Update on *Reimagine SamTrans*

SamTrans Board of Directors

July 10, 2019
What is a COA?

A COA is an in-depth study of a transit system that is undertaken every 5-10 years.

*Reimagine SamTrans* is the name of the SamTrans Comprehensive Operational Analysis (COA).
Reimagine SamTrans will...

- Give the District an **updated picture** of the existing operational and ridership conditions for **each route and system-wide**
- Help us **understand the market of traditional bus riders** in San Mateo County, including where they live and work, in order to guide the allocation of fixed-route bus resources
- Help us **understand the market of non-traditional bus riders** in San Mateo County and identify other mobility services that interest them; provide a platform to analyze and **recommend new service models and mobility pilots**
- Recommend **route, network or vehicle size changes** to improve ridership and efficiency
- Require **feedback** from **leadership** and the **community**, as well as **patience, thoughtfulness, and open-mindedness** from all participants.
What does a COA produce?

The final product of a COA is a new SamTrans system – called the *Preferred Alternative*.

A COA has two phases:

- **Phase One**
  - Discovery, Analysis, and Listening
  - Policy Development

- **Phase Two**
  - Mobility Service Alternatives
  - Preferred Alternative
Phase One: Discovery, Learning and Analysis

Phase One will develop an understanding of…

• how the SamTrans system operates today
• the transportation, housing and land use policy and planning context over the next five years
• the mobility options SamTrans riders and non-riders desire
Key Inputs in Phase One

- **Policies**: Service Operating Procedures, Service Standards, Collective Bargaining Agreement
- **Planning Studies**: Finalized plans and studies, origin/destination trip data, regional plans
- **Market Research**: Focus groups of riders, non-riders and former riders, survey of SM County residents
- **Outreach**: Bus riders, general public, bus operators, employers
- **Stakeholders**: SAG, TAG, schools, employers, cities/county, regional partners, “New Mobility Think Tank”
- **Existing Conditions**: Ridership analysis, schedule and run time analysis, efficiency of current service, bus stop utilization
- **New Mobility Strategies**: SamTrans OnDemand evaluation, First/last mile strategies, active transportation options, public private partnerships
# Phase One: Policy Development

<table>
<thead>
<tr>
<th>Service Policy Framework</th>
<th>How should SamTrans allocate fixed-route bus resources (i.e., coverage vs. productive routes) among route types?</th>
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<tbody>
<tr>
<td>Service Design Guidelines</td>
<td>During and after the COA, how should SamTrans design routes and services in the spirit of the service policy framework?</td>
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<td>Service Standards</td>
<td>What performance should we expect from our services and how should we measure success?</td>
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Phase Two: Mobility Service Alternatives

Phase Two includes the development of up to three mobility service alternatives (i.e., SamTrans systems) by applying the policies developed in Phase One.
Phase Two: Preferred Alternative

- Mobility Alternative One
- Mobility Alternative Two
- Mobility Alternative Three

Preferred Alternative
(i.e., new SamTrans Network)
COA Project Flow

Jun – Sept 2019
Existing Conditions
Market Research

Sept – Nov 2019
Phase One Outreach
Service Standards
ECR Analysis

Dec 2019 – Feb 2020
Service Framework
and Policy Guidance

June – Sept 2020
Preferred Alternative Development

April – May 2020
Phase Two Outreach

Feb – March 2020
Mobility Service Alternatives Development

Oct 2020 – Jan 2021
Public Comment Period, Public Hearing, Title VI Analysis

Feb 2021
Board Action on Service Plan

August 2021
Implementation!
### Project Management Structure and Meeting Frequency

<table>
<thead>
<tr>
<th>Weekly</th>
<th>Bi-Weekly</th>
<th>Monthly</th>
<th>Quarterly</th>
<th>Key Milestones</th>
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| **Consultant Management Team** | **Project Management Team**  
Comprised of: Key Dept Leads and Subject Matter Experts (SMEs) during key points in project  | **Staff Working Group**  
Comprised of: PMT, Directors and Service Planning Committee members | **Executive Steering Committee**  
**Board Ad Hoc Committee**  
**Citizens Advisory Committee (CAC)**  
**Technical Advisory Group**  
**Stakeholder Advisory Group** | **SamTrans Advisory Group:**  
• Riders  
• Youth  
• Senior  
• New Mobility Partners |
|              |                   |                                                              |                                                                          |                                                     |
While *Reimagine SamTrans* is underway…

- Monitor and evaluate SamTrans OnDemand
  - Launched May 2019; evaluation by end of 2019
  - Look for areas where expansion is suitable
- ECR/ECR Rapid service analysis
- Launch Phase I express bus service
  - FCX (Foster City – SF) in August 2019, Palo Alto-Western SF in Spring/Summer 2020
- Regular and/or ongoing adjustments to schedules to improve OTP
  - School-related adjustments
- Electrification of Fleet
- Implement Transit Signal Priority on El Camino Real
  - Study pinchpoints and opportunity for additional transit priority improvements
- Continue to implement recommendations from Youth Mobility Plan and Plan for Older Adults and People with Disabilities
  - Try Transit to San Mateo Community Colleges
  - Taxi voucher program
Where we need you!

- Your input on Service Policy Framework will help guide the direction of *Reimagine SamTrans*
  - 2020 Board Retreat Focus
- Your promotion and participation in our outreach to listen from current and potential customers
  - First round to be held in September/October
Next Steps

- Kickoff meeting with consultant team
  - June 2019
- Existing conditions and market research
  - Underway
- Quarterly meetings with Board Ad Hoc, Stakeholder and Technical Advisory Groups starting August or September 2019
Questions?