



Reimagine SamTrans

December 2019



 www.reimaginesamtrans.com  reimagine@samtrans.com  1-800-660-4287



Overview

- What is *Reimagine SamTrans*
- Project Goals and Timeline
- State of SamTrans
- Market Research
- Public Outreach
- Next Steps



What is *Reimagine SamTrans*?

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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 improvement.

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





Why *Reimagine SamTrans*?

- Significant change in the last five years:
 - Public transit disrupted by new and changing mobility options
 - Rider market and mobility needs shifting
- Transit agencies are responding:
 - Many undertaking comprehensive evaluations of route networks
 - Helps identify opportunities to better provide services
 - Goal is to grow ridership

SamTrans is not immune to these challenges, but is uniquely positioned because of Measure W.



Project Goals and Timeline

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Goals

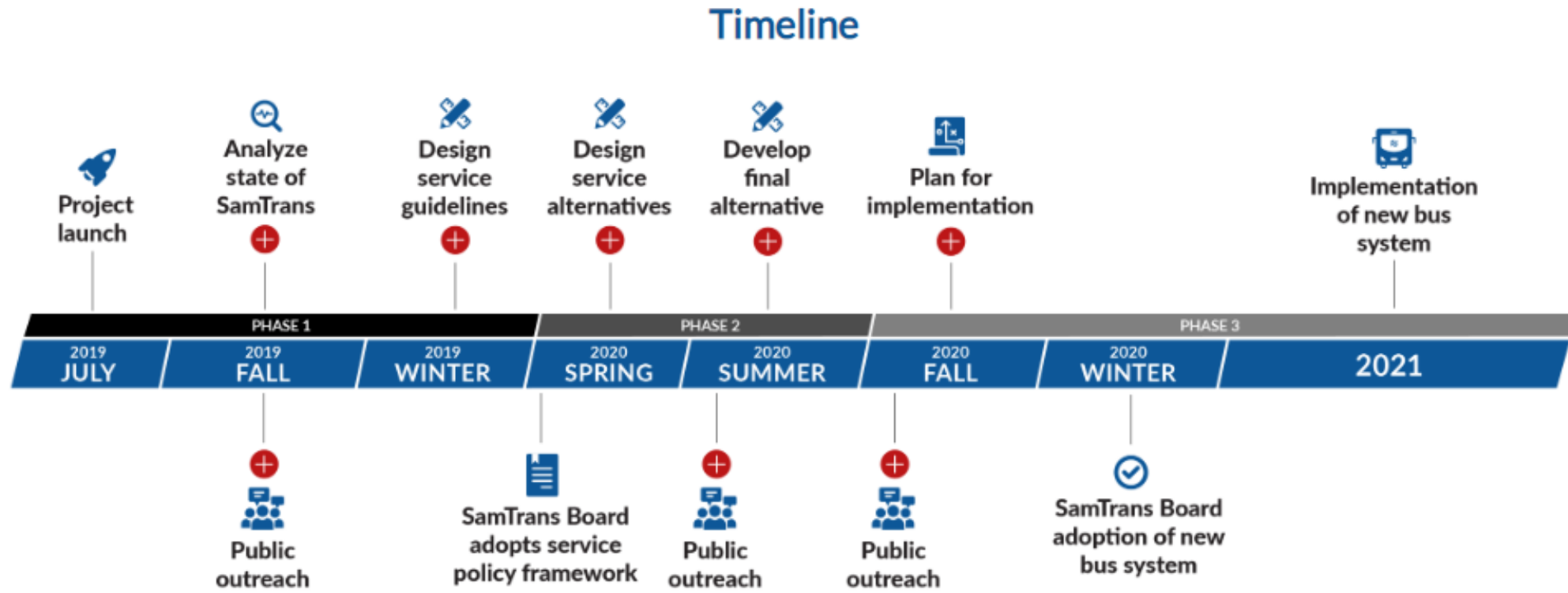
The goals of *Reimagine SamTrans* are to:

- Improve the experience for existing SamTrans customers
- Grow new and more frequent ridership on SamTrans
- Build SamTrans' efficiency and effectiveness as a mobility provider

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Timeline





Outcome of Phase One

State of
SamTrans

Market
Research

Public
Outreach

Service
Policy
Framework



State of SamTrans

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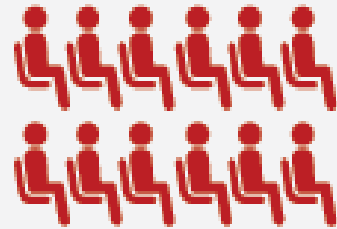


Existing Route Network



Provides nearly **seven million miles** of passenger bus service per year

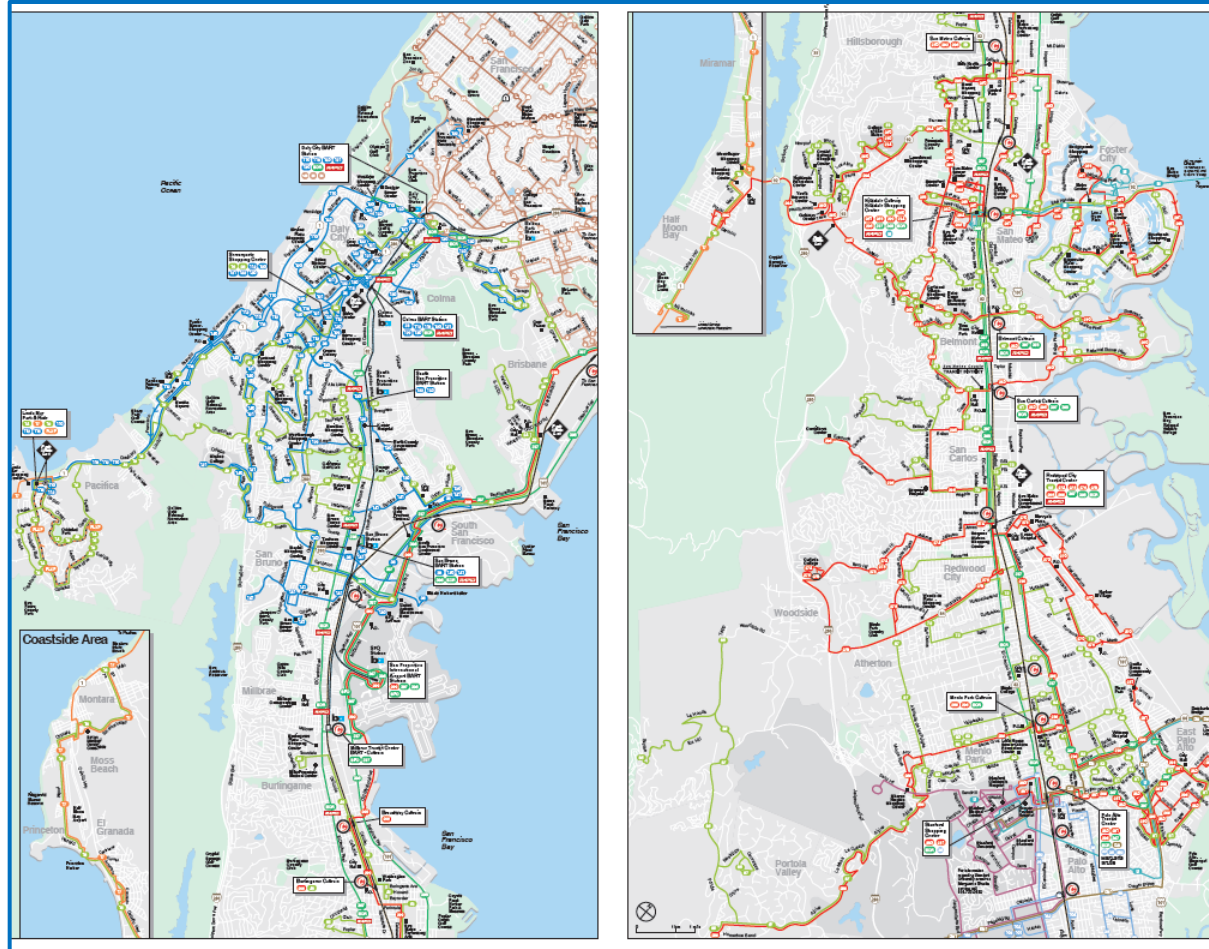
Serves more than **35,000 passenger boardings** each weekday



Operates **70 fixed routes** and one on-demand route.



Existing Route Network



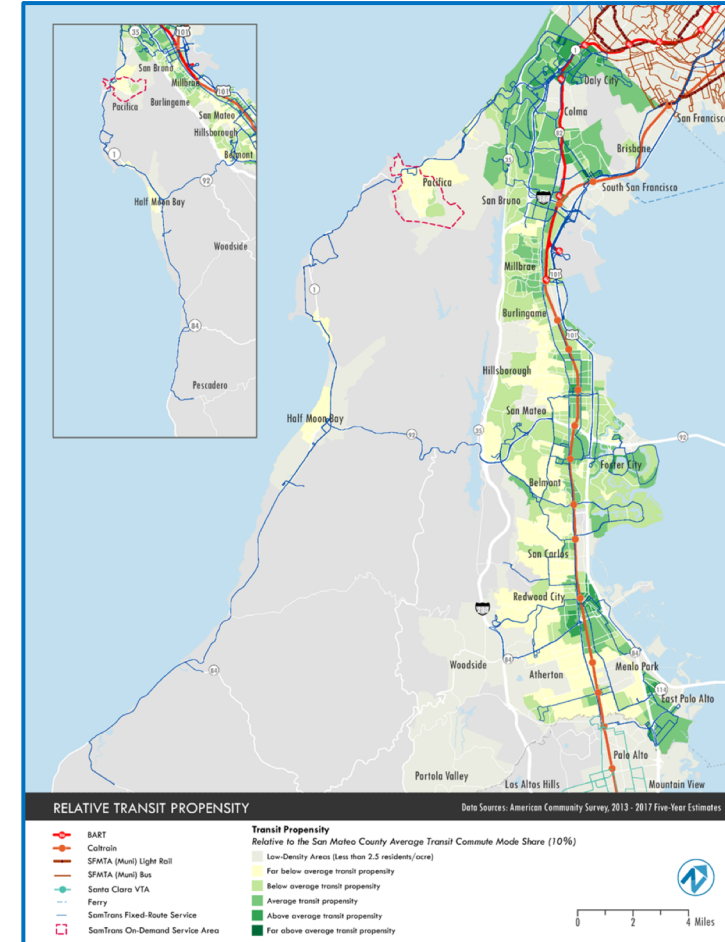


Transit Likelihood Analysis

Factors:

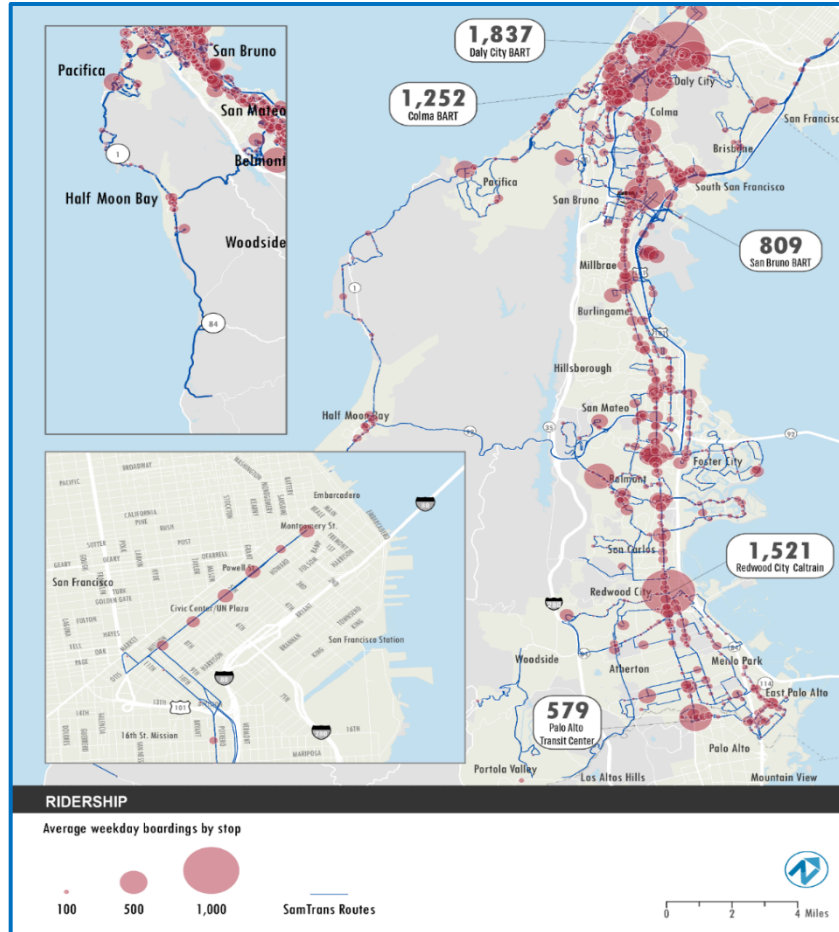
- Vehicle ownership
- Household income
- Race and ethnicity
- Age
- Population density

North County, East Palo Alto, and El Camino Real corridor strongest for transit likelihood among residents.





Average Weekday Boardings by Stop



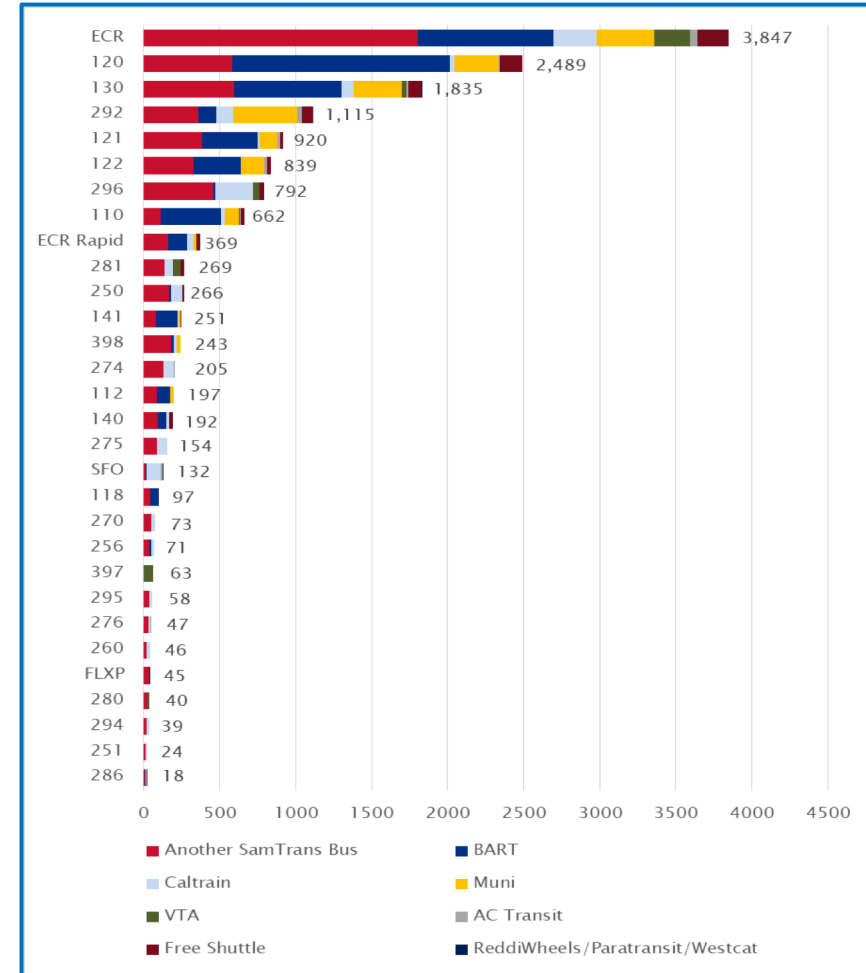
Strongest ridership occurs in North County.

Opportunities also exist in South County at key transfer points.



Daily Weekday Transfers by Route

Nearly half of SamTrans riders transfer to another SamTrans bus to complete their trip.





Market Research

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Market Research

- Countywide Transportation Survey – (Aug – Oct)
 - 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 (1,000 survey takers)
- 3 Focus Groups



Public Outreach

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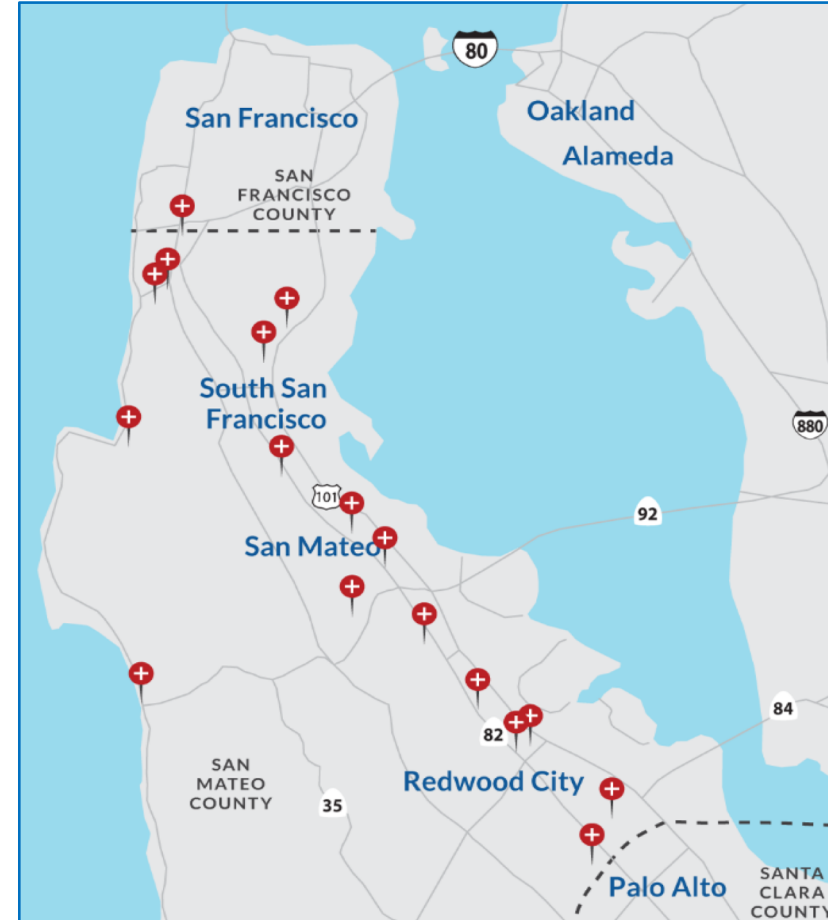


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Community Outreach

- We are out in the community at bus stops, transit hubs, and community events.
- Event information at www.reimaginesamtrans.com/get-involved.
- Virtual Town Hall, December 9, 1 p.m.
- Bus operator outreach ongoing





How do you give your input?

Take Our Survey!

www.reimaginesamtrans.com/survey

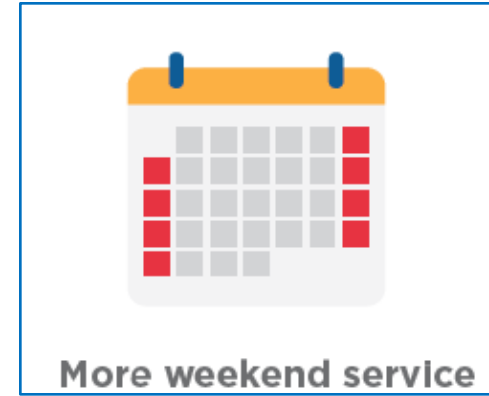
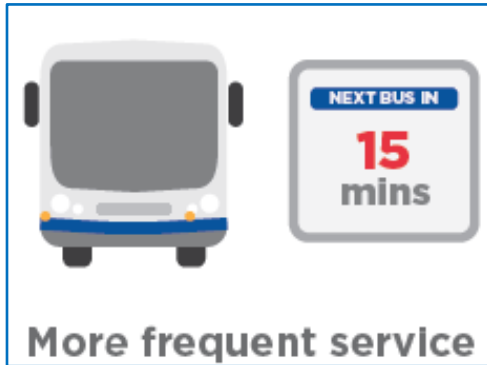


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It's time to think about...

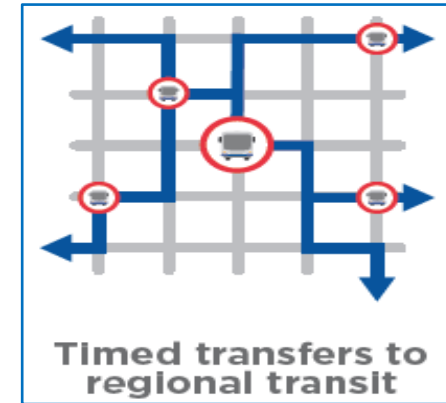
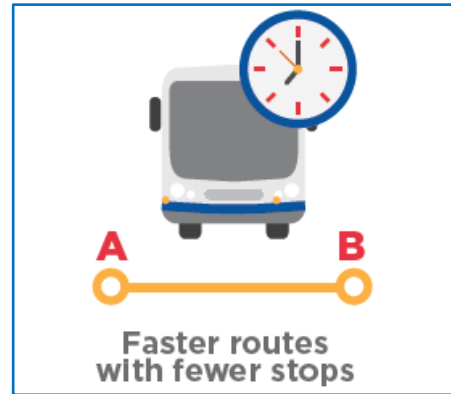
- What's more important to you?





It's time to think about...

- What's more important to you?





What We Need From You!

- If you have feedback on SamTrans bus service, now is the time talk to us!
- **Take the survey and tell your friends and family! Open Nov. 1 to Dec. 31**
- Comment any time on our website www.reimaginesamtrans.com or email reimagine@samtrans.com

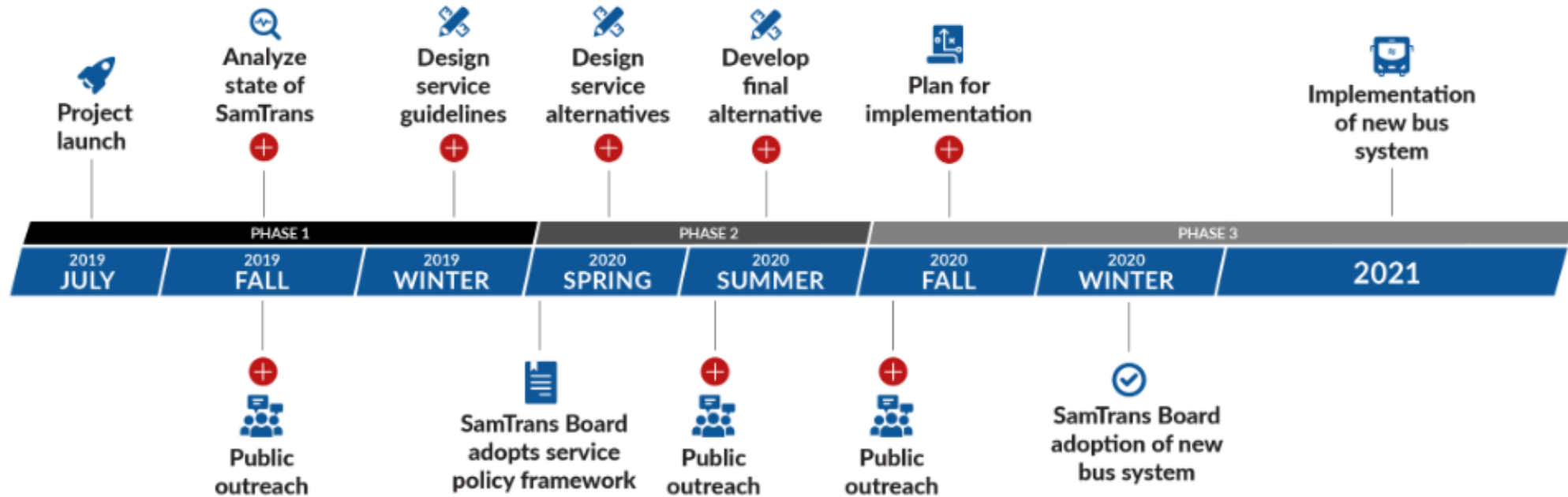


Next Steps



What's next:

Timeline





Questions?

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