

SamTrans Board Retreat Business Plan Update COA

March 19, 2019

Putting Measure W to Work

- SamTrans Board approved the Business Plan (BP) in September 2018
- BP outlines three strategies:
 - Sustain/enhance services for the transit dependent
 - Expand and innovate mobility services
 - Promote programs that relieve traffic congestion
- 16 initiatives identified

Some Business Plan highlights...

Sustaining and Enhancing Services for the Transit Dependent

- Youth Mobility Plan
 - School outreach, newsletter – 2018
 - Youth Ambassador Program – 2018
- Senior Mobility Plan
 - Information and Assistance/Mobility Website
 - Taxi Voucher Pilot will launch late 2019
- San Mateo Community College
 - Developing a cost-neutral service improvement plan, implement 2019/2020
 - Continue to explore expanding Way2Go

Innovating Mobility Services

- Microtransit Pilot
 - FLX OnDemand launching 2019
- Fleet Electrification
 - Receive remaining 8 Proterra buses 2019/2020
 - Preparing Zero Emissions Bus (ZEB) plan as required by State mandate
 - Infrastructure planning to support fleet electrification underway
- UC Davis Paratransit Study
 - Looking at technology solutions to improve efficiency (cloud-based trip booking and dispatch software)

Relieving Traffic Congestion

- Express Bus Service
 - First route (Foster City/SF) launching in mid-late 2019
 - Phased implementation over 4 years
- El Camino Real Corridor
 - Rapid evaluation underway
 - Improve base ECR service to 15-minutes by June 2019
- Shuttle Study
 - Examine current shuttle network, evaluate service delivery and management model(s) in 2019/2020

Beyond the Business Plan.

- Business Plan identifies critical initiatives, but overall mobility roadmap is necessary
- Proposing a Comprehensive Operational Analysis (COA) of SamTrans in FY20/21
- COA is the roadmap for tying together the three strategies in the Business Plan into a comprehensive mobility planning document.

COMPREHENSIVE OPERATIONAL ANALYSIS*

*An in-depth study of a bus system to identify strengths and areas of improvement.

Facts.

- Ridership is declining
- Costs are rising
 - Cost of congestion
- Operator retention challenges
- Technology and innovation are booming
 - Public transit is being disrupted
- Measure W opportunity

The disruption of the bus.

Trip Length	Mode	Impact
1-3 miles	Micro-mobility (scooters, bike share) Active transportation modes	1.7-2.6% decrease in bus ridership*
3-5 miles	Transportation Network Companies (Uber, Lyft), Private rideshare providers	1.7% decrease in bus ridership*
5+ miles	Dynamic carpool (Scoop) Private shuttles** Fixed-guideway transit systems (Caltrain, BART)	Bay Area private employer shuttles makeup the 7th largest transit agency in the Bay Area***

* *Understanding the Recent Transit Ridership Decline in Major US Cities: Service Cuts or Emerging Modes?* University of Kentucky, 2018.

** Private shuttles are defined as long-haul express bus services provided by employers with premium amenities onboard

*** 2016 Bay Area Shuttle Census, Bay Area Council

SamTrans needs to change in order to be effective. It's time to Reimagine SamTrans.

To Reimagine SamTrans, we must:

- Understand specific demographic trends in and around San Mateo County
- Identify rider and non-rider markets
- Understand how our service operates
- Identify constraints, trade-offs and opportunities
- Define a policy service framework and performance measures

The most important thing we must do: Listen

Listening is crucial.

- Riders
- Non-riders
- Operators
- Stakeholders
- Advocates
- Disadvantaged Communities
- Employers
- Peers
- Critics
- Colleagues
- Industry experts
- Technology wizards

This COA different.

- Who are the riders?
- What matters? Ridership (high frequency) or coverage (proximity to a bus stop)?
- Should alternative service models with different sized vehicles be considered?
- Are there other capital and infrastructure investments SamTrans should make to enhance the user experience?
- How can we leverage technology?
- What does mobility mean to SamTrans and our users? Are the two aligned?

Moving buses faster matters.

- The cost of congestion:
 - The total cost to provide SamTrans bus service has risen 8% over the last 5 years due to slower operating speeds.
 - This equates to 23 more operators in 2018 for the *same* level of service in 2013.
- The COA must explore the relationship between speed, reliability, and frequency.
- How can we articulate the cost of congestion to get our partners to help?

How this will work.

Once we have an understanding of our market of riders, after we have listened, and after we have taken a deep dive into how our system operates, a new framework for how our service should operate to maximize mobility will be defined.

Board guidance, part one.

- Service Framework: *How do we deploy our resources to meet our ridership and mobility goals?*

Frequency versus coverage

- VTA: going to 90/10
- Houston: going to 80/20
- Columbus: going to 70/30
- COA success stories: increased service, universal pass programs, rapid transit services

Board guidance, part two.

- Service Design Guidelines: *What kind of routes should we operate and how should they look?*
 - What are the best practices in route design and service planning?
- Service Standards: *What are realistic expectations for performance and how should we measure our services?*

How long will this take?

COA Task	2019								2020								2021										
	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J
Existing Conditions	█	█	█	█	█																						
Outreach					█	█	█				█	█	█	█					█	█	█		█	█	█	█	█
Market Research					█	█	█																				
Policy Guidance								█	█	█						█	█	█									
Alternatives										█	█	█					█	█	█								
Final Approval																					█	█	█				
Implementation																											█

While the COA is underway...

Continue to implement Business Plan initiatives

Additional analysis on:

- Youth ridership
- Operator hiring and retention
- In-house versus contracted service cost benefit analysis
- Changed needed in SSF/East of 101/SFO
- Overall OTP adjustments

Questions for Discussion

- What do you think SamTrans is really good at? What do you think we can do better?
- As a part of *Reimagine SamTrans*, what is one thing you want to learn or know more about SamTrans' operations?
- What does a successful *Reimagine SamTrans* effort look like?