Overview

- Background
- Purpose
- Process
- Guiding Principles
- Next Steps
Background

SamTrans Service Network: Past and Present

1996
Bus Improvement Plan

- 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
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

Guiding Principles – Customer Focus

Customer Focus: The customer experience

• Deliver quality service that maximizes the customer experience
• Retain current and attract new riders
Guiding Principles – Service Markets

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
Guiding Principles – Integrated Planning

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)