

The SamTrans logo is located in the top left corner. It consists of the word "samTrans" in a bold, black, sans-serif font. Below the text are two horizontal bars: a red one on top and a blue one on the bottom. The entire logo is enclosed in a white rectangular box with a thin black border. The background of the slide features a blue-tinted image of a bus and a map of the San Mateo area.

samTrans

SamTrans Fare Study Progress Update

**Board of Directors
April 4, 2018
SPDS Agenda Item #4**

Agenda

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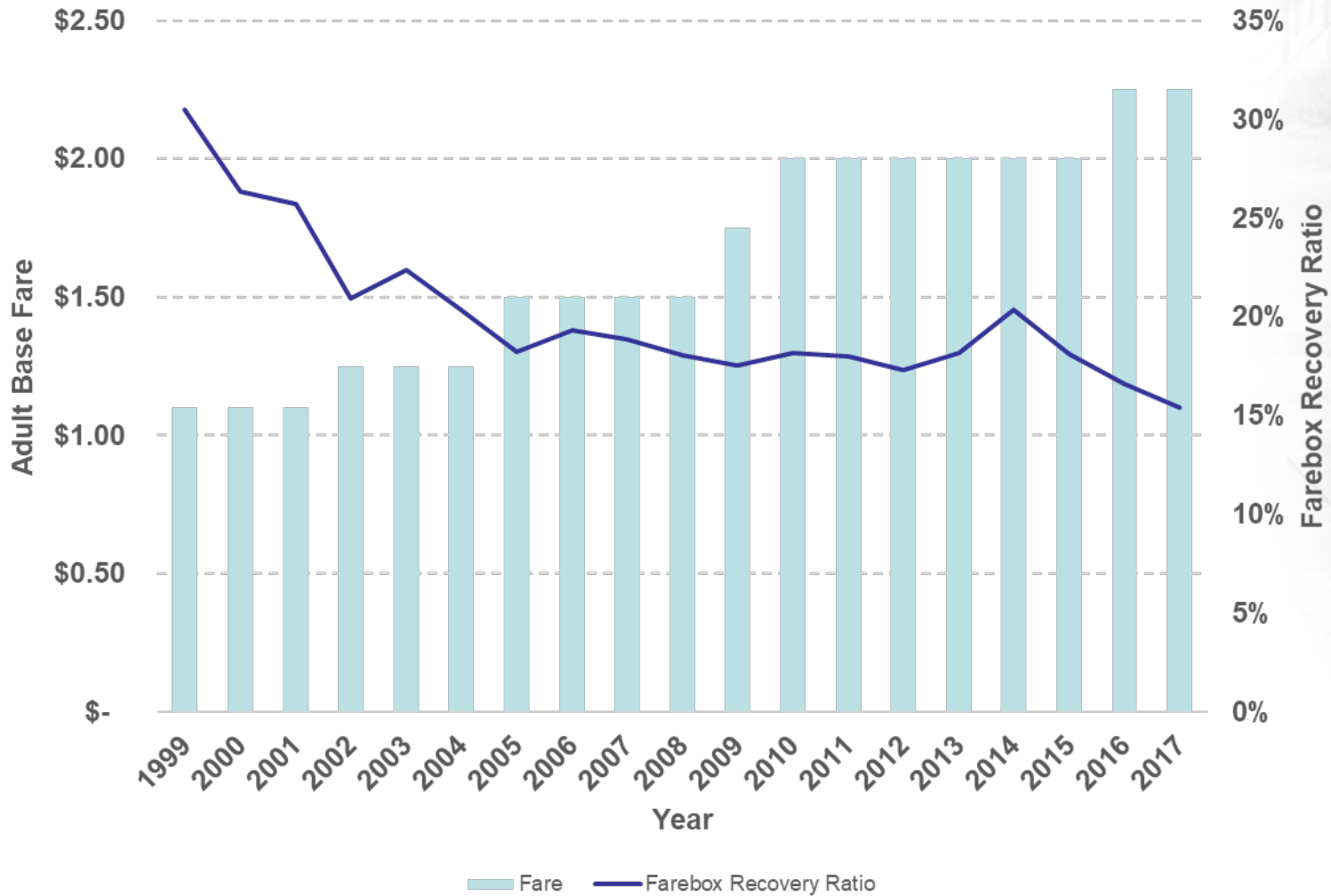
- Background
- Study Goals
- Methods
- Schedule
- Work Underway
- Look Ahead



- **District's strategic goals to improve revenue and farebox recovery.**
- **Constrained financial resources.**
- **No recent comprehensive fare analysis.**
- **Ongoing District efforts to simplify and streamline service.**



Background



Study purpose is to answer:

- **How do current SamTrans riders understand the existing fare structure?**
- **What are their impressions of the different fare products?**
- **How will changes in price affect their travel behavior?**



- **Recommend a fare structure that will:**
 - generate revenue
 - optimize relationship between ridership and revenue
 - be transparent, logical, and data-driven
 - be simple to understand, administer, and justify
- **Use the information and data gathered from the study to develop a fare policy for Board consideration and adoption.**

- **Survey (in person and online) will ask current riders how fare changes affect their travel behavior.**
- **Survey results will be used to create an elasticity of demand model.**
- **Elasticity model based on survey results will be used to evaluate fare structure concepts.**

- **April 2018: Survey fieldwork**
- **April – June 2018: Fare elasticity modeling**
- **Summer 2018: Draft and Final Report**

- **Finalized Existing Conditions document – historical fare prices, ridership, etc.**
- **Established project website on SamTrans.com**
 - http://www.samtrans.com/Planning/Planning_and_Research/SamTrans_Fare_Study.html

- **Finalizing survey instrument and preparation/logistics for survey fieldwork.**
 - **Sampling plan – 11 routes which constitute approximately 70% of system ridership; demographics of ridership on these routes are representative of overall SamTrans ridership (per 2015 Triennial Survey).**
 - **Consultant team will hire and manage temporary survey staff for in-person fieldwork.**



- **On-board survey begins second week of April.**
- **Elasticity Modeling: April to early Summer.**
- **Staff will return to the Board with an update in early Summer.**
- **Board review of draft recommendations and final adoption in late summer/early fall.**