Overview

- Background
- Purpose
- Process
- Guiding Principles
- Next Steps
SamTrans Service Network: Past and Present

1998
Bus Improvement Plan (1998) looked to restructure the SamTrans network

- Less emphasis on geographic coverage
- More connection to rail
Purpose
Purpose

• Key initiative identified in SamTrans Strategic Plan (Comprehensive Operations Analysis)

• In-depth study of fixed-route bus system
  – Understand existing bus services
  – Assess efficiency
  – Identify areas for improvement
  – Identify new markets for future growth
  – Evaluate current and future resource constraints and/or opportunities
  – Engage and learn from stakeholders

• Local process to inform regional Transit Sustainability Plan
Process
Process

Guiding Principles

- Stakeholder Input
- Data Analysis

Service Framework:
Criteria for Decision-making

Service Alternatives

Stakeholder Input

Draft Service Plan → Final Service Plan
Guiding Principles
Role of Guiding Principles

• Provides context for SSP data analysis
  – Market and service data review will be guided by these principles

• Focuses public involvement
  – Frames the project discussion for public outreach process

• Refined to become a set of criteria for decision-making
Guiding Principle Themes

• Grounded in the focus areas of the board-adopted Strategic Plan
• Emphasis on:
  – Service
  – Customers
  – Service Markets
  – Financial Stability
  – Integrated Planning
Guiding Principles - Service

Service: How we deliver service to our customers

- Increase service frequency where demand warrants it
- Design routes to respond to market demand
- Maintain service quality, particularly safety, along with any service modifications
Customer Focus: The customer experience

- Deliver quality service that maximizes the customer experience
- Retain current and attract new riders
Service Markets: To whom and where we deliver our services

- Maintain core services to markets that serve transit dependent populations, seniors and the disabled
- Provide service to meet needs of discretionary travelers
- Explore alternative mobility options
Guiding Principles – Financial Stability

Financial Stability: How we fund service delivery

• Maximize available resources to ensure service delivery over the long term
• Maximize efficiency while maintaining high quality service
• Identify potential future funding
Integrated Planning: How our service influences, coordinates and responds to land use decisions

• Link transit service planning with land use planning
• Support regional sustainability strategies that strengthen integrated planning to achieve climate protection goals
• Capture environmental benefits by supporting the development of “livable” and sustainable communities
Next Steps
Next Steps

• Data Analysis (Summer 2011)
  – Market Analysis
  – Service Analysis
• Stakeholder Outreach (July 2011)
• Service Alternatives (September 2011)
  – Framework & Criteria
• Stakeholder Outreach (September 2011)
• Draft Service Plan (December 2011)
• Board-adopted Plan (February 2012)