



Bus Stop Improvement Plan (BSIP)



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Board of Directors
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Agenda

1. Project Background
2. Public Outreach Findings
3. Proposed Bus Stop Categories and Amenities
 - Revised Bus Stop Design Guidelines
 - Stop Categories & Minimum Recommended Amenities
 - Total New Amenities
 - Phasing and Implementation Approaches
4. Next Steps

Scope

- **Focus:** Features and amenities that affect the general customer experience at bus stops.
- **Excluded topics:**
 - Stop placement
 - Covered by SamTrans Service Policy Framework
 - ADA assessment and related improvements
 - ADA Transition Plan
 - Accessibility-related feedback is forwarded

Outcomes



1. Expanded Inventory of Existing Bus Stops

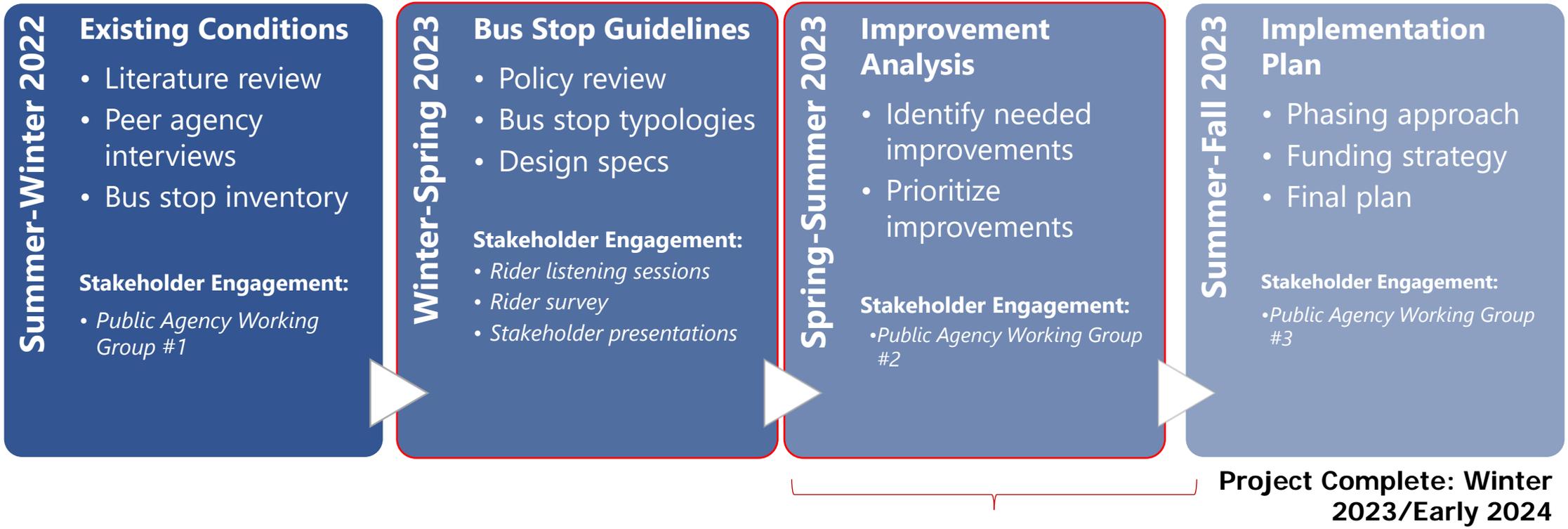


2. Clear Bus Stop Design Guidelines



3. Bus Stop Improvement Plan

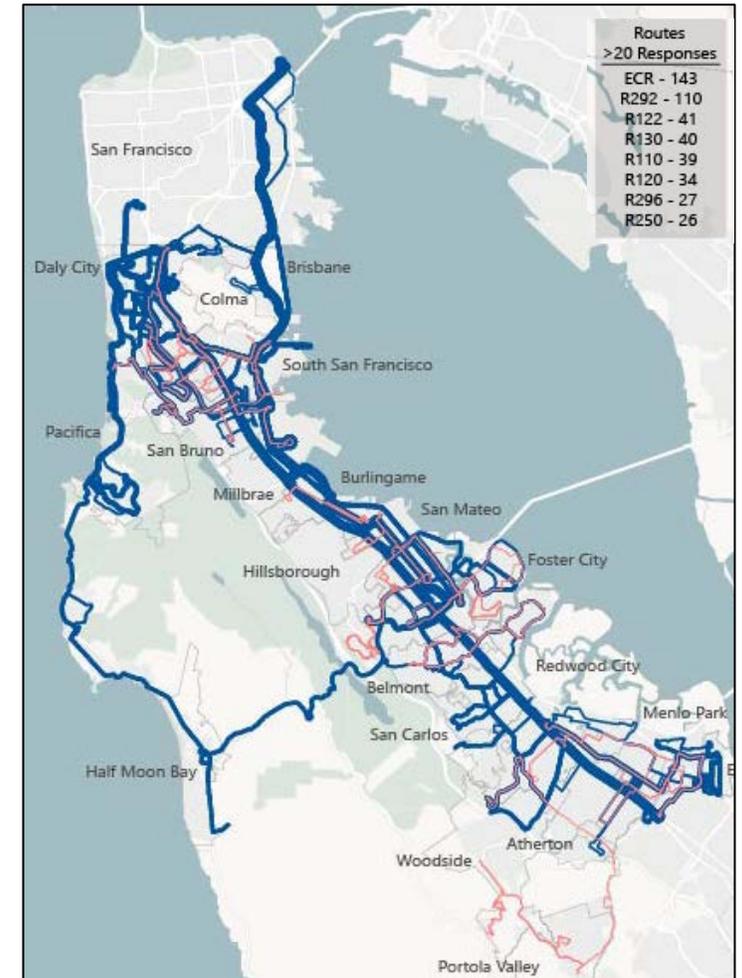
Schedule



We are here

Rider Outreach

- Survey open **6 weeks** (March-April 2023); **684 responses**
- Languages: Simplified Chinese, Traditional Chinese, and Spanish
- Promoted online, on buses, at bus stops, and with SamTrans ambassadors
- Survey respondents were:
 - 88% English speaking
 - 48% riding at least five days per week
 - 64% riding for 3 years or more
- Supplemented by 31 **listening sessions** with riders from under-represented groups.



Key Outreach Findings

1. Participants ranked the **most important amenities** as: shelters, seating, lighting, and real-time information.
2. These amenities are equally important at stops with **less frequent evening service** and stops **without nearby businesses**.
3. Protection from **direct sun, rain and wind** were also important due to increasing extreme weather conditions.
4. Presence of **real-time information** and **lighting** are important for **personal safety**, particularly at stops with limited evening service.

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.

Establishing a Vision for Bus Stops

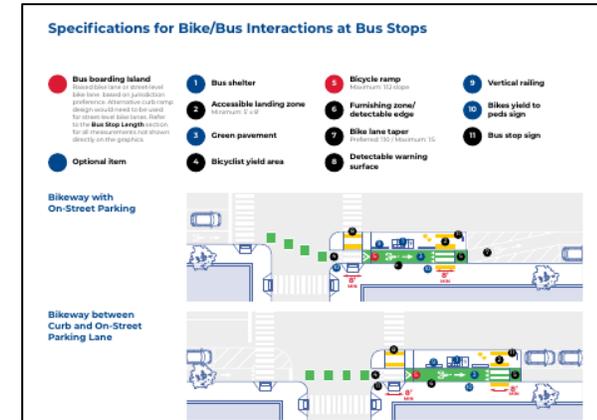
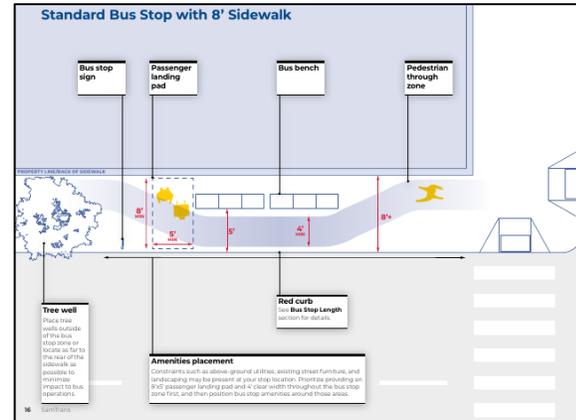
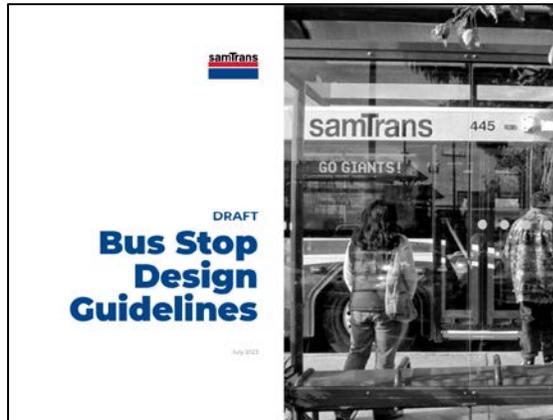
SamTrans will strive to provide bus stops that are:

- **Informative**, with service information including schedules and the ability to access real-time transit arrival data.
- **Comfortable**, including a well-maintained shelter and/or place to sit at all-day stops.
- **Convenient**, featuring appropriate curb access, a sidewalk free from obstructions, and personal safety features like lighting.



Update on Design Guidelines

- Provides easy-to-use guidance for stop improvements for cities, developers, partner agencies, internal staff.
- Outlines minimum bus stop amenities based on service level.
- Adds new guidance for bus/bicycle interactions.

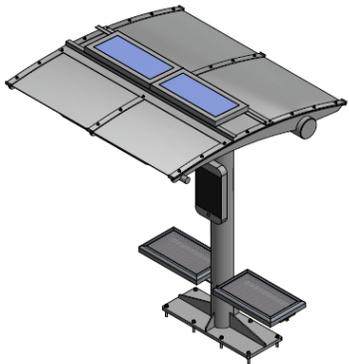


Proposed Bus Stop Categories

Bus Stop Category	Definition	Typical SamTrans Service	# of Stops
Frequent	<ul style="list-style-type: none"> • 4+ arrivals per hour • 12 hours per weekday 	<ul style="list-style-type: none"> • ECR, 120, 130, and 296 • Stops that serve multiple local routes 	374 (20%)
Standard	<ul style="list-style-type: none"> • 1-3 arrivals per hour • 12 hours per weekday 	<ul style="list-style-type: none"> • Most three-digit local routes. 	877 (47%)
School-oriented/Other	<ul style="list-style-type: none"> • Served by school or express routes • As few as one arrival per day, during peak periods only 	<ul style="list-style-type: none"> • School-oriented routes • Route FCX 	615 (33%)

Minimum Recommended Amenities

Amenity	Frequent	Standard	School-Oriented/Other
Standard Pole & Sign	✓	✓	✓
Shelter w/ Seating and Lighting	✓		
Shade Structure w/ Lighting		✓ ²	
Bench/Seating		✓ ²	
Map & Schedule	✓	✓	
Bus Bulb/Boarding Island ¹	✓		
Real Time Information	✓	✓	



1. Needed to accommodate amenities at some stops, subject to street geometry and stop conditions.
2. High-ridership standard stops may warrant full shelters. Low-ridership standard stops should provide at minimum a shade structure and a place to sit.

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

Total Needed Amenities

Needed Amenities	Total Additional Units	Total Cost ¹
Standard Pole & Sign	118	\$78,000 - \$91,000
Shelter w/ Seating & Lighting	333	\$17,550,000 - \$21,450,000
Shade Structure w/ Lighting	655	\$17,290,000 - \$21,190,000
Bench/Seating	543	\$4,810,000 - \$5,850,000
System Map	1,152	\$143,000 - \$169,000
Route Schedule	1,236	\$546,000 - \$663,000
Real-time Information Dynamic Signage ²	374 (Frequent only)	\$14,000,000 - \$17,000,000
	1,251 (Frequent and Standard stops)	\$27,000,000 - \$33,000,000

Total System Stops: 1,871

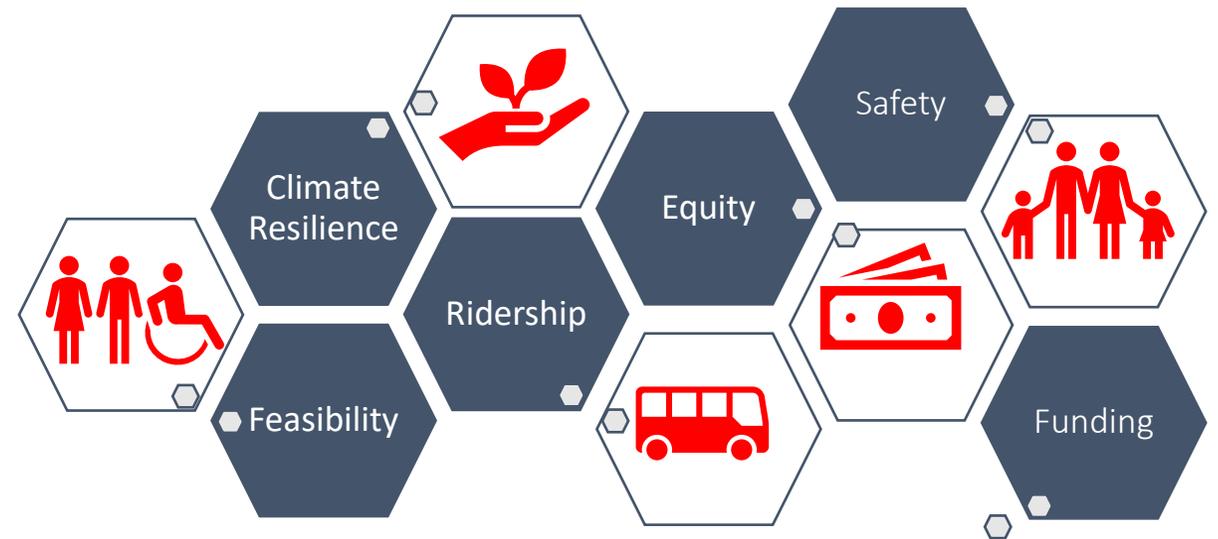
Stops to be Improved: 1,279

Notes:

1. Planning-level cost estimates including materials, design and construction.
2. Assumes a mix of full-color, heavy & light displays.

Phasing & Implementation

- Multi-year phasing horizon
 - Tentatively over 2-5 years
- Leveraging external funding/implementation opportunities
 - Peer agency/city strategic plans and projects
 - Developers
 - Grants
 - CEQA Mitigations
 - Advertising opportunities
- Prioritization methodology under development now
 - Factors being incorporated include:



Next Steps

1. Finalize Revised Guidelines based on internal feedback
2. Finalize bus stop categories and associated levels of investment in bus stop amenities
3. Develop Implementation Strategy:
 - Stop prioritization methodology
 - Phasing/packaging of recommendation into a capital improvement plan
 - Identify potential funding strategies
4. Compile into final Bus Stop Improvement Plan



Thank You



Please email shockleyd@samtrans.com with any questions.