



Reimagine SamTrans & Ride Plus Evaluation



SamTrans Board of Directors – February 7, 2024

Reimagine SamTrans Evaluation



Implementing *Reimagine SamTrans*

- The *Reimagine SamTrans* network includes consolidated routes and streamlined services to improve efficiency & attract more ridership.
 - More direct and frequent routes
 - Some reduction in coverage
- *Reimagine SamTrans* is being implemented in phases.
 - Phase 1: August 2022
 - Phase 2: June 2023
 - Phase 3: upcoming, February 2024.
 - Final phase will happen in summer 2024.



Reimagine SamTrans Goals

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



Improve the experience for existing SamTrans customers

- Frequency increases
- Ride Plus
- Streamlined routing

Grow new and more frequent ridership on SamTrans

- Ridership is looking strong, exceeding pre-Reimagine on some routes and time periods

Build SamTrans efficiency and effectiveness as a mobility provider

- Improved productivity
- New connections and service areas

Evaluating our Success



Reimagine SamTrans Implementation to Date

Phase	Routing	Rebranded	Restored	New	Improved Freq.	Span	Discontinued / Reduced
1	110, 112, 117, 121, 130, 141, 250, 251, 260, 270, 292, 294, 295, ECR	10, 12, 30, 40, 41, 42, 50, 51, 78, 117, 138, ECR Owl, 296 Owl	-	Weekday: 53P Sunday: 278 Daily: 142	Weekday: 251 Weekend: 117, 130, 251	-	Discontinued: 16, 39, 55, 80, 84, 95, 140, 256, 274, 275, SFO, Pacifica Flex <i>Reduced</i> : 85, 87, 398
2	276, 280, 281	-	Weekday: 276	Daily: Ride Plus	Weekend: 121, 281	278, 295	Reduced: 280
3	-	-	-	Weekday: EPX	Weekday: 110 Weekend: ECR	-	Discontinued: 398
4 <i>(summer 2024)</i>	<i>121</i>	-	<i>Weekday peaks: 118, 260, FCX Sat: 276</i>	<i>Weekday: 124 Sat: 295 Sun: 251, 260, 276, 295 Daily: 249</i>	<i>Weekday: 250, 260, 276, 278, 292, 296 Weekend 110, 250, 296</i>	-	-



Methodology

- Staff looked at three time periods:
 - **Pre-pandemic/Pre-Reimagine:**
January 2020 (Runbook 131)
 - **Post-Pandemic/Pre-Reimagine:**
May 2022 (Runbook 137)
 - **Post-Pandemic/Reimagine Phases 1 & 2:** August/September 2023
(Runbook 144)
- Evaluated multiple metrics and service characteristics

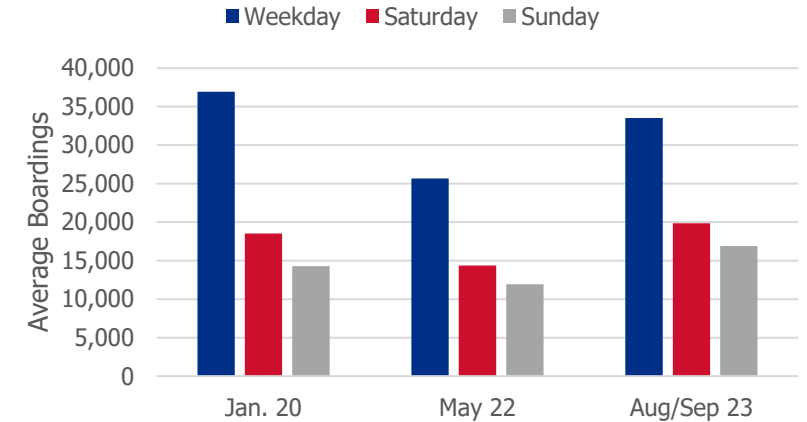
- **Boardings per Revenue Hour/Mile/Trip**
- **Service and ridership in Equity Priority Areas**
- **Revenue Hours/Miles/ Trips**
- **Span and Frequency**
- **On-time Performance**



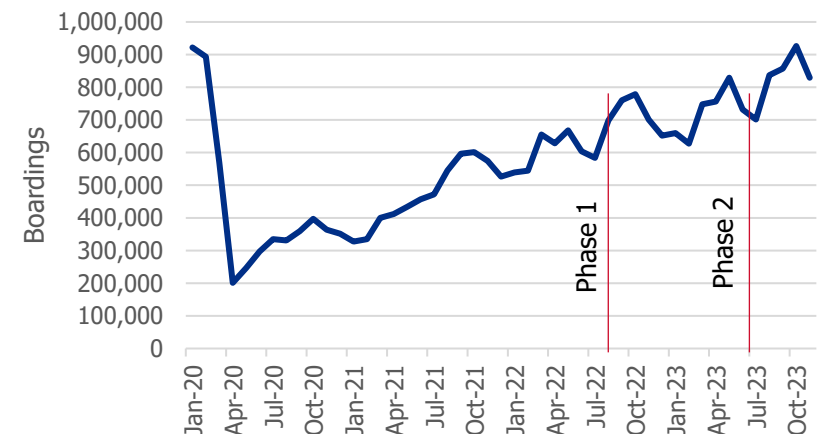
Findings: Positive Trends

- **Weekends** (and especially **Sundays!**) have seen significant ridership growth
- Ridership on **frequent routes** is higher than pre-pandemic levels.
- Increased service to **Equity Priority Areas** resulted in higher ridership in those areas

Average Boardings by Service Day



Total Monthly Boardings



Findings: Positive Trends

Systemwide, our service is now **more productive**.

- Boardings per Trip and Revenue Mile exceed pre-pandemic levels for all service day types
- Boardings per Revenue Hour exceed pre-pandemic levels on weekends and nearly match on weekdays



Findings: Items to Improve

- On-Time Performance (OTP)
 - SamTrans continues to experience OTP under 85% goal.
 - Staff continue to seek ways to improve OTP.
- Community routes struggle with OTP and ridership recovery.
- School-oriented route ridership remains below January 2020 ridership, though productivity is strong.



Next Steps

- Planning to complete implementation of full network in summer 2024.
- Staff will do full *Reimagine SamTrans* review, with new key performance indicators, 12 months after complete implementation

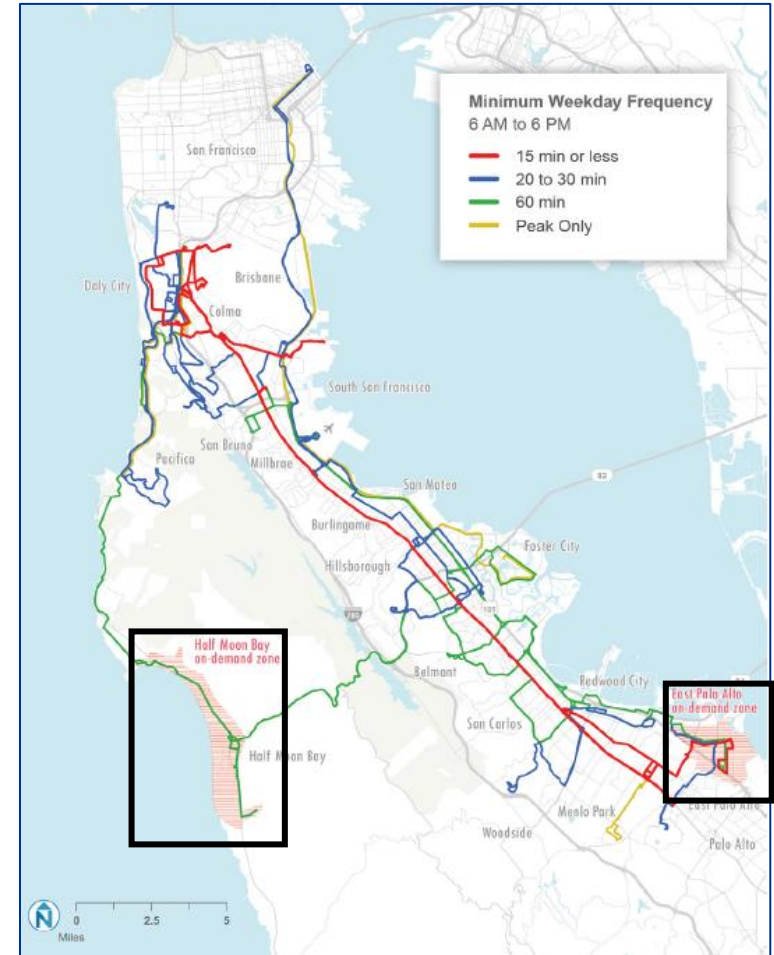


Ride Plus: First 6 Months Evaluation



Microtransit in *Reimagine SamTrans*

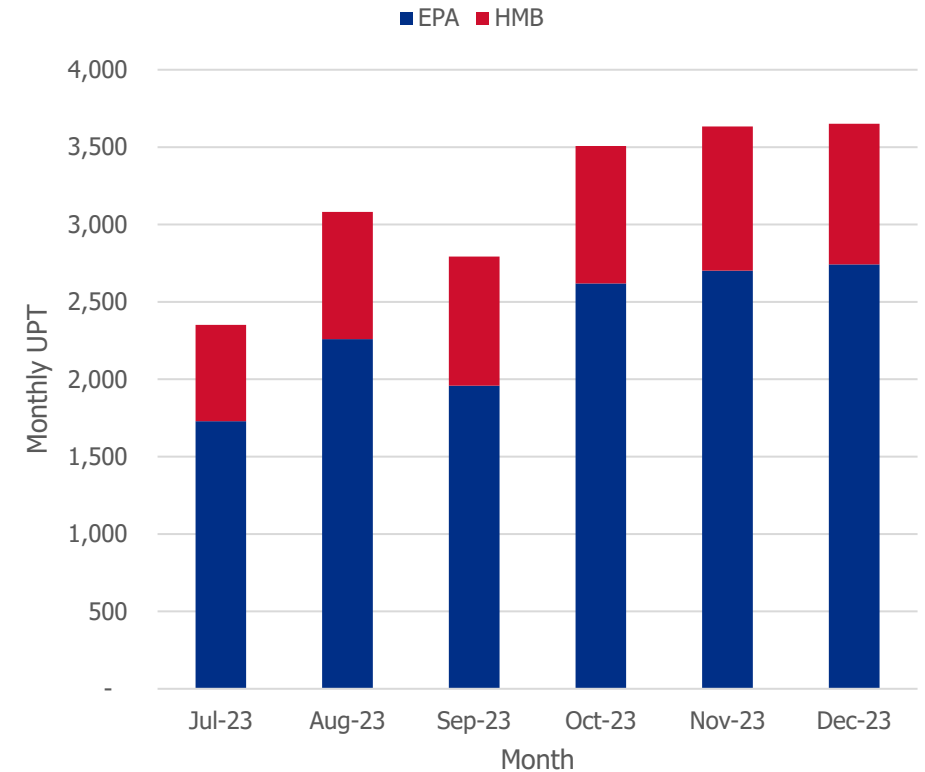
- Final recommended network included **two microtransit service** areas to complement fixed routes.
 - East Palo Alto and Half Moon Bay
- SamTrans' microtransit service is called **Ride Plus** and **launched on June 18, 2023.**
- Approximately 2,000 unique users have tried Ride Plus in the first six months.



Key Metrics

Ridership Metric	Stat
Unlinked Passenger Trips	19,017
<i>East Palo Alto</i>	<i>14,010 (73.7%)</i>
<i>Half Moon Bay</i>	<i>5,007 (26.3%)</i>
Passenger Miles	32,227
<i>East Palo Alto</i>	<i>18,414</i>
<i>Half Moon Bay</i>	<i>13,813</i>
Service Metric	Stat
Total Miles	73,573
Revenue Miles*	51,313
Total Hours	11,553
Revenue Hours^	10,999

July 1 – December 31, 2023
Monthly Unlinked Passenger Trips



*Miles inside the service area to pick-up, drop-off, or carry a passenger

^Time van is available for riders

Key Metrics Continued

East Palo Alto

Metric	Stat
Avg Active Users	221
Avg Wait Time	6 mins 39 sec
Trip Length (Time)	
Shortest	3 mins 40 sec
Longest	20 mins
Average	8 mins 16 sec
Trip Length (Distance)	
Shortest	0.6 miles
Longest	8.7 miles
Average	1.3 miles
Accidents	
Preventable	3
Non-Preventable	1

Half Moon Bay

Metric	Stat
Avg Active Users	130
Avg Wait Time	7 mins 46 sec
Trip Length (Time)	
Shortest	3 mins 20 sec
Longest	28 mins 40 sec
Average	9 mins 41 sec
Trip Length (Distance)	
Shortest	0.6 miles
Longest	24.2 miles
Average	2.8 miles
Accidents	
Preventable	0
Non-Preventable	0



How are we evaluating 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



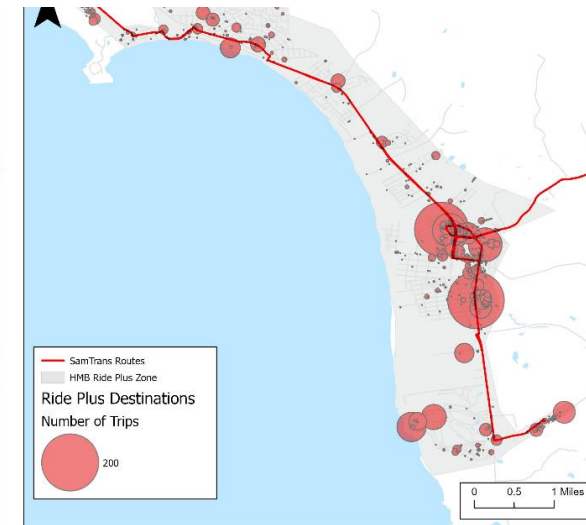
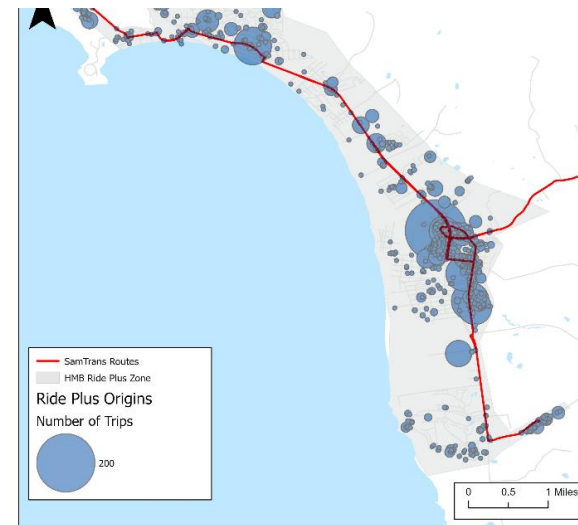
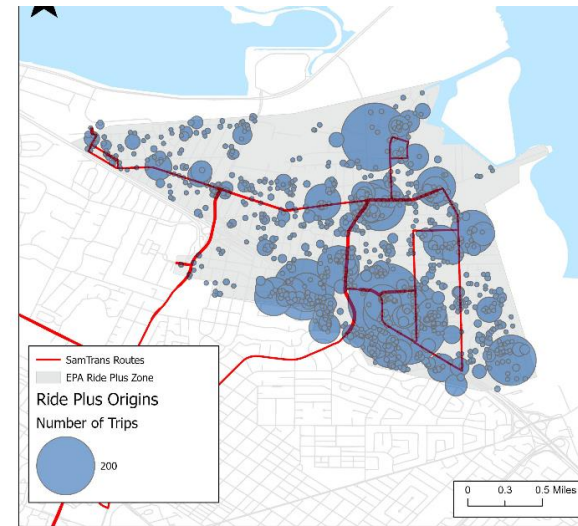
Advance equity

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



Expand Mobility

- Trips made from areas outside of fixed route
 - Up to 3% of trips in new areas
- Increase in overall transit usage
 - East Palo Alto: +21.5%
 - Half Moon Bay: +25.9%



Ensure High Quality Service

	EPA	HMB	Combined
On-Time Performance	86.0%	83.5%	85.3%
Completed Requests (90%)	99%	99%	99%
Service Rating*	4.9/5	5/5	4.9/5
App Rating	-	-	4.1 (Google Play) 4.6 (App Store)
Complaints	-	-	22

- **At goal:** OTP (EPA), Completed requests, service rating, app rating
- **Needs improvement:** OTP (HMB)



*Fewer than 1% of users have provided a rating

Provide Efficient and Sustainable Service

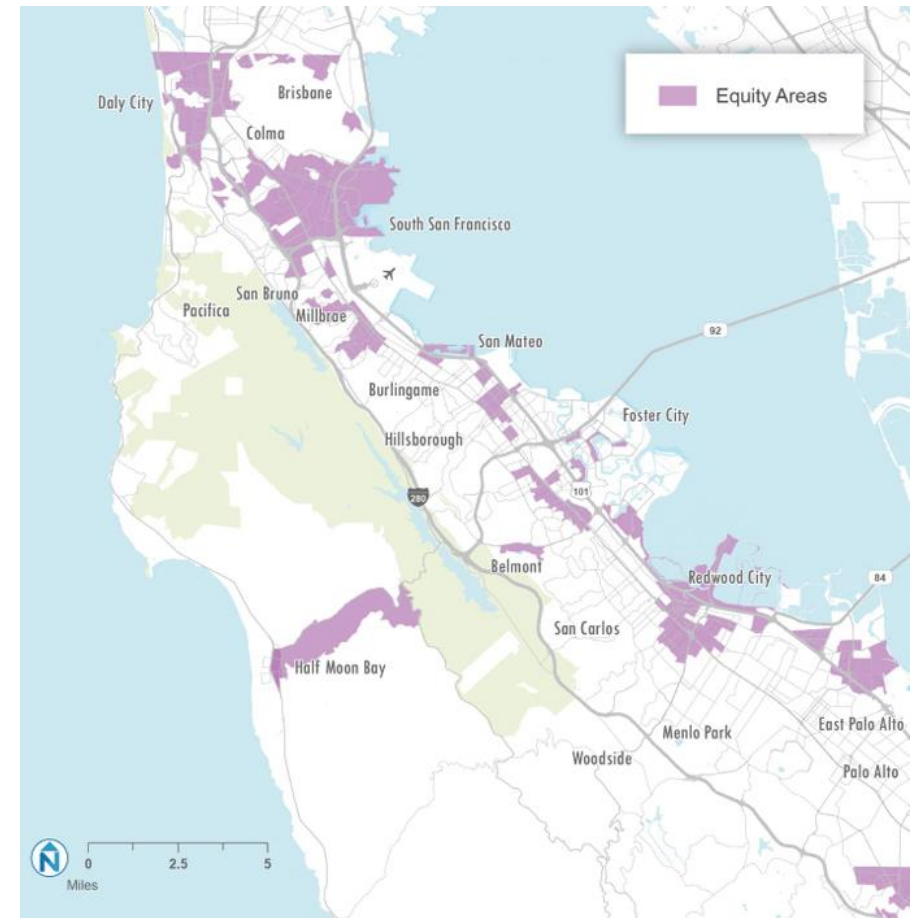
- Percent pooled trips
 - EPA: 5.73%
 - HMB: 9.93%
- Reduced single occupancy trips
 - Relies on user survey data; user survey planned for spring 2024.



Advance Equity

Equity impacts to be determined through an upcoming Ride Plus user survey.

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



Ride Plus Next Steps

- Fare collection will begin February 11
 - May affect ridership and other metrics
- User surveys planned for Spring 2024
- Taking rider input on service continuously, consider opportunities to refine service based on community input
- Will return with a one-year evaluation update





Thank You

