

San Mateo County
TRANSIT DISTRICT



**STRATEGIC
PLAN**

**Citizens Advisory Committee (CAC)
May 29, 2024**

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



Agenda

1. **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



Introduction

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**





District Strategic Plan Development Process & Key Inputs

Strategic Plan Development Process



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



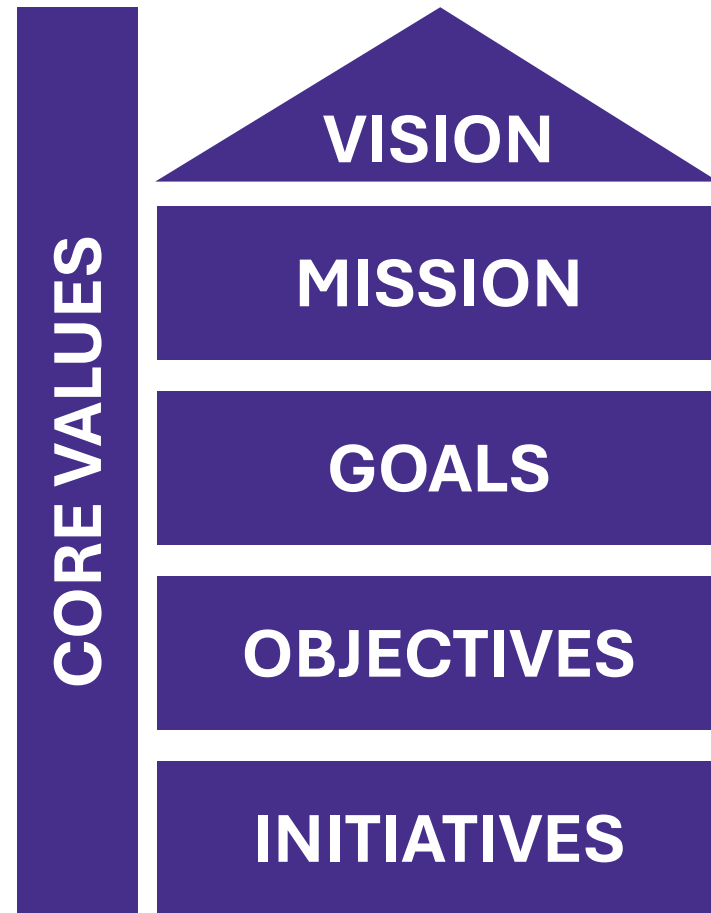
Customers Expect SamTrans to Improve Rider Experience

- 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, real-time info, lighting)



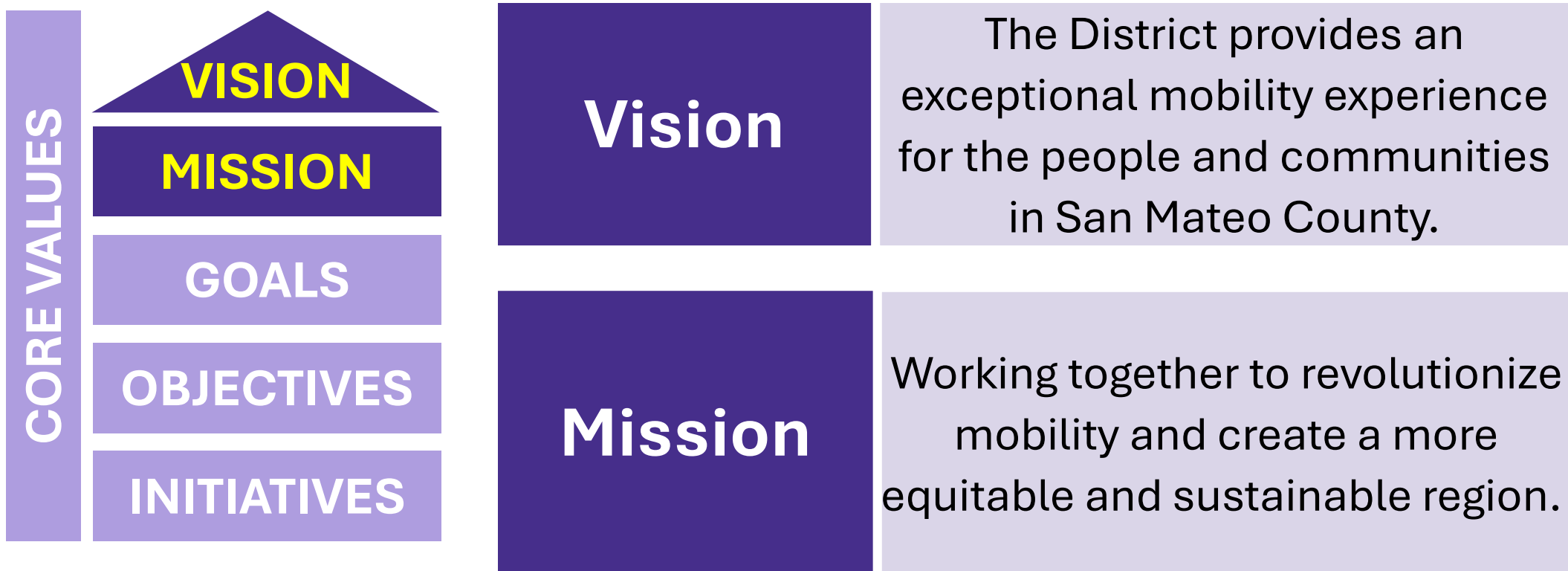
Overview: Draft District Strategic Plan Framework

Strategic Plan Framework



District Strategic Plan Framework

Vision and Mission



District Strategic Plan: Core Values



District Strategic Plan: Goals



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





**Tell Us What you
Think!**

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

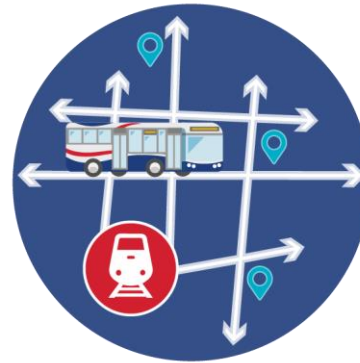
Experiment with new service approaches and respond to changing transportation landscape

- 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

Next Steps



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Thank you!

patela@samtrans.com

tollesonm@samtrans.com

