SAMTRANS SERVICE PLAN

Preliminary Analysis and Criteria Development

Agenda

- Overview
- Part I: Key Findings
  - Market Assessment
  - Service Evaluation
- Part II: Service Development Framework
  - Metrics
  - Criteria
- Part III: Next Steps

Overview

Board Workshop Purpose

- Discuss and provide feedback on:
  - Key Findings
  - Project performance metrics
  - Project criteria
- Consider:
  - Creation of Board advisory committee
  - Project timeline and community meetings

Project Background

- In-depth study of transit system to identify:
  - Service strengths
  - Areas for improvement
  - Suggestions to improve efficiency
  - Increase ridership

- Time horizon: 5 to 15 years
- Local process to inform MTC Transit Sustainability Project

5

Project Approach

- Retain consultant with significant industry experience to review operations
- Develop and conduct a comprehensive public outreach strategy

→ Create a more efficient, market-responsive transit system while continuing to address community mobility needs in our County

6

Project Process

Step 1	Adopted SSP Guiding Principles
Step 2	Market Analysis & Service Evaluation
Step 3	Develop Service Framework & Criteria
Step 4	Develop Service Alternative Scenarios
Step 5	Develop Draft and Final Service Plan

Solicit public input at multiple stages in the process

Project Guiding Principles

- Grounded in the focus areas of the board-adopted Strategic Plan
- Guiding Principles emphasize:
    - Service
    - Customers
    - Service Markets
    - Financial Stability
    - Integrated Planning
- *Take into account larger community needs, such as serving transit-dependent populations*

Service Statistics

51,320
Average Weekday Boardings

System Average
31.3 Passengers per Revenue Hour

System Average
$5.14 Subsidy per Passenger Boarding

System Average
18.6% Farebox Recovery Ratio

Source data: NTD FY 2009

9

Key Findings

10

Key Findings: Market Assessment

- 5 Market Types

| El Camino Corridor and Caltrain | Community Center | Auto-Oriented Center | Suburban | Coastside Rural |

11

Key Findings: Core Markets

2005 Population & Employment Density

Market Analysis

Core market areas

- El Camino Real
  - Main travel spine, activity center
- Daly City, South SF
  - High densities, transit oriented population
- San Mateo, parts of Foster City
  - High densities, but more auto-centric
- Redwood City, East Palo Alto
  - High densities, transit-oriented population

12
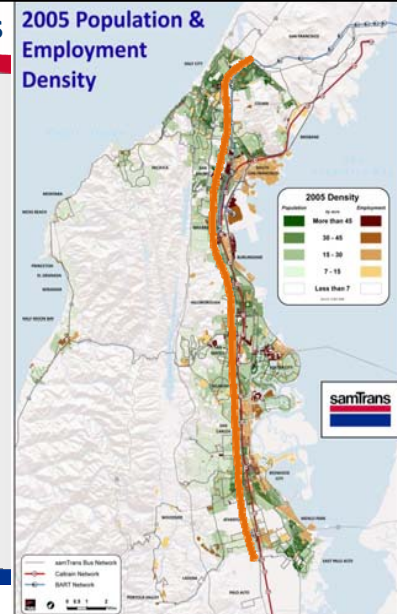
Service Evaluation – Key Terms

- The service evaluation findings will show how various SamTrans' services perform using performance metrics.

- Performance metrics can indicate:
  - *Productivity* of SamTrans service
    - How many passengers are carried per resource invested?
  - *Financial Effectiveness* of SamTrans service
    - How much does it cost to carry SamTrans passengers?

13

Key Findings - Service

Average Daily Boardings

	Weekday	Saturday	Sunday
Systemwide	**51,320**	**24,501**	**17,573**

	Weekday	Saturday	Sunday
Top 4 Routes 120, 292, 390, 391	45% of total 22,833 weekday boardings	61% of total 14,994 boardings	66% of total 11,554 boardings

- Top 4 routes represent core SamTrans service
  - Benefit nearly half of existing SamTrans riders
  - Demonstrates potential to attract new riders

14

Top 4 SamTrans Routes

- Route 390: El Camino Corridor
  - Serves Daly City to Palo Alto

- Route 391: El Camino Corridor
  - Serves San Francisco (limited), Daly City, Colma to Redwood City

- Route 120: Community Centers
  - Serves Colma BART, Daly City Serramonte Shopping Center

- Route 292: El Camino Corridor & Community Centers
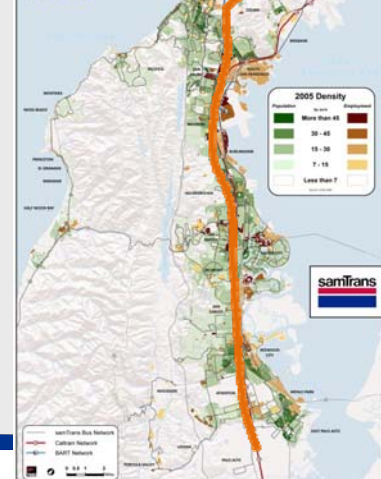 - San Mateo, San Francisco International Airport, South San Francisco, San Francisco
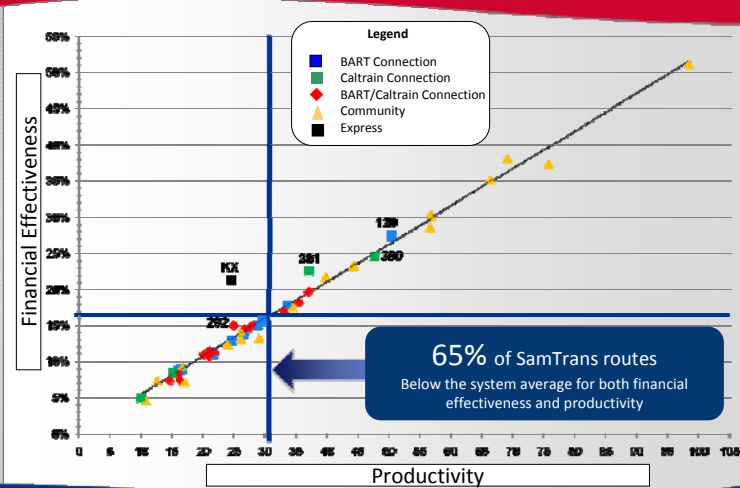
15

Key Findings – El Camino Real

- Serves as core spine of the network

- More than half of SamTrans ridership along the corridor

- High ridership/productivity

- Most SamTrans trips touch the corridor

2005 Population & Employment Density

16

Key Findings: Productivity & Financial Effectiveness

Legend
- ■ BART Connection (blue)
- ■ Caltrain Connection (green)
- ◆ BART/Caltrain Connection (red)
- ▲ Community (yellow)
- ■ Express (black)

Financial Effectiveness (y-axis)

Productivity (x-axis)

65% of SamTrans routes
Below the system average for both financial effectiveness and productivity

17

Key Findings: Community Routes

- What are the true costs of the Community Routes?
  - Complex route alignments and schedules (service to schools) which consume large amounts of staff resources
  - Less efficient service to deliver (higher peak bus, deadhead, and layover) compared to other SamTrans routes
  - Small amount of revenue service provided makes productivity/financial effectiveness appear strong

18

Service Development Framework

Performance Metrics

- Definition: *measures that are used to evaluate efficiency and effectiveness*
- Practical measurement of guiding principles
  - Improve productivity: passengers per revenue hour
  - Improve financial effectiveness: subsidy per passenger boarding

Performance Metric Examples

- **Productivity**
  - Passenger boardings per revenue hour
  - Passenger boardings per one-way trip
- **Financial Effectiveness**
  - Cost per passenger boarding
  - Subsidy per passenger boarding
  - Farebox recovery ratio
- These are common, but by no means all, transit performance metrics
- No single metric tells the whole story

21

## Passenger Boardings Per Revenue Hour

- Measure of total passenger boardings per unit of investment
- Widely-used industry standard for service productivity
- **20 boardings per hour** is a common guide for productive service

22

Weekday Passenger Boardings per Revenue Hour

Weekday Passenger Boardings Per Revenue Hour (P/RH)

23

Weekday Passenger Boardings per Total Hour

Weekday Passenger Boardings Per Total Vehicle Hour

24
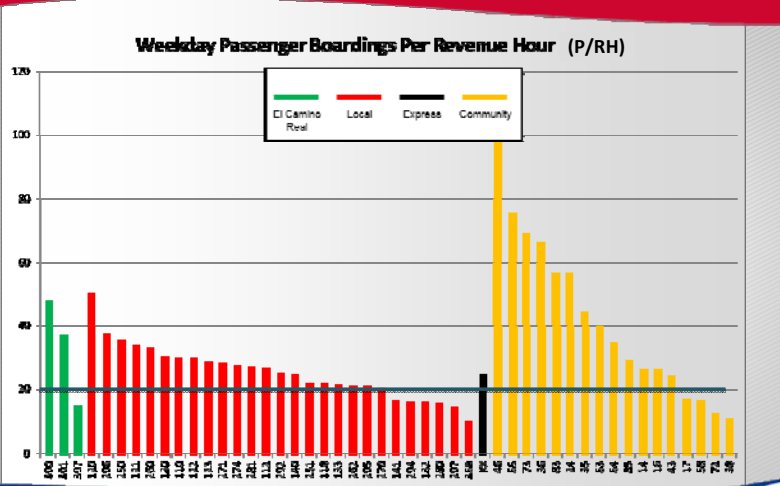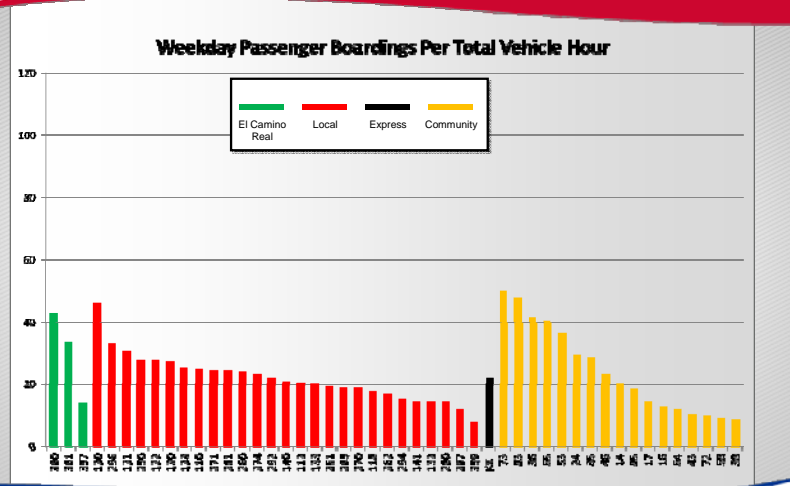
Subsidy Per Passenger Boarding

- Measure of the cost to SamTrans per passenger boarding

- Widely-used industry standard for financial effectiveness

- Industry guide for financially effective services vary based on service costs, but rarely rise above **$10.00 per boarding**

25

Weekday Subsidy per Passenger Boarding

26
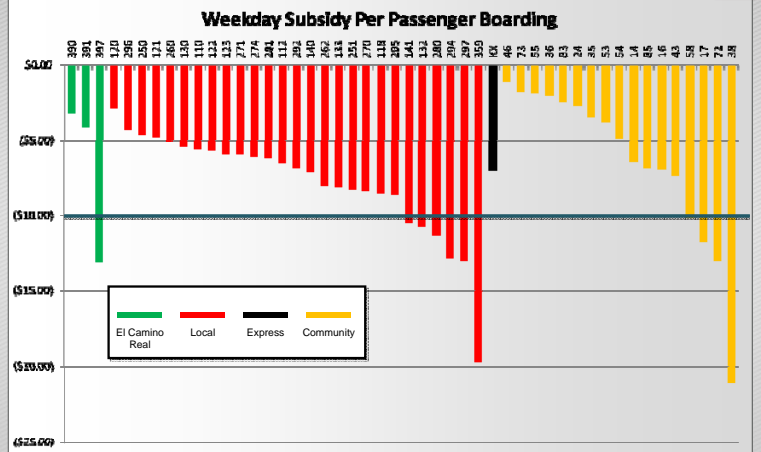
Project Criteria

- Apply the SSP guiding principles to the project results
- Help identify trade-offs between different service scenarios
- Build on a quantitative information for improved efficiency and financial effectiveness ("data-driven")
- Balance results of the data with what is necessary to meet community needs ("mission-driven")

27

28

- Median yearly income of $36,600
- 64% do not have access to a car
- Top languages spoken are:
  - English
  - Spanish
  - Tagalog
- More than 33% of riders are:
  - Youth (age 13-17)
  - Young Adult (age 18-24)

29

Project Criteria Development

30

Project Criteria Characteristics

service productivity	market matching	financial stability
Service Route Frequency	Maintain Existing Ridership	Capital Investment
Route Design	Capture New Riders	Cost/Revenue Neutral
Intermodal Connections	Key Ridership Destinations	Total Funding
Compete with Other Transit	Route Type	New Service Models
Service Quality	Is Transit Competitive	

Next Steps

Project Next Steps

- Prepare proposed service scenarios
- Evaluate service scenarios with project criteria

Step 1	Adopted SSP Guiding Principles
Step 2	Market Analysis & Service Evaluation
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33

Project Next Steps: Board Engagement

- Create SSP Board Advisory Committee
- Endorse project timeline and November community meetings

34

Project Next Steps: Public Engagement

- Present proposed service scenarios to public
- Community workshops in November
- Revise service scenarios based on public input

35

Project Next Steps: Board Actions for October

- For consideration in October:
  - Adopt project criteria
  - Endorse project metrics

36