SamTrans has kicked off the Reimagine SamTrans project, a comprehensive operational analysis of the agency that will pinpoint challenges and opportunities using data, public input and innovation to improve bus service. With the passage of Measure W in 2018, SamTrans is poised to adapt its bus system to create a stronger, more reliable transportation system to better meet the public transit and mobility needs of those who live and work in San Mateo County.

Reimagine SamTrans began with three key goals in mind:

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

Phase I of the project includes an assessment of the current state of the SamTrans bus system, as well as outreach and market research to identify what both current and potential riders want from SamTrans bus service. The agency is conducting public outreach events throughout the county in November, including a virtual town hall online. Community members are also encouraged to participate in an online survey about SamTrans’ service and preferences for future improvements. Survey participants are eligible to win a $50 Visa gift card.

Phase I will culminate with the creation of a vision and set of guidelines for how to design bus service and measure future success.

Phase II will begin in spring of 2020 with an adoption of a new service policy framework by the SamTrans Board of Directors. Following adoption of the policy framework, the project team will develop up to three service design alternatives for each bus route in the system. Another round of public outreach in summer of 2020 will gather input on the alternatives before the Board votes on a final bus system alternative developed based on public input.
Phase III will begin in fall of 2020 with additional public outreach and development of a plan for implementation of the new SamTrans bus system. The Board will then adopt a new bus system design in winter of 2020 before implementation begins in 2021.

This project presents a real opportunity to help shape the future bus and mobility system in San Mateo County. Redesigning the bus system allows SamTrans to make choices that will lead the agency into the future. To learn more or participate in Reimagine SamTrans, visit www.ReimagineSamTrans.com.

About SamTrans: SamTrans operates 70 routes throughout San Mateo County. Funded in part by a half-cent sales tax, the San Mateo County Transit District also provides administrative support for Caltrain and the San Mateo County Transportation Authority. SamTrans has provided bus service to San Mateo County customers since 1976.

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Free translation assistance is available. Para traducción llama al 1.800.660.4287; 如需翻譯,請電 1.800.660.4287.