

The logo for samTrans, featuring the text "samTrans" in a bold, sans-serif font. The "a" and "m" are lowercase, while "T" and "r" are uppercase. Below the text are two horizontal bars: a red one on top and a blue one on the bottom.

SamTrans Service Plan

June 8, 2011

Overview

The logo for samTrans, featuring the text "samTrans" in a bold, sans-serif font. The "a" and "m" are lowercase, while "T" and "r" are uppercase. Below the text are two horizontal bars: a red one on top and a blue one on the bottom.

- **Background**
- **Purpose**
- **Process**
- **Guiding Principles**
- **Next Steps**

Background

SamTrans Service Network: Past and Present



1998



Bus Improvement Plan

samTrans

- **Bus Improvement Plan (1998) looked to restructure the SamTrans network**
 - Less emphasis on geographic coverage
 - More connection to rail



samTrans

Purpose



Purpose

samTrans

- Key initiative identified in SamTrans Strategic Plan (Comprehensive Operations Analysis)
- In-depth study of fixed-route bus system
 - Understand existing bus services
 - Assess efficiency
 - Identify areas for improvement
 - Identify new markets for future growth
 - Evaluate current and future resource constraints and/or opportunities
 - Engage and learn from stakeholders
- Local process to inform regional Transit Sustainability Plan

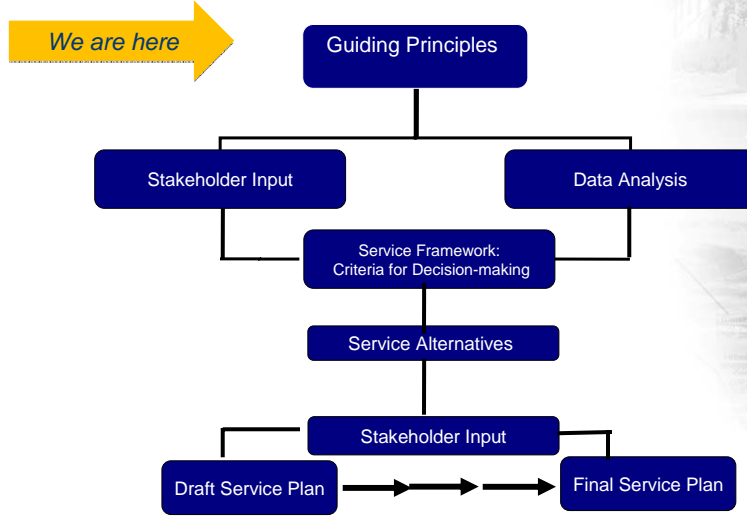


Process

samTrans



Process



Guiding Principles



Role of Guiding Principles

samTrans

- **Provides context for SSP data analysis**
 - Market and service data review will be guided by these principles
- **Focuses public involvement**
 - Frames the project discussion for public outreach process
- **Refined to become a set of criteria for decision-making**

Guiding Principle Themes

samTrans

- **Grounded in the focus areas of the board-adopted Strategic Plan**
- **Emphasis on:**
 - Service
 - Customers
 - Service Markets
 - Financial Stability
 - Integrated Planning

Guiding Principles - Service

samTrans

Service: How we deliver service to our customers

- Increase service frequency where demand warrants it
- Design routes to respond to market demand
- Maintain service quality, particularly safety, along with any service modifications

Guiding Principles – Customer Focus

samTrans

Customer Focus: The customer experience

- Deliver quality service that maximizes the customer experience
- Retain current and attract new riders

Guiding Principles – Service Markets

samTrans

Service Markets: To whom and where we deliver our services

- Maintain core services to markets that serve transit dependent populations, seniors and the disabled
- Provide service to meet needs of discretionary travelers
- Explore alternative mobility options

Guiding Principles – Financial Stability

samTrans

Financial Stability: How we fund service delivery

- Maximize available resources to ensure service delivery over the long term
- Maximize efficiency while maintaining high quality service
- Identify potential future funding



Integrated Planning: How our service influences, coordinates and responds to land use decisions

- Link transit service planning with land use planning
- Support regional sustainability strategies that strengthen integrated planning to achieve climate protection goals
- Capture environmental benefits by supporting the development of “livable” and sustainable communities



Next Steps

Next Steps

samTrans

- **Data Analysis** (Summer 2011)
 - Market Analysis
 - Service Analysis
- **Stakeholder Outreach** (July 2011)
- **Service Alternatives** (September 2011)
 - Framework & Criteria
- **Stakeholder Outreach** (September 2011)
- **Draft Service Plan** (December 2011)
- **Board-adopted Plan** (February 2012)