

The logo for samTrans, featuring the text "samTrans" in a bold, sans-serif font. The "a" and "m" are lowercase, while "T" and "r" are uppercase. Below the text are two horizontal bars: a red one on top and a blue one on the bottom.

# SamTrans Service Plan Market Analysis and Community Outreach

September 14, 2011

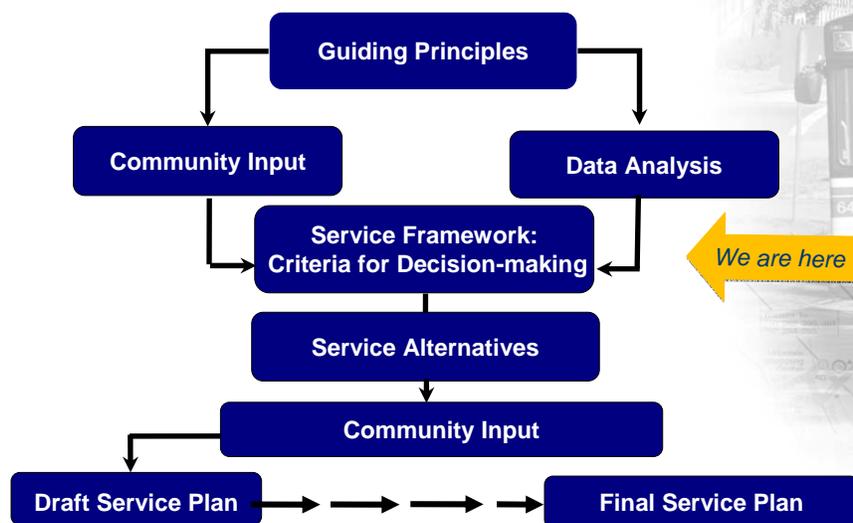
## Overview

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- Project Update
- Public Outreach Summary
- Market Analysis Review
- Next Steps

# Project Update

## Project Update



## Project Update

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- Data and Market Analysis
- Public Open Houses
- SamTrans Staff Outreach
- Senior Center Meetings
- City Manager Ad-Hoc Meetings
- Public Agency Meetings



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## Public Outreach Summary



## Public Outreach Activities

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- **Five public Open Houses**
  - Burlingame
  - Half Moon Bay
  - Redwood City
  - Daly City
  - San Carlos
- **Three senior center lunchtime events**
  - North Fair Oaks Senior Center (Redwood City)
  - Doelger Senior Center (Daly City)
  - Onetta Harris Senior Center (Menlo Park)
- **Two SamTrans Staff outreach events**
  - San Carlos
  - North Base



## Public Open Houses

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- **July 14, 2011: Burlingame Women's Club**
- **July 18, 2011: Cunha Middle School**
- **July 20, 2011: Fair Oaks Community Center**
- **July 21, 2011: Doelger Senior Center**
- **July 27, 2011: SamTrans Bacciocco Auditorium**



## Outreach Key Information

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- Participants learned about travel markets in San Mateo County
- Information stations provided background on SamTrans patron travel behavior such as:
  - Variety of trip types and purposes
  - Demographic characteristics
  - Trip origins and destinations
  - SamTrans service and travel behavior varies across the county



## Outreach Initial Findings

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- Participants who were regular SamTrans riders, rode 3+ days a week
- Topics of interest included:
  - Retaining specific service routes
  - Increasing service hours on evenings and weekends
  - Introducing new express or Bus Rapid Transit (BRT)-type services
  - Top priorities were improving bus schedules, destinations, and frequency

## Public Outreach Activities

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- **Additional Activities**

- SamTrans Service Plan (SSP) phone line
- SSP website
- SSP e-mail
- Fixed-route bus variable message signs
- Bus "Take ones"
- Community newsletters and e-mail blasts
- School District survey
- Press and news release
- Multilingual translation
- Facebook and Twitter posts



## Market Analysis

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## Market Findings

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- San Mateo County is made up of unique neighborhoods and communities with varying travel needs
- Wide range of land uses, from rural areas to urban areas
- SamTrans must find the right balance to serve these diverse markets

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## Market Types

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El Camino  
Corridor and  
Caltrain



Community  
Center



Auto-  
Oriented  
Center



Suburban



Coastside  
Rural

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# Next Steps

## Next Steps

- Refine data analysis
- Criteria development
- Develop preliminary service alternatives
- Conduct second phase of public outreach (November 2011)
- Forthcoming:
  - Input from outreach input into service proposals
  - Draft Service Plan
  - Final Service Plan