

# SamTrans Service Plan Progress Update

Board of Directors  
August 7, 2013

San Mateo



## Project Background



- **Two-year development process**
  - 40 meetings with public and policy makers
  - Received more than 1,800 comments
- **Adopted May 1**
- **Transitioned to implementation phase**
  - More than 200 individual tasks
  - Weekly meetings of multi-disciplinary team
  - Regular updates to Executive Oversight Committee

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## Timeline

- **Two-phase Implementation**
  - More manageable
  - Build support for second phase
  - Improve ridership early
  - Take time to inform customers

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## Phase 1: Aug. 11, 2013

- **Expand Route ECR to weekdays**
  - Consolidate Routes 390 and 391
  - Service every 15 minutes
  - Common terminals
  - Improve service south of Redwood City
- **Renumber school-day only trips**
  - Consolidate Routes 35 and 36
  - Create eight new routes from trips currently operated as part of deviated regular routes
  - Split confusing routes with multiple deviations into individual routes

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## Phase 2: Jan. 26, 2014



- **Implement the rest of the SSP**
  - Increase service along key corridors
  - Adjust alignments to better serve communities
  - Eliminate or curtail under-performing routes
  - Introduce pilot services in San Carlos & Pacifica
  - Improve connections throughout the county
- **Reduce price of Day Pass** [Public hearing 9/4/13]
  - SSP will require some passengers to transfer more often
  - Mitigate burden on passengers and promote ridership

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## Pre-launch Awareness



- **Website**
  - Upcoming service changes section
  - School changes section
- **School outreach**
  - Initial contact to inform schools of upcoming changes
  - Packets with maps and timetables sent to schools
- **Informed partner agencies**
- **Noticed placed at effected bus stops**
- **Training for bus operators and customer service representatives**
- **Onboard notices and announcements**

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## Pre-launch Awareness



The screenshot shows the samTrans website interface. At the top, there is a navigation bar with links for 'home', 'site map', 'bids/contracts', 'jobs', and 'contact'. Below this is a main menu with categories: 'Schedules & Maps', 'Fares', 'Rider Information', 'Accessibility', 'Planning', and 'About SamTrans'. The 'Schedules & Maps' menu is expanded, showing options like 'Upcoming Changes', 'Timetables', 'Maps', 'Mobile Schedules', 'Trip Planners', and 'Shuttles'. The main content area features a large image of a bus with 'WELCOME ABOARD' on the destination sign. To the right, there is a 'NEWS' section with tweets and Instagram posts from the week of 7-19. Below the news is a 'QUICK LINKS' section with links to various calendars and accessibility information. At the bottom, there are several small images and icons representing different services like 'Accessibility', 'How to Ride', 'Service Plan', 'Transit Fun Guide', and 'Clipper Card'.

## Phase 1 Launch Day

- **Ambassadors at key transit centers**
  - South San Francisco & San Bruno BART
  - Redwood City Caltrain
  - Daly City (BART and Mission/Evergreen)
- **Bus operators ensure customers board correct bus**
- **Operations staff in the field**
  - Monitor program performance
  - Correct operational issues
  - Provide information to customers

## Major Tasks for January

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- Finalize trip and operator schedules
- Conduct training
- Update bus stop signs, destination signs and onboard announcements
- Prepare customer communications and publications
- Monitor performance of August adjustments

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## Performance Monitoring

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SSP performance measures relate to three primary goals:

- Stabilize and Grow Ridership
- Improve Service Quality
- Improve System Efficiency

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## Performance Monitoring

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Develop and report on comprehensive service metrics:

- Ridership by route and system
- On-time performance
- Scheduling efficiency
- Consistent with MTC TSP goals as well as FY2014 Budget