

# Express Bus Service Foster City <=> San Francisco

Start Date: August 19, 2019

# Express Bus Study

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- The purpose of the study was to identify direct, fast, frequent and reliable transportation services for long distance commuters traveling within and between San Francisco, San Mateo and Santa Clara Counties.
- The express bus study evaluated and prioritized routes in San Mateo County with a focus on work/employment pairings.
- The express bus study was adopted by the SamTrans Board of Director in December of 2018 and six express routes were approved.

# Change in Methods of Travel and Travel Patterns

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- The study concluded population increased 8% and employment increased 14% along the US 101 corridor
- Significant increase of parking cost in San Francisco
- The expansion of private (bus) shuttles
- Increased usage of Uber/Lyft for first and last mile connections and as a substitute for public transportation

# Six Routes Approved

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- Phase 1: August 2019 and January 2020
  - August 2019 service between Foster City and downtown San Francisco
  - January 2020 service between Palo Alto and Western San Francisco
- Phase 2: In conjunction with US-101 Managed Lanes (2022-2023)
  - Limited stop service between San Bruno BART and East Palo Alto
  - Service between San Mateo and downtown San Francisco via 92/101
- Phase 3: Further growth (TBD)
  - Service between San Mateo and Western San Francisco
  - Service between Burlingame and downtown San Francisco

# FCX - Foster City between Downtown San Francisco

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- FCX service starts Monday, August 19, 2019
- FCX operates bi-directionally for 3.5 hours during the AM and PM peaks with trips every 30 minutes
- Foster City to San Francisco AM Northbound (Pattern #1)
- San Francisco to Foster City AM Southbound (Pattern #3)
- Foster City to San Francisco PM Northbound (Pattern #4)
- San Francisco to Foster City PM Southbound (Pattern #2)

# Bi-directional Commute

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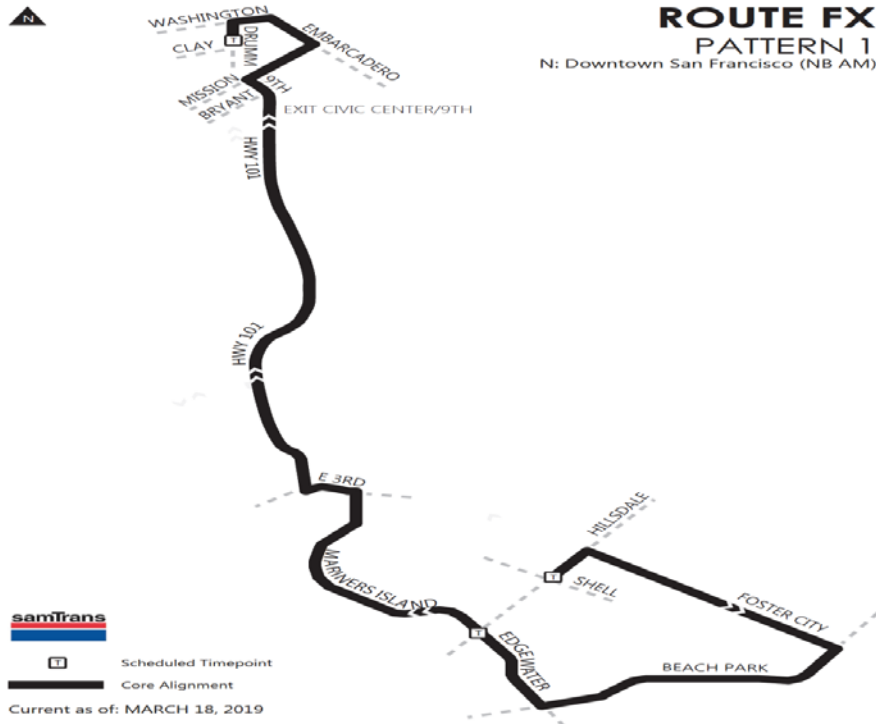
- The first bus from Foster City to San Francisco starts at 6:00a and the last am bus leaves Foster City 8:00a, travel time is approximately 68 minutes
- Return trip - the first bus from San Francisco to Foster starts at 3:35p and the last pm bus leaves San Francisco at 6:15p, travel time approximately 68 minutes

# Bi-directional Commute

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- The first bus from San Francisco to Foster City starts at 6:25a and the last am bus leaves San Francisco 8:25a, travel time is approximately 79 minutes.
- Return trip - the first bus from Foster City to San Francisco starts at 3:30p and the last pm bus leaves Foster City at 6:00p, travel time approximately 73 minutes.

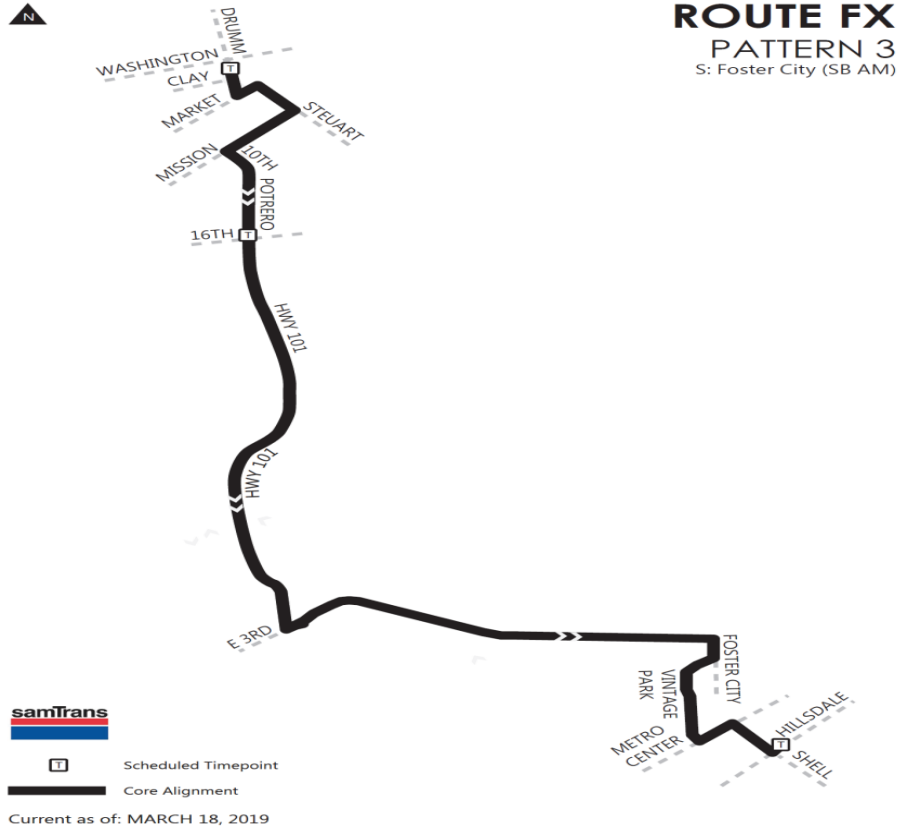
# Pattern #1



Northbound AM: Serves employees living in Foster City and working in San Francisco

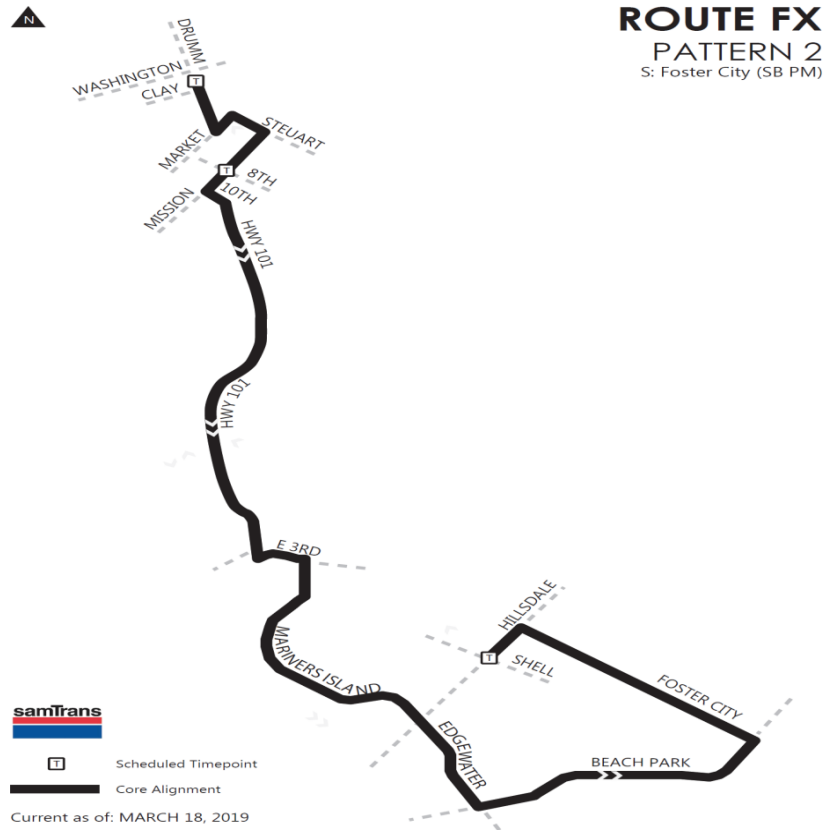


# Pattern #3



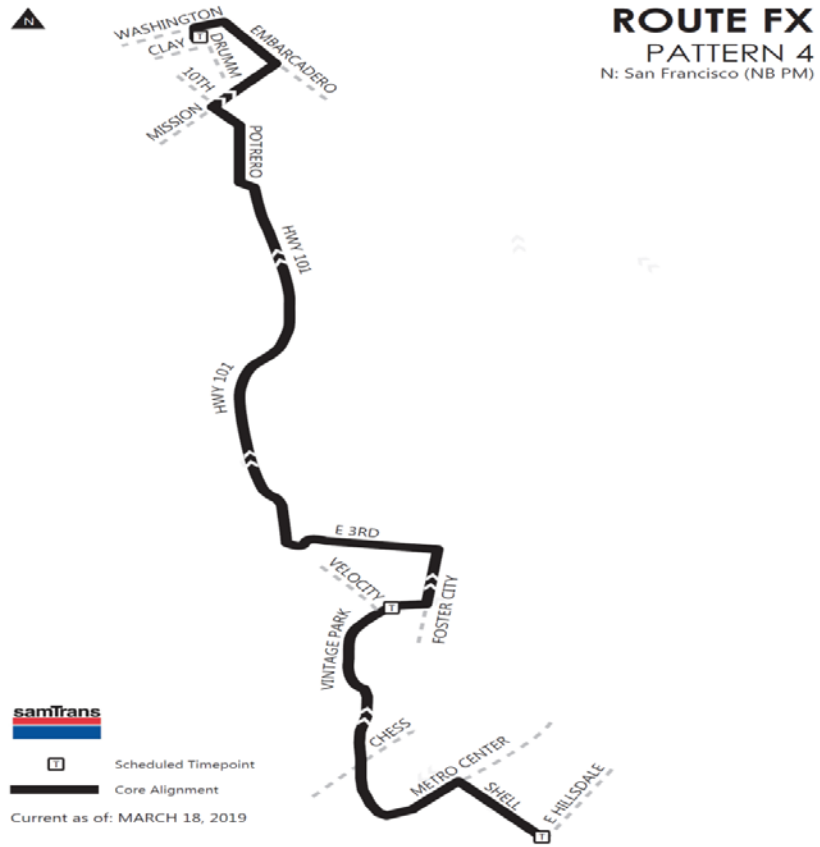
Southbound AM: Serves employees living in San Francisco and working in Foster City

# Pattern #2



Northbound PM: Serves employees living in Foster City and working in San Francisco

# Pattern #4



Southbound PM: Serves employees living in San Francisco and working in Foster City

# FCX Commuter Express Branding



# FCX Promotion and Advertisement

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- Direct mailers and email blast to Foster City residents; promoting the service and Free fares the first 2 weeks of service
- Foster City Business Newsletter and e-newsletter
- Facebook, Nextdoor, Twitter and Instagram ads
- Online display ads targeting Foster City and San Francisco residence
- Google search/ad campaign
- FCTV (Foster City's cable channel) and Marquee (digital display board)
- Four print ads in the San Mateo Daily Journal
- Four shelter posters along routes in Foster City
- Partnership and coordination with Foster City employers

# FCX Express Bus Service

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- A free promotional fare will be offered for the first two weeks of service
- Proposed express bus fare is \$4.50 (cash/mobile app) and \$4 (Clipper) one way; monthly passes will also be offered
- The proposed new fare structure includes no out of San Francisco charge after Jan 1, 2020
- 600 series buses (2017 Gillig LowFloor) will serve the FCX

# FCX

## Questions/Comments