Project Background

Second phase of implementation currently in progress
- More than 200 individual tasks
- Weekly meetings of multi-disciplinary team
- Regular updates to Executive Oversight Committee
- Subcommittees working on critical tasks
- Analyzing Phase 1 implementation for improvements toward Phase 2
Phase 1 Progress

ECR Weekday Performance

August | September | October
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2012: 11,000 | 11,430 | 11,086
2013: 10,174 | 11,000 | 11,728

Phase 1 Progress

ECR Weekend Performance

Saturday | Sunday
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2012: 7,384 | 6,488
2013: 8,130 | 6,090
2012 Saturday: 7,015
2013 Saturday: 8,380
2012 Sunday: 7,381
2013 Sunday: 8,317
Phase 1 Progress

- Weekday ECR On-Time Performance

Phase 2 Scope of Changes

- Implement the rest of the SSP
  - Increase service along key corridors
  - Adjust alignments to better serve communities
  - Eliminate or curtail under-performing routes
  - Introduce pilot services in San Carlos & Pacifica
  - Improve connections throughout the county

- Reduce price of Day Pass
  - SSP will require some passengers to transfer more often
  - Mitigate burden on passengers and promote ridership
Phase 2 Scope of Changes

• # of Routes in January: 73
• Adjustments made since SSP adoption:
  - East Palo Alto routes will run more frequently & Route 280 will stay intact
  - Remove Route ECR service into Millbrae BART & resume travel into San Bruno BART for better efficiency
  - Many new routes are created from existing routes for simplification purposes, such as KX-398, 260-261, 251-256 and 295-275)

Phase 2 Activities

• Finish scheduling tasks
  - Finalize run times and route schedules
  - Update headsigns
• Coordinate with partner agencies
• Prepare customer communications and publications
• Remove old bus stops and install new bus stops
• Train operators & customer service staff
• Monitor performance of new service
Phase 2 Activities

- Pre-launch Awareness
  - Website
  - Inform partner agencies
  - Inform community-based organizations
  - Notices placed at affected bus stops
  - Train bus operators and customer service representatives
  - Provide onboard notices and announcements
  - Leverage social media
SSP performance measures relate to three primary goals:
- Stabilize and Grow Ridership
- Improve Service Quality
- Improve System Efficiency

We will present detailed information at the January meeting.