

# Ride Plus Service Evaluation – Key Findings



# Background

March 2022

- Reimagine SamTrans approved

June 2023

- Ride Plus service starts with free fare promotion

Spring 2024

- Ride Plus survey

January 2023

- Ride Plus contract approved

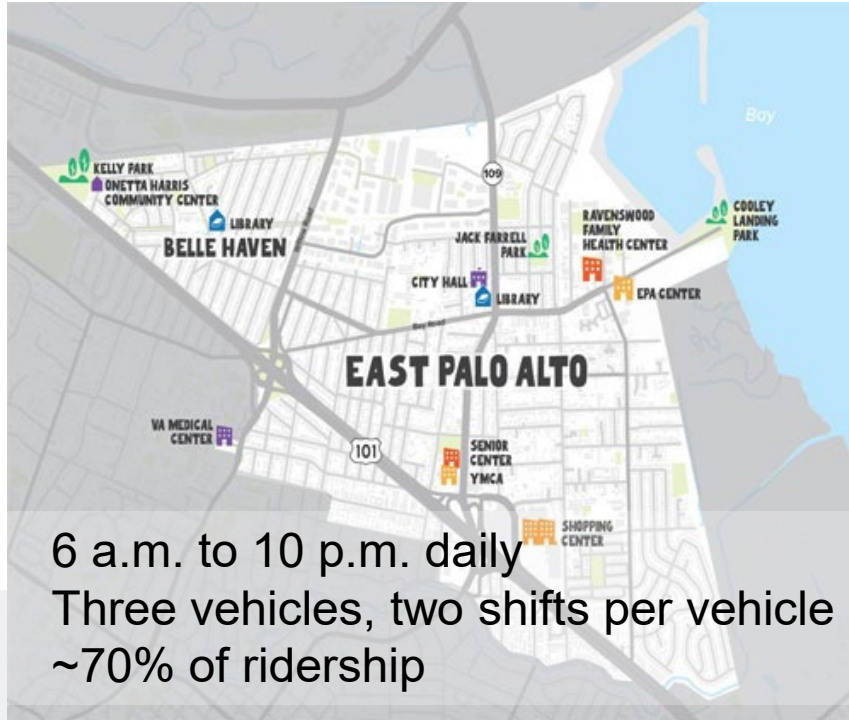
February 2024

- Free fare promotion ends

Spring 2025

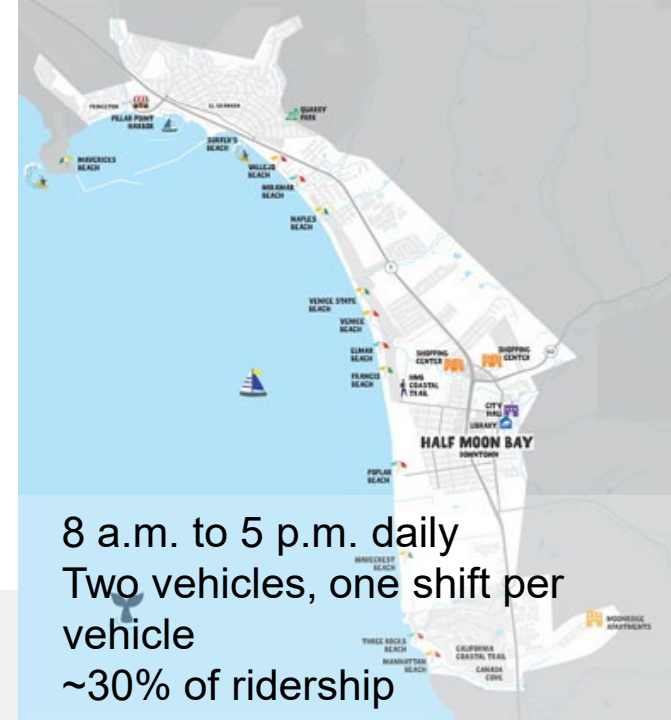
- Ride Plus assessment

## East Palo Alto (pop. 30,000)



6 a.m. to 10 p.m. daily  
 Three vehicles, two shifts per vehicle  
 ~70% of ridership

## Half Moon Bay (pop. 11,800)

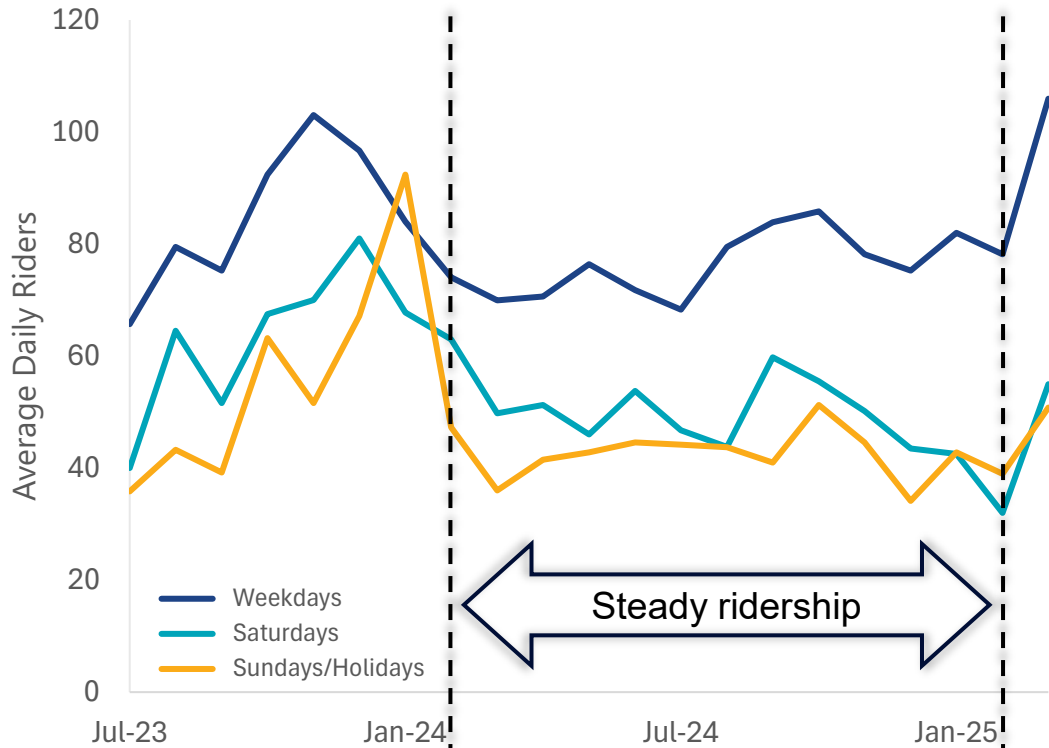


8 a.m. to 5 p.m. daily  
 Two vehicles, one shift per vehicle  
 ~30% of ridership



# East Palo Alto Ridership Trends

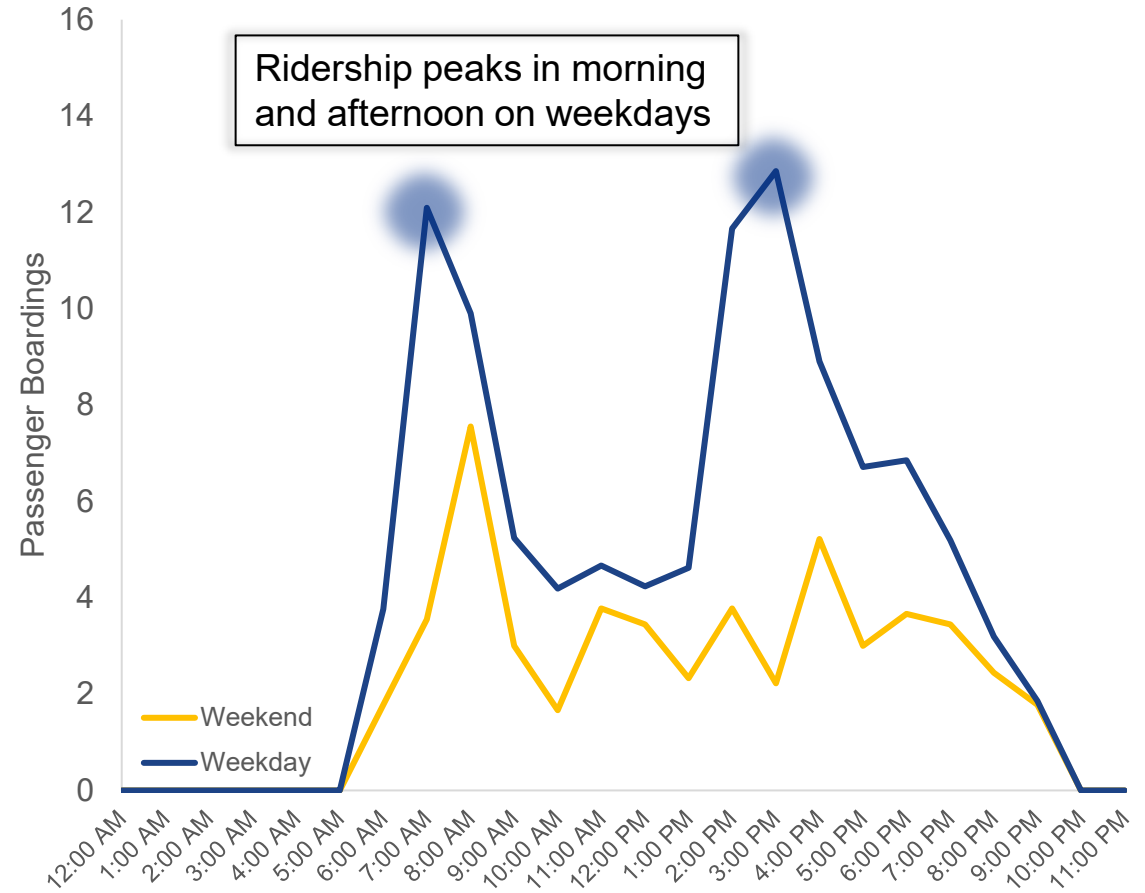
### Monthly Ridership



Ridership initially declined once free fare promotion ended

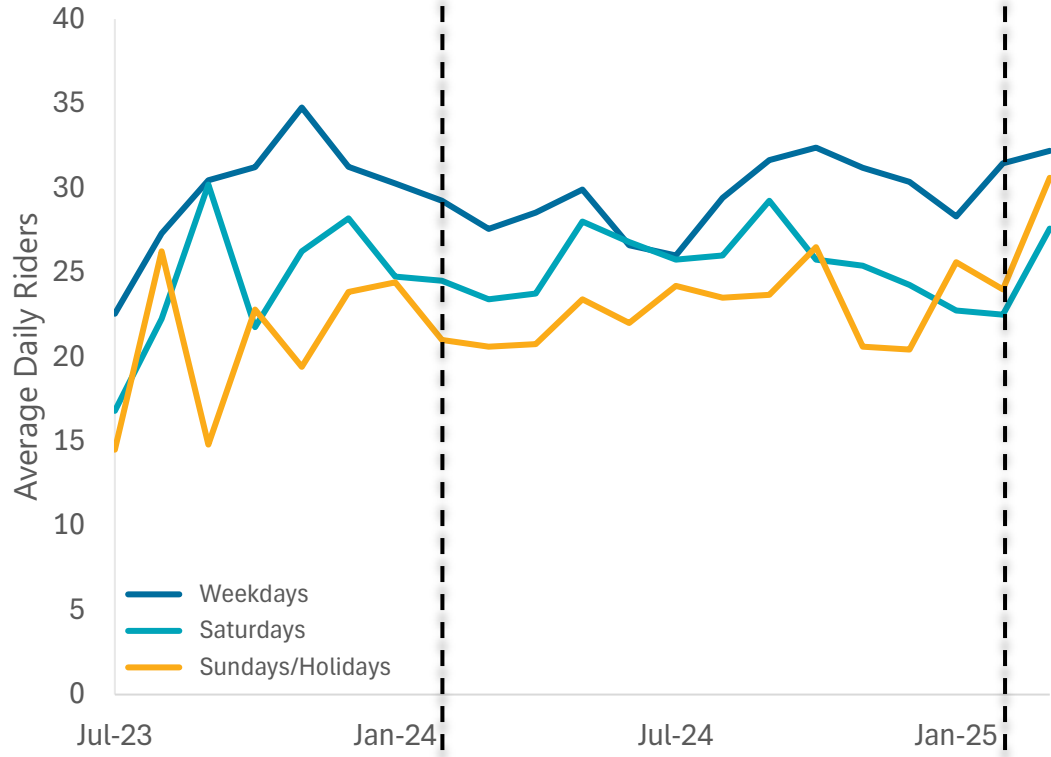
Increasing ridership after marketing push and new app

### Hourly Ridership (March 2025)



# Half Moon Bay Ridership Trends

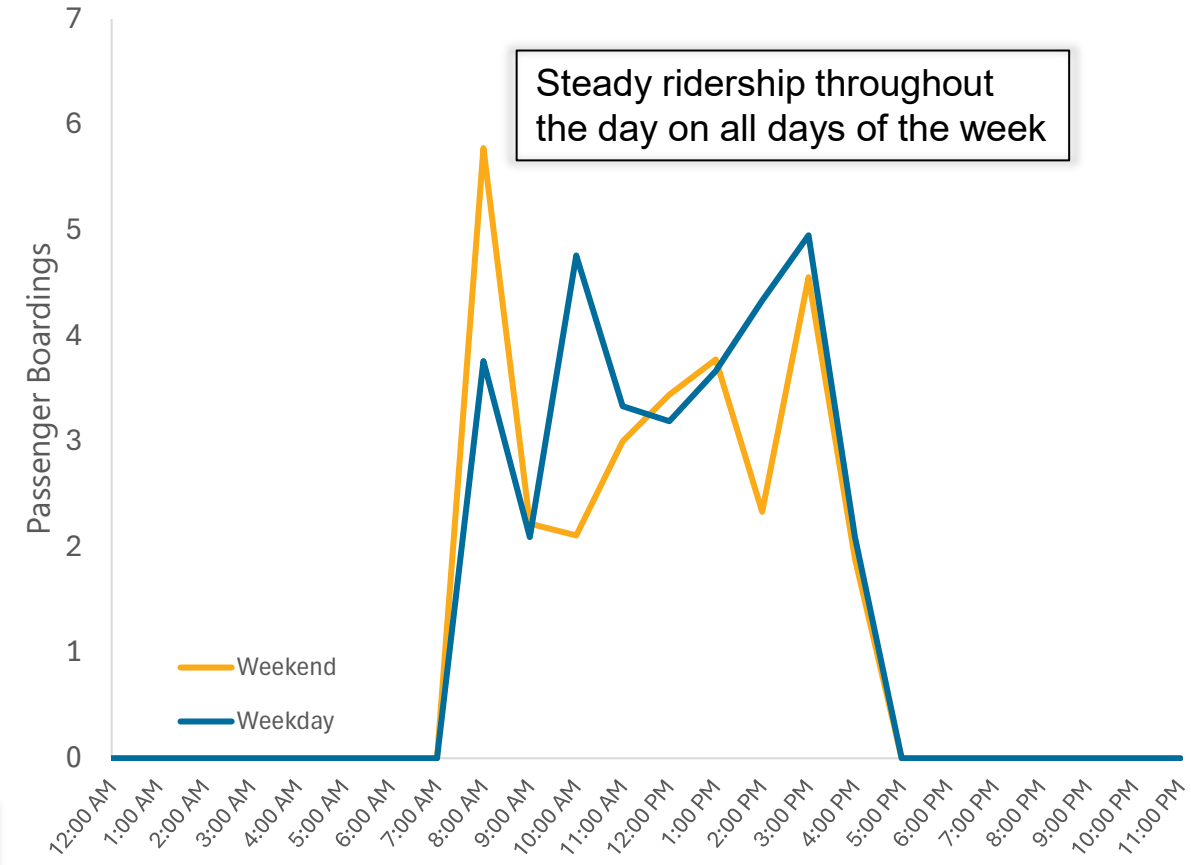
### Monthly Ridership



Steady ridership since fare promotion ended

Increasing ridership after marketing push and new app

### Hourly Ridership (March 2025)



Steady ridership throughout the day on all days of the week



# East Palo Alto Travel Patterns



Ride Plus Origin-Destination Flows

Monthly Passengers

- 15-29 Monthly Passengers
- ↔ 30-44 Monthly Passengers
- ↔ 45+ Monthly Passengers

- SamTrans All-Day Route
- Ride Plus Service Area

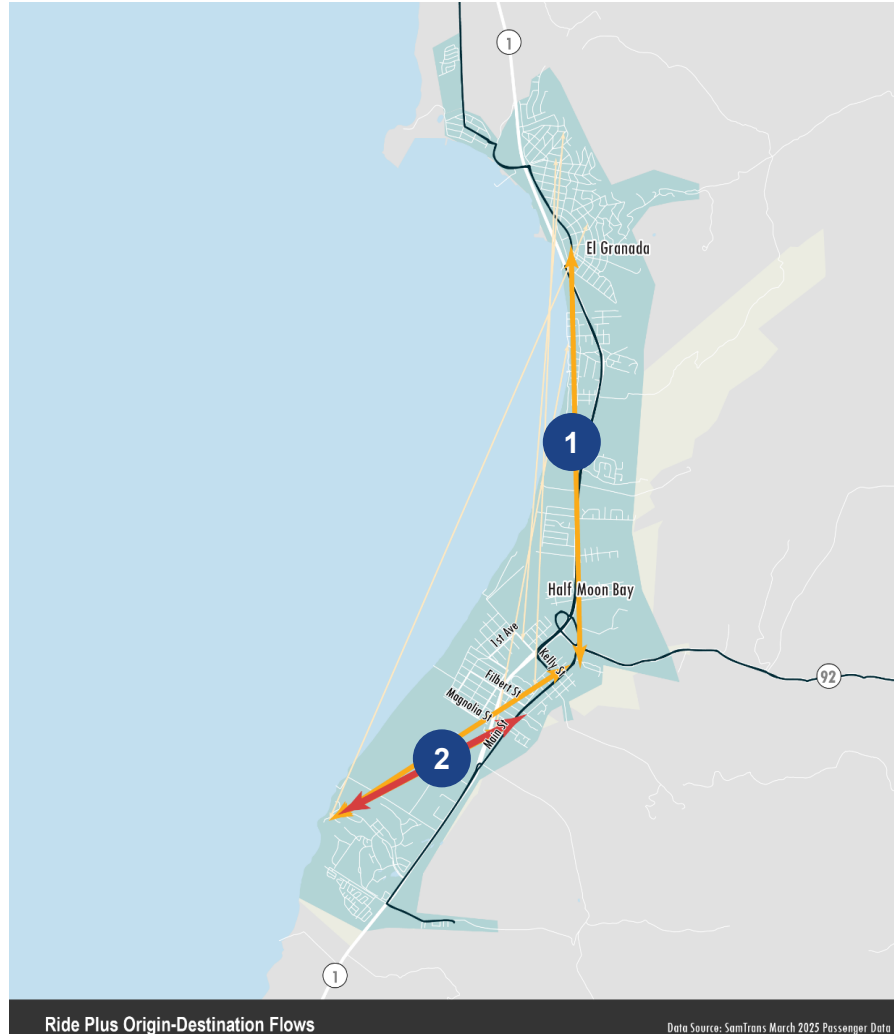
Miles 0 0.25 0.5



- Highest ridership origin-destination pairs:
  - 1 Silicon Valley Intl School / KIPP Valiant ↔ Boys & Girls Club
  - 2 Woodland Ave Apts ↔ Los Robles-Ronald McNair Academy
  - 3 Euclid Ave Residential / YMCA ↔ La Scoula Intl School
- Strongest markets:
  - Students attending schools not served by SamTrans School-oriented routes
  - Cross-freeway trips



# Half Moon Bay Travel Patterns



## Monthly Passengers

- ↔ 15-29 Monthly Passengers
- ↔ 30-44 Monthly Passengers
- ↔ 45+ Monthly Passengers

- SamTrans All-Day Route
- Ride Plus Service Area

Miles 0 0.6 1.2



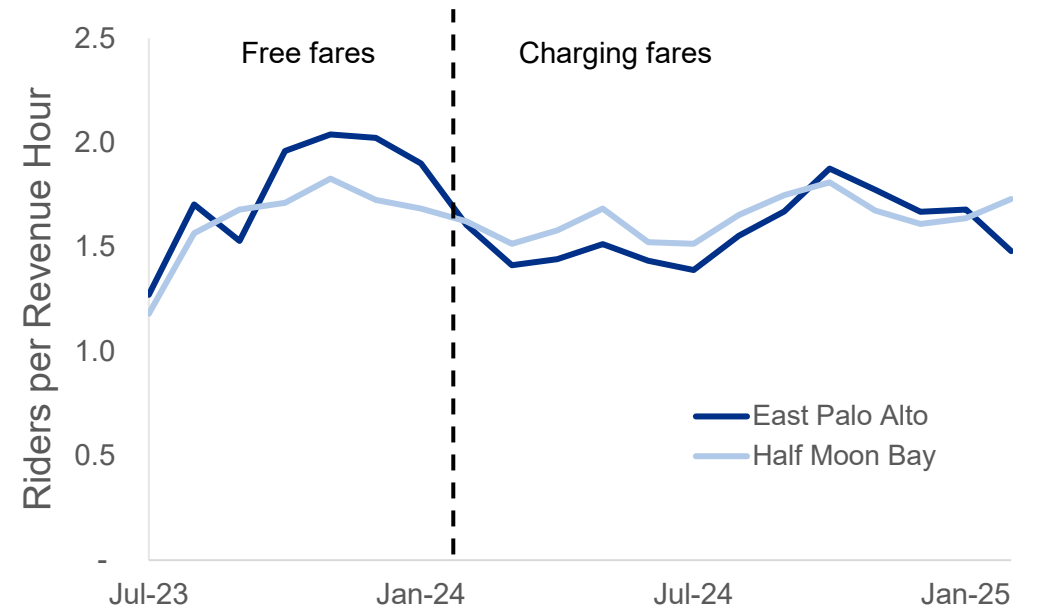
- Highest ridership origin-destination pairs
  - ① Downtown Half Moon Bay ↔ El Granada
  - ② Ritz-Carlton ↔ Downtown Half Moon Bay
- Strongest markets:
  - Consistent, all-day ridership
  - Worker and tourist ridership base



# System Productivity

- Ride Plus productivity is lower than peer systems\*
- Capacity is underutilized many hours of the day
  - Closer to target on some months

Ride Plus (lower than peers)	Target (average peers)	Upper Achievable Limit (rare)
1.5-1.9 riders/hour	2-3 riders/hour	5 riders/hour



\*Peer agencies include DART's GoLink, LA Metro's Micro, and Pierce Transit's Runner.

# Rider Feedback

**88% of riders are satisfied with service and experience.**

- Replaced trips formerly made by fixed-route transit, walking, biking, ride-hail services, or solo driving
- Mainly used for shopping, commuting, and recreation
- Support for expanding service hours
- Support for expanding service areas
  - Other areas of Menlo Park
  - Palo Alto Transit Center
  - Moss Beach
  - Montara

*Ride Plus has **changed my life**. I was trapped at home seven days a week. It has opened my world.*

-Ride Plus customer



# Evaluation Goals and Criteria



## Expand mobility

- Trips made from locations not served by fixed route (high)
- Trips made that connect to fixed route (high)
- Increase in transit trips in the zone with Ride Plus, compared to prior trips on fixed route alone



## Ensure high quality service

- Average wait time (<25 min)
- Completed requests (90%+)
- Star rating for trip (high)
- Star rating for app (high)
- Complaints (low)



## Provide efficient and sustainable service

- Pooled trips percentage (high)
- Reduced solo vehicle trips



## Advance equity

- Demographics of riders & alignment with equity priority communities (high)
- Reduced transportation costs of riders (compared to other modes they were using)





Expand mobility

**Ride Plus helped both service areas achieve larger ridership growth than just fixed-route service alone.**

Ridership increase between June 2023-March 2025	East Palo Alto	Half Moon Bay
Fixed-route bus systemwide	Systemwide: +25%	
Fixed-route buses only in Ride Plus service areas	+27%	+38%
<b>Fixed-route buses + Ride Plus in Ride Plus service areas</b>	<b>+35%</b>	<b>+58%</b>

**Most Ride Plus trips connected to fixed-route service.** *However, few Ride Plus trips provided access to areas not served by fixed-route, and nearly half of trips duplicate an existing fixed route trip.*

	East Palo Alto	Half Moon Bay
<b>Ride Plus trips connecting to fixed-route service</b>	<b>54%</b>	<b>46%</b>
<i>Ride Plus trips not served by fixed-route service</i>	<i>&lt;1%</i>	<i>5%</i>
<i>Ride Plus trips duplicating fixed-route service</i>	<i>46%</i>	<i>49%</i>





Ensure high quality service

- **Ride Plus is meeting all targets.**
- **Riders are satisfied with their trips and app experience.**
- **Complaints are low and not trending upwards.**

Measure	East Palo Alto	Half Moon Bay
Average wait time	~20 minutes	
Completed requests	>99.9%	91-93%
Trip high star rating	94% (86% 5-star and 7% 4-star)	
App high star rating	85% (59% 5-star and 26% 4-star)	



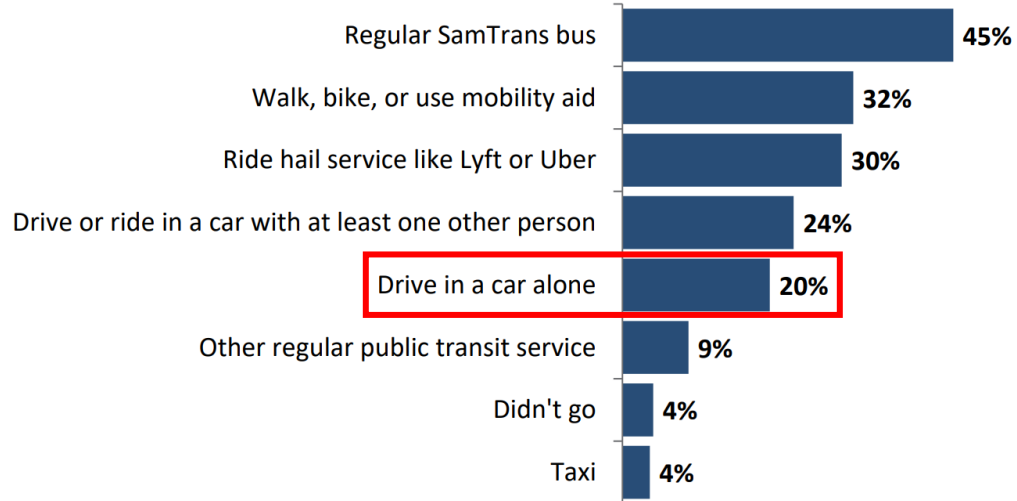


Provide efficient and sustainable service

- **Nearly half (40-45%) of trips are shared trips (>1 person in the van at a time).**
- **20% of riders report replacing solo vehicle trips with Ride Plus trips.**
- **55% of riders did not replace SamTrans fixed-route trips.**

*Prior to using the Ride Plus service, how did you typically make the trips that you now make with Ride Plus?*

*(Multiple responses accepted; percentages may not equal 100%)*

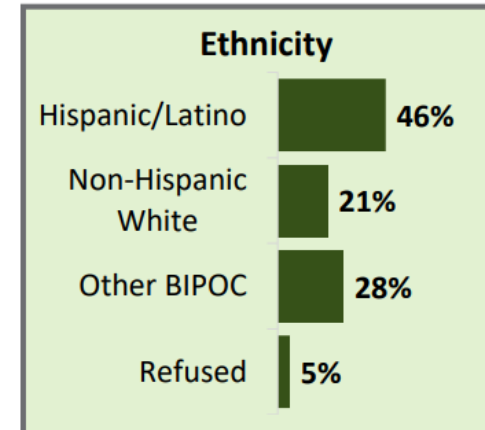




## Advance equity

### Riders are more likely to be people of color.

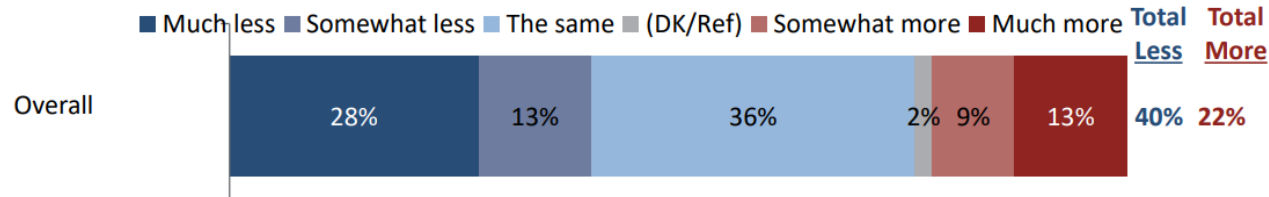
*Low-income household usage was hard to determine when large number of riders preferred not to answer.*



### Riders are saving money with Ride Plus.

*40% of riders say they are paying less using Ride Plus compared to trips they made prior to Ride Plus.*

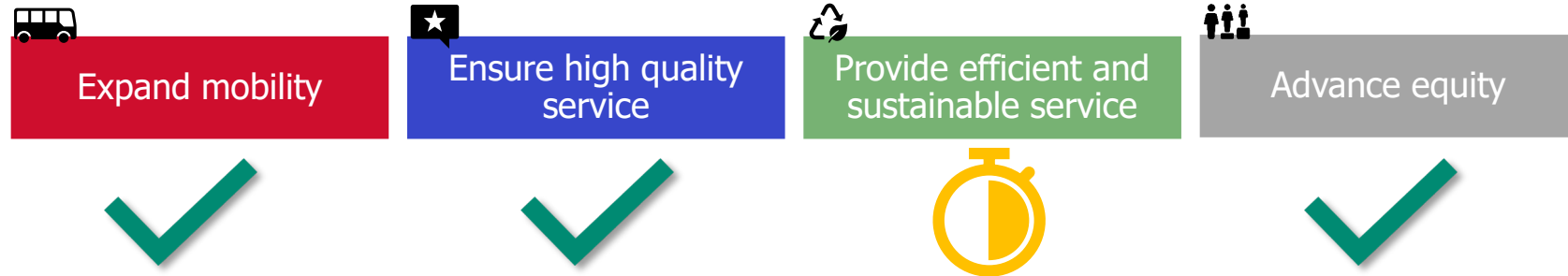
*Compared to similar trips you would make prior to using Ride Plus, do you pay more, less, or the same amount when you use Ride Plus?*



# Key Takeaways

- 88% rider satisfaction 

- Most goals met



- Opportunities to increase ridership and trip pooling 

# Opportunities for Service Refinement

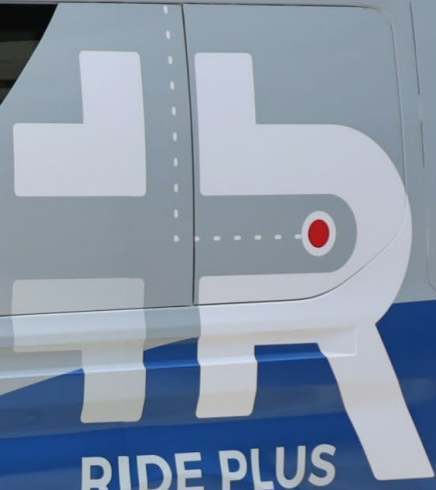
- Staff are exploring potential service refinements to increase ridership, boost productivity, and address customer requests:
  - Targeted service area expansions
  - Minor expansions of service hours to meet demand earlier in the day
  - Adjusting use of vehicles throughout the week to better meet demand patterns



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# Thank You

Please email [christophersonk@samTrans.com](mailto:christophersonk@samTrans.com) with any questions.