



# Growing Bus Ridership in the 21<sup>st</sup> Century

Board of Directors Study Session  
October 11, 2016

## SamTrans Peak Service



- Ridership peaked in 1981 (80,000 AWR)
- County's population
  - 587,329 then
  - 765,000 in 2015
- Since 1981
  - Population up 30%
  - Traffic volumes up 31%
  - Ridership down 48%



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## What Not to Do

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- Pretend it's 1981
- Focus on choice riders
- Abandon core demographic
- Assume we can plan our way out of fiscal crisis



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## Key Challenge

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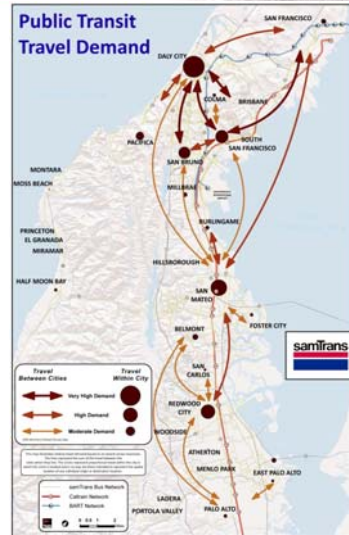
Execute core mission with fiscal challenges in mind

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## Travel Markets



- **By geography**
- **By demographic**
  - Youth
  - Seniors
  - Adults
- **By type**
  - Long distance
  - Community vs. commuter



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## Ridership Initiatives



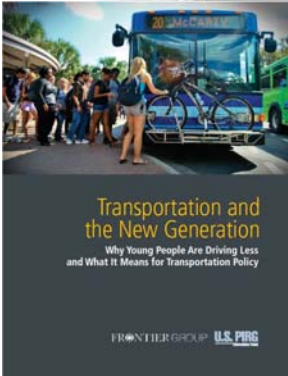
- **Youth Mobility Plan**
- **Senior Mobility Plan**
- **El Camino Real Rapid Bus**
- **US-101 Express Buses**
- **Coastside Express Buses**
- **Other markets**
  - SFO
  - Dumbarton corridor

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## Focus on Youth Market




- Last decade, driving down 23% to 7,900 miles/year (16-24)
- From 2001-2009, those in households with \$70,000+ annual income increased use of public transit by 100%
- Concerns
  - Bell times during peak hours
  - 51% lower fare than adults



9 Source: Transportation and the New Generation; Why Young People are Driving Less and What it Means for Transportation Policy, April 2012, the Frontier Group.

## Focus on Senior Market



### What Community Amenities Do Older Adults Want Close to Home?


We asked older adults what amenities they want close to home. Access to transportation, food, and green space top the list. These are among the many community indicators that we are measuring as part of the Livability Index project. Find out more about our livability research and the development of our index here: [www.aarp.org/livability/](http://www.aarp.org/livability/)

% endorsed within 1 mile or less

Bus Stop	50%
Grocery Store	47%
Park	42%
Pharmacy / Drug Store	42%
Hospital	29%
Church / Religious	29%
Train / Subway	23%
Big Box Store	18%
Entertainment	16%
Mall (shopping)	13%

Source: AARP Public Policy Institute

GRAPHIC: AARP Digital Design

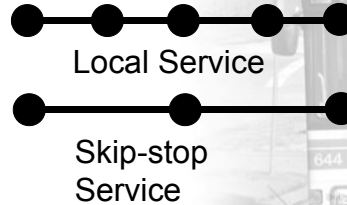


10 Source: Transportation and the New Generation; Why Young People are Driving Less and What it Means for Transportation Policy, April 2012, the Frontier Group.

## El Camino Real Rapid Bus



- **Impact of Overlay Rapid**
  - Ridership grows 19-34%
  - Operating costs up 34-59%
- **Impact of Hybrid Route**
  - Ridership up 6-35%
  - Operating costs up 8-51%
  - Capital costs potentially minimal



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## US-101 Express Buses



- **Issues**
  - Carpool or managed lanes critical
  - Park-n-ride lots needed
  - Operating costs substantial
- **Key policy questions**
  - Increase service to SF, Santa Clara counties?
  - Premium fares?
  - Who operates service?

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## Coastside Express Buses

The samTrans logo consists of the word "samTrans" in a sans-serif font, with "sam" in blue and "Trans" in white. Below the text is a horizontal bar with a blue top section and a red bottom section.

- **Connect to Daly City and Colma BART?**
- **What about Routes 110, 112, 118, 120?**

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## Other Opportunities

The samTrans logo consists of the word "samTrans" in a sans-serif font, with "sam" in blue and "Trans" in white. Below the text is a horizontal bar with a blue top section and a red bottom section.

- **SFO Airporter**
  - Last mile between Millbrae and SFO
  - Poorly served from the south
  - Substantial employee market
- **Dumbarton Corridor**
  - SamTrans-owned right-of-way
  - Potential Bus Rapid Transit and/or rail service

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## Next Steps

The logo for samTrans, featuring the text "samTrans" in a sans-serif font with a red and blue horizontal bar below it.

- **Work with Board through Strategic Vision process to redefine public bus transit for the 21<sup>st</sup> century**