

**SAN MATEO COUNTY TRANSIT DISTRICT
STAFF REPORT**

TO: Community Relations Committee

THROUGH: Jim Hartnett
General Manager/CEO

FROM: David Olmeda April Chan
Chief Operating Officer, Bus Chief Officer, Planning/Grants/TA

SUBJECT: **MULTIMODAL RIDERSHIP REPORT – JUNE 2020**

ACTION

This report is for information only. No action is required.

SIGNIFICANCE

The County Health Order to shelter-in-place commenced in mid-March to prevent the spread of COVID-19, ridership across all modes remains significantly below average. However, ridership has marginally increased since April 2020 following business reopening and alleviations on the shelter-in-place Order in the Bay Area. By the time you read this, San Mateo County may have been placed on the State watch list, with further restrictions imposed.

| The average weekday ridership across all modes declined by ~~86.1~~86.0 percent in the month of June 2020 compared to June 2019. The performance of each mode is as follows: average weekday ridership for Bus (-60.5%), Paratransit (~~-78.4%~~-69.8%), Shuttles (-89.8%), Caltrain (-96.0%), and BART (-88.0%).

The total ridership across all modes for the month of June 2020 declined by 84.2 percent compared to last year, June 2019. The performance of each mode is as follows: monthly ridership for Bus (-57.3%), Paratransit (-67.3%), Shuttles (-88.8%), Caltrain (-95.3%) and BART (-87.3%).

The Coronavirus (COVID-19) pandemic and the resulting March 17 shelter-in-place health order had a negative impact on ridership across all modes. On Sunday, April 26, 2020, SamTrans modified its service and implemented an augmented Saturday schedule, reducing weekday service by approximately 40 percent. In addition, on Monday, May 4, SamTrans' OnDemand service reverted to the original FLX Pacifica route in the Linda Mar neighborhood of Pacifica.

The next service changes will occur on August 16, 2020.

AVERAGE WEEKDAY RIDERSHIP (AWR): June 2020 compared to June 2019

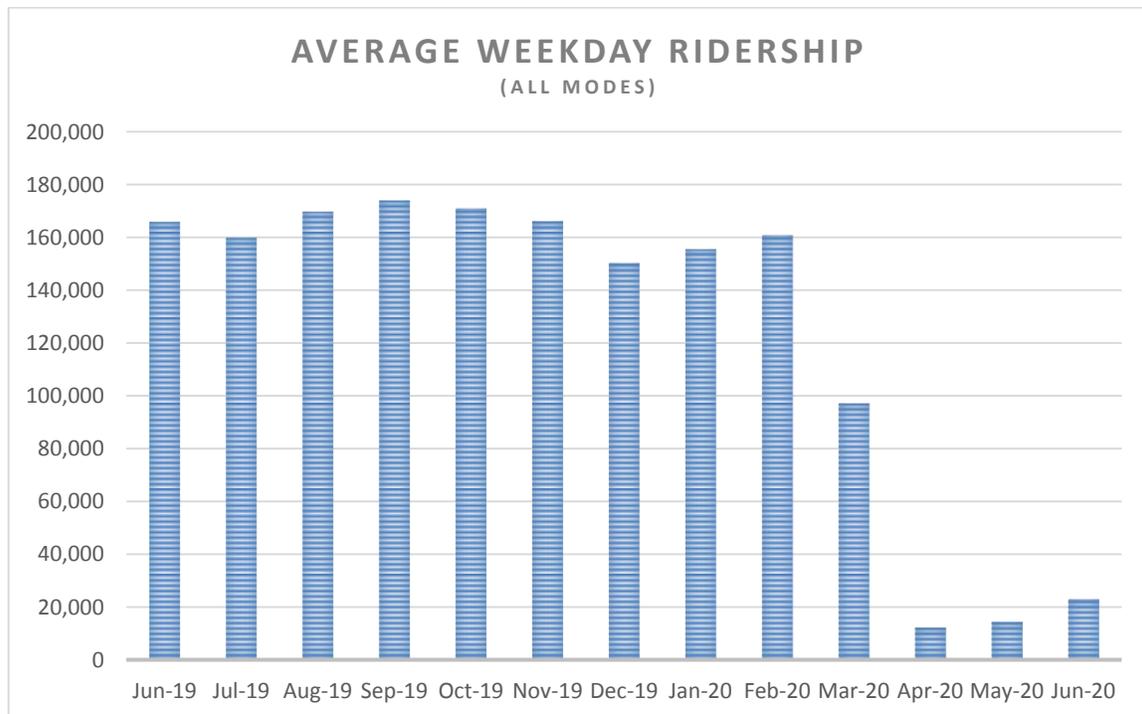
Table A
Average Weekday Ridership

June 2020 Average Weekday Ridership				
Mode	FY2018	FY2019	FY2020	Percent Change
Bus	33,340	32,900	12,990*	-60.5%
Paratransit	1,200	1,160	250 350	-78.4% -69.8%
Shuttles	12,120	11,960	1,220	-89.8%
Caltrain	72,210	72,370	2,880	-96.0%
Total	118,860	118,390	17,340	-85.4%
BART Extension (No Daly City)	48,100	47,400	5,710	-88.0%
Grand Total	166,970	165,790	23,050	-86.1%
Weekdays	21	20	22	

June 2020 Year-to-date				
Mode	FY2018	FY2019	FY2020	Percent Change
Bus	36,530	35,100	28,950*	-17.5%
Paratransit	1,200	1,160	850	-26.7%
Shuttles	11,800	11,420	8,440	-26.1%
Caltrain	63,840	67,160	50,380	-25.0%
Total	113,380	114,840	88,620	-22.8%
BART Extension (No Daly City)	47,150	45,960	32,480	-29.3%
Grand Total	160,530	160,810	121,100	-24.7%

* FLX Pacifica Ridership for the month of June 2020 is not included in this report.

Chart A



MONTHLY TOTAL RIDERSHIP: June 2020 compared to June 2019

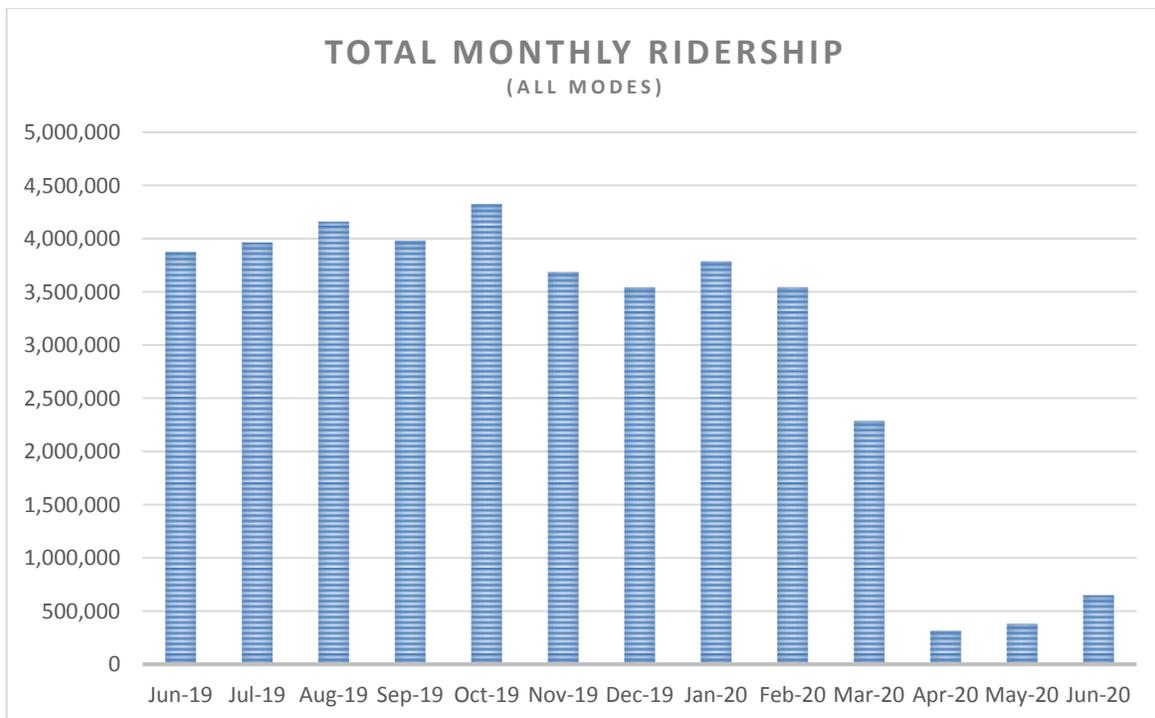
**Table B
Total Monthly Ridership**

June 2020 Total Monthly Ridership				
Mode	FY2018	FY2019	FY2020	Percent Change
Bus	847,890	820,830	350,230	-57.3%
Paratransit	29,330	27,380	8,950	-67.3%
Shuttles	254,590	238,550	26,760	-88.8%
Caltrain	1,645,760	1,590,650	75,220	-95.3%
Total	2,777,570	2,677,410	461,160	-82.8%
BART Extension (No Daly City)	1,256,470	1,198,300	152,370	-87.3%
Grand Total	4,034,040	3,875,710	613,530	-84.2%
Weekdays	21	20	22	

June 2020 Year-to-date				
Mode	FY2018	FY2019	FY2020	Percent Change
Bus	11,134,270	10,670,850	8,787,850	-17.6%
Paratransit	354,680	337,420	256,730	-23.9%
Shuttles	3,014,900	2,918,810	2,154,890	-26.2%
Caltrain	19,004,260	18,365,490	13,854,180	-24.6%
Total	33,508,110	32,292,580	25,053,650	-22.4%
BART Extension (No Daly City)	14,104,650	13,615,810	9,547,740	-29.9%
Grand Total	47,612,750	45,908,380	34,601,400	-24.6%

* FLX Pacifica Ridership for the month of June 2020 is not included in this report.

Chart B



SAMTRANS BUS FARE USAGE: June 2020

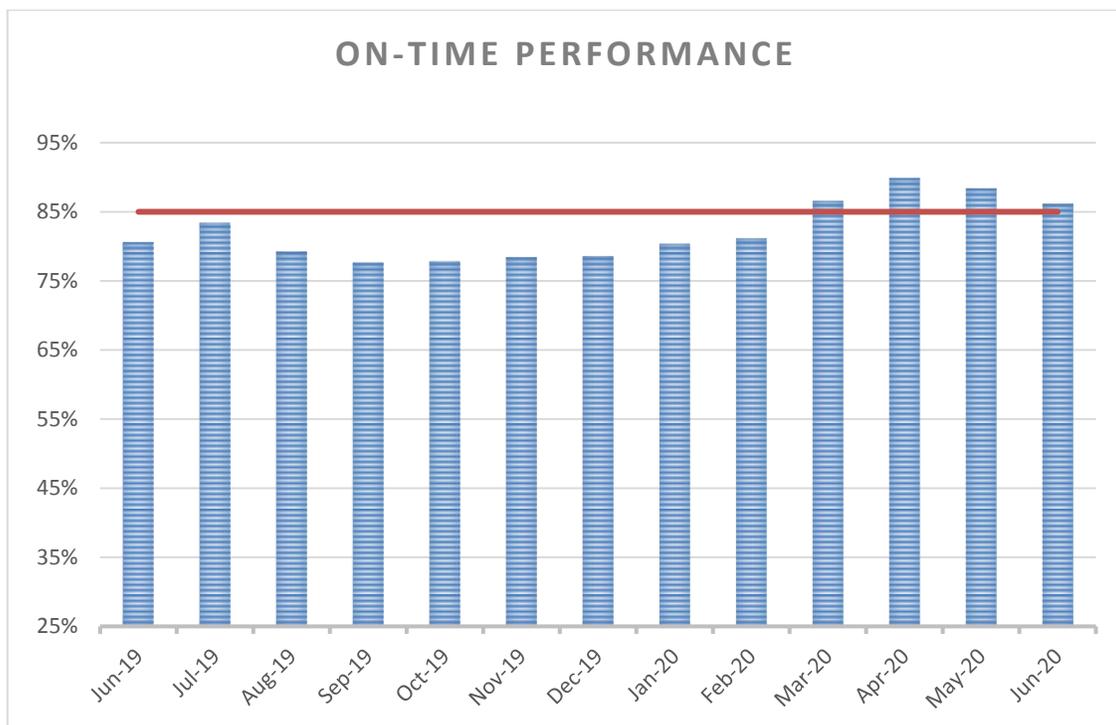
Due to the suspension of all fare collection starting Wednesday, March 25, 2020, there are no data available for riders by fare category for the month of June 2020.

ON-TIME PERFORMANCE: June 2020

On-Time Performance (**OTP**) is calculated by evaluating all the time points within the route's schedules across the system for late, early, and on-time arrival and departure. A route is *late* if it exceeds 5 minutes. A route is considered *early* if it departs 30 seconds ahead of schedule. SamTrans' OTP goal is 85.0 percent.

The On-Time Performance for June 2020 was **86.2 percent**.

Chart C



SAMTRANS PROMOTIONS: June 2020

Marketing Outreach Update: **SamTrans Marketing Through Shelter in Place**

In everything we do as brand, context matters. Beyond the basic actions taken to protect employees and businesses during a crisis, brands can either help or hinder our collective experience. When a cultural moment shifts as dramatically as it has in the face of COVID-19, it is important that as a brand, we address the issue with tact, empathy and mindful marketing.

What does that mean? In challenging times and a fast-changing global landscape, communicating SamTrans brand identity and values remains important.

The Marketing through Shelter in Place Plan manages the SamTrans narrative through the current crisis in an effort to prevent any long-term damage to the brand or customer base by making strategic marketing decisions. We do this by focusing on three key goals:

1. Maintain customer focus
2. Increase content marketing
3. Coordinate communication

Phase 1 (Current Phase): March 2020 – Present

Staying engaged and aware by considering several major tasks during a pandemic:

- Demonstrate how SMCTD is preventing the spread of the disease and prioritizing people safety
- Consistently communicate service changes during the pandemic
- Manage workforce impacts
- Crisis Communication

Ultimately, we want to keep people informed and communicate in response to the crisis, as it pertains to SamTrans.

What we have done so far:

- Updated the website www.samtrans.com/covid-19; highlighting service changes, face coverings, and social distancing content covered in news releases
- Updated social media posts
- Supplied frontline workers with facemasks to hand out to the public as a way to encourage wearing them while on SamTrans buses
- Uploaded series of videos capturing current situation / frontline employees / etc.
- Made continuous adjustments to marketing campaigns and scheduled content timelines
- SamTrans Staff Profiles - Campaign was launched this month. The goal is to both humanize the agency and encourage continued cooperation with the new safety protocols. This campaign features five of our frontline employees through a series of ads featured on and inside our buses, shelters, and social media.

Phase 2: Present – To be determined (pandemic slowdown)

- Analyze metrics and reach of campaigns to assess where we are with messaging.
- Launch Covid-19 rider survey: www.samtrans.com/covid19survey
The survey was launched on the week of June 21.

The pulse survey will allow us to understand the long-term impact of COVID-19 on ridership, once the shelter in place order is lifted, and how quickly riders will return to use SamTrans.

It may also inform us of the virus' financial implications and the public's attitudes towards safety and riding transit.

The surveys are being distributed through the following channels:

- Caltrain and SamTrans email lists
- Social media
- Website
- News release (launched Monday June 22)
- Onboard buses (electronic boards)
- MTC to retweet survey link



SamTrans Staff Profiles

SamTrans Digital Metrics - JUNE 2020



New Followers

+109

Jun 20 - 10,791

May 20 - 10,682

Jun 19 - 9,243

SamTrans.com Sessions

Jun 20 - 51,687

May 20 - 51,174

Jun 19 - 143,701

SamTrans Mobile - June

Downloads - 429 (May: 330)

Accounts - 0 (May: 0)

Orders - 0 (May: 0)

Apple Rting - 2.4 - 16 reviews

Top Tagged Issues

1. COVID (55)

2. Agency Compliment (10)

3. Agency Complaint (5)

4. Operator Complaint (4)

5. Operator Compliment (2)

Social Engagement

Video Views

2,533 (May: 248K)

Content Impressions

158,674 (May: 1M)

Interactions

7,438 (May: 197K)

Yelp & FB Rating

2.83 (of 5 stars)

(0 June reviews)



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