Reimagine SamTrans

January 2020
Overview

- What is Reimagine SamTrans?
- Project Purpose and Timeline
- SamTrans Today
- Market Research
- Public Outreach
- Next Steps
What is *Reimagine SamTrans*?

*Reimagine SamTrans* is a Comprehensive Operational Analysis (COA), which is an in-depth study of a transit network to identify areas of opportunity and improvement.

*Reimagine SamTrans* will result in a redesigned bus network in 2021.
Reimagine SamTrans Purpose

The purpose of our project is to:

▪ Improve experience for existing SamTrans customers
▪ Grow new and more frequent ridership on SamTrans
▪ Build SamTrans efficiency and effectiveness as mobility provider
Outcome of Phase One

SamTrans Today
Market Research
Public Outreach
Service Policy Framework
SamTrans Today

Provides nearly seven million miles of passenger bus service per year

Serves more than 35,000 passenger boardings each weekday

Operates 70 fixed routes and one on-demand route.

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SamTrans Today

- Many different route categories and types
- Density on the bayside, more rural on the coast
- East/west routes are limited and congestion is heavy on those roadways
- Street network and topographical challenges
- Service beyond county lines today
Average Weekday Boardings by Stop

- Top five stops for boardings are all Caltrain or BART stations
- Strongest ridership clusters in North County
- Opportunities also exist in South County at key transfer points such as Redwood City Transit Center
Market Research

- Countywide Transportation Survey (Aug – Oct 2019)
  - Goal: Understand the overall transportation preferences and habits of SM County residents.
    - Understand travel behavior for both riders and non-riders
    - Willingness to try transit or other modes
    - Experiences with SamTrans
  - Statistically significant, respondents reflect County demographics (1,800+ survey takers)
- Three Focus Groups (English and Spanish)
Community Outreach: Fall 2019

- 55 events and counting
  - Bus stops, transit hubs, community events, and presentations
- Virtual Town Hall (archived online)
- Bus operator outreach
- Community survey closed Jan. 15 with nearly 3,000 participants
  - Always collecting comments on our website
Community Outreach: Fall 2019

- What’s **most** important to you?

- More frequent service
- Earlier bus service
- More midday bus service
- Later bus service
- More weekend service
- Service to new areas
- Faster routes with fewer stops
- Timed transfers to regional transit
- More bus stop shelters
- Improved real-time information

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Dot exercise asks: how should SamTrans invest in better bus service?
- 10 choices, four dots
- More than 380 people participated
- Results vary by event location, time of day, audience
Opportunities to Provide Feedback

▪ If you have feedback on SamTrans bus service, now is the time talk to us!

▪ Comment any time on our website or e-mail us
  – Tell us: What’s working and what’s not working today about a certain SamTrans route or our service overall?

▪ Second round of community outreach will occur in Spring/Summer 2020
  – Invite us to table at your community event or present to your community group
Questions/Comments