Overview

• Project Update
• Public Outreach Summary
• Market Analysis Review
• Next Steps
Project Update

Guiding Principles

Community Input

Data Analysis

Service Framework: Criteria for Decision-making

Service Alternatives

Community Input

Draft Service Plan

Final Service Plan

We are here
Project Update

- Data and Market Analysis
- Public Open Houses
- SamTrans Staff Outreach
- Senior Center Meetings
- City Manager Ad-Hoc Meetings
- Public Agency Meetings
Public Outreach
Summary
Public Outreach Activities

- Five public Open Houses
  - Burlingame
  - Half Moon Bay
  - Redwood City
  - Daly City
  - San Carlos

- Three senior center lunchtime events
  - North Fair Oaks Senior Center (Redwood City)
  - Doelger Senior Center (Daly City)
  - Onetta Harris Senior Center (Menlo Park)

- Two SamTrans Staff outreach events
  - San Carlos
  - North Base
Public Open Houses

• July 14, 2011: Burlingame Women’s Club
• July 18, 2011: Cunha Middle School
• July 20, 2011: Fair Oaks Community Center
• July 21, 2011: Doelger Senior Center
• July 27, 2011: SamTrans Bacciocco Auditorium
Outreach Key Information

• Participants learned about travel markets in San Mateo County

• Information stations provided background on SamTrans patron travel behavior such as:
  - Variety of trip types and purposes
  - Demographic characteristics
  - Trip origins and destinations
  - SamTrans service and travel behavior varies across the county
Outreach Initial Findings

• Participants who were regular SamTrans riders, rode 3+ days a week

• Topics of interest included:
  - Retaining specific service routes
  - Increasing service hours on evenings and weekends
  - Introducing new express or Bus Rapid Transit (BRT)-type services
  - Top priorities were improving bus schedules, destinations, and frequency
Public Outreach Activities

- Additional Activities
  - SamTrans Service Plan (SSP) phone line
  - SSP website
  - SSP e-mail
  - Fixed-route bus variable message signs
  - Bus “Take ones”
  - Community newsletters and e-mail blasts
  - School District survey
  - Press and news release
  - Multilingual translation
  - Facebook and Twitter posts
Market Analysis
Market Findings

- San Mateo County is made up of unique neighborhoods and communities with varying travel needs

- Wide range of land uses, from rural areas to urban areas

- SamTrans must find the right balance to serve these diverse markets
### Market Types

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<td><strong>El Camino Corridor and Caltrain</strong></td>
<td><strong>Community Center</strong></td>
<td><strong>Auto-Oriented Center</strong></td>
<td><strong>Suburban</strong></td>
<td><strong>Coastside Rural</strong></td>
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Next Steps
Next Steps

- Refine data analysis
- Criteria development
- Develop preliminary service alternatives
- Conduct second phase of public outreach (November 2011)
- Forthcoming:
  - Input from outreach input into service proposals
  - Draft Service Plan
  - Final Service Plan