

Update on *Reimagine SamTrans*

SamTrans Board of Directors

July 10, 2019

What is a COA?

A COA is an in-depth study of a transit system that is undertaken every 5-10 years.

Reimagine SamTrans is the name of the SamTrans Comprehensive Operational Analysis (COA).

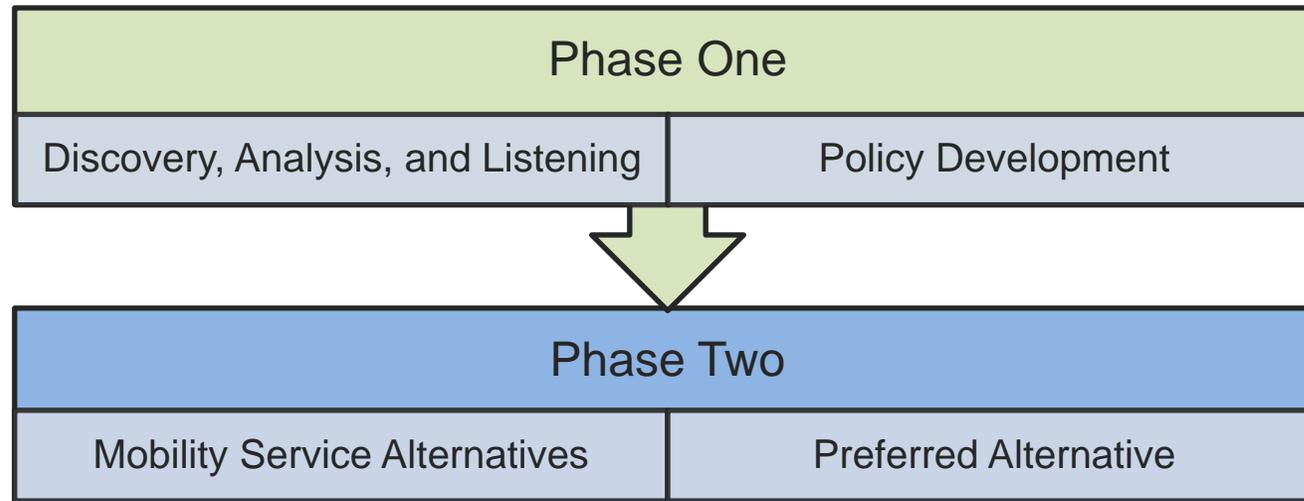
Reimagine SamTrans will...

- Give the District an **updated picture** of the existing operational and ridership conditions for **each route and system-wide**
- Help us **understand the market of traditional bus riders** in San Mateo County, including where they live and work, in order to guide the allocation of fixed-route bus resources
- Help us **understand the market of non-traditional bus riders** in San Mateo County and identify other mobility services that interest them; provide a platform to analyze and **recommend new service models and mobility pilots**
- Recommend **route, network or vehicle size changes** to improve ridership and efficiency
- Require **feedback from leadership and the community**, as well as **patience, thoughtfulness, and open-mindedness from all participants.**

What does a COA produce?

The final product of a COA is a new SamTrans system – called the *Preferred Alternative*.

A COA has two phases:



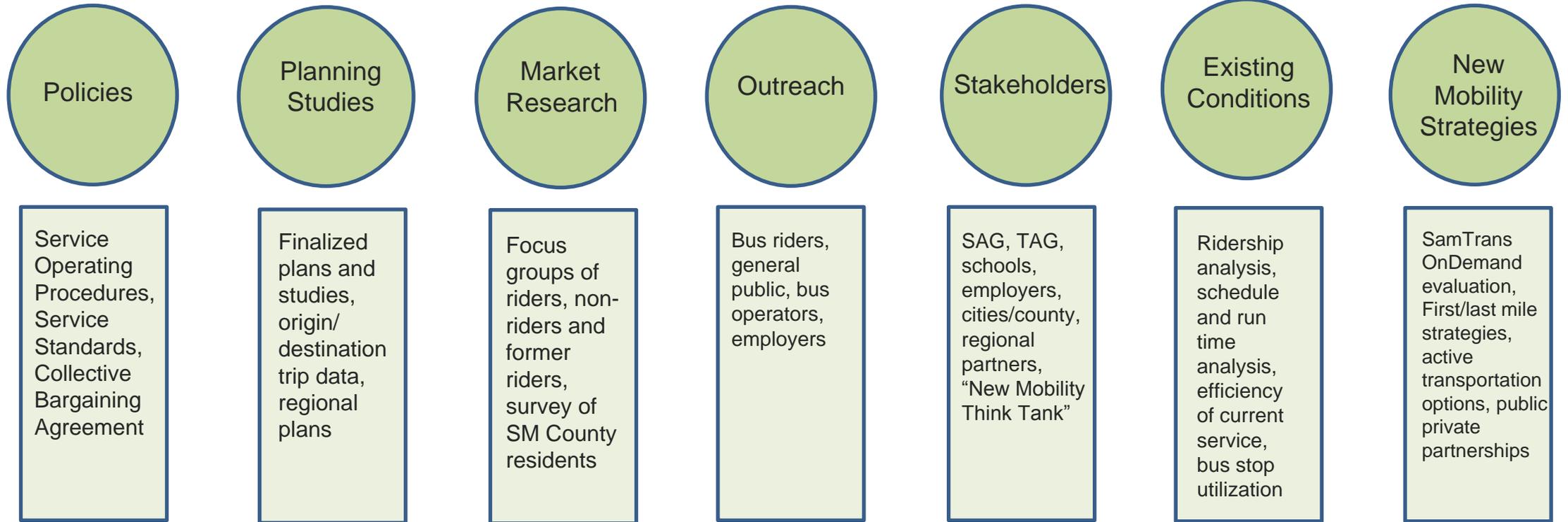
Phase One: Discovery, Learning and Analysis

Phase One will develop an understanding of...

- how the SamTrans system operates today
- the transportation, housing and land use policy and planning context over the next five years
- the mobility options SamTrans riders and non-riders desire



Key Inputs in Phase One



Phase One: Policy Development

Service Policy Framework

How should SamTrans allocate fixed-route bus resources (i.e., coverage vs. productive routes) among route types?



Service Design Guidelines

During and after the COA, how should SamTrans design routes and services in the spirit of the service policy framework?

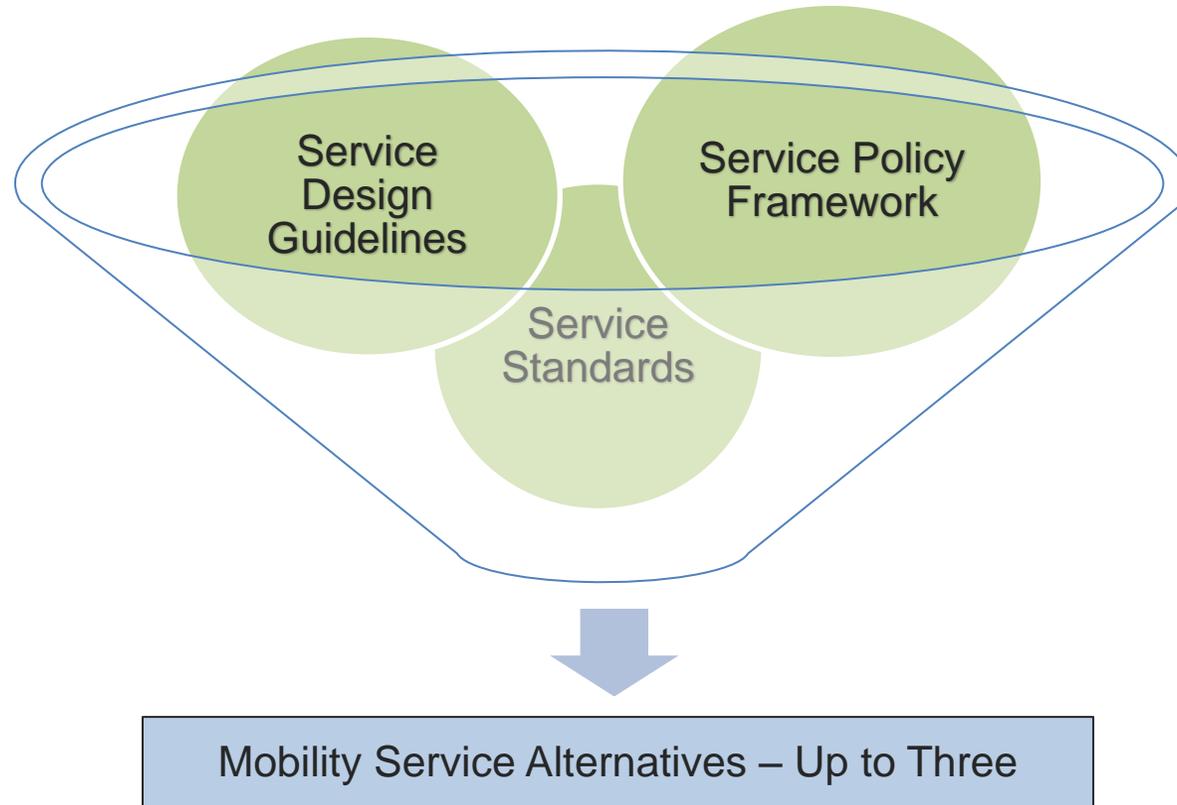


Service Standards

What performance should we expect from our services and how should we measure success?

Phase Two: Mobility Service Alternatives

Phase Two includes the development of up to three mobility service alternatives (i.e., SamTrans systems) by applying the policies developed in Phase One.



Phase Two: Preferred Alternative

Mobility Alternative One



Mobility Alternative Two



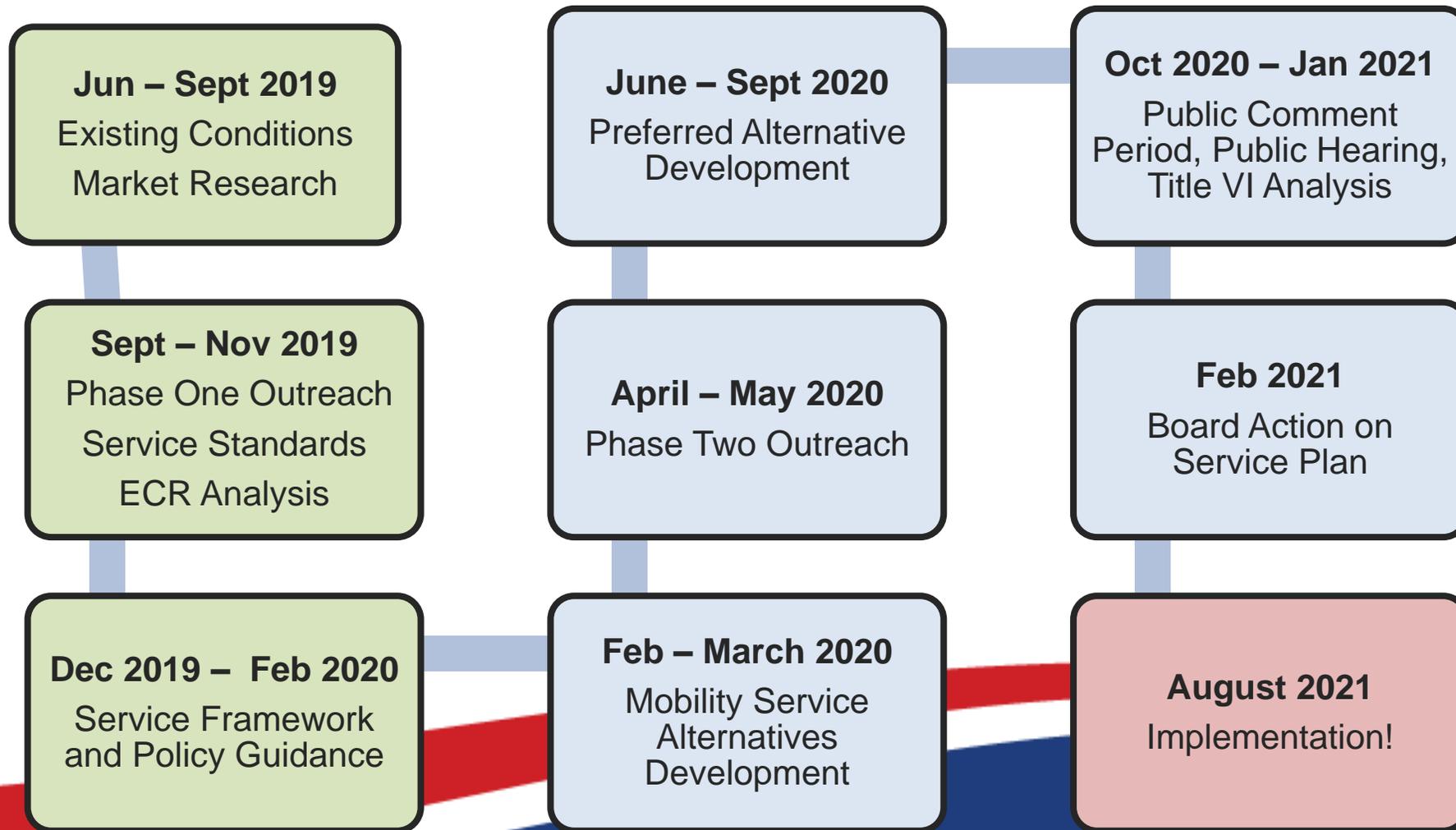
Mobility Alternative Three



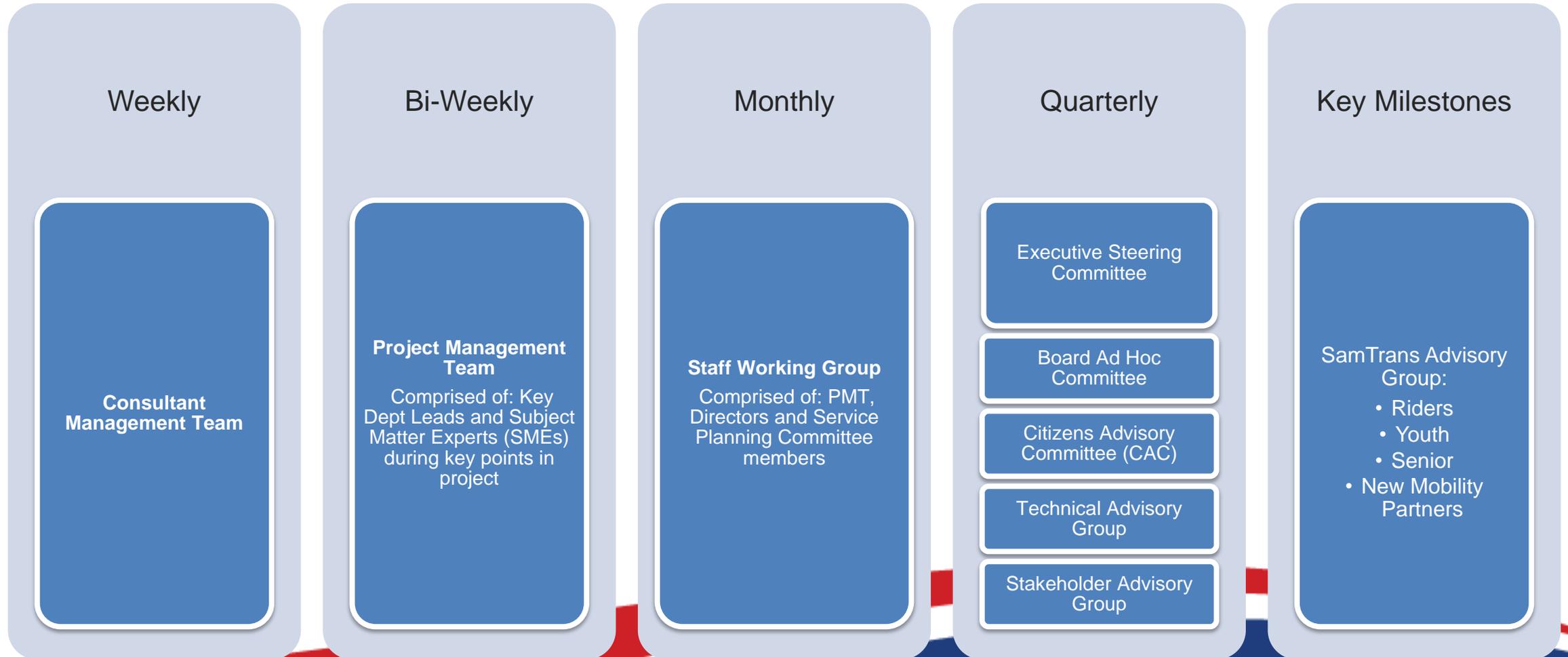
Preferred Alternative

(i.e., new SamTrans Network)

COA Project Flow



Project Management Structure and Meeting Frequency



While *Reimagine SamTrans* is underway...

- Monitor and evaluate SamTrans OnDemand
 - Launched May 2019; evaluation by end of 2019
 - Look for areas where expansion is suitable
- ECR/ECR Rapid service analysis
- Launch Phase I express bus service
 - FCX (Foster City – SF) in August 2019, Palo Alto-Western SF in ~~Spring/Summer~~ January 2020
- Regular and/or ongoing adjustments to schedules to improve OTP
 - School-related adjustments
- Electrification of Fleet
- Implement Transit Signal Priority on El Camino Real
 - Study pinchpoints and opportunity for additional transit priority improvements
- Continue to implement recommendations from Youth Mobility Plan and Plan for Older Adults and People with Disabilities
 - Try Transit to San Mateo Community Colleges
 - Taxi voucher program

Where we need you!

- Your input on Service Policy Framework will help guide the direction of *Reimagine SamTrans*
 - 2020 Board Retreat Focus
- Your promotion and participation in our outreach to listen from current and potential customers
 - First round to be held in September/October

Next Steps

- Kickoff meeting with consultant team
 - June 2019
- Existing conditions and market research
 - Underway
- Quarterly meetings with Board Ad Hoc, Stakeholder and Technical Advisory Groups starting August or September 2019

Questions?