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:

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

Service Policy Framework

How should SamTrans allocate fixed-route bus resources (i.e., coverage vs. productive routes) among route types?

Service Design Guidelines

During and after the COA, how should SamTrans design routes and services in the spirit of the service policy framework?

Service Standards

What performance should we expect from our services and how should we measure success?
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

Outreach

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

## Weekly
- **Consultant Management Team**

## Bi-Weekly
- **Project Management Team**
  Comprised of: Key Dept Leads and Subject Matter Experts (SMEs) during key points in project

## Monthly
- **Staff Working Group**
  Comprised of: PMT, Directors and Service Planning Committee members

## Quarterly
- **Executive Steering Committee**
- **Board Ad Hoc Committee**
- **Citizens Advisory Committee (CAC)**
- **Technical Advisory Group**
- **Stakeholder Advisory Group**

## Key Milestones
- **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 *January* 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?