

SAMTRANS
CORRESPONDENCE
as of 10-12-2020

From: Adina Levin
To: [Board \(@samtrans.com\)](mailto:Board@samtrans.com)
Subject: Reimagine SamTrans - strengthen connections, plan for uncertainty
Date: Monday, October 12, 2020 7:18:01 AM

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Dear SamTrans Board members,

The research conducted for Reimagine SamTrans reveals that SamTrans riders often use connections - and a majority of those connections are to other transit services, both bus and rail. In addition, the qualitative and quantitative research shows that improved connections to rail service are top priorities for current SamTrans riders.

To meet the needs of SamTrans customers, better service integration is needed.

However, this is not something that SamTrans can do alone. There are initiatives at the regional level, with the Regional Fare Integration Study and the Blue Ribbon Transit Recovery Task Force that have the potential to advance service coordination and integration across agency boundaries. The Reimagine SamTrans findings shows that pursuing strategies for more seamless connections is important to meet the needs of SamTrans customers.

These findings have equity implications. At the last board meeting, the SamTrans board expressed support for participating in the means-based fare program at the 50% level to help low-income customers. However, the findings about transfers and connectivity needs show opportunities for fare equity beyond what can be achieved on an agency by agency basis. Fare integration is likely to be a complementary strategy to improve equity for low-income riders and convenience for all riders.

The staff report for today's Board Workshop recommends focusing Reimagine SamTrans on the needs of current customers over opportunities to pursue new customers, given the uncertainties of travel behavior with the pandemic. Given the uncertainty, it may also make sense to approach planning more incrementally, by supplementing the current comprehensive analysis with a follow-up analysis in 1-2 years when there is more clarity on changes in travel patterns after pandemic restrictions have been lifted.

Thank you very much for your service in this challenging year.

Best,
- Adina
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