



Reimagine SamTrans Public Hearing

SamTrans Board of Directors

November 3, 2021



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Public Hearing

- The Public Hearing provides an opportunity for the public to comment in front of the Board regarding the recommended network changes
- The Public Hearing been noticed in various ways
 - Legal notices in three newspapers at least 15 days prior to today's hearing
 - Onboard SamTrans buses
 - Digital ad campaign
 - During four virtual public meetings
- All comments will be considered and weighed against project goals and outcomes



Reimagine SamTrans: Project Goals

The goals of Reimagine SamTrans are to ...



Improve the experience for existing SamTrans customers

Grow new and more frequent ridership on SamTrans

Build SamTrans efficiency and effectiveness as a mobility provider



Our Guiding Principles



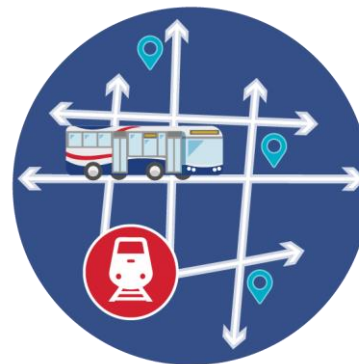
Customer Focus

Employ customer-focused decision-making



Workforce Delivery

Design service that can be reasonably delivered by our workforce



Effective Mobility

Be an effective mobility provider



Social Equity

Provide transportation services that support principles of social equity



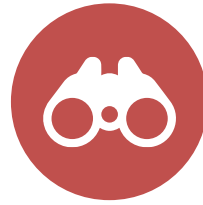
Inputs: Recommended Network



Ridership
and
Productivity



Equity
Need
Analysis



Guiding
Principles



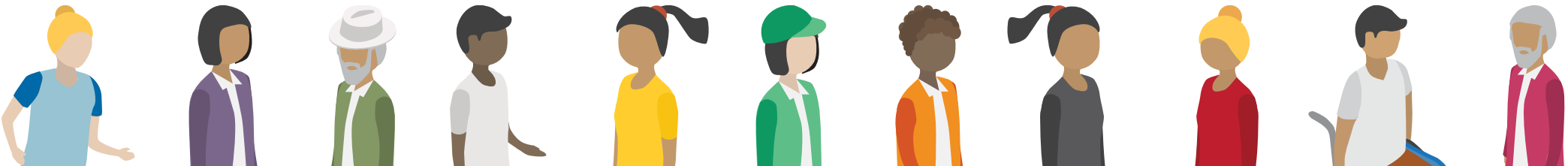
Market
Research



Market
Analysis

Community, Rider and Workforce Input

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Next Steps

- Analyze the feedback received during Phase 3 outreach, adjust the recommendation if appropriate
- Finalize CEQA analysis
- Complete Title VI report
- Bring service plan, CEQA and Title VI to Board for review and adoption in early 2022