SAMTRANS SERVICE PLAN

Preliminary Analysis and Criteria Development

Agenda

- Overview
- Part I: Key Findings
  - Market Assessment
  - Service Evaluation
- Part II: Service Development Framework
  - Metrics
  - Criteria
- Part III: Next Steps
Overview

Board Workshop Purpose

• Discuss and provide feedback on:
  • Key Findings
  • Project performance metrics
  • Project criteria

• Consider:
  • Creation of Board advisory committee
  • Project timeline and community meetings
**Project Background**

- In-depth study of transit system to identify:
  - Service strengths
  - Areas for improvement
  - Suggestions to improve efficiency
  - Increase ridership

- Time horizon: 5 to 15 years
- Local process to inform MTC Transit Sustainability Project

**Project Approach**

- Retain consultant with significant industry experience to review operations
- Develop and conduct a comprehensive public outreach strategy

→ Create a more efficient, market-responsive transit system while continuing to address community mobility needs in our County
Project Process

<table>
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Solicit public input at multiple stages in the process

Project Guiding Principles

- Grounded in the focus areas of the board-adopted Strategic Plan
- Guiding Principles emphasize:
  - Service
  - Customers
  - Service Markets
  - Financial Stability
  - Integrated Planning
- *Take into account larger community needs, such as serving transit-dependent populations*
Service Statistics

51,320
Average Weekday Boardings

System Average
31.3 Passengers per Revenue Hour

System Average
$5.14 Subsidy per Passenger Boarding

System Average
18.6% Farebox Recovery Ratio

Source data: NTD FY 2009

Key Findings
Key Findings: Market Assessment

- 5 Market Types

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

Key Findings: Core Markets

Market Analysis

Core market areas
- El Camino Real
  Main travel spine, activity center
- Daly City, South SF
  High densities, transit oriented population
- San Mateo, parts of Foster City
  High densities, but more auto-centric
- Redwood City, East Palo Alto
  High densities, transit-oriented population
Service Evaluation – Key Terms

• The service evaluation findings will show how various SamTrans’ services perform using performance metrics.

• Performance metrics can indicate:
  – **Productivity** of SamTrans service
    • How many passengers are carried per resource invested?
  – **Financial Effectiveness** of SamTrans service
    • How much does it cost to carry SamTrans passengers?

Key Findings - Service

<table>
<thead>
<tr>
<th>Average Daily Boardings</th>
<th>Systemwide</th>
<th>Weekday</th>
<th>Saturday</th>
<th>Sunday</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>51,320</td>
<td>24,501</td>
<td>17,573</td>
<td></td>
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<tr>
<td>Top 4 Routes</td>
<td>120, 292, 390, 391</td>
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<tr>
<td></td>
<td>45% of total</td>
<td>61% of total</td>
<td>66% of total</td>
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</tr>
<tr>
<td></td>
<td>22,833 weekday boardings</td>
<td>14,994 boardings</td>
<td>11,554 boardings</td>
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</tbody>
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• Top 4 routes represent core SamTrans service
  – Benefit nearly half of existing SamTrans riders
  – Demonstrates potential to attract new riders
Top 4 SamTrans Routes

- Route 390: El Camino Corridor
  - Serves Daly City to Palo Alto

- Route 391: El Camino Corridor
  - Serves San Francisco (limited), Daly City, Colma to Redwood City

- Route 120: Community Centers
  - Serves Colma BART, Daly City Serramonte Shopping Center

- Route 292: El Camino Corridor & Community Centers
  - San Mateo, San Francisco International Airport, South San Francisco, San Francisco

Key Findings – El Camino Real

- Serves as core spine of the network
- More than half of SamTrans ridership along the corridor
- High ridership/productivity
- Most SamTrans trips touch the corridor
Key Findings: Productivity & Financial Effectiveness

65% of SamTrans routes
Below the system average for both financial effectiveness and productivity

Key Findings: Community Routes

- What are the true costs of the Community Routes?
  - Complex route alignments and schedules (service to schools) which consume large amounts of staff resources
  - Less efficient service to deliver (higher peak bus, deadhead, and layover) compared to other SamTrans routes
  - Small amount of revenue service provided makes productivity/financial effectiveness appear strong
Performance Metrics

- Definition: *measures that are used to evaluate efficiency and effectiveness*
- Practical measurement of guiding principles
  - Improve productivity: passengers per revenue hour
  - Improve financial effectiveness: subsidy per passenger boarding
Performance Metric Examples

• **Productivity**
  – Passenger boardings per revenue hour
  – Passenger boardings per one-way trip

• **Financial Effectiveness**
  – Cost per passenger boarding
  – Subsidy per passenger boarding
  – Farebox recovery ratio

• These are common, but by no means all, transit performance metrics

• No single metric tells the whole story

Passenger Boardings Per Revenue Hour

• Measure of total passenger boardings per unit of investment

• Widely-used industry standard for service productivity

• **20 boardings per hour** is a common guide for productive service
Subsidy Per Passenger Boarding

- Measure of the cost to SamTrans per passenger boarding
- Widely-used industry standard for financial effectiveness
- Industry guide for financially effective services vary based on service costs, but rarely rise above $10.00 per boarding

Weekday Subsidy per Passenger Boarding
Project Criteria Purpose

• Apply the SSP guiding principles to the project results
• Help identify trade-offs between different service scenarios
• Build on a quantitative information for improved efficiency and financial effectiveness (“data-driven”)
• Balance results of the data with what is necessary to meet community needs (“mission-driven”)

Project Criteria
Balancing Community Needs: SamTrans Rider Statistics

- Median yearly income of $36,600
- 64% do not have access to a car
- Top languages spoken are:
  - English
  - Spanish
  - Tagalog
- More than 33% of riders are:
  - Youth (age 13-17)
  - Young Adult (age 18-24)
Project Criteria Characteristics

<table>
<thead>
<tr>
<th>service productivity</th>
<th>market matching</th>
<th>financial stability</th>
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<tbody>
<tr>
<td>Service Route Frequency</td>
<td>Maintain Existing Ridership</td>
<td>Capital Investment</td>
</tr>
<tr>
<td>Route Design</td>
<td>Capture New Riders</td>
<td>Cost/Revenue Neutral</td>
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<tr>
<td>Intermodal Connections</td>
<td>Key Ridership</td>
<td>Total Funding</td>
</tr>
<tr>
<td>Compete with Other Transit</td>
<td>Destinations</td>
<td>New Service Models</td>
</tr>
<tr>
<td>Service Quality</td>
<td>Route Type</td>
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<td></td>
<td>Is Transit Competitive</td>
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Next Steps
Project Next Steps

- Prepare proposed service scenarios
- Evaluate service scenarios with project criteria

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Project Next Steps: Board Engagement

- Create SSP Board Advisory Committee
- Endorse project timeline and November community meetings
Project Next Steps: Public Engagement

- Present proposed service scenarios to public
- Community workshops in November
- Revise service scenarios based on public input

Project Next Steps: Board Actions for October

- For consideration in October:
  - Adopt project criteria
  - Endorse project metrics