SamTrans Business Plan Update
May 2018
Core Principles:

1. Sustain and enhance services for the transit-dependent
2. Expand and innovate mobility services
3. Promote programs that relieve traffic congestion
Today’s Update

Breakout of initiatives into three categories:

1) Currently Underway
2) Planned; Future Funding Required
3) Future Initiative
Sustain and Enhance Services for the Transit-Dependent

Initiative #1: Completion/Implementation of the Senior Mobility Plan

- Currently underway; completion in Summer 2018
- Strategies: Pilot Taxi Voucher Program; Mobility Manager; One-Click Website
- Performance Metrics: ↓ Paratransit Ridership; ↓ Cost per Passenger on Paratransit; ↑ Senior Ridership; ↑ Travel Training Utilization; ↑ Customer Awareness
Initiative #2: Implementation of the Youth Mobility Plan

- Currently underway; Plan finalized in August 2017
- Youth Mobility Coordinator hired January 2018; Outreach to schools, newsletter, events
- Performance Metrics: ↑ Youth ridership; ↑ customer awareness; ↑ attendance at events; ↑ ambassador program participation; ↑ newsletter click-through
Initiative #3: Bus Stop Improvements

- Planned; Future Funding Required
- Comprehensive analysis of signage and wayfinding; Framework to identify bus stop access issues and prioritize improvements
- Performance Metrics: ▲ Customer awareness; ▼ complaints; ▲ bus stops improved
Initiative #4: Expand Way2Go Pass to Colleges

- Planned; Future Funding Required
- Recommendation from Youth Mobility Plan
- Fare Study will analyze current Way2Go pricing
- Staff have begun conversations with College of San Mateo
- Performance Metrics: Number of colleges with Way2Go Pass; utilization of pass
Initiative #5: UC Davis ITS Partnership

- Currently Underway; Agreement signed April 2018
- Two tasks:
  - Paratransit Efficiency Assessment: Examine current business model (booking, dispatch, etc.)
  - Microtransit Feasibility Study: Identify model to fulfill needs (agency-operated vs. private partnership)
- Performance Measures: ↓ Cost per paratransit trip; ↑ microtransit ridership
Initiative #6: Mobile Ticketing and Real Time Application

- Currently Underway
- Contract awarded April 2018; Application launch in September 2018
  - Real time trip planning
  - Mobile tickets
- Performance Measures: ↑ # of mobile tickets purchased; ↑ customer feedback; ↓ Call Center call volume
Initiative #7: Microtransit Pilot

- Planned; Future Funding Required
- Launch expected in Fall 2018 subject to Board approval of funding
- Performance Measures: \( \uparrow \) # of rides taken on Microtransit pilot; \( \downarrow \) cost per passenger trip on Microtransit
Initiative #8: Wi-Fi on Buses

- Planned with future bus procurements
- Currently testing proof of concept
- Newest 55-articulated buses and 10-battery electric buses will have Wi-Fi
- Performance Measures: ↑ # of buses with Wi-Fi; ↑ Wi-Fi utilization by passengers; ↑ % of passenger with access to Wi-Fi
Initiative #9: Modernize the SamTrans Website

- Planned; Future Funding Required
- Website developer hired to manage development of new website
- Performance Measures: ↑ # of website visits; ↓ Call Center call volume
Initiative #10: Electrification of Bus Fleet and Infrastructure

• Underway and Planned; Future Funding Required
• 10-40’ battery electric Proterra buses to arrive in late 2018/early 2019
• Opportunity for additional electric buses with express bus service and bus replacement in 2021
• Performance Measures: ↑ # of vehicle miles via electric buses; ↓ energy/fuel costs
Initiative #11: Transportation Network Company (TNC) Pilot

- Planned; Future Funding Required
- Exploring opportunities in FY19
- Targeting incorporation into Taxicab Voucher Pilot and/or Mobile Ticketing Application

- Performance Measures: ↑ # of first/last mile trips taken on TNCs; ↓ cost per passenger
Initiative #12: Express Bus Services

- Planned; Future Funding Required
- Express Bus Study will be complete in Fall 2018
- Recommendations for a network of express bus services to operate with and without the managed lanes
- Performance Measures: ↑ # of rides taken on express bus; ↑ VMT reduction
Promote Programs that Relieve Traffic Congestion

Initiative #13: Dumbarton Corridor Improvements

• Underway
• Dumbarton Study finalized in 2017; currently pursuing public private partnership to advance recommendations in the study
• Performance Measures: Determine feasibility of partnership; advance recommendations; initiate service
Initiative #14: Complete and Implement the Coastside Study

- Planned; Future Funding Required
- Draft Coastside Study completed; Final study for approval in Summer 2018
- Some recommendations implemented already
- Performance Measures: ↑ Ridership on Route 118; ↑ utilization of Linda Mar P&R
Initiative #15: Rapid ECR Service

- Currently Underway
- Pilot ECR Rapid Service rollout Summer 2018
- ECR Transit Signal Priority (TSP) project underway; operational by 2021
- Performance Measures: ↑ # of trips taken on ECR and ECR Rapid; ↑ OTP; ↑ Run-time savings post TSP
Initiative #16: Countywide Shuttle Study

- Future Initiative
- Opportunity to evaluate shuttle performance and network; coordination with Commute.org
- High-level service concepts to simplify shuttle operations in the County
- Performance Measures: ↑ # of trips taken on shuttles; ↑ # of shuttle routes; ↑ VMT reduction; ↑ integration into route network
Next Steps

- Receive comments and feedback from Board in May
- Finalize Study in June