

# SamTrans Service Plan Title VI Equity Analysis

## I. Purpose and Executive Summary

Title VI of the Civil Rights Act of 1964 ensures that “no person in the United States shall, on the basis of race, color, or national origin, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any program or activity receiving Federal financial assistance.” The San Mateo County Transit District (District) has committed to the Federal Transit Administration (FTA) Title VI objectives set forth in Circular 4702.1B ensuring that FTA-assisted benefits and related services are made available and are equitably distributed without regard to race, color, or national origin.

This analysis of the proposed SamTrans Service Plan (SSP) was prepared in conformity with Chapter IV of the FTA’s Circular 4702.1B, issued October 1, 2012.

The core of the proposed SSP is a comprehensive restructuring of SamTrans bus service. The SSP includes changes to 32 of SamTrans' 49 routes, along with the addition of three new routes and two new pilot community services. In crafting these recommendations, SamTrans was careful to ensure adverse effects were off-set or mitigated through improvements/changes to nearby routes, offsetting adverse effects with complementary benefits. The implementation phase for the SSP is slated to begin in Summer 2013. For the purposes of this analysis, the changes proposed in the SSP have been split into four categories:

- No change,
- Alignment adjustment,
- Discontinued/new service, and
- Frequency/service span/service day adjustment.

The following table illustrates the scope of changes for each category of route proposals in Vehicle Service Miles.

**Exhibit 1: Scope of Changes by Category**

Category	Vehicle Service Miles									Percent Change
	Current Weekday	Current Saturday	Current Sunday	Current Weekly	Proposed Weekday	Proposed Saturday	Proposed Sunday	Proposed Weekly	Change in Weekly	
No Changes	5,494	733	731	6,958	5,494	733	731	6,958	-	0.0%
Alignment Change	30,220	3,288	3,062	36,570	26,401	3,268	3,008	32,676	(3,895)	-10.6%
Discontinue/New Service	29,816	3,501	3,119	36,436	30,532	4,321	3,796	38,649	2,212	6.1%
Frequency/Service Span/Service Day Change	33,613	3,304	2,209	39,126	27,737	2,658	2,227	32,622	(6,505)	-16.6%
Sum of all Changes	99,143	10,827	9,121	119,090	90,163	10,980	9,761	110,904	(8,187)	-6.9%

SamTrans followed the methodology outlined in the FTA’s Circular 4702.1B in analyzing how the menu of proposed changes would impact SamTrans' minority and low-income customers. Exhibit 2 illustrates those impacts by the category of change proposed.

**Exhibit 2: Impact of Proposed Changes by Category**

Category	Weekly Boardings	Low-Income Boardings	Minority Boardings	Percent Low-Income Boardings	Percent Minority Boardings	Total Impacted Boardings	Impacted Low-Income Boardings	Impacted Minority Boardings
Alignment Change	65,072	32,832	52,323	50.5%	80.4%	(6,930)	(3,496)	(5,572)
Discontinue/New Service	167,884	95,632	139,944	57.0%	83.4%	10,194	5,807	8,498
Frequency/Service Span/Service Day Change	84,837	44,481	69,564	52.4%	82.0%	(14,104)	(7,395)	(11,565)
Sum of all Changes	317,792	172,945	261,832	54.4%	82.4%	(22,823)	(12,282)	(18,539)
Total Percent Impacted							53.8%	81.2%
Ridership all Bus Lines	332,013	178,660	269,687	53.8%	81.2%			

*The results of SamTrans’ analysis of the impacts of the SSP on minority and low-income populations indicate there is neither a disparate impact nor a disproportionate burden associated with the SSP, as illustrated in Exhibit 3.*

**Exhibit 3: Disparate Impact and Disproportionate Burden Calculations**

Category	Percentage of Current Users	Percentage Impacted by Changes	Disparate Impact	Disproportionate Burden
Low-Income Persons	54.4%	53.8%		-0.6%
Minorities	82.4%	81.2%	-1.2%	

## II. Background

### SamTrans Overview

SamTrans, a business unit within the San Mateo County Transit District, provides bus service throughout San Mateo County. SamTrans’ service area – extending from Palo Alto in the south to San Francisco in the north – is geographically and ethnically diverse, containing both dense urban cores and rugged rural landscapes with residents from a wide array of different backgrounds. These factors, along with its large 446-square-mile service area, make SamTrans’ service area unique. To serve the region in FY 2012, SamTrans operated 296 buses on 49 different routes and carried approximately thirteen million passengers.

### SamTrans Service Plan

Currently, SamTrans’ debt obligations significantly impact the agency’s financial well-being now and in the long term, and its yearly contributions to the Peninsula Joint Powers Board (Caltrain) operating budget place strain on limited resources. Without taking major action, SamTrans will have a budgetary shortfall that cannot be covered through supplemental revenue sources by 2014. In response to these existing budgetary challenges, SamTrans enacted a new SamTrans Strategic Plan in 2009 in an effort to redefine the agency’s future objectives to better serve existing riders while attracting new riders. One critical element of this Strategic Plan was the development of the SSP.

The SSP is a Comprehensive Operational Analysis (COA) which responds to changing economic circumstances and budget reductions with the aim of shaping SamTrans service to be more efficient and serve the diverse communities within the District’s service area in a more effective manner. At the same time, the SSP also informs recommendations to meet future transit demand within the region. Specific goals set to achieve this vision include:

- Assess the effectiveness of the District’s family of services, programs, and planning initiatives.
- Continue to meet the needs of transit-dependent communities.
- Improve the quality of life and mobility for the community.
- Begin to address east-west connectivity.
- Actively engage cities and local and regional stakeholders.

The SSP recommendations are the direct result of collaboration between SamTrans and the communities it serves. The combination of in-depth market research and a service evaluation with an extensive public outreach campaign laid the foundation for revamping the SamTrans system with a strong emphasis on increasing overall quality of service and financial sustainability.

### III. Proposed Service Changes

As part of the SSP, numerous changes in routing and in travel frequency were proposed. The recommendations include restructuring or discontinuing some routes or route segments, while also increasing service spans or improving frequencies for many other – sometimes overlapping – SamTrans services. While developing recommendations, care was taken to maintain passengers' access within a reasonable walk-shed (quarter mile) of the SamTrans network. The implementation phase for the SSP is slated to begin in 2014. For the purposes of this analysis, the changes proposed in the SSP have been split into four categories:

- No change,
- Alignment adjustment,
- Discontinued/new service, and
- Frequency/service span/service day adjustment.

The following tables list the proposed SSP service changes by category:

**Exhibit 4: List of Routes with No Proposed Changes**

Bus Line	Summary of Change
16	No change.
24	No change.
35	No change.
36	No change.
38	No change.
43	No change.
46	No change.
53	No change.
54	No change.
55	No change.
58	No change.
72	No change.
73	No change.
83	No change.
112	No change.
297	No change.
397	No change.

**Exhibit 5: List of Routes with Alignment Changes**

Bus Line	Summary of Change
17	Extend route to serve Pacifica seven days a week, increase frequency to 60 minutes.
121	Realign route in the Crocker/Southern Hills area.
122	Trim alignment in places to reduce travel time.
140	Extend to serve SFO's free Airtran stop at the car rental facility to improve access to the airport.
141	Realign route via San Bruno Avenue to improve direct service to San Bruno BART. Only serve San Mateo Avenue on select trips.
251	Match travel patterns by running uni-directional service toward Hillsdale Caltrain in the morning and from it in the afternoon.
292	Minor alignment change in San Mateo.
295	Discontinue service south of San Carlos Caltrain. Operate select trips along Brittan Avenue and Alameda de las Pulgas. Service along Woodside Road will be covered via Route 275 (see Exhibit 6).

**Exhibit 6: List of Discontinued/New Routes**

Bus Line	Summary of Change
123	Discontinue. Customers can use Route 121 which covers the same area.
130	Route trimmed to serve only the Daly City and Colma BART stations.
New 131	New route to replace portion of trimmed Route 130.
250	Split into two routes. Route 250 will connect downtown San Mateo with College of San Mateo.
New 252	New route covering the former Route 250 alignment east of Highway 101.
New 275	Operate along former Route 295's Woodside Road alignment. Serve Canada College on Saturday.
280	Discontinue, cover lost area with changes to 281, 296, and East Palo Alto shuttles.
359	Discontinue. Customers can use Route 251 to connect to Caltrain and El Camino Real.
390	Discontinue, replace with ECR.
391	Discontinue, replace with ECR.
New ECR	Expand from weekend-only service to operate seven-days a week. Improve to 15-minute headways all service days.

**Exhibit 7: List of Routes with Frequency/Service Span/Service Day Adjustments**

Bus Line	Summary of Change
14	Operate peak-hour trips only. Eliminate service on weekends. Customers can utilize Pacifica Alternative Service.
85	Add several trips to cover portions of Menlo Park lost due to alignment adjustments to Route 295.
110	Improve morning service.
118	Eliminate all but selected peak-hour trips. Customers can utilize Routes 110 and 112.
120	Improve weekday and weekend service span. Operate more frequent Sunday service.
132	Operate only select peak-hour trips. Customers can use Routes 130, 131, and 133.
133	Increase service frequency to 30 minutes on weekdays and Saturday and 60 minutes on Sunday. Discontinue route segment between Serramonte Shopping Center and Spruce Avenue/Huntington Avenue. Customers can utilize Route 131.
260	Discontinue Saturday service to a portion of Redwood Shores with extremely low ridership. No other alternatives are available in that location.
262	Operate selected peak-hour trips only. Alternatives include Route 260 and a proposed Belmont Shuttle.
270	Realign route to run hourly service from Redwood City Caltrain to Marsh Road and Scott Drive, with staggered hourly service east of Highway 101. Discontinue service to Seaport Center given that area is well-covered by an existing shuttle service.
271	Operate selected peak-hour trips only. Customers may need to walk to Jefferson to use Route 274.
274	Discontinue Saturday service, maintain link to Canada College via new Route 275.
281	Improve weekday frequency to 15 minutes. Minor alignment adjustments.
294	Discontinue service between Half Moon Bay and Pacifica, replace this with more robust service on Route 17. Expand service to operate seven days a week and improve frequency. Serve College of San Mateo on select trips.
296	Improve frequency to 15 minutes during weekdays and 30 minutes on Saturday.
KX	Shorten route to operate between Redwood City Caltrain and San Francisco International Airport/San Bruno BART. Downtown San Francisco will be served only during peak-hour, peak-direction trips. Off-peak travel to San Francisco can be made via Route 292 or BART.

## IV. SamTrans Title VI Policies

Requirements for compliance with Title VI of the Civil Rights Act of 1964 were recently updated by the Federal Transit Administration and now require each large public transportation provider's governing board to approve three policies:

- Major Service Change Policy
- Disparate Impact Policy
- Disproportionate Burden Policy

These new policies were included as a requirement within FTA Circular 4702.1B, released October 2012. Following release of the new guidance, SamTrans crafted policies based on a number of factors, including existing policies already in use, consultation with other transit agencies, and analysis of impacts of past service and fare change decisions.

The three policies were released for review by the public in February 2013 and significant public outreach was conducted to solicit input regarding these policies. Following the public engagement phase, SamTrans revised the policies accordingly and they were adopted at the March 13 SamTrans Board meeting. An inventory of the public engagement process for the Title VI policies can be found in the Appendices. The adopted policies follow.

### Major Service Change Policy

All major increases or decreases in transit service are subject to a Title VI Equity Analysis prior to Board approval of the service change. A Title VI Equity Analysis completed for a major service change must be presented to the SamTrans Board of Directors for its consideration and included in the SamTrans Title VI Program with a record of action taken by the Board.

A major service change is defined as:

A reduction or increase of 25 percent or more in total vehicle revenue miles in service on any specific route over a one-week period.

The following service changes are exempted:

- Changes to a service on a route with fewer than 10 total trips in a typical service day are not considered "major" unless service on that route is eliminated completely on any such day.
- The introduction or discontinuation of short- or limited-term service (e.g., promotional, demonstration, seasonal or emergency service, or service provided as mitigation or diversions for construction or other similar activities), as long as the service will be/has been operated for no more than twelve months.
- SamTrans-operated transit service that is replaced by a different mode or operator providing a service with the same or better headways, fare, transfer options, span of service, and stops.

## **Disparate Impact Policy**

This policy establishes a threshold for determining whether a given action has a disparate impact on minority populations. Per FTA Circular 4702.1B:

*Disparate impact refers to a facially neutral policy or practice that disproportionately affects members of a group identified by race, color, or national origin, where the recipient's policy or practice lacks a substantial legitimate justification and where there exists one or more alternatives that would serve the same legitimate objectives but with less disproportionate effect on the basis of race, color, or national origin...*

*The policy shall establish a threshold for determining when adverse effects of [fare/]service changes are borne disproportionately by minority populations. The disparate impact threshold defines statistically significant disparity and may be presented as a statistical percentage of impacts borne by minority populations compared to impacts borne by non-minority populations. The disparate impact threshold must be applied uniformly... and cannot be altered until the next Title VI Program submission.*

In the course of performing a Title VI Equity Analysis, SamTrans must analyze how the proposed action would impact minority as compared to non-minority populations. In the event the proposed action has a negative impact that affects minorities more than non-minorities with a disparity that exceeds the adopted Disparate Impact Threshold, or that benefits non-minorities more than minorities with a disparity that exceeds the adopted Disparate Impact Threshold, SamTrans must evaluate whether there is an alternative that has a more equitable impact. SamTrans must then reanalyze the proposal to determine if the disparity would be eliminated or reduced. To proceed with a change that has a disparate impact above the defined threshold, the agency must demonstrate that a legitimate business purpose cannot otherwise be accomplished and that the proposed change is the least discriminatory alternative.

SamTrans has adopted a Disparate Impact Threshold of 20 percent based on the cumulative impact of the proposed service and/or fare changes. This threshold applies to the difference of the impacts borne by minority populations compared to the same impacts borne by non-minority populations.

## **Disproportionate Burden Policy**

This policy establishes a threshold for determining whether a given action has a disproportionate burden on low-income populations relative to non-low-income populations. The Disproportionate Burden Policy applies only to low-income populations that are not also minority populations. Per FTA Circular 4702.1B:

*The policy shall establish a threshold for determining when adverse effects of [fare/]service changes are borne disproportionately by low-income populations. The disproportionate burden threshold defines statistically significant disparity and may be presented as a statistical percentage of impacts borne by low-income populations as compared to impacts born by non-low-income populations.... The disproportionate burden threshold must be applied uniformly... and cannot be altered until the next [Title VI] program submission.... At the conclusion of the analysis, if the transit provider finds that low-income populations will bear a disproportionate burden of the proposed*

*fare[/service] change, the transit provider should take steps to avoid, minimize, or mitigate impacts where practicable. The transit provider should describe alternatives available to low-income populations affected by the fare[/service] changes.*

SamTrans has adopted a Disproportionate Burden Threshold of 20 percent based on the cumulative impact of the proposed service and/or fare changes. This threshold applies to the difference of the impacts borne by low-income populations compared to the same impacts borne by non-low-income populations.

## V. Finding of Major Service Change

Exhibits 8-12 summarize the scope of changes proposed within the SSP in terms of weekly Vehicle Service Mileage by the category of changes included within the SSP. Given the changes include the elimination of some routes as well as significant increases and decreases in levels of service on many others, the SSP is considered a “Major Service Change” under SamTrans’ adopted policy even though the cumulative scope of changes is a decrease of only six percent in Vehicle Service Miles (below the 25-percent threshold adopted by the Board in March 2013).

**Exhibit 8: Scope of Service Not Slated for Change**

Bus Line	Vehicle Service Miles									Percent Change
	Current Weekday	Current Saturday	Current Sunday	Current Weekly	Proposed Weekday	Proposed Saturday	Proposed Sunday	Proposed Weekly	Change in Weekly	
16	289	-	-	289	289	-	-	289	-	0%
24	100	-	-	100	100	-	-	100	-	0%
35	77	-	-	77	77	-	-	77	-	0%
36	104	-	-	104	104	-	-	104	-	0%
38	298	39	36	372	298	39	36	372	-	0%
43	48	-	-	48	48	-	-	48	-	0%
46	75	-	-	75	75	-	-	75	-	0%
53	241	-	-	241	241	-	-	241	-	0%
54	251	-	-	251	251	-	-	251	-	0%
55	55	-	-	55	55	-	-	55	-	0%
58	145	-	-	145	145	-	-	145	-	0%
72	59	-	-	59	59	-	-	59	-	0%
73	54	-	-	54	54	-	-	54	-	0%
83	449	-	-	449	449	-	-	449	-	0%
112	1,419	198	198	1,815	1,419	198	198	1,815	-	0%
297	403	211	211	825	403	211	211	825	-	0%
397	1,429	286	286	2,000	1,429	286	286	2,000	-	0%
Total	5,494	733	731	6,958	5,494	733	731	6,958	-	0%

**Exhibit 9: Scope of Changes to Routes with Alignment Adjustments**

Bus Line	Vehicle Service Miles									Percent Change
	Current Weekday	Current Saturday	Current Sunday	Current Weekly	Proposed Weekday	Proposed Saturday	Proposed Sunday	Proposed Weekly	Change in Weekly	
17	2,002	282	282	2,566	2,663	282	282	3,227	661	26%
121	4,201	276	276	4,753	3,968	335	248	4,551	(202)	-4%
122	5,303	584	568	6,456	4,752	551	536	5,840	(616)	-10%
140	2,592	207	207	3,005	2,304	212	212	2,728	(277)	-9%
141	620	-	-	620	293	-	-	293	(327)	-53%
251	1,368	210	-	1,578	1,001	158	-	1,159	(419)	-27%
292	10,264	1,729	1,729	13,721	10,264	1,729	1,729	13,721	-	0%
295	3,871	-	-	3,871	1,157	-	-	1,157	(2,714)	-70%
<b>Total</b>	<b>30,220</b>	<b>3,288</b>	<b>3,062</b>	<b>36,570</b>	<b>26,401</b>	<b>3,268</b>	<b>3,008</b>	<b>32,676</b>	<b>(3,895)</b>	<b>-11%</b>

**Exhibit 10: Scope of Changes to Discontinued/New Routes**

Bus Line	Vehicle Service Miles									Percent Change
	Current Weekday	Current Saturday	Current Sunday	Current Weekly	Proposed Weekday	Proposed Saturday	Proposed Sunday	Proposed Weekly	Change in Weekly	
123	1,001	-	-	1,001	-	-	-	-	(1,001)	-100%
130	3,568	308	173	4,049	4,002	255	166	4,423	374	9%
New 131	-	-	-	-	3,206	204	132	3,542	3,542	N/A
250	3,665	464	216	4,344	2,820	367	169	3,356	(989)	-23%
New 252	-	-	-	-	327	-	-	327	327	N/A
New 275	-	-	-	-	1,235	166	-	1,401	1,401	N/A
280	1,395	156	156	1,706	-	-	-	-	(1,706)	-100%
359	856	-	-	856	-	-	-	-	(856)	-100%
390	9,188	-	-	9,188	-	-	-	-	(9,188)	-100%
391	10,143	-	-	10,143	-	-	-	-	(10,143)	-100%
New ECR	-	2,574	2,574	5,148	18,942	3,329	3,329	25,600	20,452	N/A
<b>Total</b>	<b>29,816</b>	<b>3,501</b>	<b>3,119</b>	<b>36,436</b>	<b>30,532</b>	<b>4,321</b>	<b>3,796</b>	<b>38,649</b>	<b>2,212</b>	<b>6%</b>

**Exhibit 11: Scope of Changes to Routes with Frequency/Service Span/Service Day Adjustments**

Bus Line	Vehicle Service Miles									Percent Change
	Current Weekday	Current Saturday	Current Sunday	Current Weekly	Proposed Weekday	Proposed Saturday	Proposed Sunday	Proposed Weekly	Change in Weekly	
14	1,046	89	68	1,203	524	-	-	524	(679)	-56%
85	576	-	-	576	717	-	-	717	141	25%
110	2,383	295	126	2,805	2,409	291	125	2,825	20	1%
118	882	-	-	882	321	-	-	321	(561)	-64%
120	4,876	689	494	6,059	5,500	880	880	7,260	1,201	20%
132	1,430	134	-	1,564	-	-	-	-	(1,564)	-100%
133	2,172	201	-	2,373	978	137	68	1,183	(1,190)	-50%
260	2,616	216	-	2,832	2,320	196	-	2,516	(316)	-11%
262	778	-	-	778	173	-	-	173	(605)	-78%
270	602	76	-	679	936	-	-	936	257	38%
271	945	-	-	945	216	-	-	216	(729)	-77%
274	1,210	84	-	1,294	1,218	-	-	1,218	(76)	-6%
281	1,801	259	259	2,320	2,900	205	205	3,310	990	43%
294	2,745	-	-	2,745	1,510	174	174	1,858	(887)	-32%
296	3,377	198	198	3,772	4,510	371	371	5,252	1,480	39%
KX	6,173	1,063	1,063	8,300	3,506	404	404	4,314	(3,986)	-48%
<b>Total</b>	<b>33,613</b>	<b>3,304</b>	<b>2,209</b>	<b>39,126</b>	<b>27,737</b>	<b>2,658</b>	<b>2,227</b>	<b>32,622</b>	<b>(6,505)</b>	<b>-17%</b>

**Exhibit 12: Cumulative Scope of all SSP Changes**

Bus Line	Vehicle Service Miles									Percent Change
	Current Weekday	Current Saturday	Current Sunday	Current Weekly	Proposed Weekday	Proposed Saturday	Proposed Sunday	Proposed Weekly	Change in Weekly	
Grand Total	99,143	10,827	9,121	119,090	90,163	10,980	9,761	110,904	(8,187)	-6.9%

## VI. Effects of Major Service Changes on Minority and Low-Income Populations

### Methodology

The methodology developed to analyze the impact of the proposed SSP on minority and low-income populations included the following steps, several of which are discussed in more detail below:

1. Selecting the most recent (2012) system-wide onboard customer survey (rather than Census data) as the data source for the analysis.
2. Defining the term low-income to mean those with a reported annual household income below \$25,000 (i.e., double the federal poverty rate).
3. Defining the term “minority” to mean those who self-identified as any ethnicity other than “white” alone.
4. Analyzing data from the 2012 SamTrans system-wide onboard customer survey for low-income and minority populations to determine current ridership patterns.
5. Defining possible adverse effects and benefits that could result from the SSP, and determining net effects associated with the various elements of the proposed changes.
6. Utilizing the 2012 survey data to analyze the distribution of potential adverse effects and benefits to evaluate distribution of net effects on minority and non-minority, and low-income and non-low income, populations.

#### Step 1: Data Source Selection

The nature of the service changes proposed in the SSP led SamTrans to analyze ridership data versus Census data. This allows SamTrans to accurately gauge the number of actual users who will be affected by proposed changes in the SSP at the individual route level. Census data would only provide SamTrans with the ability to determine the number of minorities and low-income persons in a given geographical area, which staff deemed to be much less accurate and informative than ridership survey data.

The 2012 onboard survey was conducted as a stratified-random-sample by a market research firm under contract with SamTrans. Surveys were collected via pen-and-paper by multi-lingual survey personnel. Given the size and scope of the 2012 SamTrans system-wide customer onboard survey (i.e., more than 4,500 total respondents who answered questions regarding race and income with a margin of error of +/- 1.4 percent at a confidence interval of 95 percent), the 2012 data are accurate enough to develop data cross-tabulations to conduct in-depth analysis regarding the potential impact of the proposal on minority and low-income populations.

To determine how the proposed service changes would impact minority and low-income populations, SamTrans calculated the percentage of survey respondents who indicated they were “minority” for each

route in the system. The same process was repeated for those indicating they met the threshold for “low income.”

#### **Step 5: Defining and applying the definitions of adverse effects and benefits to elements of the SSP**

As required under the FTA’s guidance, Staff considered how the service changes proposed in the SSP would impact SamTrans customers on a day-to-day basis. For example, if a route was being eliminated but another route was being added or adjusted to provide essentially the same service, the adverse effect of a lost route would be offset by the benefit of a new or expanded route.

In general, the adverse effects associated with the various categories of changes proposed in the SSP are as follows:

- No change: No adverse effects are anticipated relative to existing service.
- Alignment adjustment: Existing customers will need to either walk a longer distance to reach their current (but adjusted) route, or use another SamTrans route (which may exist currently or has been adjusted to cover the area lost by adjustments to the other route).
- Discontinued service: Existing customers will need to either walk a longer distance to reach a new/different route, or use another SamTrans route (which may have been added or adjusted to cover the area lost by the other route’s elimination) or mode of transportation.
- Frequency reduction: Patrons will need to wait longer for the bus or plan their day with a greater focus on the schedule of the route(s) they plan to use.
- Service span reduction: Existing patrons may need to use alternate service and walk a longer distance in the early morning/late night, or adjust their schedule around a more compact service day.
- Service day adjustment: Existing patrons may need to use alternate service and walk a longer distance on days no longer being served by their chosen route, or adjust their schedule around the route’s new weekly schedule.

The positive effects associated with proposed changes in the SSP are:

- New service to currently un-served areas;
- Significant improvements to frequency;
- Expanded service hours, and
- Additional weekend service on routes where there currently is none.

Throughout development of the SSP, SamTrans Staff strived to ensure negative effects were mitigated through improvements/changes to nearby routes. Developing and then applying the definitions of adverse effects and benefits allowed Staff to review the SSP to determine whether these efforts were successful.

#### **Step 6: Applying Step 5 Results to SamTrans Customer Data**

Based on the definitions and determinations made in Step 5, Staff applied a model based on the example provided in FTA Circular 4702.1B to determine the number of users who would be impacted by the proposed changes, as well as the percentage of minority and low-income persons within the ranks of those being impacted.

The net positive (or negative) changes associated with the individual routes are summarized cumulatively in the “Ridership Adjusted Lines” line-item at the bottom of Exhibit 16. These cumulative figures are then used to calculate the percentage of low-income and minority riders impacted by the proposed changes. This is then compared to the current system-wide percentage of minorities and low-income persons (as revealed by survey data). Exhibits 13-16 below illustrate the impacts of each of the following categories of changes associated with the SSP (those without changes are not included):

- Alignment adjustment,
- Discontinued/new service, and
- Frequency/service span/service day adjustment.

As noted in the exhibits above, and detailed route-by-route narrative below, each change was analyzed with effects quantified in terms of the number of weekly Vehicle Service Miles (VSM) being adjusted for each individual route. Looking now at Exhibits 13-16, the change in VSM for each route – negative or positive – was then multiplied by the number of passengers/VSM carried by that particular route to determine how many passengers would be impacted by the proposed change to that route. The survey data indicating the rate of minority/low-income users on that particular route were then applied to the number of total impacted passengers to determine the respective numbers of minority and low-income users who would be impacted either negatively or positively by the proposed change. For instance, the proposed elimination of Route 359 would have a negative impact on a total of 445 passengers/week. Survey data revealed 10 percent of Route 359’s riders identified themselves as low-income, meaning 45 of those 445 passengers are low-income. Another example would be the significant increases in frequency on Route 296, which would benefit an estimated 3,999 riders/week. Survey data revealed 88.2 percent of Route 296’s riders identified themselves as minorities, meaning 3,525 minority passengers stand to benefit from the proposed Route 296 changes.

## **Analysis of Alignment Adjustments**

The anticipated net adverse effects of each route with proposed alignment changes are detailed below. *The adverse effects themselves are italicized.*

- Route 17: Service will be extended to operate between Linda Mar Park & Ride and Half Moon Bay seven days a week (it currently only operates as far north as Montara on weekdays, with service to Linda Mar via Route 294 only). This will enhance connections on the Coast with points north on weekdays. This recommendation is designed to compensate for the changes to Route 294 (see Exhibit 15), which include expanding Route 294 to seven days a week while consolidating North/South service along Highway 1 to a single alignment (just Route 17), making service along the Coastside much easier for customers to understand and navigate. *There will be the same number of buses operating along that corridor as exist today.*
- Route 121: Some circuitous routing will be eliminated in a small section of the route. *These alignments are also covered by other routes so no significant impacts are anticipated.*
- Route 122: The bus will no longer travel along some circuitous roads through low-ridership single-family residential areas. These areas are within ¼-mile walking distance of the new alignment. *This will result in a longer walk to access Route 122 for a small number of passengers.*
- Route 140: The bus will now travel between San Bruno BART station and the SFO’s Airtrain stop at the car rental facility on McDonnell Road. This new alignment will allow for connections to San Bruno BART from the airport as well as San Bruno Caltrain. *No negative impacts are anticipated.*
- Route 141: Some residents along San Mateo and 3<sup>rd</sup> Avenues may have to transfer from ECR depending on time of travel given they will only be served by a few trips a day (versus every trip

at current). *This will result in additional fare given lack of a transfer policy, although a Day pass is available.*

- Route 251: The route will be directionalized to allow for streamlined travel to/from Hillsdale Caltrain during peak commute hours. *Those traveling against the peak direction may need to go slightly out of their way and pay an additional fare given lack of a transfer policy, although a Day pass is available.*
- Route 292: The bus will be moved one block from B Street to Delaware Street in downtown San Mateo. *No adverse effects are anticipated beyond the one-block longer walk for a small number of customers would be offset by a one-block-shorter walk for a comparable group of passengers.*
- Route 295: The portion of the Route south of San Carlos Caltrain will be eliminated. The highest ridership portion of this southern alignment – Woodside Road – will be covered by more frequent Route 275 service (see Exhibit 14). Route 85 is also available for Menlo Park residents (Route 85 will be converted to operate all weekdays as opposed to school days only) and a new alternative service model will be implemented in the San Carlos/Redwood City area to cover other sections of Route 295 being eliminated. *The vast majority of riders impacted by the proposed changes will have an alternative mode of travel, but a small number will experience adverse effects such as a longer walk to catch a different route or a transfer from another route to reach their normal destination.*

**Exhibit 13: Impact of Proposed Alignment Adjustments**

Bus Lines	Weekly Boardings	Low-Income Boardings	Minority Boardings	Percent Low-Income Boardings	Percent Minority Boardings	Total Impacted Boardings*	Impacted Low-Income Boardings	Impacted Minority Boardings
17	2,510	1,217	1,219	48.5%	48.6%	646	313	314
121	12,398	6,623	11,149	53.4%	89.9%	(527)	(281)	(474)
122	15,672	6,739	13,490	43.0%	86.1%	(1,496)	(643)	(1,288)
140	5,046	2,847	4,044	56.4%	80.1%	(466)	(263)	(373)
141	1,027	369	773	35.9%	75.3%	(542)	(195)	(408)
251	2,479	862	1,531	34.8%	61.8%	(658)	(229)	(406)
292	21,889	11,746	17,417	53.7%	79.6%	-	-	-
295	4,050	2,430	2,700	60.0%	66.7%	(2,840)	(1,704)	(1,893)
Ridership Adjusted Lines	65,072	32,832	52,323	50.5%	80.4%	(6,930)	(3,496)	(5,572)
Total Percent Impacted							50.5%	80.4%
Ridership all Bus Lines	332,013	178,660	269,687	53.8%	81.2%			

*\*Total Impacted Boardings is calculated by multiplying the change in Weekly Vehicle Service Miles by the number of Passengers/Vehicle Service Mile carried on each individual route. For example, Route 17 will be expanded by 661 VSM per week and carries 0.98 Passengers/VSM. Thus, 661 more VSM will translate to an additional 646 boardings (i.e., 661\*0.98=646).*

### Analysis of Discontinued and New Service

The anticipated adverse effects of each discontinued or new route is detailed below. *The adverse effects themselves are italicized.*

- Route 123: Currently operates between Colma BART and Skyline College, which is an alignment also covered by Route 121 (see Exhibit 13). *Current riders can take Route 121 instead, but travel time will be longer.*
- Route 130: Alignment will be trimmed into three pieces. The portion between Daly City BART and Colma BART will be covered by Route 130 (see Exhibit 14). The portion between Airport/Linden and South San Francisco BART will be covered by new Route 131, with an

extension to Serramonte Shopping Center which is not currently served from South San Francisco (see Exhibit 14). The third portion is along El Camino Real, which is covered by Route ECR (see Exhibit 14). All three alignments will be served by routes operating every 15 minutes, a significant improvement. *Those traveling all the way from Daly City BART to Airport/Linden will pay an additional fare given lack of a transfer policy, although a Day Pass is available. These customers may also see their travel time extended, though the buses they are using will operate more frequently.*

- Route 131: New route covering portion of old Route 130, it will operate at 15-minute intervals and it will serve Serramonte Shopping Center, which will allow for transfers to multiple other routes to points elsewhere. *Those traveling all the way from Daly City BART to Airport/Linden will pay an additional fare given lack of a transfer policy, although a Day Pass is available. These customers may also see their travel time extended, though the buses they are using will operate more frequently.*
- Route 250: Will be split into two routes to allow for simpler operation and better serve core markets. All current areas will continue to be served by either Route 250 or new Route 252. *Those traveling all the way from College of San Mateo to Humboldt area will pay an additional fare given lack of a transfer policy, although a Day pass is available.*
- Route 252: Covers eastern portion of existing Route 250. *Those traveling all the way from College of San Mateo to Humboldt area will pay an additional fare given lack of a transfer policy, although a Day pass is available.*
- Route 275: Will cover discontinued portion of Route 295 along Woodside Road at 30-minute intervals. Will also serve Canada College on weekends in lieu of Route 274 (see Exhibit 15). This new route represents a significant improvement in frequency along Woodside Road, a major corridor. *No adverse effects are anticipated.*
- Route 280: Will be discontinued due to low ridership. Resources will be shifted to significantly improve frequency on Routes 281 and 296 (see Exhibit 15), which will be adjusted slightly to ensure all portions of existing Route 280 are covered. *No adverse effects are anticipated.*
- Route 359: Discontinued due to low ridership. *Customers can take Route 251 (see Exhibit 13) to Hillsdale and transfer to Caltrain or Route ECR, but will need to pay an additional fare, although a Day Pass is available. Travel time between Foster City and Millbrae will also be extended, though frequency will be improved and this travel pattern will be available all day, six days a week as opposed to just during peak-hours on weekdays with current Route 359.*
- Route 390: Will be discontinued on weekdays and replaced with Route ECR (see Exhibit 14). *When weekend service underwent the same transition in August 2012, no significant adverse effects were witnessed among SamTrans customers and ridership increased.*
- Route 391: Will be discontinued on weekdays and replaced with Route ECR (see Exhibit 14). Service will no longer be provided into San Francisco during peak hours. Research revealed fewer than three percent of Route 391 riders utilize the service to go to/from San Francisco. *These customers will need to transfer to San Francisco Municipal Railway (MUNI) or Bay Area Rapid Transit (BART), and pay an additional fare, but they may experience decreased travel time.*
- Route ECR: Streamlined replacement for weekday Route 390/391 service (see Exhibit 14). Already implemented on weekends, ridership has increased significantly and customers have indicated they appreciate the simpler service structure and improved frequency to key destinations. *No adverse effects are anticipated.*

**Exhibit 14: Impact of Discontinued/New Service**

Bus Lines	Weekly Boardings	Low-Income Boardings	Minority Boardings	Percent Low-Income Boardings	Percent Minority Boardings	Total Impacted Boardings*	Impacted Low-Income Boardings	Impacted Minority Boardings
123	2,407	858	2,210	35.6%	91.8%	(2,407)	(858)	(2,210)
130	10,965	6,423	10,064	58.6%	91.8%	1,013	593	930
New 131	9,591	5,619	8,804	58.6%	91.8%	9,591	5,619	8,804
250	9,779	5,627	8,267	57.5%	84.5%	(2,226)	(1,281)	(1,882)
New 252	736	423	622	57.5%	84.5%	736	423	622
New 275	1,466	880	977	60.0%	66.7%	1,466	880	977
280	1,465	912	1,191	62.3%	81.4%	(1,465)	(912)	(1,191)
359	445	45	270	10.0%	60.6%	(445)	(45)	(270)
390	30,742	17,642	25,701	57.4%	83.6%	(30,742)	(17,642)	(25,701)
391	27,277	16,534	22,588	60.6%	82.8%	(27,277)	(16,534)	(22,588)
New ECR	73,010	40,670	59,249	55.7%	81.2%	60,999	33,979	49,502
Ridership Adjusted Lines	167,884	95,632	139,944	57.0%	83.4%	10,194	5,807	8,498
Total Percent Impacted							57.0%	83.4%
Ridership all Bus Lines	332,013	178,660	269,687	53.8%	81.2%			

\*Total Impacted Boardings is calculated by multiplying the change in Weekly Vehicle Service Miles by the number of Passengers/Vehicle Service Mile carried on each individual route. For example, Route 123 will be cut by 1,001 VSM per week and carries 2.4 Passengers/VSM. Thus, 2,407 fewer VSM will translate to 2,407 fewer boardings (i.e., 1,001\*2.4=2,407).

### Analysis of Frequency, Service Span, and Service Day Adjustments

The anticipated adverse effects of routes slated for frequency, service span, and service day adjustments are detailed below. *The adverse effects themselves are italicized.*

- Route 14: Given low ridership during off-peak times, service will be curtailed to keep only those trips with sufficient ridership. *Local service in the area will be provided by an Alternative Service Pilot currently under development, mitigating any adverse effects.*
- Route 85: Low ridership on the segment of Route 295 south of San Carlos Caltrain, but several portions of that alignment are productive and serve customers with significant mobility challenges. Route 85 will be bolstered with several additional trips to ensure a reliable link remains between the Alameda de las Pulgas/Santa Cruz Avenue area and El Camino Real. *No adverse effects are anticipated.*
- Route 110: Several trips will be added in the morning to improve access to BART. *No adverse effects are anticipated.*
- Route 118: All but several peak-hour trips will be discontinued due to low ridership. *Given low ridership on these other trips, the number of customers who will need to take advantage of alternatives such as Routes 110 and 112 will be modest, though travel times are longer on those routes.*
- Route 120: Span of service will be improved across all service days and weekend frequency will be improved significantly. *No adverse effects are anticipated.*
- Route 132: All but several high-ridership trips will be eliminated. *Some residents along Hillside will no longer be served by Samtrans. Other areas will continue to be served by Routes 131 and ECR (see Exhibit 14).*
- Route 133: Significant improvements to frequency between Airport/Linden and San Bruno BART station. *The remainder of the route will only be served by select trips, though other SamTrans*

routes (i.e., ECR, Route 131) serve those areas (see Exhibit 14). Additional fare may be necessary given lack of a transfer policy, although a Day Pass is available.

- Route 260: Saturday service will be adjusted to eliminate service along some portions of Redwood Shores. This change will shorten travel time and allow the route to be operated with only one bus on Saturday versus the current two buses. *Some existing Saturday riders in Redwood Shores may need to walk a longer distance to reach the route.*
- Route 262: Operate only select trips on school days given low ridership. Those looking to travel at other times can use Route 260 (Exhibit 15) or Route ECR (Exhibit 14).
- Route 270: Double frequency along core of the route and maintain 60-minute service along portion east of Highway 101. Discontinued service to Seaport Center Office Park is covered by several shuttles. *No adverse effects are anticipated.*
- Route 271: Only select high-ridership trips will be kept. *There are no alternatives within easy walking distance for those wanting to travel outside of peak hours.*
- Route 274: Discontinue Saturday service and serve Canada College and Redwood City Caltrain on Saturdays via Route 275 (see Exhibit 14). *No adverse effects are anticipated.*
- Route 281: Significantly improve frequency and make slight adjustments to cover areas lost with elimination of Route 280. *No adverse effects are anticipated.*
- Route 294: Expand to operate seven days a week, providing link between Coast and Hillsdale Caltrain Station on all service days. Eliminate routing along Highway 1 on the coast, replace with more frequent Route 17 service. New service to College of San Mateo in peak direction. *No adverse effects are anticipated.*
- Route 296: Significantly improve frequency and make slight adjustments to cover areas lost with elimination of Route 280. *No adverse effects are anticipated.*
- Route KX: Only serve San Francisco in peak direction during peak hours. Off-peak and weekend trips will serve San Francisco International Airport as well as San Bruno BART, which will save customers from paying a \$4.00 airport surcharge if they are transferring to BART at San Bruno versus SFO. *Off-peak service is covered via Route 292 (see Exhibit 13), though travel times are longer. Route KX will no longer serve Palo Alto Caltrain, which can be accessed via a transfer to Route ECR (see Exhibit 14). Some trips may require customers pay an additional fare given lack of a transfer policy, although a Day Pass is available.*

**Exhibit 15: Impact of Proposed Frequency/Service Span/Service Day Adjustments**

Bus Lines	Weekly Boardings	Low-Income Boardings	Minority Boardings	Percent Low-Income Boardings	Percent Minority Boardings	Total Impacted Boardings*	Impacted Low-Income Boardings	Impacted Minority Boardings
14	1,481	605	926	40.8%	62.5%	(836)	(341)	(523)
85	620	310	620	50.0%	100.0%	152	76	152
110	6,291	3,007	4,053	47.8%	64.4%	44	21	28
118	1,455	372	808	25.6%	55.6%	(925)	(237)	(514)
120	30,313	15,629	28,105	51.6%	92.7%	6,006	3,097	5,569
132	2,041	990	1,792	48.5%	87.8%	(2,041)	(990)	(1,792)
133	4,287	2,389	3,605	55.7%	84.1%	(2,151)	(1,198)	(1,808)
260	6,051	1,824	3,746	30.1%	61.9%	(675)	(203)	(418)
262	1,915	711	1,055	37.1%	55.1%	(1,491)	(554)	(821)
270	1,230	713	928	58.0%	75.5%	466	270	352
271	2,259	1,027	1,533	45.5%	67.9%	(1,743)	(792)	(1,183)
274	3,175	1,574	2,449	49.6%	77.1%	(186)	(92)	(143)
281	4,108	3,187	3,964	77.6%	96.5%	1,752	1,360	1,691
294	1,821	1,159	1,134	63.6%	62.3%	(589)	(375)	(367)
296	10,189	7,406	8,982	72.7%	88.2%	3,999	2,907	3,525
KX	7,600	3,579	5,864	47.1%	77.2%	(3,650)	(1,719)	(2,816)
Ridership Adjusted Lines	84,837	44,481	69,564	52.4%	82.0%	(14,104)	(7,395)	(11,565)
Total Percent Impacted							52.4%	82.0%
Ridership all Bus Lines	332,013	178,660	269,687	53.8%	81.2%			

\*Total Impacted Boardings is calculated by multiplying the change in Weekly Vehicle Service Miles by the number of Passengers/Vehicle Service Mile carried on each individual route. For example, Route 14 will be cut by 679 VSM per week and carries 1.23 Passengers/VSM. Thus, 679 fewer VSM will translate to 836 fewer boardings (i.e., 679\*1.23=836).

**Analysis of Cumulative Effects of Proposed Service Changes**

Exhibit 16 below illustrates the cumulative impacts associated with the sum total of proposed changes included within the SSP.

**Exhibit 16: Cumulative Impact of All Proposed Changes**

Summary	Weekly Boardings	Low-Income Boardings	Minority Boardings	Percent Low-Income Boardings	Percent Minority Boardings	Total Impacted Boardings	Impacted Low-Income Boardings	Impacted Minority Boardings
Ridership Adjusted Lines	317,792	172,945	261,832	54.4%	82.4%	(22,823)	(12,282)	(18,539)
Total Percent Impacted							53.8%	81.2%
Ridership all Bus Lines	332,013	178,660	269,687	53.8%	81.2%			

## Findings

When viewed cumulatively, the adverse effects anticipated to arise from the SSP will be borne by minority/non-minority, and low-income/non-low-income populations in proportions that reflect almost exactly the population that responded to the 2012 on-board customer survey.

**Exhibit 17: Disparate Impact and Disproportionate Burden Calculations**

Category	Percentage of Current Users	Percentage Impacted by Changes	Disparate Impact	Disproportionate Burden
Low-Income Persons	54.4%	53.8%		-0.6%
Minorities	82.4%	81.2%	-1.1%	

Exhibit 17 illustrates that the proposed changes fall well within the adopted 20-percent thresholds for Disparate Impact and Disproportionate Burden. This illustrates that the package of route-specific proposals included in the SSP and honed through significant input with the public, SamTrans operators, stakeholders, and policy makers has resulted in a proposal with impacts spread in such a way to shield SamTrans' core customers from negative impacts to the extent possible. ***In conclusion, there is no finding of any Disparate Impact or Disproportionate Burden associated with the proposed SamTrans Service Plan.***

## **VII. Public Outreach Activities**

Public participation played a key role in developing and refining the SamTrans SSP recommendations. Public outreach meetings and events were held with City, County and peer agency stakeholders and the public over approximately two years.

SamTrans staff enlisted a consulting firm to guide a public participation program for the SSP. As part of the public participation program, SamTrans also used a SamTrans SSP phone line, a dedicated SSP page on the SamTrans website, e-mail, fixed-route bus variable message signs, bus “take ones”, advertisements in community newsletters and e-mail blasts, a school district survey, press and news releases, multilingual translations of printed materials, and social media outreach via Facebook and Twitter posts.

SamTrans staff met with key peer agency stakeholders, including staff from the San Francisco Municipal Transportation Agency, the Santa Clara Valley Transportation Authority, the Water Emergency Transit Authority, the San Mateo County planning department, and the San Francisco International Airport in order to solicit best practices from stakeholders.

### **Community Outreach: Phase I (Summer 2011)**

In July 2011, SamTrans hosted public open houses to get the public’s feedback on SamTrans service. SamTrans facilitators asked the public to identify areas for improvement and rank their priorities in regards to transit service.

The meetings were structured so as to include a short informational presentation, a period for comments, and an activity allowing attendees to provide their input on issues most important to them. MIG facilitated a discussion after the presentations with SamTrans staff and technical experts on hand to respond to specific questions.

These workshops received local news coverage through Belmont Patch, the City of San Mateo CityNews Community Newsletter, Mass Transit Magazine, Menlo Park Patch, the Mercury News, the Pacific Tribune, Redwood City e-Blast, San Carlos Patch, San Mateo Patch, The Daily Journal (San Mateo County), and the VTA Watch Blog. Resources were also made available on the SSP page of SamTrans’ website.

Meetings were held so as to be accessible to those with disabilities, as well as accessible by way of SamTrans service. Those requiring special accommodation were able to contract SamTrans up to 72 hours in advance of all open houses. Comments could be submitted to SamTrans by phone, e-mail or mail. Exhibit 18 illustrates the times and locations of Phase 1 meetings.

**Exhibit 18: Phase 1 Outreach Public Input Opportunities**

Date	Time	Location
Thursday, July 14	6:30 p.m. – 8:00 p.m.	Burlingame Women’s Club, 241 Park Road, Burlingame
Monday, July 18	6:00 p.m. – 7:30 p.m.	Cunha Intermediate School, Multi-Purpose Room, 600 Church St., Half Moon Bay
Wednesday, July 20	6:30 p.m. – 8:00 p.m.	Fair Oaks Community Center, Multi-Purpose Room, 2600 Middlefield Road, Redwood City
Thursday, July 21	6:30 p.m. – 8:00 p.m.	Doelger Senior Center, Doelger Café, 101 Lake Merced Blvd, Daly City
Wednesday, July 27	1:00 p.m. – 2:30 p.m.	San Mateo County Transit District Offices, 1250 San Carlos Ave., San Carlos

Sixty-two stakeholders and community members attended and participated in these Open Houses. Staff found that their input was very valuable. Also of note was the presence of Spanish- and Chinese-speaking participants. Translation and interpretation services were available in Spanish, Mandarin, Cantonese, and Tagalog to accommodate the needs of everyone present.

A number of comments were also received through surveys, comment cards distributed at the Open Houses, as well as via the SamTrans website. Topics most frequently cited in the comments were desires to improve and expand service, including increased frequency, more weekend and evening service, more express buses, better intermodal connections, as well as improved reliability and on-time performance.

In addition, SamTrans staff held lunchtime events to reach out to the area’s population of senior citizens for feedback. Events were held at the following senior centers across the service area:

- North Fair Oaks Senior Center (Redwood City)
- Doelger Senior Center (Daly City)
- Onetta Harris Senior Center (Menlo Park)

**Community Outreach: Phase II (Fall 2011)**

In November and December 2011, SamTrans hosted seven different multi-lingual Public Workshops to solicit additional feedback. While the first phase was intended to introduce the SSP to the public, the second phase of community outreach was designed to help better orient the service recommendations process.

These workshops included an interactive presentation in which workshop participants decided the agenda based on what they found most relevant to them. This was accomplished through instant polling as the presentation was in progress. Those who attended were greatly encouraged to provide their feedback over the entire course of the workshop.

The workshops featured three different service scenarios illustrating how SamTrans’ service might look in the future. Alternative service options aside from traditional fixed-route service were also explored and were studied in the course of assembling the SSP recommendations.

Like with the first set of meetings, all meetings were held so as to be accessible to those with disabilities, as well as accessible by way of SamTrans service. Those requiring special accommodations were able to contact SamTrans up to 72 hours in advance to make arrangements. Comments were again able to be submitted to SamTrans by phone, e-mail, or mail.

The second phase of workshops received local news coverage through Belmont Patch, the City of San Mateo CityNews Community Newsletter, Mass Transit Magazine, Menlo Park Patch, the Mercury News, the Pacific Tribune, Redwood City e-Blast, San Carlos Patch, San Mateo Patch, The Daily Journal (San Mateo County), and the VTA Watch Blog. Resources were also made available on the SSP website. Exhibit 19 illustrates the times and locations of Phase 2 meetings.

**Exhibit 19: Phase 2 Outreach Public Input Opportunities**

Date	Time	Location
Monday, November 7	6:30 p.m. – 8:30 p.m.	Menlo Park Senior Center, 100 Terminal Avenue, Menlo Park
Thursday, November 10	6:00 p.m. – 8:00 p.m.	Ted Adcock Community Center, 535 Kelly Ave , Half Moon Bay
Tuesday, November 15	6:30 p.m. – 8:30 p.m.	College of San Mateo Room, 468 College Heights
Wednesday, November 16	1:00 p.m. – 3:00 p.m.	San Mateo County Transit District, 1250 San Carlos Avenue, San Carlos
Thursday, November 17	6:30 p.m. – 8:30 p.m.	San Mateo Central Park, 50 E. 5th Ave., San Mateo
Saturday, November 19*	10:30 a.m. – 12:30 p.m.	Belle Air Elementary School Cafeteria, 450 Third Ave, San Bruno
Thursday, December 8	11:30 a.m. – 1:30 p.m.	South San Francisco Municipal Services Building, 33 Arroyo Drive, South San Francisco

\*The Saturday, November 19<sup>th</sup> public workshop was cancelled due to facility error.

Over 50 stakeholders and community members attended and participated in the second phase of community outreach. Staff found that their input was very valuable. Also of note was the presence of Spanish- and Chinese-speaking participants. Translation and interpretation services were available in Spanish during most of the workshops, and in Mandarin at the Half Moon Bay and San Mateo Central Park workshops. Printed materials were also made available in both languages. In addition, 84% of the people were new to the process; only 16% of those had attended any of the workshops held during the first phase of outreach. Significant numbers of current regular riders, less frequent riders, and those who never ride were represented among those who participated in the second phase.

## **Community Outreach: Phase III (Fall 2012)**

In September and October 2012 SamTrans conducted a third round of outreach to present preliminary service change proposals related to specific routes in the SamTrans system. In addition to an online survey, Phase 3 outreach involved three different types of meetings:

- Rider forums,
- Public Workshops, and
- Tabling events.

The majority of the community meetings were organized as “Rider Forums.” Rider Forums are meetings open to the general public with a focus on the proposals specific to the local community where the forum is held. These meetings were planned in coordination with and cohosted by local Community Based Organizations (CBOs), and were, when possible, held at the organizations’ facilities to make it as easy as possible for community members to attend. Emphasis was placed on working with CBOs whose clientele include members of low-income, minority and limited English proficient communities, who often are transit-dependent and traditionally may be less likely to attend public meetings.

The remainder of the Community Meetings (those held in Daly City and San Carlos) were organized as Public Workshops. These meetings had a broader focus and were intended to draw participation from throughout the County. Both events had the same format: an informational presentation on the SSP’s background, objectives and preliminary service change proposals, followed by a question and answer period. Each participant received a questionnaire requesting details of their SamTrans ridership and demographic information, as well as a comment card soliciting both comments on specific bus routes and general comments on SamTrans service. Because of the similar nature of these two types of meetings, the results are presented in a combined manner in this report.

The third type of outreach used during Phase 3 was tabling events wherein outreach tables were placed at local Community Colleges, at senior centers, and also at the Fair Oaks Community Center in Redwood City, with the goal of distributing information about the SamTrans Service Plan. At these events, participants were provided the same questionnaires and comment cards as attendees of other events.

Attendees were encouraged to discuss their opinions and provide additional comments throughout the course of each meeting or tabling event. The meetings concluded by explaining the next steps in the process and giving participants contact information to stay informed and continue to give input to SamTrans.

Altogether, more than 200 people attended the community meetings associated with phase 3, with 160 filling out hard-copy surveys made available at those meetings. In addition to another 62 surveys filled out online, 23 tabling event participants filled out surveys, yielding a total of 255 surveys throughout the process. The participation opportunities were advertised through the following channels:

- “Take One” flyers available on board the buses
- Onboard electronic messages
- Newspaper notices
- Announcements via the agency’s social media accounts (Twitter, Facebook, Google+)
- Announcements at SamTrans Board meetings and other stakeholder meetings, as well as other community notices
- Email blasts

The Community Meetings received coverage through the following online local news resources:

- Belmont Patch
- City of San Mateo CityNews Community Newsletter
- Mass Transit Magazine
- Menlo Park Patch
- Mercury News
- Pacifica Tribune
- Redwood City e-Blast
- San Carlos Patch
- San Mateo Patch
- The Daily Journal (San Mateo County)
- VTA Watch Blog

Exhibit 20 illustrates the times and locations of Phase 3 meetings.

**Exhibit 20: Phase 3 Outreach Public Input Opportunities**

Date	Time	Location
Saturday, October 6	10:30 a.m. – 12:00 p.m.	Sharp Public Library, 104 Hilton Way, Pacifica
Saturday, October 7	10:00 a.m. - 1:00 p.m.	Skyline College, 3300 College Dr, San Bruno
Tuesday, October 9	10:00 a.m. - 1:00 p.m.	Canada College, 4200 Farm Hill Blvd, Redwood City
Wednesday, October 10	10:00 a.m. - 1:00 p.m.	College of San Mateo, 468 College Heights, San Mateo
Thursday, October 11	7:00 p.m. – 8:30 p.m.	St. Bruno Parish Hall, 555 West San Bruno Ave., San Bruno
Saturday, October 13	1:00 p.m. – 2:30 p.m.	Fair Oaks Community Center, 2600 Middlefield Road, Redwood City
Tuesday, October 16	6:00 p.m. – 7:30 p.m.	Main Street Park, 1101 Main St, Half Moon Bay
Thursday, October 18	6:00 p.m. – 7:30 p.m.	Peninsula Station Community Room, 2901 El Camino Real, San Mateo
Tuesday, October 23	6:00 p.m. – 7:30 p.m.	War Memorial Community Center, 6655 Mission St, Daly City
Wednesday, October 24	6:00 p.m. – 7:30 p.m.	YMCA, 550 Bell St, East Palo Alto
Thursday, October 25	1:30 p.m. – 3:00 p.m.	San Mateo County Transit District, 1250 San Carlos Avenue, San Carlos
Tuesday, October 30	10:00 a.m. - 1:00 p.m.	Fair Oaks Community Center, Multi-Purpose Room, 2600 Middlefield Road, Redwood City
Thursday, November 1	6:30 p.m. – 8:00 p.m.	Magnolia Senior Center, 601 Grand Ave, South San Francisco

Also in Phase III, SamTrans staff made presentations at city council meetings and community task force meetings across the agency’s service area to ensure policy-makers had a formal opportunity to provide comment. Members of the public were encouraged to attend these events as well.

**Exhibit 21: Phase 3 Presentations to Policy Makers**

Date	Location
Monday, August 27, 2012	Brisbane City Council
Monday, September 10, 2012	San Carlos City Council
Tuesday, September 11, 2012	San Mateo County Board of Supervisors
Tuesday, September 18, 2012	East Palo Alto City Council
Wednesday, September 19, 2012	East Palo Alto Transport Committee
Monday, September 24, 2012	Pacifica City Council
Tuesday, September 25, 2012	Belmont City Council
Monday, October 01, 2012	Burlingame City Council
Tuesday, October 02, 2012	Half Moon Bay City Council
Monday, October 08, 2012	Redwood City Council
Tuesday, October 09, 2012	Millbrae City Council
Wednesday, October 10, 2012	South San Francisco City Council
Wednesday, October 10, 2012	Colma City Council
Wednesday, October 24, 2012	Portola Valley Town Council

## **Community Outreach: Phase IV (Winter 2013)**

The Community Meetings in Phase IV featured an informational presentation which reviewed the SSP's background and objectives, as well as a brief summary of the public outreach process thus far. It then went on to explain proposed revisions to the service change recommendations which were made based on input from the community during Phase 3. The presentation at each meeting focused on routes serving the area in which the meeting was held. A total of 74 attendees among all the meetings were encouraged to ask questions, discuss their opinions, and provide additional comments regarding specific route change recommendations or on the SSP in general throughout the meeting. Each participant also received a comment form which solicited any further comments and asked them to indicate which routes they ride frequently. The meetings concluded by explaining the next steps in the process and giving participants contact information to stay informed and continue to give input to SamTrans.

The purpose of the Community Meetings was to present draft final service change proposals related to specific routes in the SamTrans system. The presentation reflected SamTrans' receipt of community input showing a substantial reduction in the number of routes that would be impacted by the service changes. In earlier phases, SamTrans discussed potential modifications to route alignment, frequency, and/or service hours. Other proposals suggested elimination of routes where there was duplication or overlap. Alternative service options represent potential service ideas beyond traditional fixed route bus service that may work in San Mateo County, such as shuttles and dial-a-ride programs. The participation opportunities were advertised through the following channels:

- "Take One" flyers available on board the buses
- Onboard electronic messages
- Newspaper notices
- Announcements via the agency's social media accounts (Twitter, Facebook, Google+)
- Announcements at SamTrans Board meetings and other stakeholder meetings, as well as other community notices
- Email blasts

The Community Meetings received coverage through the following online local news resources:

- Belmont Patch
- City of San Mateo CityNews Community Newsletter
- Mass Transit Magazine
- Menlo Park Patch
- Mercury News
- Pacifica Tribune
- Redwood City e-Blast
- San Carlos Patch
- San Mateo Patch
- The Daily Journal (San Mateo County)
- VTA Watch Blog

The project website also provides detailed project information, such as previous project plans and PowerPoint presentations in addition to public outreach information.

**Exhibit 22: Phase 4 Outreach Public Input Opportunities**

Date	Time	Location
Wednesday, January 9	10:00 a.m. - 12:00 p.m.	El Granada Sanitary District, 504 Ave Alhambra, El Granada (Midcoast Community Council)
Saturday, March 16	9:30 a.m. -- 11:00 a.m.	El Granada Sanitary District, 504 Ave Alhambra, El Granada
Monday, March 18	6:00 p.m. -- 7:30 p.m.	YMCA, 550 Bell St, East Palo Alto
Tuesday, March 19	6:00 p.m. -- 7:30 p.m.	San Mateo County Transit District, 1250 San Carlos Avenue, San Carlos
Wednesday, March 20	12:00 p.m. -- 1:30 p.m.	San Mateo County Transit District, 1250 San Carlos Avenue, San Carlos
Wednesday, March 20	6:00 p.m. -- 7:30 p.m.	Brisbane City Hall, 50 Park Pl, Brisbane

## Operator Outreach

Since work on the SSP began in 2011, SamTrans planning staff have conducted significant outreach with SamTrans operators at the base-level as well as with the Union Subcommittee. This included 14 scheduled events at the North and South bases to solicit input. Information was shared in advance of each meeting to ensure adequate review time before discussions.

**Exhibit 23: Operator Input Opportunities**

Date	Audience	Content
Tuesday, July 19, 2011	Union Subcommittee	Feedback on SSP approach
Thursday, August 11, 2011	Union Subcommittee	Discussion of service evaluation results
Thursday, August 25, 2011	Operator Open House	Discussion of service evaluation results
Saturday, October 08, 2011	Union Subcommittee	Discussion of service alternatives
Friday, December 30, 2011	Union Subcommittee	Update on SSP progress
Wednesday, February 01, 2012	Operator Open House	Discussion of different service scenarios
Thursday, February 02, 2012	Operator Open House	Discussion of different service scenarios
Saturday, May 12, 2012	Union Subcommittee	Update on SSP progress
Tuesday, July 31, 2012	Operator Open House	Feedback on draft service recommendations
Wednesday, August 22, 2012	Union Subcommittee	Feedback on draft service recommendations
Tuesday, October 30, 2012	Operator Open House (two locations)	Feedback on specific route recommendations
Friday, November 02, 2012	Operator Open House (two locations)	Feedback on specific route recommendations