

Covid-19 Scenario Planning: Service Plan for August 2020

SamTrans Board of Directors

July 8, 2020

Agenda

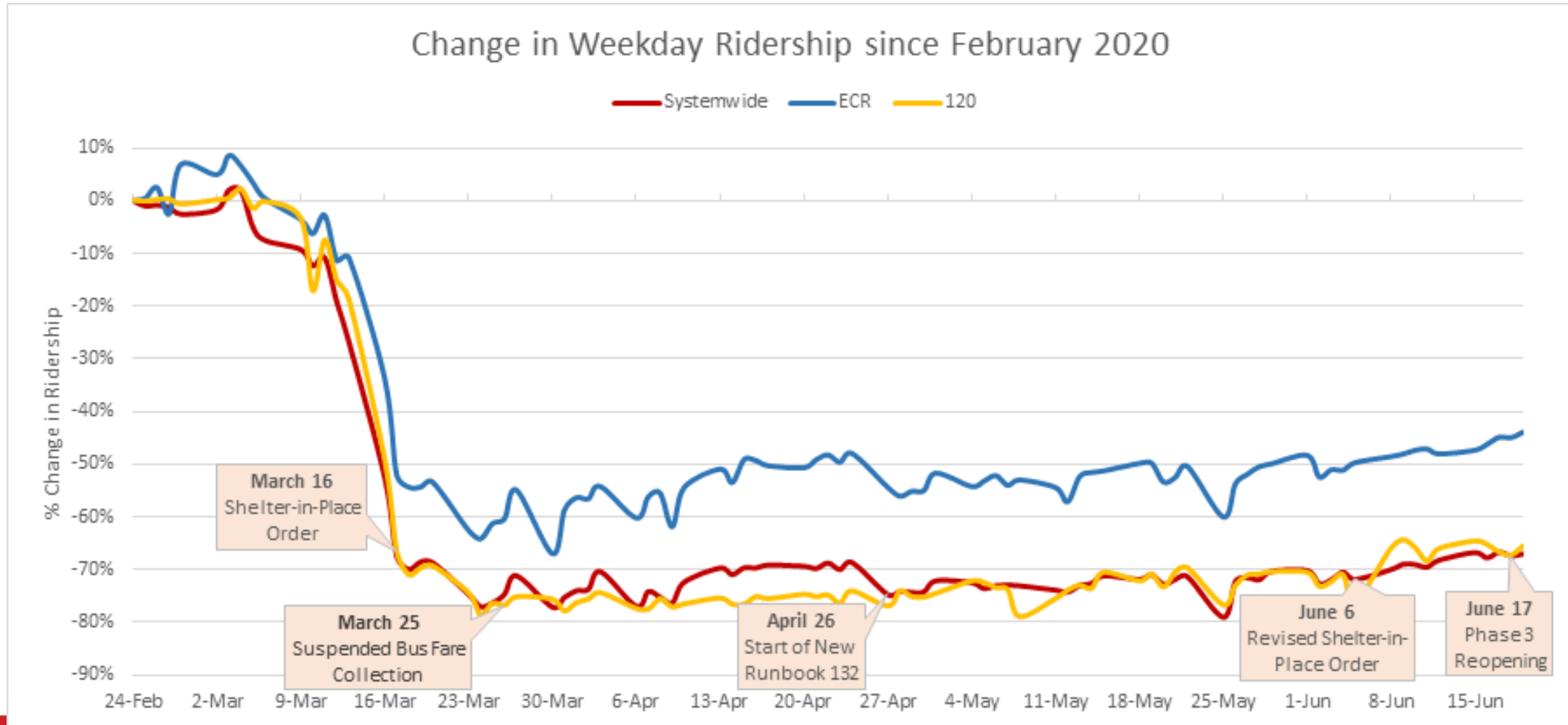
- Scenario Planning
 - Scenarios
 - Ridership and demand
 - Fares and on-board capacity assumptions
- Planning for August Service Changes
 - Local route service changes
 - Planning for unknowns in school service
- Marketing and Communications
 - Recognizing our employees and inviting riders back to transit

Possible External Scenarios

	20-May	20-Jun	20-Jul	20-Aug	20-Sep	20-Oct	20-Nov	20-Dec	21-Jan	21-Feb	21-Mar	21-Apr	21-May	21-Jun
Scenario 1: Quickest Recovering														
<i>Stay at Home Order Stage</i>	Stage 1	Stage 2	Stage 3						Stage 4					
Scenario 1A: School Operate Normal Schedules				As normal										
Scenario 1B: Abnormal School Operations				Staggered arrival, half day, or rotations					Pre-Covid					
Scenario 2: Longer Physical Distancing, Slower Burn of the Virus														
<i>Stay at Home Order Stage</i>	Stage 1	Stage 2	Stage 3									Stage 4		
★ Scenario 2A: Abnormal School Operations				Staggered arrival, half day, or rotations					Pre-Covid					
★ Scenario 2B: No In-person School Instruction				No in-person school attendance in Fall					Staggered bell times, scheduling					
Scenario 3: Quick Reopening, Return of Covid-19 in the Fall														
<i>Stay at Home Order Stage</i>	Stage 1	Stage 2	Stage 3				Stage 1	Stage 2		Stage 3				
Scenario 3A: Abnormal School Operations				Staggered arrival, half day, or rotations					No in-person instruction					
Scenario 3B: No In-person School Instruction				No in-person school attendance										

★ Likely Scenario

Ridership and Demand



Ridership and Demand: Rider Survey

- SamTrans rider survey launched June 22
 - Survey to remain open until mid-July
 - Distributing via website, social media, email, electronic message board on bus, news release, community-based organizations
 - Will inform marketing, ridership projections and planning for service changes
- Other agencies around the region are launching similar surveys now
- Visit www.samtrans.com/covid19survey

Finance: Fare Collection Outlook

- Regional peer agencies are preparing to resume fare collection – many in August/September
- SamTrans key milestone: installing operator barriers
 - On track for completion in August
 - Could resume fare collection mid-August to September 1
 - To be determined by mid-July
 - Staff need one month to prepare

Operations: Physical Distancing & Max Loads

- We are learning more about the relationship between transit and Covid-19.
 - No evidence of major spread on transit
 - Critical is face coverings, ventilation, proper cleaning
- Many peer agencies in region are accepting higher max loads
- Coordinating with transit agencies around region on consistent capacity restrictions and mask requirements

Regional Blue Ribbon Task Force

- SamTrans actively participating in staff and executive-level coordination efforts
 - Surveying
 - Regional marketing campaign
 - Fare collection
 - Service planning and service restoration
 - Regional coordination opportunities
 - On-board physical distancing and other public health guidelines

Ongoing Scenario Planning Work

- Staff continue to coordinate on:
 - Ridership and demand
 - Financial outlook, including sales tax projections
 - Operations and workforce
- What are the critical uncertainties in these categories?
And how do different outcomes change our direction and decisions moving forward?

Service Plan Options for August

Service Planning Principles for August

- Baseline objectives and assumptions:
 - Achieve a 35% extraboard, less may lead to DNOs (pre-Covid: 25%)
 - Assume an increase in bus load capacity consistent with other transit operators in the region, with mask requirement and barriers in place
 - Assume steady pace of operator training and availability in order to address attrition
 - Restore pre-Covid service on routes with consistent heavy passenger loads and use of standby buses
 - ECR, 17, 110, 112, 120, 122, 130, 141, 280, 281, 292, 296, 397, 398, FLX Pacifica

Service Planning for Schools

School plans remain unknown & Districts may select different models

Scenario	School Operations Plan	Difficulty to Plan	Potential to Meet Demand	SamTrans Approach
1A	Normal school operations	Easier	Harder	Run school-related routes, start from last year's bell times; issue revisions
2A.1	Staggered arrival times	Harder	Moderate	Would require extra trips in peak, cannot accommodate without shifting resources from local service
2A.2	Half-day/double shift schools (A team AM, B team PM)	Harder	Harder	Would require extra roundtrip service in midday, cannot accommodate without shifting resources from local service
2A.3	Alternating days/ weeks in-person	Easier	Easier	Run school-related routes, start from last year's bell times, issue revisions
2B	No in-person school instruction	Easier	Easier	School day off; run extra service/trippers on local routes, maintain extraboard

Service Planning for Schools

- Risks remain:
 - School districts may adopt different reopening plans; also may make changes to bell times throughout the school year
 - Student riders may not be able to board buses due to capacity limitations
 - Insufficient resources available to support additional midday trips for possible staggered or split schedules, or additional trips in peak
- Weighing the workforce requirements for local service and extra board

August Runbook: Local and School Blend

- Operate key and a number of local and community routes in high need areas
 - Pre-Covid service on: ECR, 17, 110, 112, 120, 122, 130, 141, 280, 281, 292, 296, 397, 398, FLX Pacifica, **16, 18, 24, 25, 28, 29, 37, 38, 39, 46, 49, 53, 55, 57, 59, 62, 68, 79, 81, 82, 83, 88, 95**
- Operate locate routes with reduced service
 - Operate reduced service on: 121, 140, 250, 251, 256, 260, 270, 278, 286, 294, 295
- Due to limited resources, suspend service for the following routes
 - Local/express routes not in service: 118, 274, 275, 276, **SFO, FCX**
 - Community routes not in service: 14, 19, 35, 54, 56, 58, 60, 61, 67, 72, 73, 80, 84, 85, 87
- 35% extraboard with <1% increase in scheduled overtime

August Runbook: Opportunities and Risks

- Opportunities:
 - Provides school access to areas that may rely on it most, prioritizing routes that serve communities without access to vehicles
 - Supports some form of in-person learning, which many parents want
- Risks to prepare for:
 - Complaints from schools and parents whose community routes are suspended; and from SFO and FCX riders
 - Capacity challenges depending on demand
 - School adopting or changing plans after the start of the school year: limited in our ability to adjust service
 - DNOs if Covid-related absences continue to increase

Next Steps

- Runbook implementation date has been adjusted to 8/16
- Prepare marketing materials; communicate with the users and the public regarding upcoming service changes
- Identify ways to maximize use of larger vehicles on key routes and trips with crowding
- Continue close communication with school districts to better understand reopening plans, and to manage expectations in light of the uncertainties

Marketing Through Shelter in Place

- In challenging times and a fast-changing global landscape, communicating SamTrans brand identity and values remains important.
 - Goals:
 - Maintain Customer Focus
 - Increase Content Marketing
 - Coordinated Communications

Marketing Through Shelter in Place

Objectives/Timeframe

- Phase 1: March 2020 – Present
 - Staying engaged and aware by considering several major tasks during a pandemic:
 - Demonstrate how SMCTD is preventing the spread of disease, prioritize people safety,
 - Consistently communicate service changes during the pandemic,
 - Managing workforce impacts, and
 - Crisis communication

Transit District Statement

COVID-19

> samtrans.com > About SamTrans > Media Relations > News > Transit District Statement: Novel Coronavirus (COVID-19)



Text Size

Transit District Statement: Novel Coronavirus (COVID-19)

March 16, 2020

- English
- Español
- 汉语
- Tagalog
- Tiếng Việt

SamTrans is committed to the health and safety of our passengers and staff. Please read our recent changes to service relating to the coronavirus (COVID-19). Service is still operational for riders that need to make essential trips. If you can stay home, please do so. If you must make an essential trip, please remember to wash your hands before and after riding, wear a face covering and stay at least six feet apart from others.

Service Changes

Due to San Mateo County's shelter-in-place order, SamTrans has reduced or suspended service on various routes as of April 26, 2020.

Rear Door Boarding

SamTrans is boarding buses through the rear door to support the health of our operators. As a result, fares will not be collected at this time.

Face Coverings

SamTrans requires passengers to wear a face covering when riding or waiting for the bus, in accordance with San Mateo County's latest Public Health Order.

Passenger Capacity & Social Distancing

To follow social distancing guidance, SamTrans bus operators will monitor the number of passengers on the bus. If there are too many people waiting at a stop to allow for proper social distancing on the bus, the operator will inform those waiting that the bus is at capacity and another bus is on the way. On certain routes it may take up to 20 minutes before a replacement bus arrives.

We appreciate everyone's cooperation and apologize for any inconvenience.

Cleaning process

SamTrans cleans and sanitizes all buses daily with hospital grade

Customer Service

Please check timetables for current information or call Customer Service: 1-800-660-4287 (7am to 7pm, weekdays; 8am to 5pm weekends).

The Customer Service window (1250 San Carlos Ave, San Carlos) is open from 8:30 am to 5:00 pm, Monday - Friday. Visit Clippper Card to set up autoloader or buy SamTrans tickets by mail on our website.

Fare Policy

SamTrans is not collecting fares until further notice.



SamTrans is committed to the health & safety of our passengers & staff. Keeping San Mateo County's essential workers moving.

See what we're doing to protect our community: www.samtrans.com/covid-19



protect our passengers, and to protect the workers around us we make

[HTTP://WWW.SAMTRANS.COM/COVID-19](http://www.samtrans.com/covid-19)

SamTrans, To Those Who Keep Us Moving

[Learn More](#)

18,958

People Reached

1,420

Engagements

[Boost Again](#)

Boosted on Apr 24, 2020
By Christina Valiente

Completed

People Reached

15.0K

ThruPlays

2.3K

[View Results](#)

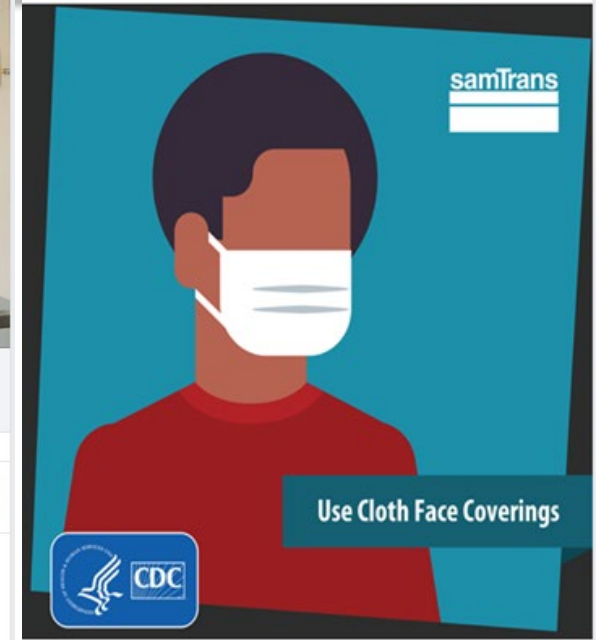
21 Comments 39 Shares



Until further notice #SamTrans passengers will be required to wear face coverings when riding.

This public health order will be enforced tomorrow April 22, 2020, but let's start early and continue flattening the curve together!

Thank you for understanding!



797

People Reached

93

Engagements

[Boost Post](#)

25

3 Comments 9 Shares



Meet Jonathan

Bus Utility Worker.
Aspiring mechanic.
49ers fan.

When you wear a face covering, you help protect the people who keep your buses clean and sanitized. People like Jonathan. His wife and newborn son thank you.



#SMCStrong

gosamtrans • Following

gosamtrans When you wear a #facecovering and practice physical distancing you help protect people like Jonathan and his family. He too is staying covered for you.

#ToThoseWhoKeepUsMoving
#SMCStrong

3d

metroforward Thank you Jonathan

3d 1 like Reply

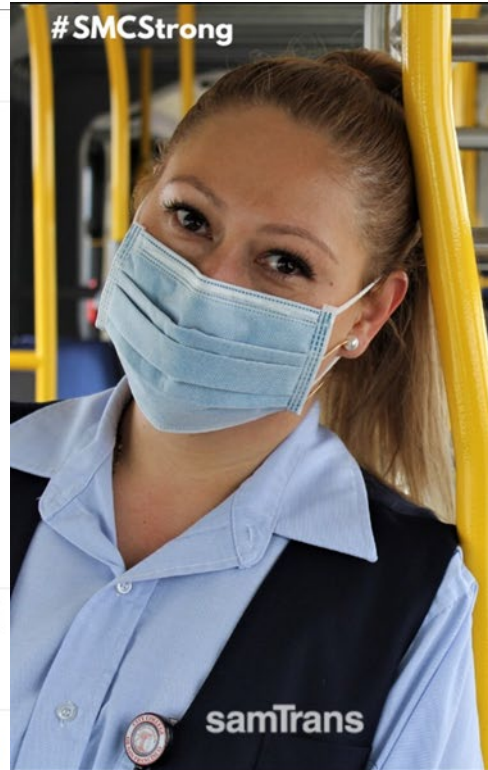
View replies (1)

sicklvsweetedvn YESS SLAY

51 likes
3 DAYS AGO

Add a comment... Post

#SMCStrong



Meet Diana

Bus operator.
Mother of two.
Essential worker.

Due to COVID-19, Diana is the only person left in her household with a job. Practicing physical distancing helps ensure that she can continue to safely provide for her family. Thank you.

View Rest

You and 110 others 9 Comments 13 Shares

Like Comment Share

Most Relevant

Diana Mara Thank you for appreciating my contribution to the community during these hard times. Together, helping each other in every possible way, big or small, will come out as winners at the end of the day. God bless America.

Like Reply Message 1w

1 Reply

Marina Mara You serve all your passengers with joy, you have prudence when driving. That makes you a responsible person, you are an example to others, continue on your good path. Congratulations.

Like Reply Message 1w

Petes GKids Love This! Hopefully they'll decide to continue using your picture for all of their promotions and announcements! Muy Hermosa Corazon!

Like Reply Message 1w

Claudia Psda C

Like Reply Message 1w

Most Relevant is selected, so some comments may have been filtered out.

Comment as SamTrans



STAYING APART KEEPS US MOVING

Gio
Bus Utility Worker

samtrans.com/COVID-19

samTrans

Connecting the Peninsula
facebook/SamTrans
@SamTrans
@goSamTrans



Marketing Through Shelter in Place

Objectives/Timeframe

- Phase II: Mid-June – July

- Pandemic slowdown > Analyze metrics and reach of campaigns to assess where we are with messaging. Launch Covid-19 rider survey: www.samtrans.com/covid19survey

Pulse survey may inform the following:

- The financial implications of the virus
- Level of returning ridership
- Attitudes towards safety and riding public

Marketing Through Shelter in Place

Objectives/Timeframe

- Phase III: Integrate with August Runbook
 - Reintroduce expanded service to the public:
 - Adjust messaging to encourage transit
 - Messaging modified upon results of pulse survey(s), feedback from planning & customer service, and evaluation of engagement through Phase I campaigns.
 - Closely communicate with school districts regarding reduced service so schools communicate to parents and communities early

Questions / Discussion