Update on Reimagine SamTrans

SamTrans Board of Directors July 10, 2019



What is a COA?

A COA is an in-depth study of a transit system that is undertaken every 5-10 years.

Reimagine SamTrans is the name of the SamTrans Comprehensive Operational Analysis (COA).



Reimagine SamTrans will...

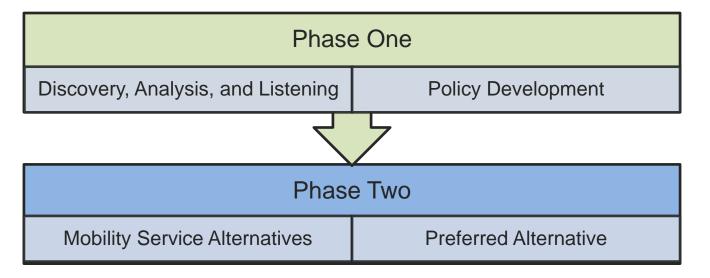
- Give the District an updated picture of the existing operational and ridership conditions for each route and system-wide
- Help us understand the market of traditional bus riders in San Mateo County, including where they live and work, in order to guide the allocation of fixed-route bus resources
- Help us understand the market of non-traditional bus riders in San Mateo
 County and identify other mobility services that interest them; provide a platform to analyze and recommend new service models and mobility pilots
- Recommend route, network or vehicle size changes to improve ridership and efficiency
- Require feedback from leadership and the community, as well as patience, thoughtfulness, and open-mindedness from all participants.



What does a COA produce?

The final product of a COA is a new SamTrans system – called the *Preferred Alternative*.

A COA has two phases:

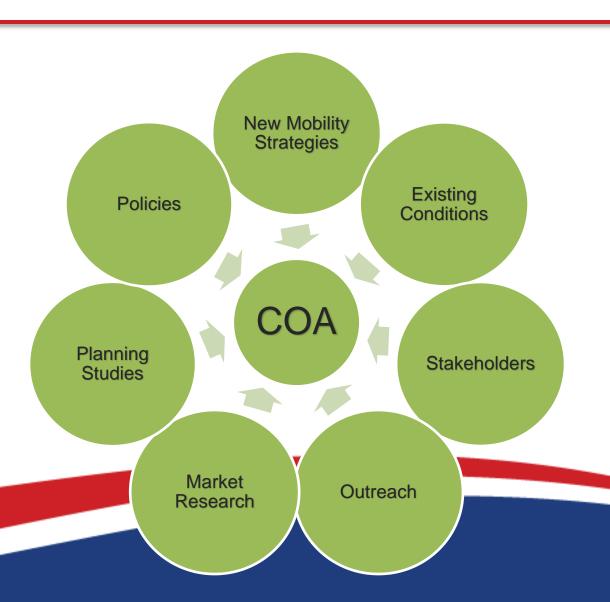




Phase One: Discovery, Learning and Analysis

Phase One will develop an understanding of...

- how the SamTrans system operates today
- the transportation, housing and land use policy and planning context over the next five years
- the mobility options
 SamTrans riders and non-riders desire



Key Inputs in Phase One

Policies

Service
Operating
Procedures,
Service
Standards,
Collective
Bargaining
Agreement

Planning Studies

Finalized plans and studies, origin/ destination trip data, regional plans

Market Research

Focus groups of riders, nonriders and former riders, survey of SM County residents Outreach

Bus riders, general public, bus operators, employers Stakeholders

SAG, TAG, schools, employers, cities/county, regional partners, "New Mobility Think Tank" Existing Conditions

Ridership analysis, schedule and run time analysis, efficiency of current service, bus stop utilization New Mobility Strategies

SamTrans
OnDemand
evaluation,
First/last mile
strategies,
active
transportation
options, public
private
partnerships



Phase One: Policy Development

Service Policy Framework

How should SamTrans allocate fixed-route bus resources (i.e., coverage vs. productive routes) among route types?



Service Design Guidelines

During and after the COA, how should SamTrans design routes and services in the spirit of the service policy framework?



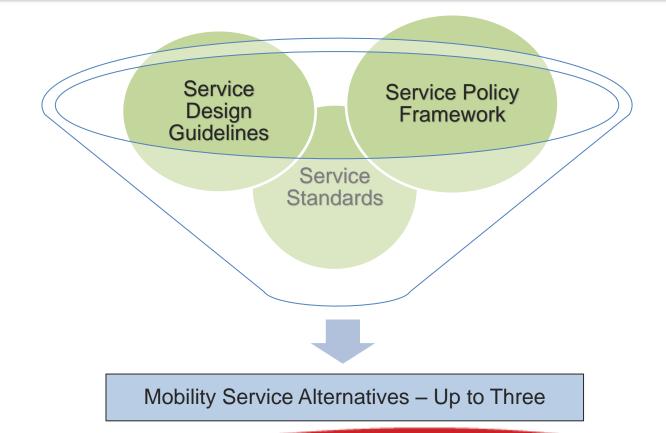
Service Standards

What performance should we expect from our services and how should we measure success?



Phase Two: Mobility Service Alternatives

Phase Two includes the development of up to three mobility service alternatives (i.e., SamTrans systems) by applying the policies developed in Phase One.





Phase Two: Preferred Alternative





COA Project Flow

Jun - Sept 2019

Existing Conditions

Market Research

Sept - Nov 2019

Phase One Outreach
Service Standards
ECR Analysis

Dec 2019 - Feb 2020

Service Framework and Policy Guidance

June – Sept 2020

Preferred Alternative Development

April – May 2020

Phase Two Outreach

Feb – March 2020

Mobility Service Alternatives Development Oct 2020 - Jan 2021

Public Comment Period, Public Hearing, Title VI Analysis

Feb 2021

Board Action on Service Plan

August 2021

Implementation!



Project Management Structure and Meeting Frequency

Bi-Weekly Weekly Monthly Quarterly **Key Milestones Executive Steering** Committee **Project Management** SamTrans Advisory Board Ad Hoc **Staff Working Group** Team Committee Group: Comprised of: Key Comprised of: PMT, Consultant Riders Dept Leads and Subject Directors and Service **Management Team** Citizens Advisory Youth Matter Experts (SMÉs) Planning Committee Committee (CAC) during key points in members Senior project New Mobility Technical Advisory **Partners** Group Stakeholder Advisory Group



While Reimagine SamTrans is underway...

- Monitor and evaluate SamTrans OnDemand
 - Launched May 2019; evaluation by end of 2019
 - Look for areas where expansion is suitable
- ECR/ECR Rapid service analysis
- Launch Phase I express bus service
 - FCX (Foster City SF) in August 2019, Palo Alto-Western SF in Spring/Summer January 2020
- Regular and/or ongoing adjustments to schedules to improve OTP
 - School-related adjustments
- Electrification of Fleet
- Implement Transit Signal Priority on El Camino Real
 - Study pinchpoints and opportunity for additional transit priority improvements
- Continue to implement recommendations from Youth Mobility Plan and Plan for Older Adults and People with Disabilities
 - Try Transit to San Mateo Community Colleges
 - Taxi voucher program



Where we need you!

- Your input on Service Policy Framework will help guide the direction of Reimagine SamTrans
 - 2020 Board Retreat Focus
- Your promotion and participation in our outreach to listen from current and potential customers
 - First round to be held in September/October



Next Steps

- Kickoff meeting with consultant team
 - June 2019
- Existing conditions and market research
 - Underway
- Quarterly meetings with Board Ad Hoc, Stakeholder and Technical Advisory Groups starting August or September 2019



Questions?

