**  
[samtrans.com/RidePlus](http://samtrans.com/RidePlus)

Mo se faailiuga, faamolele telefoni ke 1-800-660-4287.  
 Ke ma'u ha liliu lea, kaa'oi 'o telefoni ke he 1-800-660-4287.  
 如需翻译, 请致电 1-800-660-4287.  
 如需翻译, 请致电 1-800-660-4287.




# Evaluating Success of Ride Plus



# *Reimagine SamTrans* Goals

**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**





# Why launch this new service?

- **Be innovative.** Stay open to new ways of providing mobility.
  - Straighten, remove low ridership segments of routes; complement fixed route with microtransit.
- **Be relevant.** Offer a new service type that may have broader appeal in San Mateo County.
  - Car-oriented land use/urban form
  - High car ownership rates
  - Challenging pedestrian environment to access traditional bus stops



# Why East Palo Alto and Half Moon Bay?

- Equity priority areas with strong intra-community travel needs.
- Popular among riders and community members during *Reimagine SamTrans* outreach.
- Coastside exceptionally challenging to serve with fixed route transit due to low density.
- Street network & some key destinations are challenging to serve with large bus.
- Provides an opportunity to streamline fixed routes.



# How will we evaluate success?

## Expand mobility

- Trips made from locations within the service area that are not served by fixed route
- Trips made that connect to fixed route
- Increased transit trips in the zone with Ride Plus, compared to prior trips on fixed route alone

## Ensure high quality service

- Average wait time (<25 min)
- Completed requests (90%+)
- Star rating for trip (high)
- Star rating for app (high)
- Complaints (low)

## Provide efficient and sustainable service

- Pooled trips percentage
- Reduced solo vehicle trips

## Advance equity

- Demographics of riders & alignment with equity priority communities
- Reduced transportation costs of riders (compared to other modes they were using e.g., TNCs)



# What other metrics will be monitored?

## Required for NTD

- Unlinked passenger trips
- Passenger miles
- Passengers per trip request
- Total vehicle miles
- Total vehicle revenue miles
- Total vehicle hours
- Total vehicle revenue hours

## Other metrics (examples)

- On-time performance
- Wait times (shortest, longest, average)
- Trip length (time & distance)
- Total number of accidents (preventable and non-preventable)
- Average customer satisfaction rating



# Next Steps on Service Evaluation

- Establish new “normal” & new standards for our fixed route network as we pass three years since the start of the COVID-19 pandemic.
  - Use KPIs already defined in the Service Policy Framework and set new standards for those KPIs in updated SPF.
- Present proposed set of KPIs for both fixed route and Ride Plus to SamTrans BOD in Fall 2023.
  - Finalize service KPIs and indicators of success on Ride Plus; incorporate into SPF.
- Report out quarterly to the SamTrans BOD on both Ride Plus and fixed route performance.







# Questions?

