SamTrans Service Plan Progress Update

Board of Directors
June 4, 2014

Agenda

• SSP Background
• Performance Measurement
• Performance Analysis
  – System
  – 15-minute Service
  – Pilot Services
• Next Steps
• Summary
Project Background

Second phase of implementation launched
January 26
• 14 new routes
• Frequency changes to 12 routes
• Alignment changes to 12 routes
• Elimination of 5 routes
• Two new pilot services
• Adjustments of some kind to every route

Performance Measurement

On-time Performance

Ridership

Passengers/ Hour

Cost/ Passenger

Improve Quality

Grow Ridership

Increase Efficiency
Performance Measurement

Purpose of metrics:
• Do data-driven recommendations translate to real-world results?
• Does enhancing frequency pay off?
• Are customers willing/able to transfer between routes?
• Are pilot services achieving their goals?
• Where are growth markets?
• What changes fell flat?

Performance Measurement

What happens if a route doesn’t meet goals?
• Performance standards act as triggers
• Initiates in-depth analysis of cause and possible solutions
• No predetermined outcome for poor performers

What happens if a route exceeds goals?
• What did we do right?
• Can we replicate it elsewhere?
• Should we enhance service?
Three-month Summary

- Total Ridership: Up 1.5 percent
  - Day Pass usage more than doubled
- Average Weekday Ridership: up 1.3 percent
  - Saturday ridership up 1.3 percent
  - Sunday ridership up 5.3 percent
- Passengers/Service Hour: down 4.7 percent
- Operating Cost/Passenger: up 5.0 percent
  - Some add-backs following adoption
  - Plan recommendations versus operational reality
  - Enhancements outside of SSP recommendations
  - Continued ridership growth will yield improvement
- On-time Performance: up 3.2 percent
Total Ridership

Average Weekday Riders
**On-time Performance**

- **15-minute Service**
  - 15-minute service along key corridors
  - Prime opportunities for ridership growth
    - Route 120
    - Route 130
    - Route 131
    - Route 281
    - Route 296
    - Route ECR
  - Account for 2,400 new riders each weekday, potentially 650,000 additional riders/year.
Pilot Services

Key element of the SSP
- Pacifica and San Carlos
- New way of delivering service
- Look beyond 40-foot bus
- Tailored to meet community needs
- Flexible, demand-based service
- Evaluate to determine if appropriate for other communities
Next Steps

Service Changes June 15

- FLX Pacifica will start one hour earlier, end one hour later
- FLX San Carlos will serve RWC Caltrain, add stops
- Saturday service on Route 270
- Running time adjustments on Route 292 in SF
- Route 294 will serve senior housing facility on Main St.
- KX will have earlier a.m. and later p.m. service
- Other schedule adjustments
Summary

- System-wide ridership is increasing
  - Driven by 15-minute service
- Initial drop in productivity and cost-effectiveness
  - Ridership increases should result in improvements over next 9-12 months
- Customers are getting used to changes to local service
- Use of Day Pass has increased significantly, customers are transferring more often
- FLX Pacifica is very successful
- Staff has identified improvements for FLX San Carlos in June

Discussion

Comments/Questions?