SamTrans Service Plan (SSP) Update

Board of Directors
April 6, 2016
P, D & S ITEM #2

SSP Recap Since 2014

- Performance Evaluation and Analysis
  - Ridership
  - Passengers per Service Hour
  - On-Time Performance

- Pilot Services
- Next Steps
- Summary
2014 and 2015 Ridership

- **Average Weekday Ridership:**
  - 2014 up 2.6%
  - 2015 up 0.9%

- **Total Ridership:**
  - 2014 up 3.1% (Total 12,994,421)
  - 2015 up 0.8% (Total 13,097,521)
Passenger per Service Hour

- 2014: Average Pass/Service Hour = 27.4
- 2015: Average Pass/Service Hour = 27.1

Passengers per Service Hour

[Bar chart showing monthly passenger counts for 2014 and 2015]
Pilot Services Update

- Pacifica Service
  - 10 Passengers/Hour

- San Carlos Service
  - 2 Passengers/Hour

Next Steps

- Mitigation of OTP Due to Increased Congestion on University and Willow Corridors
  - Improve Signal Timing on University Avenue
  - Increase Recovery Time on Routes 280/281/296
  - Adjust Headways on 280/281
Next Steps (Continued)

- Discontinue San Carlos FLX Service to reallocate resources to another San Carlos route

- New Pilot Programs under consideration
  - Express Service to SFO
  - Expansion of Service in East Palo Alto
  - Adjusting School Bell Time Service

Next Steps (Continued)

- Continue Fixed-Route Service Analysis
  - Evaluate Key Performance Indicators (KPI)
    » Improve On-Time Performance (OTP)
    » Establish Benchmarks Based on Title VI Categories
  - Analyze/Adjust Connections to Caltrain
  - Analyze Low Performing Routes
Next Steps (Continued)

• Increased Marketing & Promotions
  – Targeted campaigns (Senior & Youth)
  – Focused promotion of new/revised routes
  – Expanded community outreach

• Explore Targeted Market Research
  – Identify commute patterns serving major employment centers
  – Annual Customer Satisfaction Survey and Focus Groups

• Ease Of Use Improvements
  – Payment/Fare convenience (PayPal, mobile ticketing)
  – Real Time Information

Summary

• 2014 ridership rate of increase has not been sustained
• Analyze and evaluate service performance
• Continue to develop new pilot programs
• Expanded marketing outreach
• Continue to improve the customer experience
• Capitalize on opportunities to increase ridership
Questions?