San Mateo County
TRANSIT DISTRICT



# Citizens Advisory Committee (CAC) May 29, 2024

Asiya Patel, Planner, SamTrans Strategic Planning Millie Tolleson, Director, SamTrans Planning



# Agenda

- Introduction: Background and purpose of the District Strategic Plan
- 2. Development Process: Key inputs into the District Strategic Plan
- **3. Draft Framework**: Draft Strategic Plan Framework and Action Plan
- **4. Tell Us What You Think:** Feedback requested
- 5. Next Steps: Next steps toward completing the project





# Recap: What is the District Strategic Plan?

### **Purpose**

- Align District's plans, programs, and services to achieve a common vision
- Guide Measure W Budget Investments and Capital Improvement Plan (CIP)

### Scope

- The District as a workplace and employer
- The District as a managing agency overseeing Shared
   Services
- SamTrans transit service and investments

### **Not Included**

Service vision or investments for Caltrain, Transportation Authority,
 Express Lanes Joint Powers Authority





## Strategic Plan Development Process

#### **Key Inputs**

- Travel trends analysis, partner and peer agency interviews
- Stakeholder and employee engagement

#### Initial Strategic Plan Framework

· Developed mission, vision, core values, goals based on key inputs

We are here

#### Action Plan Development (Objectives and Initiatives)

Mapped out specific action items

#### Finalize Framework and Action Plan

Stakeholder and public engagement

#### Prepare Draft and Finalize Strategic Plan

· Implementation, metrics, and monitoring

## Recap: CAC Feedback in January 2024

#### The CAC participated in a strategic assessment of SamTrans and the District

#### **Strengths**

- Ridership recovery
- Safe, clean, on time

#### Weaknesses

- HQ building is old
- Insufficient marketing

#### **Opportunities**

- ECR acts as a regional spine
- New technology (Clipper 2.0)

#### **Threats**

- Rideshare
- Perception of safety



# Summary of District Employee Engagement

# Employees shared their thoughts via:

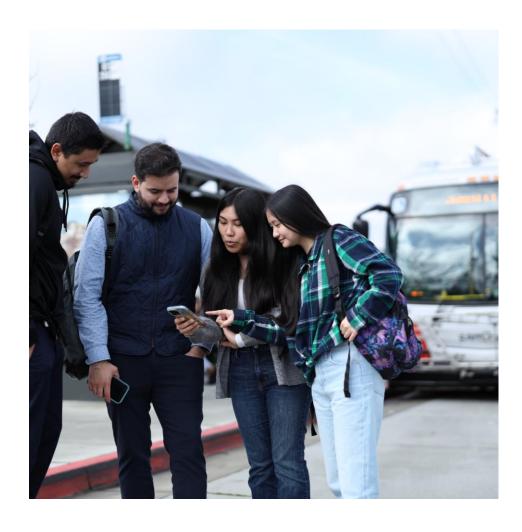
- In-depth survey (40% response);
- Two rounds of department interviews
- In-person events at north and south bases and central office
- Presentations at monthly meetings and townhall
- Listening sessions with bus operators and mechanics







## **SamTrans Customer Expectations**



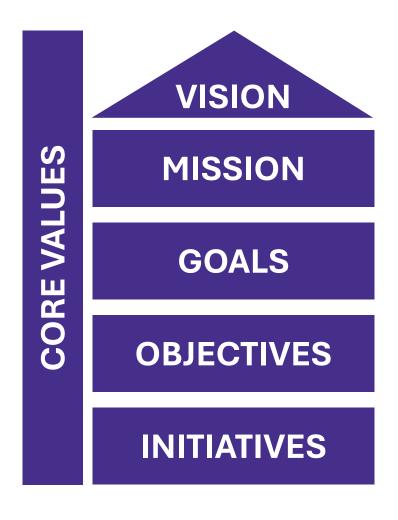
# **Customers Expect SamTrans to Improve Rider Experience**

- Build upon Reimagine
   SamTrans and the Bus Stop
   Improvement Plan (BSIP) to
   guide new projects
  - Improved connections
  - Real-time information
  - Faster service with fewer stops
  - Bus priority infrastructure
  - Improved stop amenities (seating, realtime info, lighting)





# **Strategic Plan Framework**





# District Strategic Plan Framework Vision and Mission

VISION **MISSION GOALS OBJECTIVES INITIATIVES** 

Vision

The District provides an exceptional mobility experience for the people and communities in San Mateo County.

**Mission** 

Working together to revolutionize mobility and create a more equitable and sustainable region.



## **District Strategic Plan: Core Values**



#### **Equity**

Delivering equitable access to opportunities for our communities and our employees to live and thrive

## Partnership

Building trust, exercising empathy, working as a team, and collaborating with external partners

#### **Excellence**

Committing to deliver high-quality service for our customers, invest in our employees, and secure our financial future

## Safety

Cultivating a culture of safety and wellbeing of our people and customers

#### **Innovation**

Demonstrating
eagerness and
support to try new
things, take
calculated risks, and
adapt to changing
conditions

#### Sustainability

Creating a
sustainable and
resilient
environmental future
for the agency and
people in the region



## **District Strategic Plan: Goals**



- **1** Better Mobility
- Outstanding Customer Experience
- **3** Employer of Choice
- 4 Leading Responsibly
- **5** Strong Management
- **6** Collective Efforts







# As we review the next few slides, think about...

- Which action items are most important to you?
- Which are the least important to you?
- Is anything missing?



## **Goal: Better Mobility**

Expand and invest in sustainable transportation options to better meet mobility needs, reduce emissions and improve equity.







## **Better Mobility Action Items**

### Improve and expand existing SamTrans services

- Improve transit service along Dumbarton and El Camino Real
- ☐ Improve transit access for key markets (e.g., equity priority areas, youth, seniors/veterans)
- Evaluate and refine on-demand transit service (RidePlus)
- Ensure high quality delivery of SamTrans services by investing and maintaining infrastructure



## **Better Mobility Action Items**

# Experiment with new service approaches and respond to changing transportation landscape

- Conduct a fare policy study to improve equity and customer experience (ex. potential for free youth fares)
- ☐ Undertake the next systemwide service analysis
- Improve SamTrans paratransit services through pilot programs
- □ Pilot a mobility wallet concept that provides Universal Basic Mobility



# Goal: Outstanding Customer Experience

Deliver a superior transit experience that captivates riders, fosters loyalty, and nurtures trust.











## **Customer Experience Action Items**

### Improve the transit and paratransit rider experience

- Improve real-time communication with riders (notifications of transit delays or problems)
- Provide high-quality real-time bus arrival information to customers (when the bus will arrive)
- Improve website, mobile app, and signage
- Work with stakeholders to implement transit priority and bus stop improvement projects
- Pilot the use of paid ambassadors to improve the customer experience



## **Customer Experience Action Items**

## **Build trust and boost rider loyalty**

- Create a rider rewards program
- Conduct regular rider surveys to collect data and communicate changes
- ☐ Implement a robust safety culture
- Respond to changing climate impacts to riders by providing mutual aid and free fares on key climate impact days



## What do you think of the Action Items?

- What stood out to you?
  - Which are most important?
- Which are the least important to you?
- Is anything missing?





## **Next Steps**

Spring 2024:

Stakeholder and Public Input

Fall 2024:

SamTrans Board Considers Adoption



Develop Draft District Strategic Plan



 $\frac{\textit{San Mateo County}}{\textit{TRANSIT DISTRICT}}$ 



### Thank you!

patela@samtrans.com tollesonm@samtrans.com

