Overview

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

- El Camino Corridor and Caltrain
- Community Center
- Auto-Oriented Center
- Suburban
- Coastside Rural
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