



# SamTrans Business Plan Update May 2018



## Core Principles:

- 1. Sustain and enhance services for the transit-dependent**
- 2. Expand and innovate mobility services**
- 3. Promote programs that relieve traffic congestion**

**Breakout of initiatives into three categories:**

- 1) Currently Underway**
- 2) Planned; Future Funding Required**
- 3) Future Initiative**



## Initiative #1: Completion/Implementation of the Senior Mobility Plan

- **Currently underway; completion in Summer 2018**
- **Strategies: Pilot Taxi Voucher Program; Mobility Manager; One-Click Website**
- **Performance Metrics: ↓ Paratransit Ridership; ↓ Cost per Passenger on Paratransit; ↑ Senior Ridership; ↑ Travel Training Utilization; ↑ Customer Awareness**

## Initiative #2: Implementation of the Youth Mobility Plan

- **Currently underway; Plan finalized in August 2017**
- **Youth Mobility Coordinator hired January 2018; Outreach to schools, newsletter, events**
- **Performance Metrics: ↑ Youth ridership; ↑ customer awareness; ↑ attendance at events; ↑ ambassador program participation; ↑ newsletter click-through**

## Initiative #3: Bus Stop Improvements

- **Planned; Future Funding Required**
- **Comprehensive analysis of signage and wayfinding; Framework to identify bus stop access issues and prioritize improvements**
- **Performance Metrics: ↑ Customer awareness; ↓ complaints; ↑ bus stops improved**

## Initiative #4: Expand Way2Go Pass to Colleges

- **Planned; Future Funding Required**
- **Recommendation from Youth Mobility Plan**
- **Fare Study will analyze current Way2Go pricing**
- **Staff have begun conversations with College of San Mateo**
- **Performance Metrics: ↑ Number of colleges with Way2Go Pass; ↑ utilization of pass**

## Initiative #5: UC Davis ITS Partnership

- **Currently Underway; Agreement signed April 2018**
- **Two tasks:**
  - **Paratransit Efficiency Assessment: Examine current business model (booking, dispatch, etc.)**
  - **Microtransit Feasibility Study: Identify model to fulfill needs (agency-operated vs. private partnership)**
- **Performance Measures: ↓ Cost per paratransit trip; ↑ microtransit ridership**



## Initiative #6: Mobile Ticketing and Real Time Application

- **Currently Underway**
- **Contract awarded April 2018; Application launch in September 2018**
  - Real time trip planning
  - Mobile tickets
- **Performance Measures: ↑ # of mobile tickets purchased; ↑ customer feedback; ↓ Call Center call volume**

## Initiative #7: Microtransit Pilot

- **Planned; Future Funding Required**
- **Launch expected in Fall 2018 subject to Board approval of funding**
- **Performance Measures: ↑ # of rides taken on Microtransit pilot; ↓ cost per passenger trip on Microtransit**

## Initiative #8: Wi-Fi on Buses

- Planned with future bus procurements
- Currently testing proof of concept
- Newest 55-articulated buses and 10-battery electric buses will have Wi-Fi
- Performance Measures: ↑ # of buses with Wi-Fi; ↑ Wi-Fi utilization by passengers; ↑ % of passenger with access to Wi-Fi

## Initiative #9: Modernize the SamTrans Website

- **Planned; Future Funding Required**
- **Website developer hired to manage development of new website**
- **Performance Measures: ↑ # of website visits; ↓ Call Center call volume**

## Initiative #10: Electrification of Bus Fleet and Infrastructure

- Underway and Planned; Future Funding Required
- 10-40' battery electric Proterra buses to arrive in late 2018/early 2019
- Opportunity for additional electric buses with express bus service and bus replacement in 2021
- Performance Measures: ↑ # of vehicle miles via electric buses; ↓ energy/fuel costs

## Initiative #11: Transportation Network Company (TNC) Pilot

- **Planned; Future Funding Required**
- **Exploring opportunities in FY19**
- **Targeting incorporation into Taxicab Voucher Pilot and/or Mobile Ticketing Application**
- **Performance Measures: ↑ # of first/last mile trips taken on TNCs; ↓ cost per passenger**

## Initiative #12: Express Bus Services

- **Planned; Future Funding Required**
- **Express Bus Study will be complete in Fall 2018**
- **Recommendations for a network of express bus services to operate with and without the managed lanes**
- **Performance Measures: ↑ # of rides taken on express bus; ↑ VMT reduction**

## Initiative #13: Dumbarton Corridor Improvements

- Underway
- Dumbarton Study finalized in 2017; currently pursuing public private partnership to advance recommendations in the study
- Performance Measures: Determine feasibility of partnership; advance recommendations; initiate service



## Initiative #14: Complete and Implement the Coastside Study

- **Planned; Future Funding Required**
- **Draft Coastside Study completed; Final study for approval in Summer 2018**
- **Some recommendations implemented already**
- **Performance Measures: ↑ Ridership on Route 118; ↑ utilization of Linda Mar P&R**

## Initiative #15: Rapid ECR Service

- **Currently Underway**
- **Pilot ECR Rapid Service rollout Summer 2018**
- **ECR Transit Signal Priority (TSP) project underway; operational by 2021**
- **Performance Measures: ↑ # of trips taken on ECR and ECR Rapid; ↑ OTP; ↑ Run-time savings post TSP**

## Initiative #16: Countywide Shuttle Study

- Future Initiative
- Opportunity to evaluate shuttle performance and network; coordination with Commute.org
- High-level service concepts to simplify shuttle operations in the County
- Performance Measures: ↑ # of trips taken on shuttles; ↑ # of shuttle routes; ↑ VMT reduction; ↑ integration into route network

- **Receive comments and feedback from Board in May**
- **Finalize Study in June**

