



Reimagine SamTrans: The Recommended SamTrans Network

Technical Advisory Group
September 24, 2021





Agenda

- Project Goals and Timeline
- Quick Refresh: Three Alternatives
 - Phase 2 public input received
- Guiding Principles
 - Prioritizing equity
- The Recommended Network
 - Inputs and objectives, highlights by sub-region, phasing and risks
- Looking Ahead: Phase 3 Outreach
 - Outreach plan, city briefings and regional community meetings, pipeline projects
- Questions and Discussion



Revisiting Our Project Goals

The goals of Reimagine SamTrans are to ...

Improve the experience for existing SamTrans customers

Grow new and more frequent ridership on SamTrans

Build SamTrans efficiency and effectiveness as a mobility provider

How does Covid-19 impact our project purpose?



More important than ever

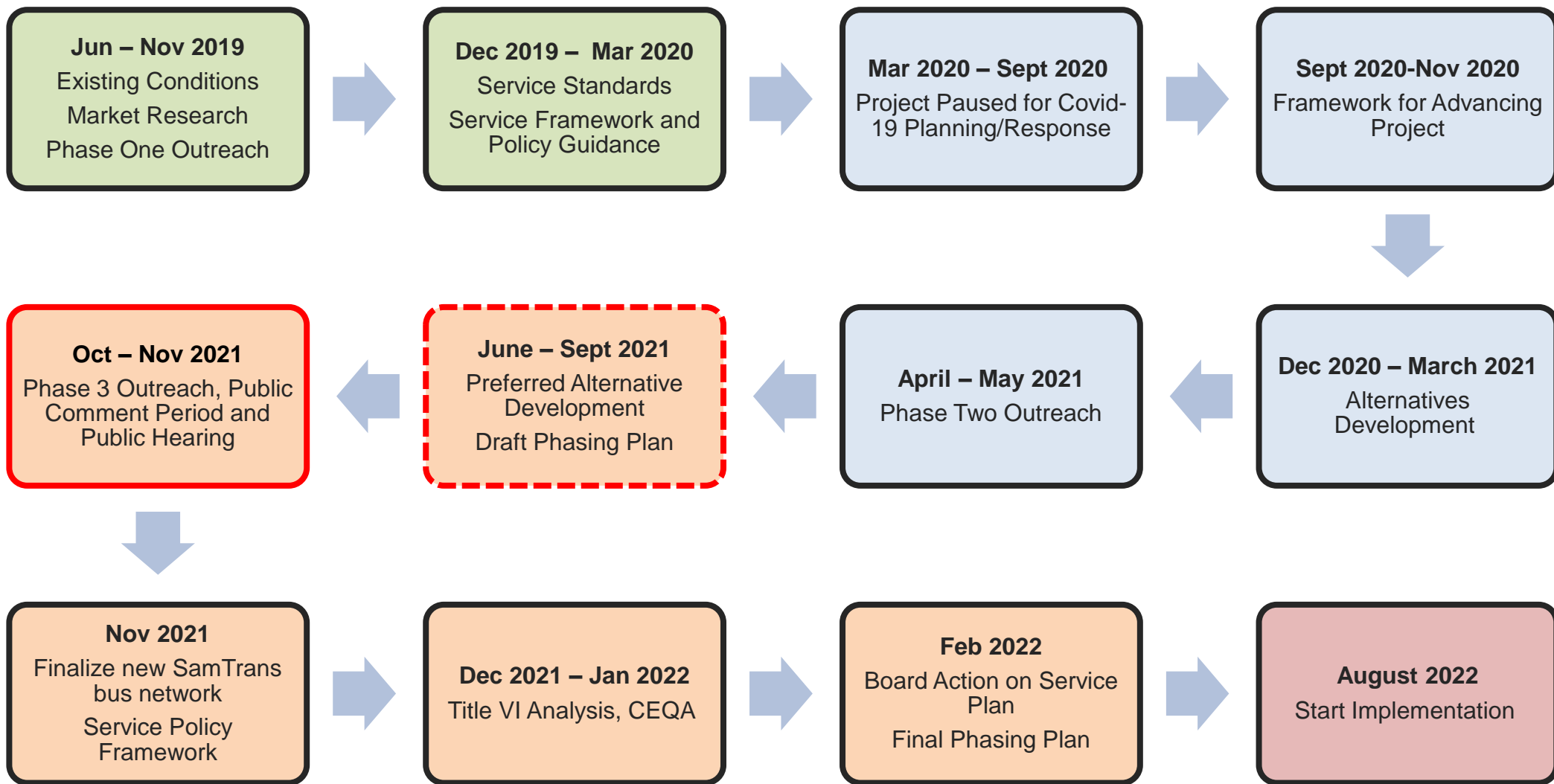
New is harder than before — uncertainty around this market

More frequent still possible

More important to be efficient and effective with resources — has effectiveness changed?



Project Timeline





QUICK REFRESH: THREE ALTERNATIVES

- Overview of themes
- Phase 2: public input received

5





What Were the Themes of the **Three Alternatives**?

- **Alternative 1:** Emphasize direct, high frequency access to places within the county
 - Removed service into SF, reinvested resources into improved frequency within San Mateo County
- **Alternative 2:** Improve connections to rail and the region
 - Additional express bus service
- **Alternative 3:** Retain coverage of service within the county
 - On-demand zones to provide coverage
 - Expanded midday and weekend service



Phase 2 Outreach: April-May 2021



80 separate events, which included:

15 different presentations/briefings
with elected officials and staff at various cities and government agencies within San Mateo County



4 multi-lingual virtual public meetings
one each in North County, Mid County, South County, and Coastside



25 separate meetings to community groups
such as chambers of commerce, school districts, major employers, and advocacy groups



21 different pop-up events at various sites
that included bus stops/transit centers, shopping malls, farmers markets, food distribution sites, and health clinics



5 meetings with SamTrans advisory groups
Citizens Advisory Committee, Paratransit Coordinating Council, Accessibility Committee, SSF Youth Ambassadors, Stakeholder Advisory Group, and Technical Advisory Group



10 meetings and outreach events
with SamTrans operators and staff



Partnerships with 4 Community Based Organizations (CBOs)
for targeted multi-lingual outreach in historically underserved communities. The CBOs helped in reviewing outreach materials, organizing pop-up events, and staffing events with SamTrans staff



Phase 2 Outreach: The Numbers

125,000 mailers sent to equity priority communities as well as text blasts in English and Spanish



9,000 unique users accessed the website and there were **2,008** survey respondents



1,300+ members of the community participated in outreach events

See Appendix A for full list



42 responses from SamTrans bus operators

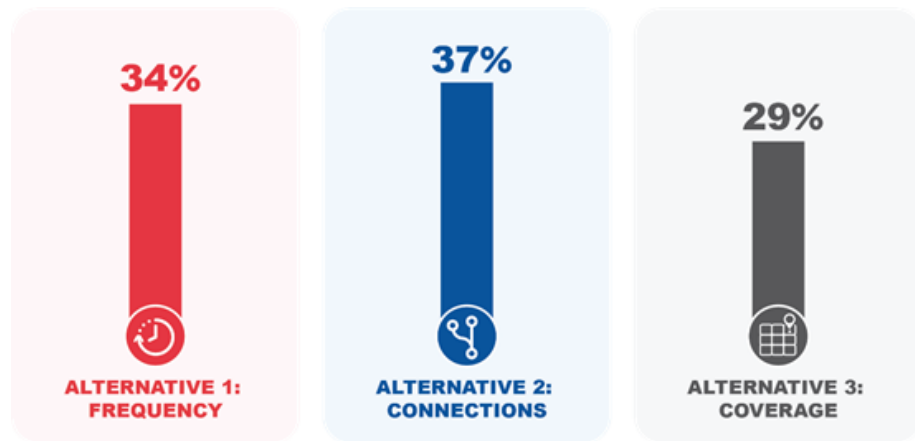




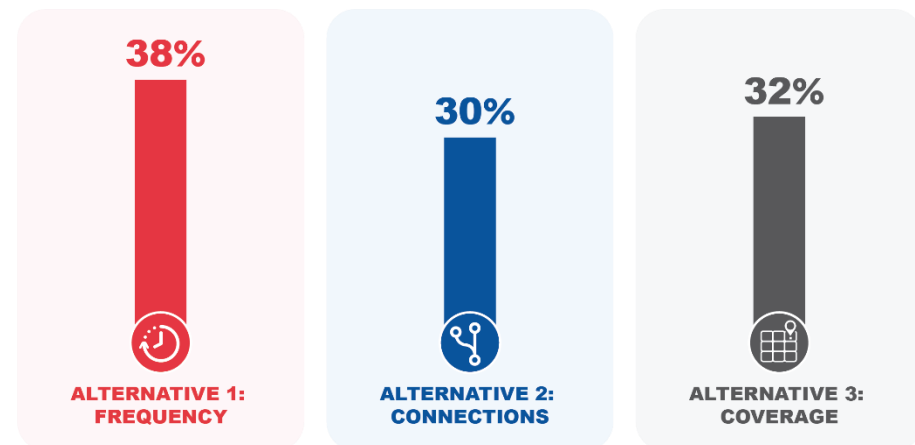
Phase 2 Outreach: What we Heard

- **Respondents want:**
 - More frequency/less waiting
 - Improved connections to other routes/services
 - More evening and weekend service
 - Better reliability

All Respondents First Choice Network



Riders First Choice Network





GUIDING PRINCIPLES

- Prioritizing equity



Our Guiding Principles



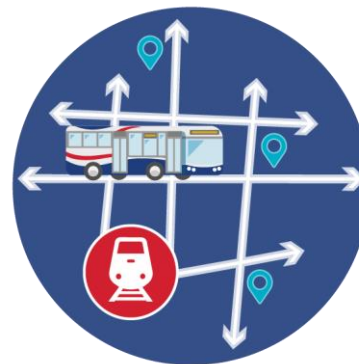
Customer Focus

Employ customer-focused decision-making



Workforce Delivery

Design service that can be reasonably delivered by our workforce



Effective Mobility

Be an effective mobility provider



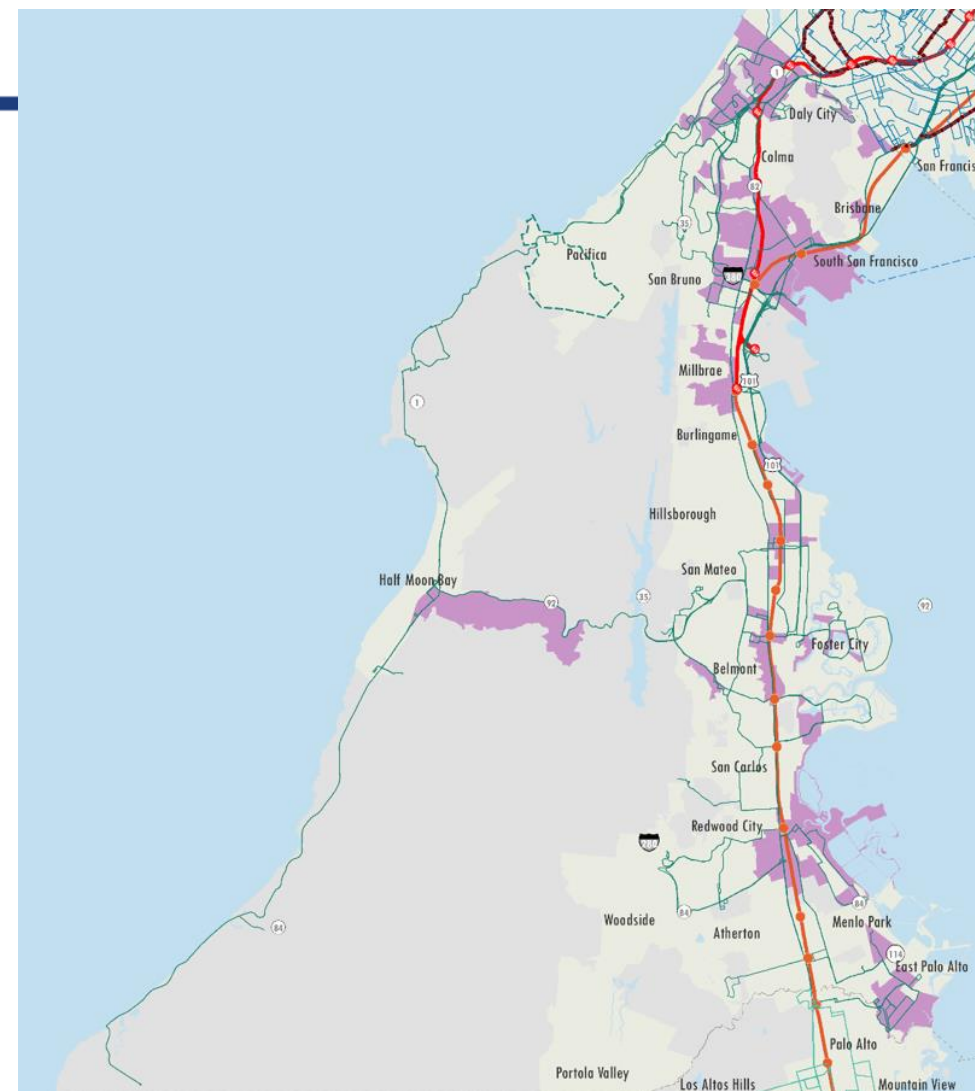
Social Equity

Provide transportation services that support principles of social equity



Equity Priority Areas

- Areas have been identified using three factors:
 - Racial/ethnic minority population
 - Low-income population
 - Zero car households



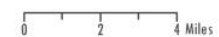
High Equity Neighborhood

Data Sources: Census American Community Survey 2014 - 2018 5-Year Estimates; LEHD, 2017

- BART
- Caltrain
- SFMTA (Muni) Light Rail
- SFMTA (Muni) Bus
- Santa Clara VTA
- Ferry
- SamTrans Fixed-Route Service
- SamTrans On-Demand Service Area

Composite Index of Non-White Residents, Residents Living in Low-Income Households, and/or Zero-Vehicle Households (Score out of 15)

Areas scored above 12 out of 15 (80%-tile)

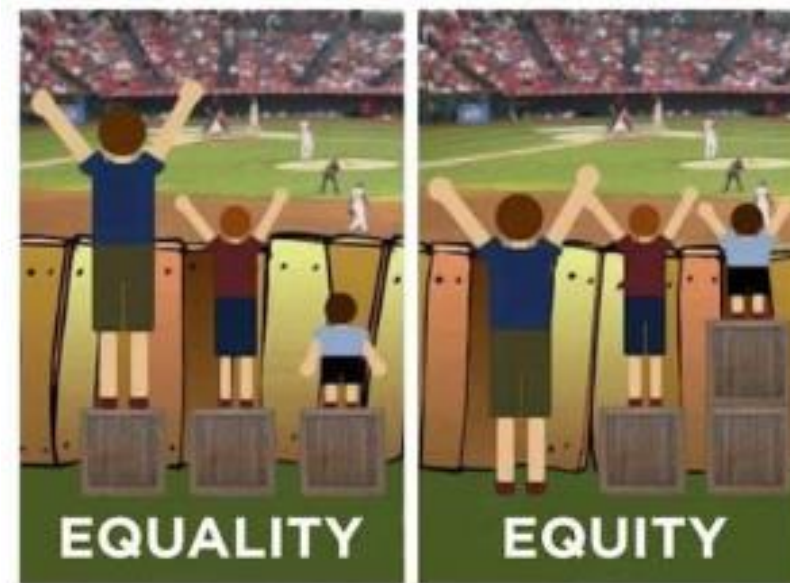




Prioritizing Equity

What does it look like to prioritize equity in real-life?

- Prioritize allocation of service to requests from these areas
- Prioritize infrastructure improvements and pilot projects in equity areas
- Reduce low ridership existing service and limit new service in non-equity priority areas, especially while resources are constrained
- Accept lower ridership/productivity for routes serving equity areas





THE RECOMMENDED NETWORK

- Inputs
- Highlights by sub-region
- Phasing and risks





Inputs: Draft Recommended Network



Ridership
and
Productivity



Equity
Need
Analysis



Guiding
Principles

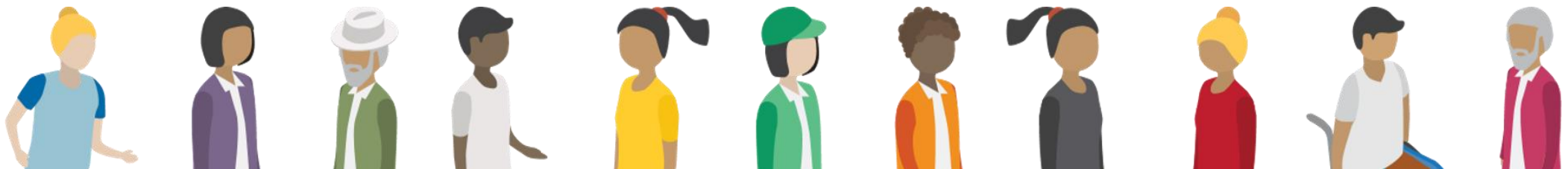


Market
Research



Market
Analysis

Community Engagement





Weekday Frequency Improvements





Weekend Service Improvements



- Earlier/later service in SSF, Redwood City, EPA
- New weekend service on Woodside Road (route 275), Alameda de las Pulgas (route 295)
- Frequency improvements on eight routes, including ECR



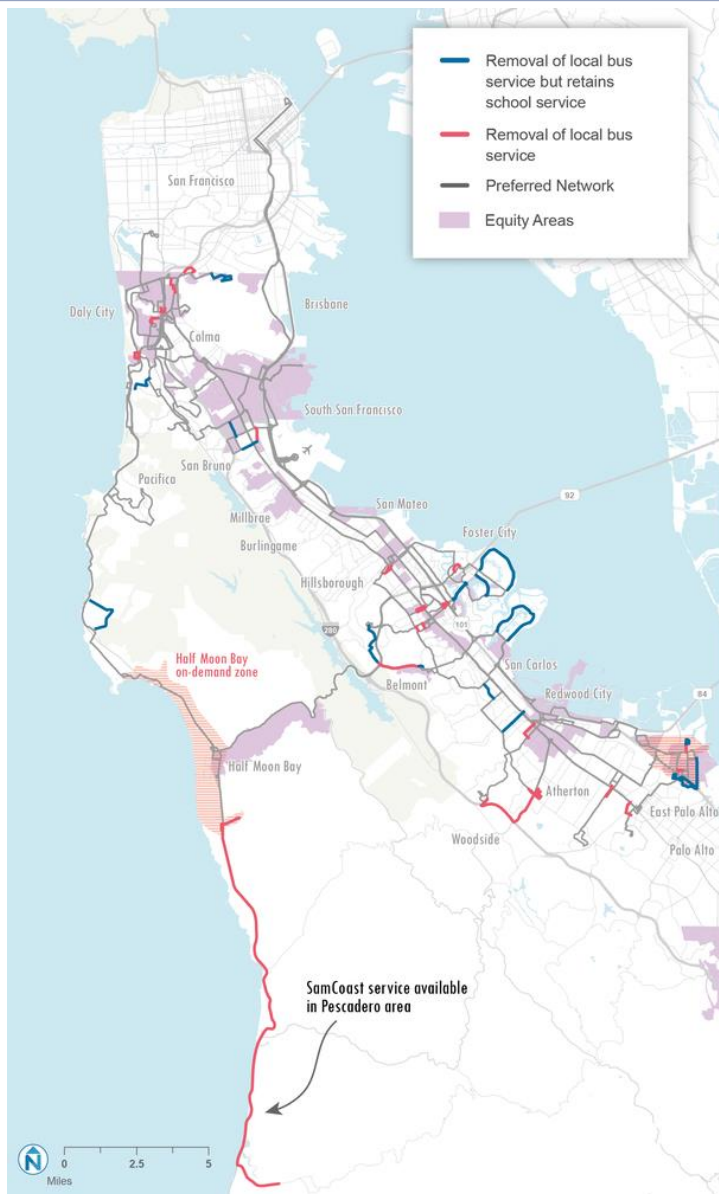
Added Local Bus Service



- New service to:
 - Oyster Point
 - East Palo Alto – Redwood City – Redwood Shores – SFO – San Bruno BART
 - Skyline College and College of San Mateo
 - On demand in East Palo Alto and Half Moon Bay



Reduction in Local, Fixed-route Service



- **Daly City / San Bruno**
 - Some route straightening efforts
 - Almost all riders are still within quarter-mile/5-minute walk
- **Belmont / Redwood Shores / Foster City**
 - Low ridership, non-equity areas
 - School services remain
- **East Palo Alto and Coastsides**
 - Low ridership deviations and duplicative routes
 - School services remain
 - Replaced by on-demand service or SamCoast service



North County – Benefits & Trade-offs

Service enhancements:

- Three frequent, all-day routes:
 - Routes ECR, 120, and 130
- Later and more frequent service in South San Francisco (route 130)
- New connection into Oyster Point
- New service between Skyline College and Daly City BART
- New direct connection from San Bruno to Redwood City and East Palo Alto via 101

Service reallocation:

- Routes SFO and 398 deleted
- Simplified alignment in San Bruno, some riders may need to transfer or walk further (up to 5-7 minutes) (route 140)
- Direct connections to Muni Route 14 may require a longer walk (up to 6 minutes)
- Reduced Route 141 frequency



Mid-County – Benefits & Trade-offs

Service enhancements:

- Increased frequency on Route ECR on weekends
- FCX-SF trips reinstated
- Simplified Foster City local service via route 251
- More frequent service through San Mateo and Hillsdale to CSM (route 250)
- New direct downtown San Mateo to CSM connection
- New weekend service between San Mateo and RWC (route 295)

Service reallocation:

- Routes 256 (Foster City) and 398 (RWC-SF) deleted due to duplicative service
- Less coverage in low ridership/low density Foster City, San Mateo, and Redwood Shores



South County – Benefits & Trade-offs

Service enhancements:

- Two frequent, all-day routes:
 - Routes ECR and 296 (Redwood City to East Palo Alto)
- Direct access to Stanford Oval from East Palo Alto
- More consistent and later evening service to Cañada College from RWC (route 275)
- New service between East Palo Alto, Redwood City, SFO, and San Bruno BART
- New weekend service between San Mateo and Redwood City (route 295)
- OnDemand service in East Palo Alto

Service reallocation:

- Routes 280 (EPA) and 398 (RWC-SF) deleted due to duplicative service
- Slightly longer trips to Cañada College due to consolidation of Route 274 into Route 275
- Service removed from low ridership/density parts of Redwood Shores
- Removed deviation to Cordilleras Center (route 295)



Coastside – Benefits & Trade-offs

Service enhancements:

- More frequent midday and evening service between HMB and Hillsdale (route 294)
- More frequent weekend service between HMB and Linda Mar (route 17)
- More frequent express service between Linda Mar and Daly City BART (route 118)
- Linda Mar neighborhood connected directly to Daly City and improved frequency on weekends (110)
- New OnDemand service in HMB

Service reallocation:

- Fewer deviations on Route 17; remove low ridership extension to Pescadero (covered by SamCoast)
- No direct service to College of San Mateo on Route 294; transfer at Hillsdale required
- Some riders in Pacifica (Edgemar) may need to make additional transfer
- No Linda Mar to Serramonte or Colma BART service due to a shortening of Route 112
- Elimination of FLX P (covered by Route 110)



Implement in Phases

- Strategically align changes, avoid gaps in service
- Phase 1: August 2022 – implement initial network changes, assuming pre-Covid levels of service and workforce
- Phase 2: Jan 2023 and beyond – implement additional service as bus operators are recruited and trained
 - Phase 2 will likely include new service types like on-demand zones and express service
- Overall implementation goal: align service with workforce levels to avoid cancelled trips and maintain reliability



Project Risks

- Operator retention/recruitment
 - Phase 1 plan depends on pre-Covid workforce levels
 - Phase 2 plan assumes 10% in growth to 348 FTE
 - Operator attrition spiked in April and May 2021
 - Looking at recruitment and training opportunities
- Gathering support for moving resources to high-need communities (equity lens) from underutilized or duplicative routes



LOOKING AHEAD: PHASE 3 OUTREACH

- Public hearing
- City briefings and regional community meetings
- Pipeline projects



Phase 3 Outreach Approach

- Phase 3 outreach will occur between October 7 and November 8, 2021
 - Detailed maps, description of proposed changes, and a comment form will be posted on www.reimaginesamtrans.com by 10/4
- More targeted than other outreach efforts
 - Focused on SamTrans riders and areas of significant change
- Align with Title VI plan
 - Focused outreach to low-income and non-English speaking riders, partner with CBOs again



1:1 Briefings with City Staff

- If city staff are interested in a briefing on the changes in your city, please contact us by Oct. 10:
 - Jessica Epstein - epsteinj@samtrans.com
 - Amy Linehan - linehana@samtrans.com
- City Council presentations will be accommodated as the scheduling and time permits
- We encourage SAG and TAG members to promote/attend regional community meetings



Regional Community Meetings

Mid County Meeting - Wednesday, October 13 at 5:30PM - 6:30 P.M.
(Burlingame, San Mateo, Foster City, Belmont, San Carlos, Redwood City)

North County Meeting - Tuesday, October 19 at 5:30PM - 6:30 P.M.
(Daly City, Colma, Brisbane, South San Francisco, San Bruno, Millbrae)

South County Meeting - Thursday, October 21 at 5:30PM - 6:30 P.M.
(Redwood City, Menlo Park, East Palo Alto, Atherton, Portola Valley, Woodside
and unincorporated area of North Fair Oaks)

Coastside Meeting - Thursday, October 28 at 5:30PM - 6:30 P.M.
(Pacifica, Montara, Moss Beach, Half Moon Bay, Pescadero)



Pipeline Projects - Request

- If your City/Agency has a project or study that may impact SamTrans bus routes, bus stops or that SamTrans can provide feedback on (traffic studies, active transportation plans, etc.), let us know!
- We ask to be made aware of ongoing efforts and participate whenever possible
- Email Christy Wegener, Planning Director, at wegenerc@samtrans.com



Questions and Discussion