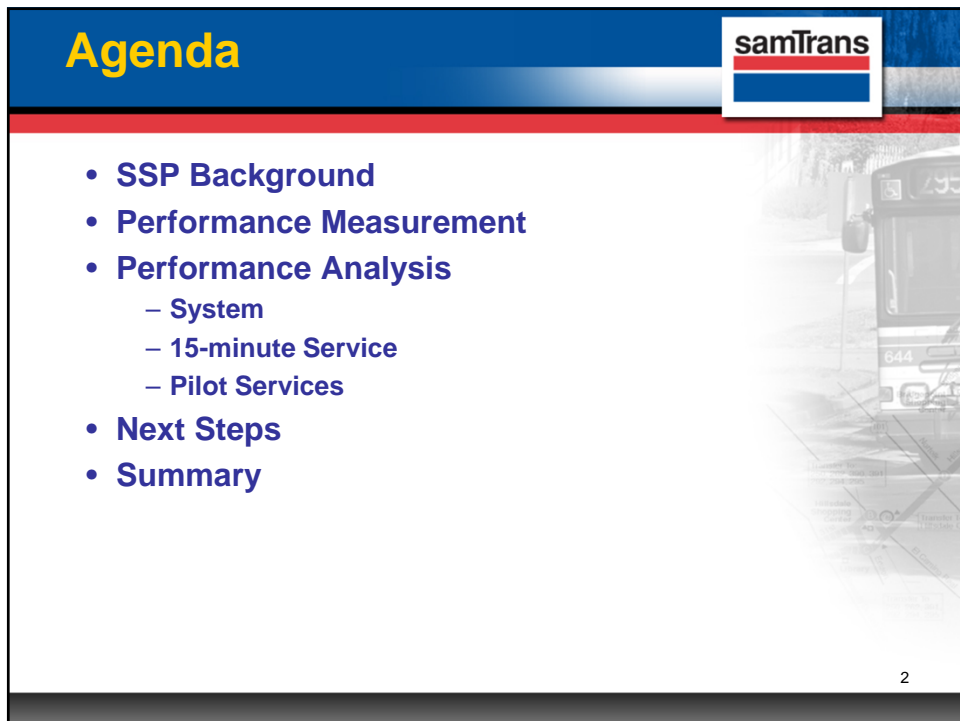



SamTrans Service Plan Progress Update

Board of Directors
June 4, 2014

Agenda



- SSP Background
- Performance Measurement
- Performance Analysis
 - System
 - 15-minute Service
 - Pilot Services
- Next Steps
- Summary

2

Project Background

Second phase of implementation launched January 26

- 14 new routes
- Frequency changes to 12 routes
- Alignment changes to 12 routes
- Elimination of 5 routes
- Two new pilot services
- Adjustments of some kind to every route

3

Performance Measurement

On-time Performance Ridership Passengers/Hour Cost/Passenger

Improve Quality Grow Ridership Increase Efficiency

4

Performance Measurement



Purpose of metrics:

- Do data-driven recommendations translate to real-world results?
- Does enhancing frequency pay off?
- Are customers willing/able to transfer between routes?
- Are pilot services achieving their goals?
- Where are growth markets?
- What changes fell flat?

5

Performance Measurement



What happens if a route doesn't meet goals?

- Performance standards act as triggers
- Initiates in-depth analysis of cause and possible solutions
- No predetermined outcome for poor performers

What happens if a route exceeds goals?

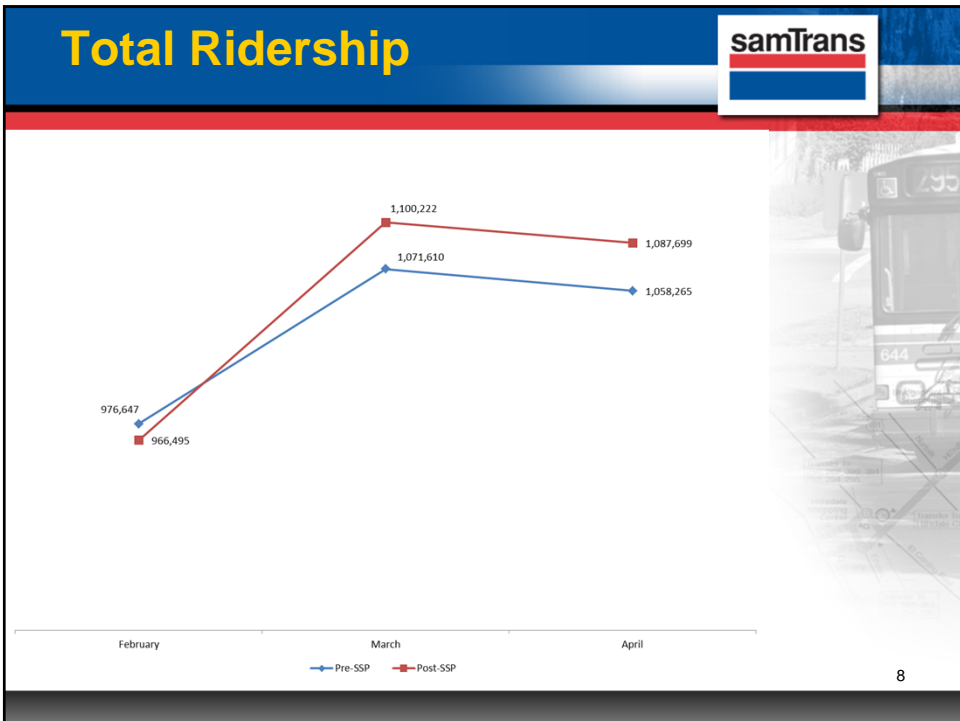
- What did we do right?
- Can we replicate it elsewhere?
- Should we enhance service?

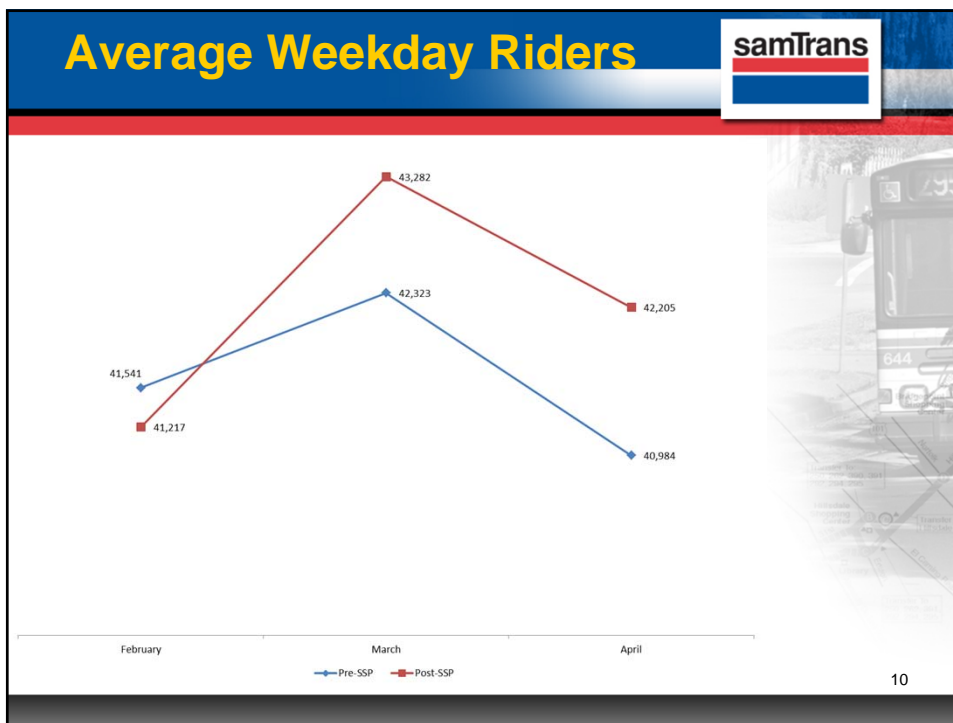
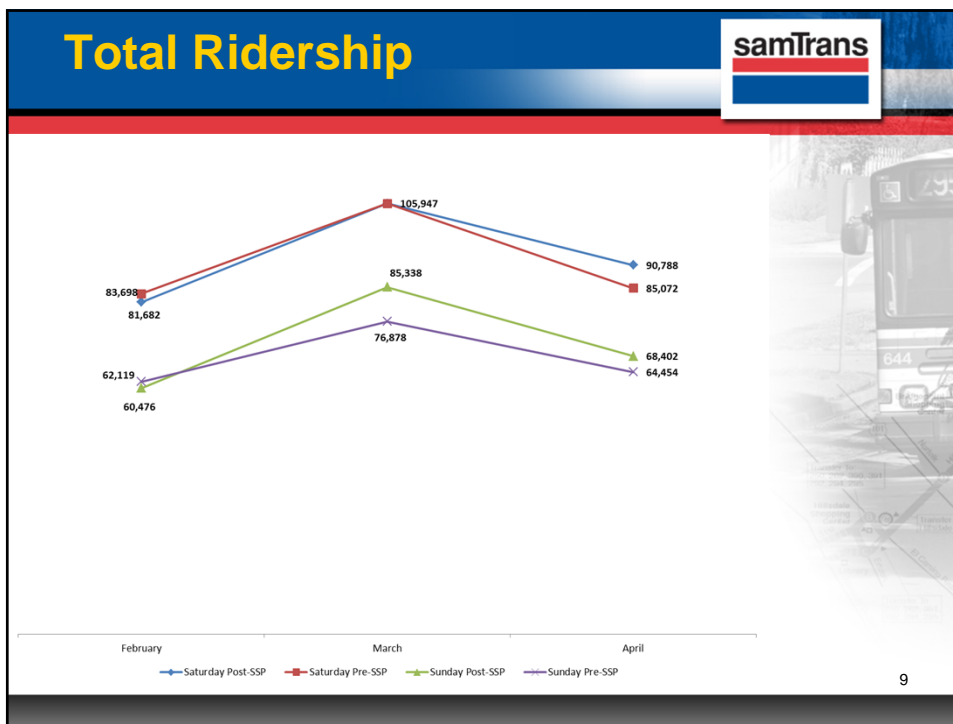
6

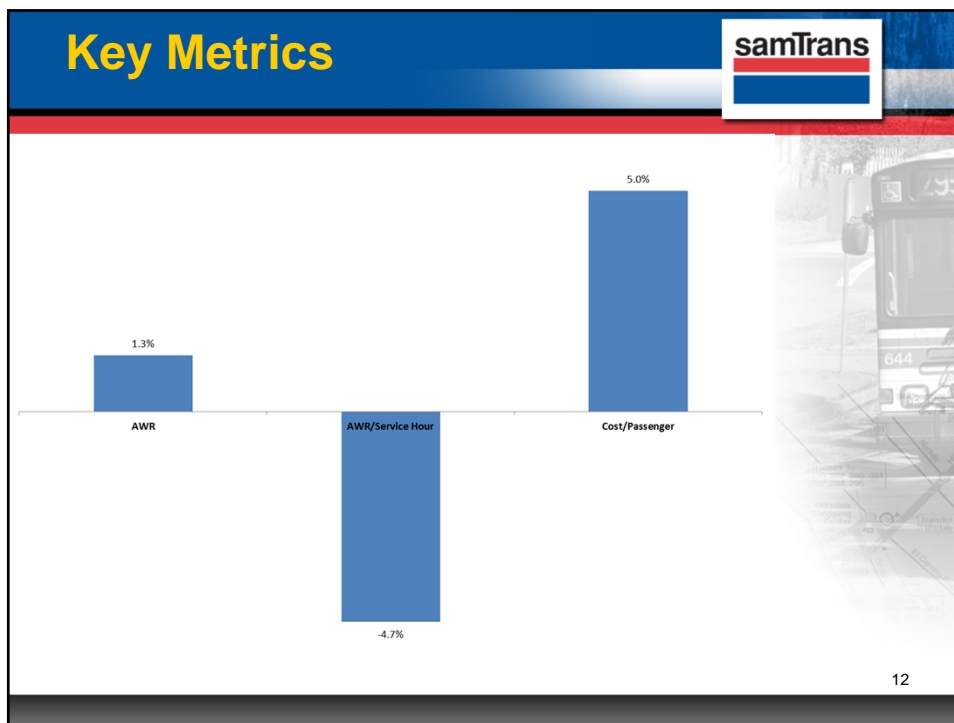
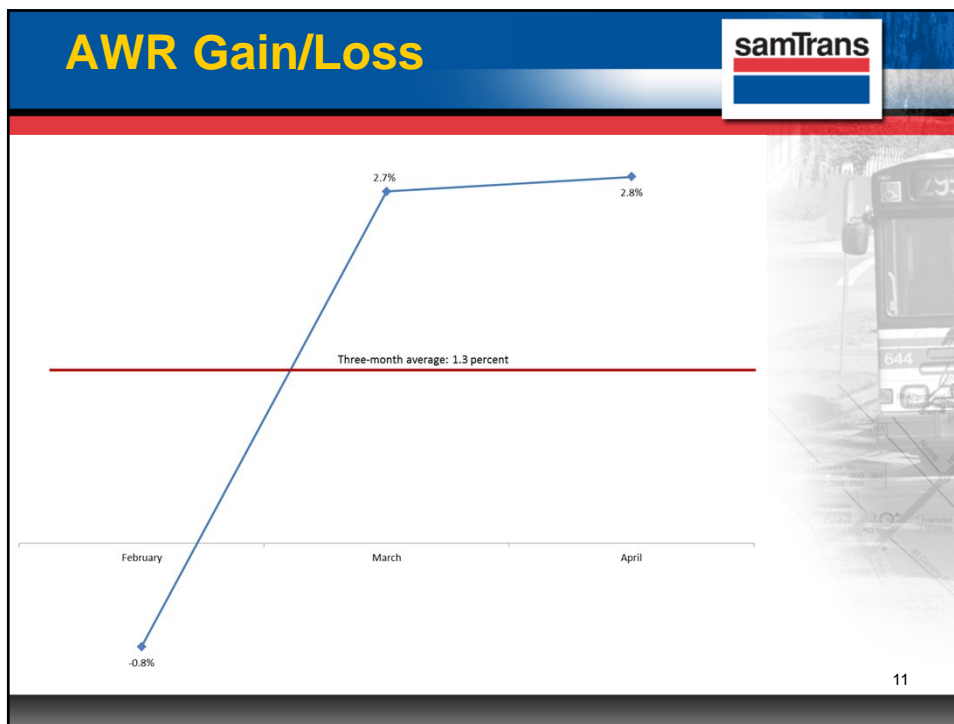
Three-month Summary

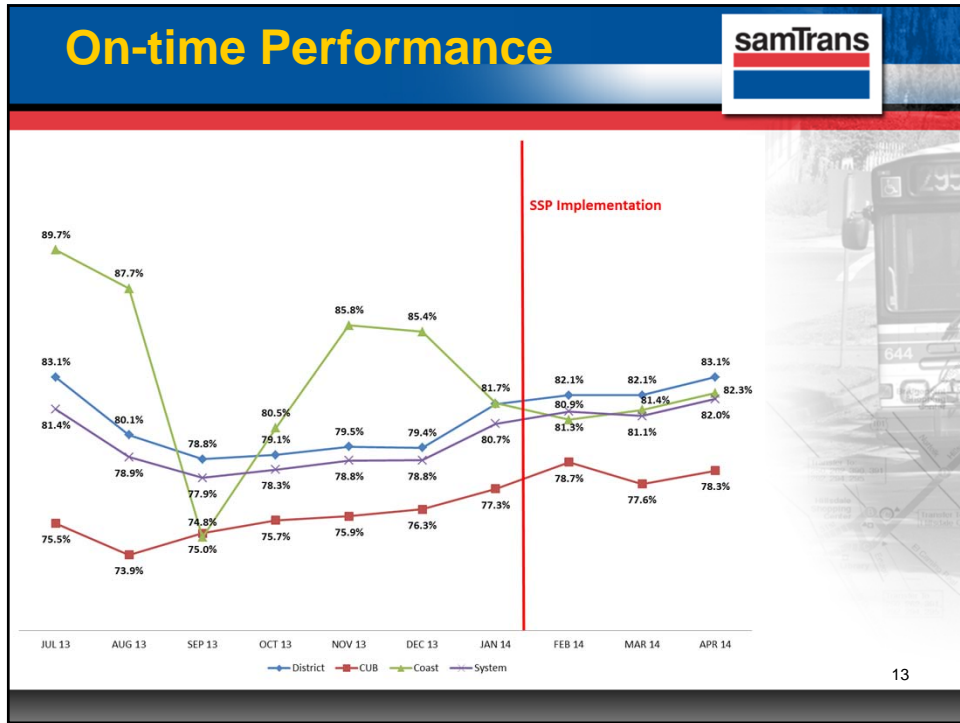
- **Total Ridership: Up 1.5 percent**
 - Day Pass usage more than doubled
- **Average Weekday Ridership: up 1.3 percent**
 - Saturday ridership up 1.3 percent
 - Sunday ridership up 5.3 percent
- **Passengers/Service Hour: down 4.7 percent**
- **Operating Cost/Passenger: up 5.0 percent**
 - Some add-backs following adoption
 - Plan recommendations versus operational reality
 - Enhancements outside of SSP recommendations
 - Continued ridership growth will yield improvement
- **On-time Performance: up 3.2 percent**

7





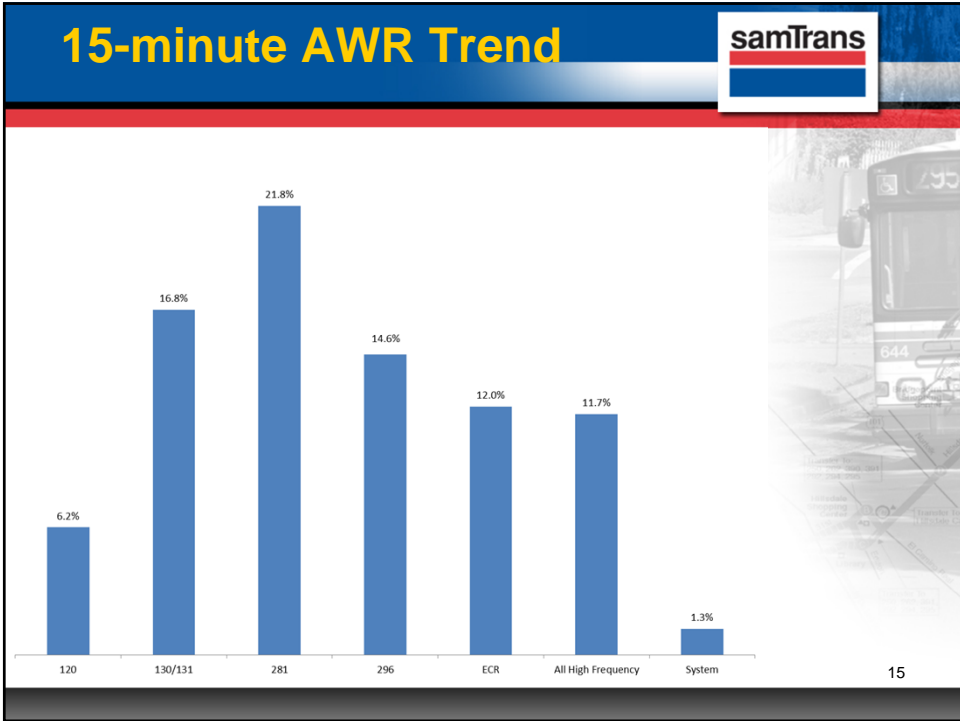




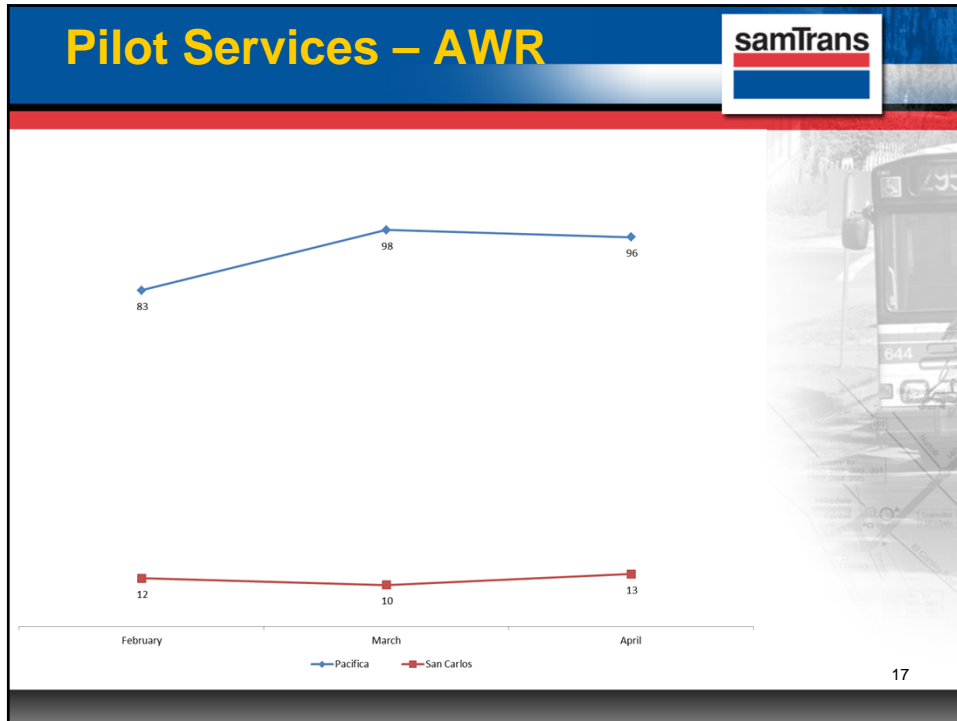
15-minute Service

- 15-minute service along key corridors
- Prime opportunities for ridership growth
 - Route 120
 - Route 130
 - Route 131
 - Route 281
 - Route 296
 - Route ECR
- Account for 2,400 new riders each weekday, potentially 650,000 additional riders/year.

14



- ### Pilot Services
- Key element of the SSP**
- Pacifica and San Carlos
 - New way of delivering service
 - Look beyond 40-foot bus
 - Tailored to meet community needs
 - Flexible, demand-based service
 - Evaluate to determine if appropriate for other communities
- 16



Next Steps

Service Changes June 15

- FLX Pacifica will start one hour earlier, end one hour later
- FLX San Carlos will serve RWC Caltrain, add stops
- Saturday service on Route 270
- Running time adjustments on Route 292 in SF
- Route 294 will serve senior housing facility on Main St.
- KX will have earlier a.m. and later p.m. service
- Other schedule adjustments

18

Summary

samTrans

- **System-wide ridership is increasing**
 - Driven by 15-minute service
- **Initial drop in productivity and cost-effectiveness**
 - Ridership increases should result in improvements over next 9-12 months
- **Customers are getting used to changes to local service**
- **Use of Day Pass has increased significantly, customers are transferring more often**
- **FLX Pacifica is very successful**
- **Staff has identified improvements for FLX San Carlos in June**

19

Discussion

samTrans

Comments/Questions?

20