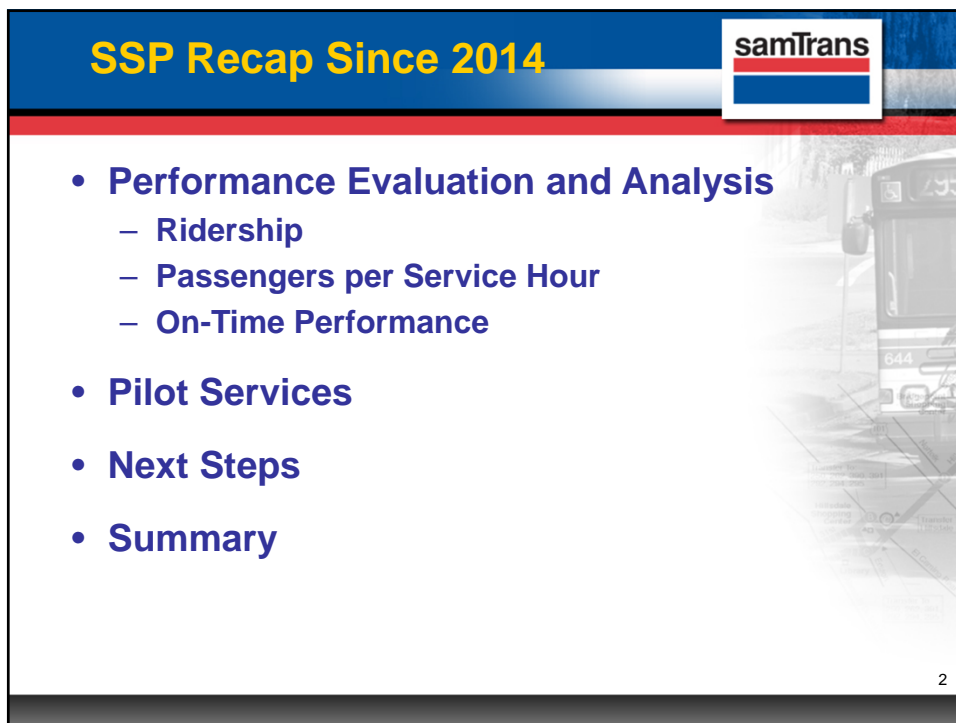



SamTrans Service Plan (SSP) Update

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**


2

2014 and 2015 Ridership

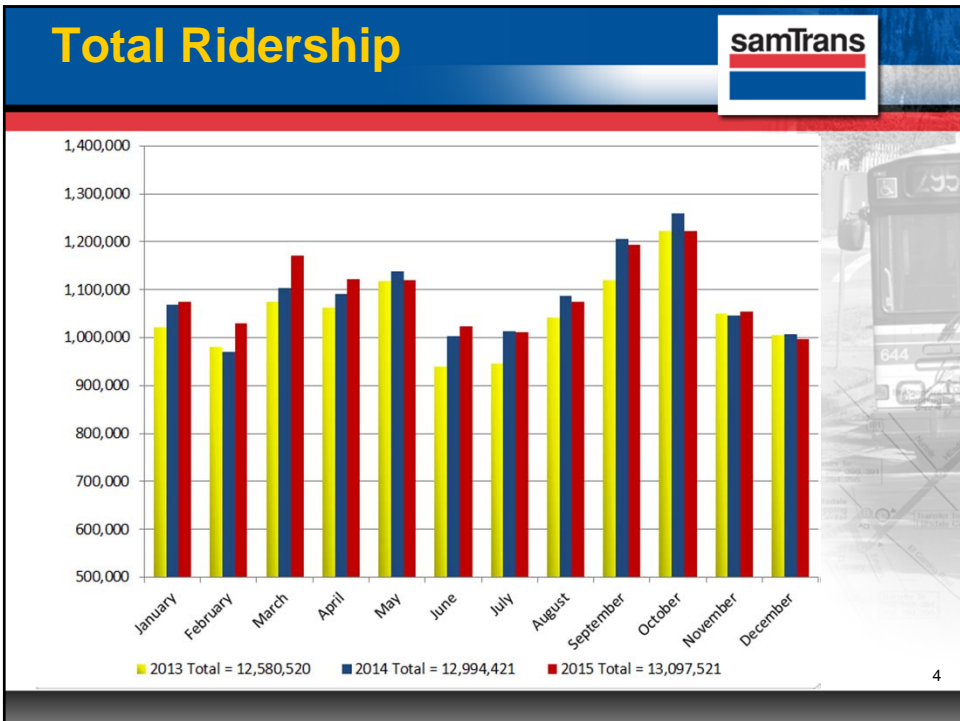


- **Average Weekday Ridership:**
 - 2014 up 2.6%
 - 2015 up 0.9%


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



3

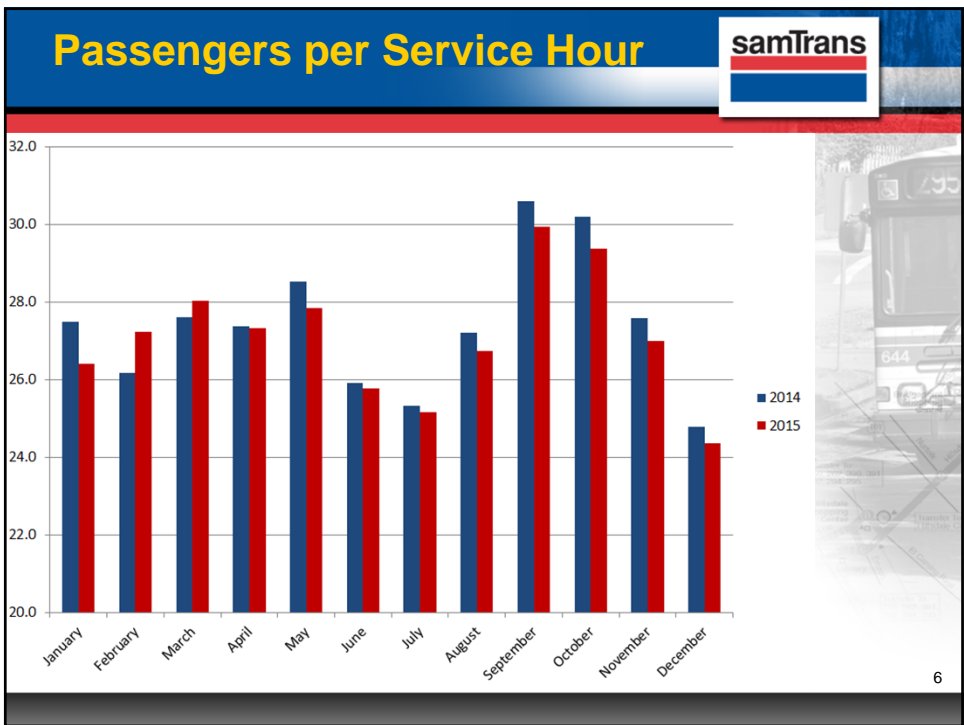


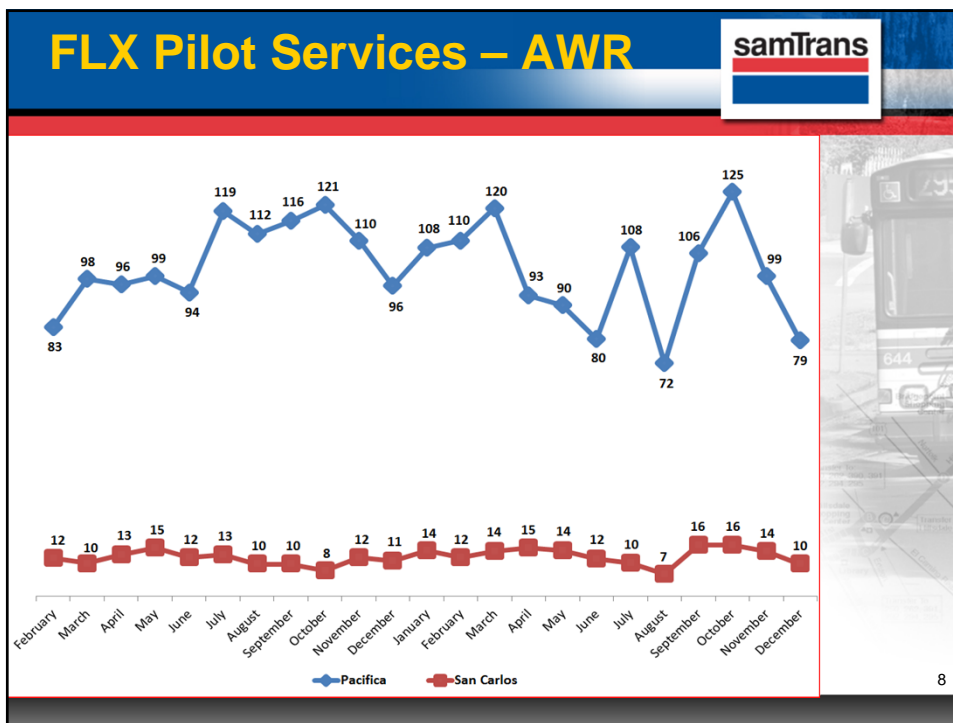
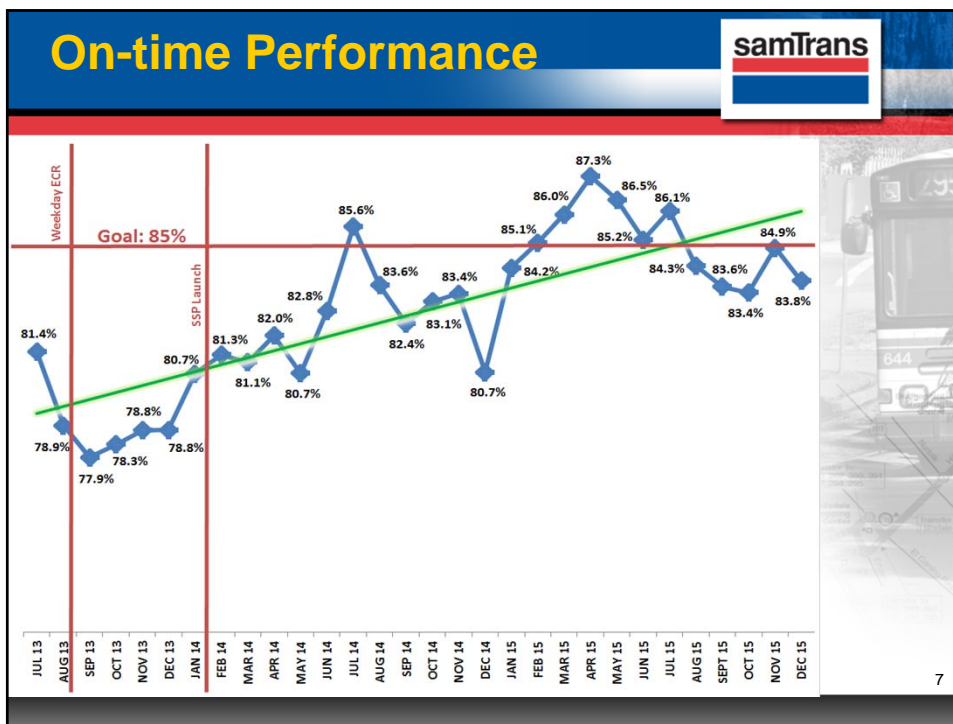
Passenger per Service Hour



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

5







Pilot Services Update



- **Pacifica Service**
 - 10 Passengers/Hour
- **San Carlos Service**
 - 2 Passengers/Hour

9

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

10

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

11

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

12

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

13

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

14



Questions?

