Project Background

• Two-year development process
  - 40 meetings with public and policy makers
  - Received more than 1,800 comments

• Adopted May 1

• Transitioned to implementation phase
  - More than 200 individual tasks
  - Weekly meetings of multi-disciplinary team
  - Regular updates to Executive Oversight Committee
**Timeline**

- Two-phase Implementation
  - More manageable
  - Build support for second phase
  - Improve ridership early
  - Take time to inform customers

**Phase 1: Aug. 11, 2013**

- Expand Route ECR to weekdays
  - Consolidate Routes 390 and 391
  - Service every 15 minutes
  - Common terminals
  - Improve service south of Redwood City
- Renumber school-day only trips
  - Consolidate Routes 35 and 36
  - Create eight new routes from trips currently operated as part of deviated regular routes
  - Split confusing routes with multiple deviations into individual routes
Phase 2: Jan. 26, 2014

- 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

  - SSP will require some passengers to transfer more often
  - Mitigate burden on passengers and promote ridership

Pre-launch Awareness

- Website
  - Upcoming service changes section
  - School changes section

- School outreach
  - Initial contact to inform schools of upcoming changes
  - Packets with maps and timetables sent to schools

- Informed partner agencies
- Noticed placed at effected bus stops
- Training for bus operators and customer service representatives
- Onboard notices and announcements
Pre-launch Awareness

Phase 1 Launch Day

- **Ambassadors at key transit centers**
  - South San Francisco & San Bruno BART
  - Redwood City Caltrain
  - Daly City (BART and Mission/Evergreen)

- **Bus operators ensure customers board correct bus**

- **Operations staff in the field**
  - Monitor program performance
  - Correct operational issues
  - Provide information to customers
Major Tasks for January

- Finalize trip and operator schedules
- Conduct training
- Update bus stop signs, destination signs and onboard announcements
- Prepare customer communications and publications
- Monitor performance of August adjustments

Performance Monitoring

SSP performance measures relate to three primary goals:
- Stabilize and Grow Ridership
- Improve Service Quality
- Improve System Efficiency
Develop and report on comprehensive service metrics:

- Ridership by route and system
- On-time performance
- Scheduling efficiency
- Consistent with MTC TSP goals as well as FY2014 Budget