



# Reimagine SamTrans Evaluation



SamTrans Board of Directors

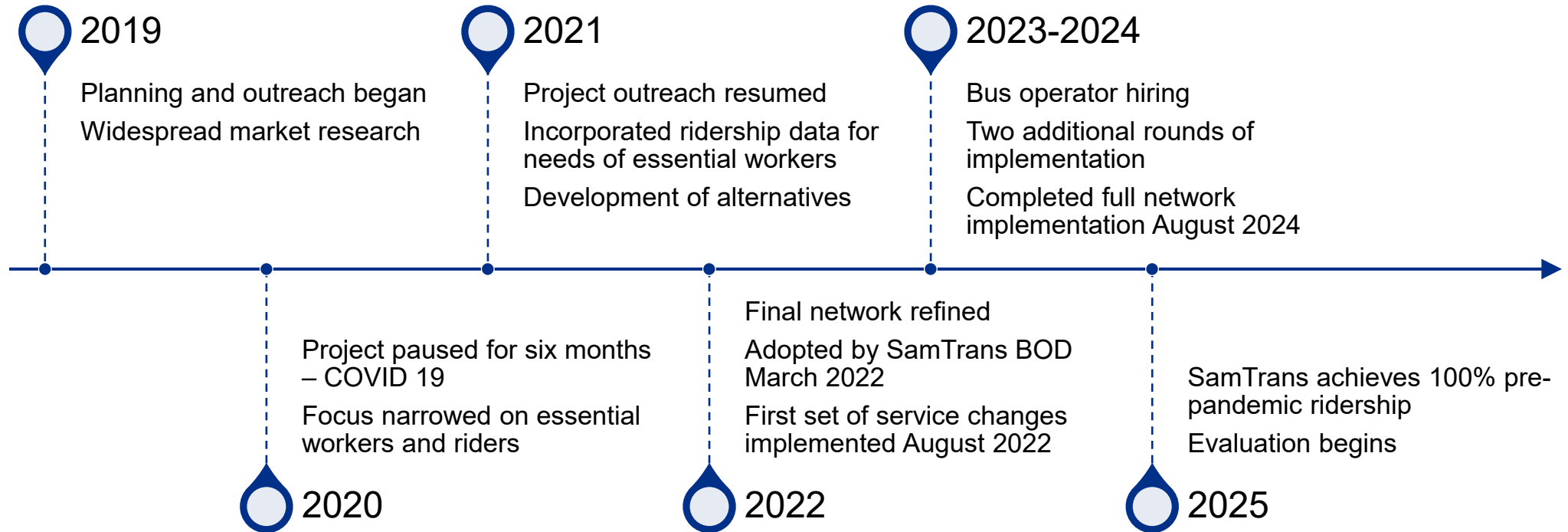
April 1, 2026

# Agenda

- *Reimagine SamTrans* Evaluation
- Summer Service Modifications
  - El Camino Real detour update
  - Fixed route changes
  - Ride Plus modifications



# Reimagine SamTrans Roadmap

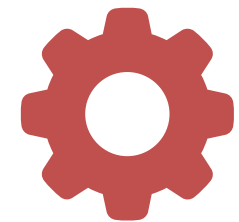


# The Reimagine Network Vision

- More **frequent** service on 15 routes
- More **off-peak service** on 10 routes
- New **connections** to Oyster Point, SFO, colleges
- **Clearer, more understandable** service
- Faster, more **direct** service
- New **on-demand** services



# Revisiting *Reimagine SamTrans* Goals



The goals of Reimagine SamTrans were to ...



Improve the experience for existing SamTrans customers

Grow new and more frequent ridership on SamTrans

Build SamTrans' efficiency and effectiveness as a mobility provider

# Reimagine SamTrans Evaluation

- **Objective:** assess outcomes against original goals
- **Sources of data and insights:**
  - 2026 *Reimagine SamTrans* Evaluation Survey
  - 2025 On-Board Customer Satisfaction Survey
  - 2024 Triennial Survey (compared to 2021 Triennial Survey)
  - Service Policy Framework
  - Ridership and productivity data



samTrans


## Reimagine SamTrans Evaluation Survey

Over the past three years, SamTrans has implemented changes to bus routes throughout San Mateo County to improve the rider experience, grow ridership, and increase efficiencies. SamTrans is looking for your feedback on how the service changes have affected your travel.

Your responses are 100% anonymous and will help us identify issues/concerns from the community. The feedback from this survey will be reviewed to help understand how the route changes affected riders and what additional changes should be considered to refine the bus network in the future.

The survey should take less than 5 minutes to complete.

Next

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 SurveyMonkey

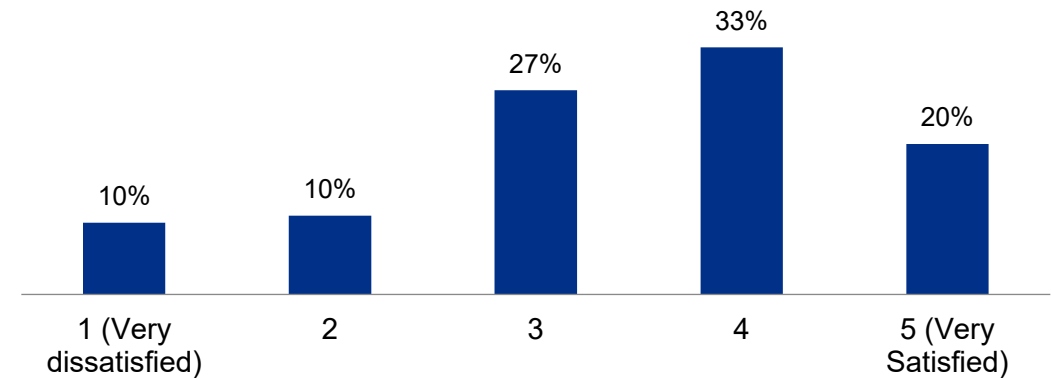
See how easy it is to [create surveys](#) and [forms](#).



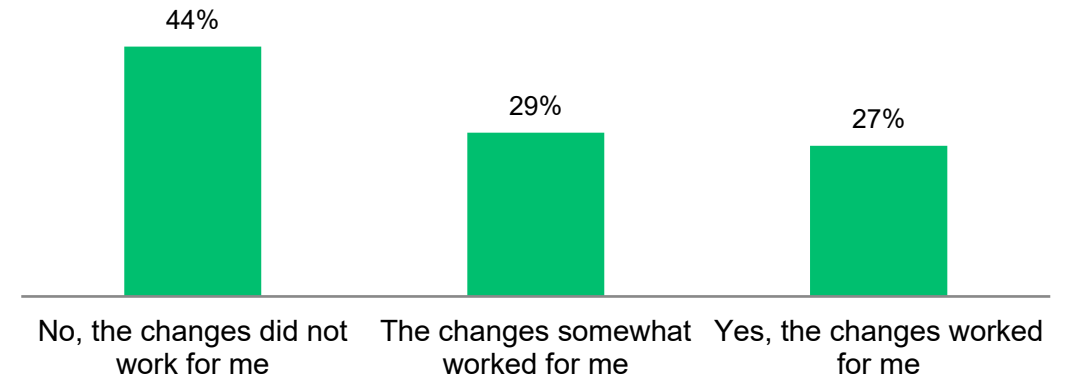
# Reimagine SamTrans Survey Results

- 80% of respondents were somewhat to very satisfied with SamTrans service
- ECR, 292, 120, and 130 were the most-used routes
  - ECR alone was used by 15% of respondents
- FCX received the most comments (20)
- 62% of respondents had a route change as part of *Reimagine SamTrans*
- 56% of respondents say changes worked for them

How would you rate your overall SamTrans experience?



Did the route changes work for you?



# Goal 1



## Improve the experience for existing SamTrans customers

- 2024 Triennial Survey showed increase in overall satisfaction compared to 2021
  - Highest satisfaction among people riding off-peak on weekdays
- 2025 Customer Satisfaction Survey found 82% of respondents were satisfied with SamTrans
  - **Nearly half of respondents (47%) said their SamTrans experience has gotten better in the past year**
    - In what way? Increased reliability (25%), cleaner buses and/or bus stops (17%)

### Survey Attributes – 2024 vs. 2021

Change is statistically significant

(5-point scale)	2024	2021	Change
Base (All Respondents)	3,248	2,369	
<b>Overall experience with SamTrans</b>	<b>4.24</b>	<b>4.20</b>	<b>0.04</b>
On-Time Performance	4.04	3.85	0.19
Frequency Of Buses	3.83	3.76	0.07
Routes Go Where I Want to Go	4.24	4.16	0.08
Communication Of Route Changes	3.85	3.93	-0.08
Helpfulness/Courtesy of Customer Service	4.09	4.09	0.00



# Goal 2

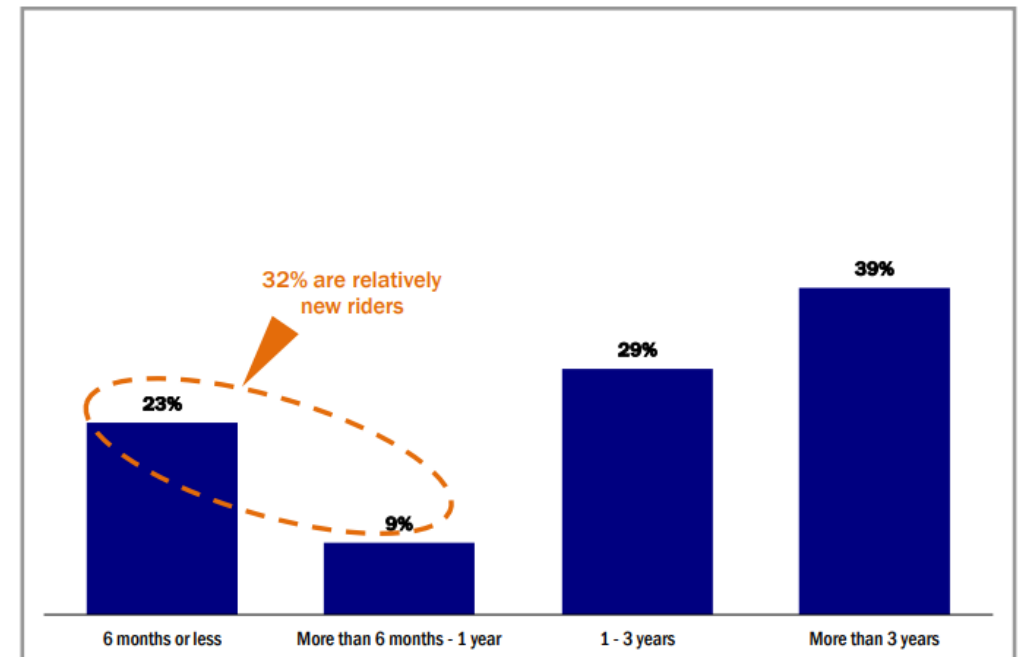


## Grow new and more frequent ridership on SamTrans

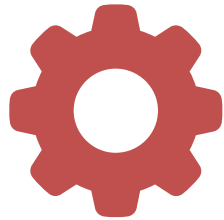
- 2024 survey found 32% of riders were relatively new to SamTrans (riding <1 year)
- Little change to frequency of ridership
  - In 2021, average rider rode 4.6 days/week, and in 2024, 4.58 days/week
  - Top issue preventing more frequent ridership – "takes too long/too slow" (17%)
- Ridership is rebounding
  - Exceeding 2019 ridership on weekends
  - Total ridership is nearly fully recovered to 2019

### RIDERSHIP TENURE

1. How long have you been riding SamTrans?



# Goal 3



Build SamTrans' efficiency and effectiveness as a mobility provider

*Reimagine SamTrans* adjusted many routes, investing more hours in frequent routes and weekend service.

## Service Levels

- Up ~30,000 service hours per year, mostly on weekends

## Ridership

- Total systemwide ridership roughly 100% of 2019 (+/-)
- Exceeding 2019 levels on weekends!
- Weekdays are still recovering

## Productivity (Boardings/Rev. Hr)

- Down 10% compared to 2019

Note: comparison is September 2019 to September 2025.



# Service Policy Framework

Routes were evaluated against adopted key performance indicators (KPIs)

Metric	Frequent	Local	Community	Express & Limited	School-Oriented	Owl
<b>Minimum Boardings per Revenue Hour</b>						
<i>Meets Standard</i>	15 or above	10 or above	7 or above	16 or above	25 or above	5 or above
<i>Monitoring</i>	10–14	7–9	5–6	9–15	20–24	—
<i>Not Meeting Standard</i>	Below 10	Below 7	Below 5	Below 9	Below 20	Below 5
<b>Cost per Passenger</b>						
<b>Meets Standard</b>	\$15	\$20	\$35	\$15	\$15	\$35
<b>On-Time Performance</b>						
<b>Meets Standard</b>	85%	85%	85%	90% <sup>1</sup>	90% <sup>1</sup>	85%



# Performance by Service Type

Frequent routes outperform other route categories; Express & Limited Stop routes perform worst

Route Type	Sept. '25 Boardings	% System Hours	% System Riders	Sept. '25 Productivity (Boardings per Hour)	Cost per Passenger (\$)	Boardings vs 2019	Productivity vs 2019
<b>System</b>	<b>999,900</b>	<b>100%</b>	<b>100%</b>	<b>17.3</b>	<b>\$11.27</b>	<b>-4.3%</b>	<b>-9.7%</b>
Frequent	537,507	41%	54%	22.9	\$8.54	5.2%	4.8%
Local	295,571	38%	30%	13.6	\$14.38	-2.4%	-22.0%
Community	52,179	11%	5%	8.5	\$23.13	-34.7%	-36.6%
Express & Limited Stop	13,208	6%	1%	3.6	\$54.99	-76.9%	-54.7%
School-Oriented	94,137	2%	9%	65.9	\$2.97	1.1%	-40.5%
Owl	6,688	2%	1%	6.3	\$31.24	19.8%	-28.5%



# Summary

*Reimagine SamTrans goals*



Improve experience for existing customers

- 2025 Customer Satisfaction Survey found 82% of respondents were satisfied with SamTrans service
- Nearly half of riders (47%) said their SamTrans experience improved since 2024



Grow new and more frequent ridership

- Overall ridership is nearly recovered to 2019 levels (weekends exceeding while weekdays are still recovering)
- Survey results showed 1/3 of respondents new to using SamTrans
- Outperforming most agencies in the region and country in ridership recovery



Build SamTrans efficiency and effectiveness as a mobility provider

- Productivity is down 10% compared to 2019
- Some service is currently oversupplied and needs to be rightsized

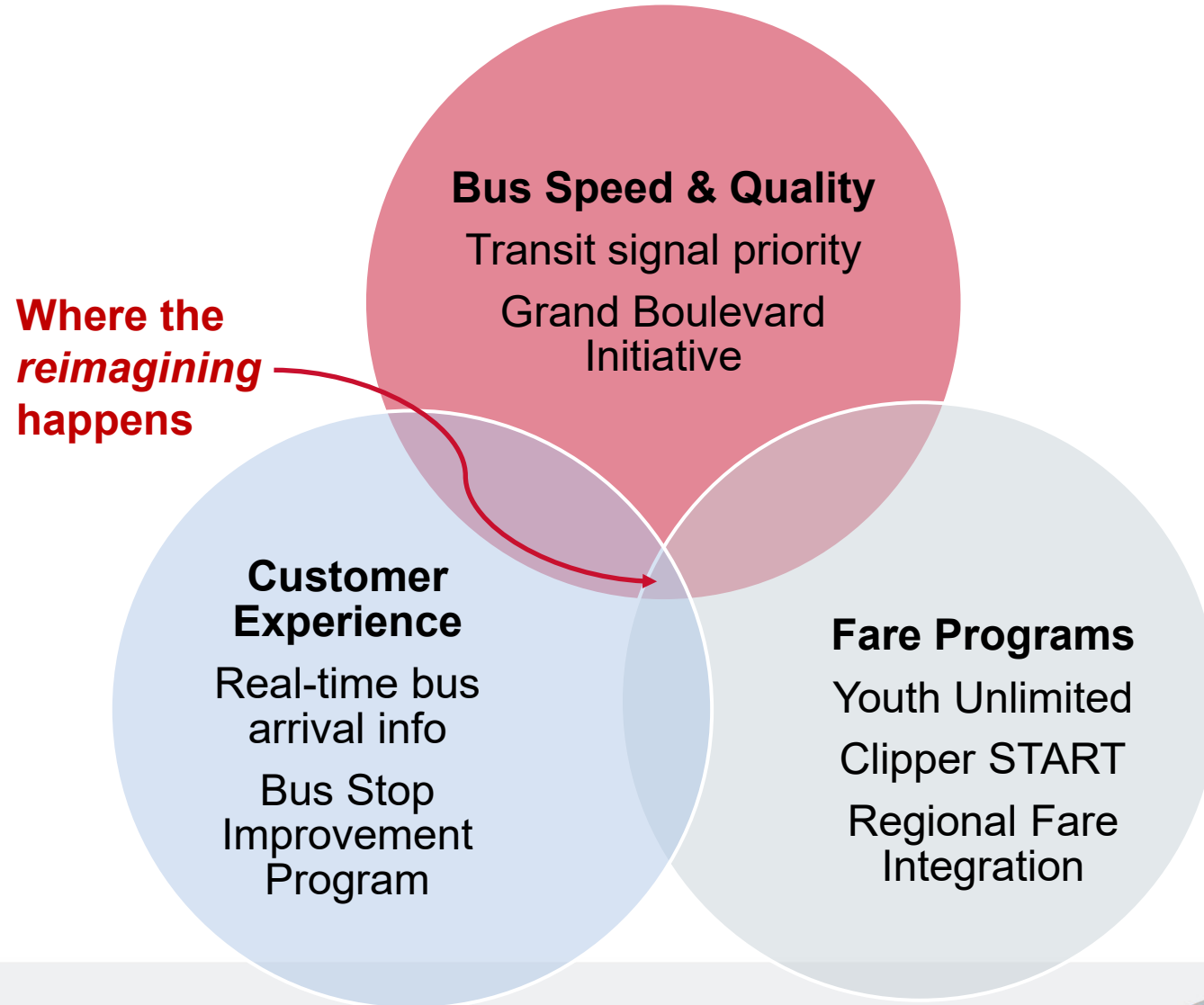
# Looking Ahead

*To further increase ridership and improve productivity, SamTrans should:*

- **Double down on best performers**
  - Reinvest hours from underperforming Express & Limited Stop routes into Local and Frequent routes
  - Right-size service on unproductive routes
- **Speed up service in high-demand areas and reduce complexity**
  - Further straighten routes with unproductive segments
  - Connect shorter routes to major activity centers



# Looking beyond *Reimagine SamTrans*





Thank you!



Contact [SteketeeJ@samtrans.com](mailto:SteketeeJ@samtrans.com) for comments/questions.