



Bus Stop Improvement Plan (BSIP)

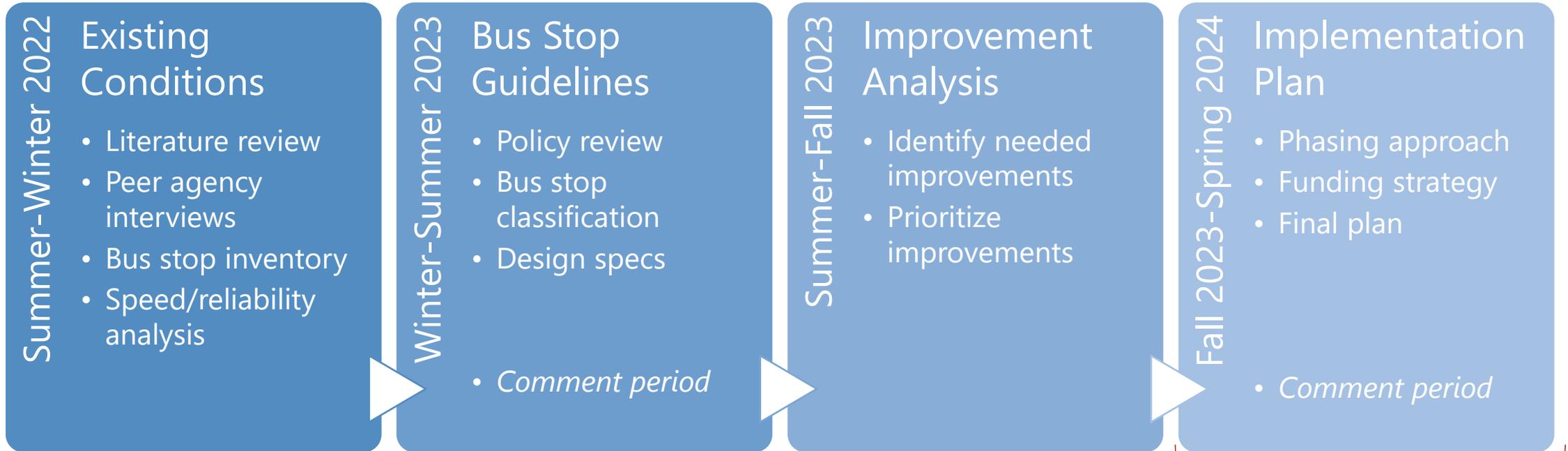


Daniel Shockley, Principal Planner
November 29, 2023

Project Work Plan

SCOPE OF WORK & SCHEDULE

Project Complete:
Spring 2024



Current focus area

Scope

- **Focus:** Features and amenities that affect the general customer experience at SamTrans bus stops.
- **Not included in BSIP:**
 - Stop spacing, location along route, etc.
 - Service Policy Framework (2022)
 - ADA assessment and related improvements
 - ADA Transition Plan

Rider Online Survey

- Open **6 weeks** (3/20/23-4/30/23)
- **684 surveys** completed
- Offered in **Simplified Chinese, Traditional Chinese, and Spanish**
- Promoted **online, on buses, at bus stops, and through SamTrans ambassadors.**
- Survey respondents were:
 - 88% English speaking
 - 48% riding at least five days per week
 - 64% riding for 3 years or more
 - Day-time users
 - Diverse by gender, age and income



Rider Listening Sessions

- Project team **conducted 31 interviews** with riders
- Rider groups included:
 - Low-income riders
 - Parents and caretakers
 - Non-English speakers
 - Older adults and people with disabilities
- Participants were **compensated** with \$100 Visa gift cards

Feedback from Riders

- Survey respondents are currently **least satisfied with** shelters, availability of service information and lighting
- The **top two requested amenities** were shelters and real-time arrival information
- Respondents would prefer shelters, real-time information, and seating at locations with **less frequent service** (which can mean longer wait times)
- Relatively speaking, riders **did not prioritize trash cans** as a desired amenity
- Lighting is most important to riders **where there may not be lighting from nearby businesses or buildings**, and secondarily when there are long wait times

Leveraging Feedback

Rider Input and
Priorities

SamTrans Vision for
Bus Stops

Bus Stop Categories
and Amenities

Implementation Plan



Riders emphasized the importance of shelter and seating, so our recommendations include a big expansion in those amenities.

On the other hand, trash receptacles are less important to riders, so we have scaled back on those in the recommendations.

SamTrans Vision for Bus Stops

- **Convenient:** Provide a bus stop environment that is convenient to use, featuring appropriate curb access and a sidewalk free from obstructions
- **Information:** Provide service information at bus stops including schedules and the ability to access real time arrival data
- **Comfort:** Provide shelter and a place to sit at all-day stops



Proposed Stop Categories & Recommended Amenities

Stop Category	Service Provided	Percent of Systemwide Stops	Minimum Amenities (proposed)
Frequent	Served by a bus at least <u>four</u> times per hour during a weekday (ECR, 120, 130)	20%	<ul style="list-style-type: none"> • Sign/Pole • Real Time Signage (heavy) <ul style="list-style-type: none"> • Large– 10% highest ridership stops • Small – Other frequent stops • QR Code - all • Shelter with seating & lighting • System map/schedule • Bus bulb/boarding island (where appropriate)
Standard	Served by a bus between <u>one and three</u> times per hour (most three-digit routes)	45%	<ul style="list-style-type: none"> • Sign/Pole • Real time information (lightweight) <ul style="list-style-type: none"> • Light (e.g., Papercast) – all • QR Code – all • Shelter or shade structure and bench with lighting • System map/schedule
School Oriented /Other	Served by a bus infrequently (school-oriented or peak-hour only routes)	35%	<ul style="list-style-type: none"> • Sign/Pole • Real time information <ul style="list-style-type: none"> • QR Code - all

Real-Time Information Approaches

Type	Customer Process	Cost/LOE	Existing
Third Party Mobile Apps	Use app to lookup arrival times at nearby stop.	No, or marginal cost to user.	Available to all.
Static Signage - 511	Dial 511 and listen to upcoming arrivals.	\$40 to produce sign. No cost for 511 service.	Signage at all stops.
Static Signage - QR Code	Scan QR code and view upcoming arrivals.	QR codes made in-house or with service (\$5-\$20/mo.). \$40 to produce sign. Website maintenance.	None.
Dynamic Signage - Light	View arrival information on pole-mounted display.	Approx. \$5,000 ea. plus maintenance and support costs.	5 planned for Middlefield via County.
Dynamic Signage - Heavy	View arrival information mounted on permanent structure.	Up to \$14,000 ea. plus maintenance and support costs.	Major transit centers (static GTFS)



Static - 511



Static - QR Code



Dynamic - Heavy signage



Dynamic - Light signage

Next Steps

1. Finalize Guidelines based on public agency feedback
2. Finalize Implementation Plan
 1. Prioritization & phasing approach
 2. Funding strategy
3. Produce final Bus Stop Improvement Plan document
4. Present to SamTrans Board of Directors in early 2024 for approval



Thank You



Please email shockleyd@samTrans.com with any questions.