



# *Reimagine SamTrans Phase 3 Implementation*



SamTrans Board of Directors – January 10, 2024

# Agenda

- Implementation Strategy
- Look-Ahead to Phase 3 – February 2024
  - Overview of Service Changes
    - New Route EPX
    - ECR Changes
  - Marketing and Communications Approach
- Implementation Outlook – Summer 2024



# Our Guiding Principles



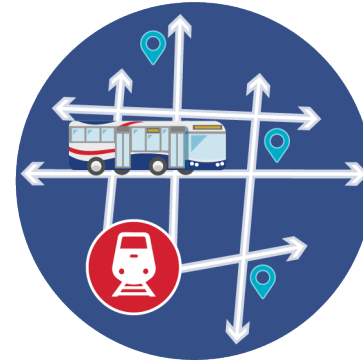
## Customer Focus

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*

# Implementation Remaining

## Returning Pre-Covid Service

- 118
- 260
- FCX

## New Service

- 124
- 249
- EPX

## Improving Frequency

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

## Eliminating / Reducing Service

- Eliminate 398

\*Equity Priority Routes shown in blue

# Phase 3 – February 2024



# Phase 3: Summary of Changes

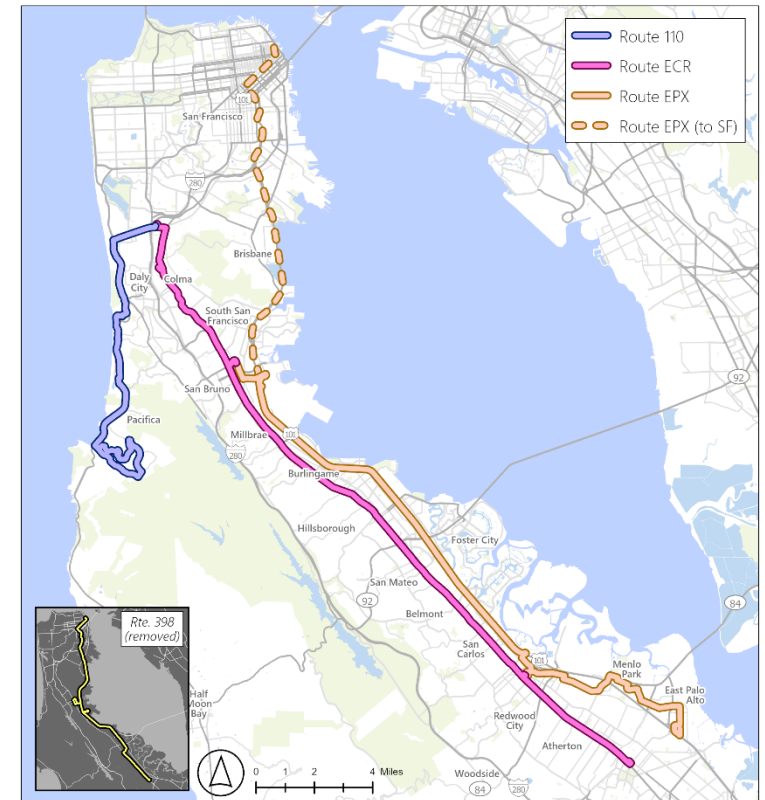
Implementation date: February 11, 2024

+ Launch Route EPX, delete Route 398

More frequent weekend service & bus stop balancing on Route ECR

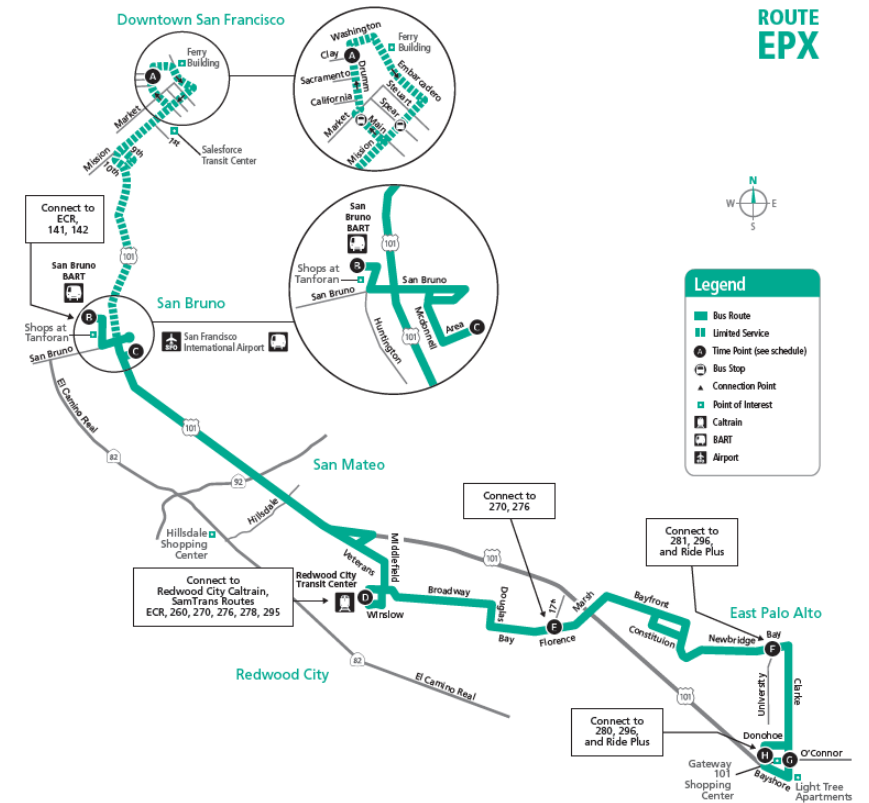
*For customers – Faster, more reliable service but your nearest stop may be changing*

More frequent midday service on Route 110 (Pacifica to Daly City)



# Introducing Route EPX

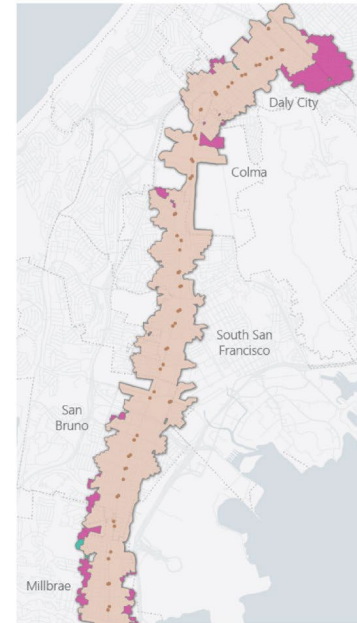
- New limited-stop route connecting East Palo Alto, Redwood City, SFO Airport, San Bruno BART, downtown SF
- **Every 45 minutes** all day on weekdays (6 AM-7 PM)
- Battery electric buses, in the US-101 express lanes
- Major destinations served:
  - East Palo Alto and Belle Haven residential and commercial areas
  - Stanford Health Care Redwood City campus
  - Redwood City Caltrain Station
  - SFO Airport Airtrain
  - San Bruno BART/Tanforan
  - Downtown San Francisco (limited trips)



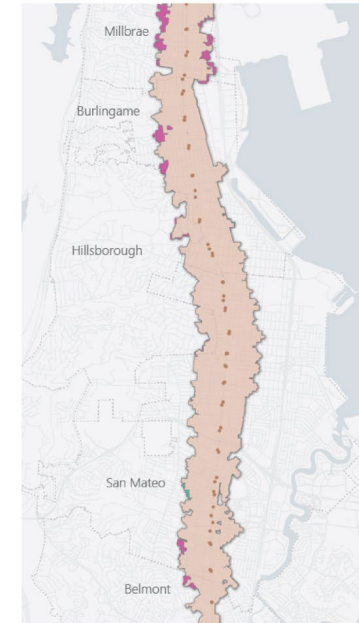
# Route ECR Changes

- Increase weekend service to every 15 minutes
- Bus stop balancing means faster, more reliable service
  - 20% overall reduction in Route ECR stops to balance spacing and support pedestrian safety
- 97% of riders will not be affected at all or will have to walk less than 5 minutes to a new stop
- Supported by rider outreach – 70% said they are willing to walk farther for faster bus service

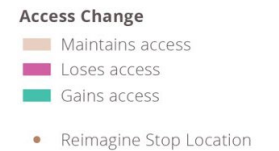
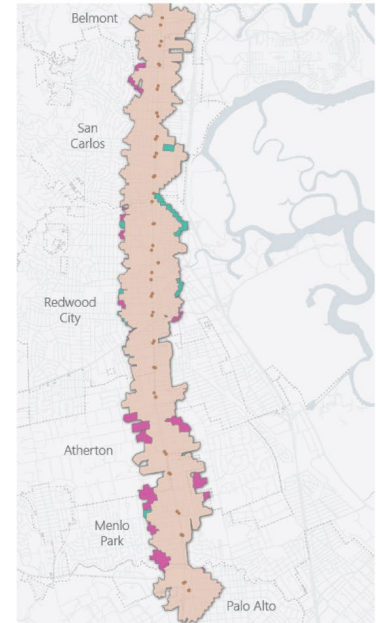
Walk Access Within 10 Minutes (1/2 Mile)  
Daly City to Millbrae



Millbrae to Belmont




Belmont to Palo Alto





# Marketing/Communications Tactics

- New Route EPX promotional home mailer, flyers, ambassador outreach
- Signage at bus stops promoting EPX & ECR improvements and informing of ECR bus stop changes
- Multilingual materials
- Updated timetables, system map, website content
- Social media, community outreach



**SAMTRANS**

EFFECTIVE February 11, 2024 | EFECTIVO del 11 de febrero de 2024 | 2024年2月11日生效

**ROUTE ECR WEEKEND SERVICE  
INCREASED TO EVERY  
15 MINUTES!**

We're working to make your bus trip  
faster and more reliable

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**¡SERVICIO DE AUTOBÚS DE  
FIN DE SEMANA EN LA RUTA  
ECR AUMENTADO A CADA  
15 MINUTOS!**


Estamos trabajando para hacer su viaje  
en autobús más rápido y fiable

---

**ECR路线周末巴士服务增至每  
15分钟一次！**

我们正在努力使您的公交旅行更加快速和可靠

1-800-660-4287  
llama a este número 1-800-660-4287. Cita don't throw 'em out!  
samtrans.com/reimagine



# Implementation Outlook

- Preparing to complete implementation of full network in Summer 2024, pending operator staff resources
- Staff will assess remaining package of implementation items for relevance in 2024
  - Modifications to the approved *Reimagine SamTrans* plan will include Board engagement and Title VI analysis
  - Modifications will be guided by the Service Policy Framework (2022)





# Thank You

