



# *Reimagine SamTrans*

November 2019

**samTrans**



[www.reimaginesamtrans.com](http://www.reimaginesamtrans.com)



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1-800-660-4287



# Overview

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- 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*?

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*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 improve customer experience and grow ridership

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



# Project Goals and Timeline

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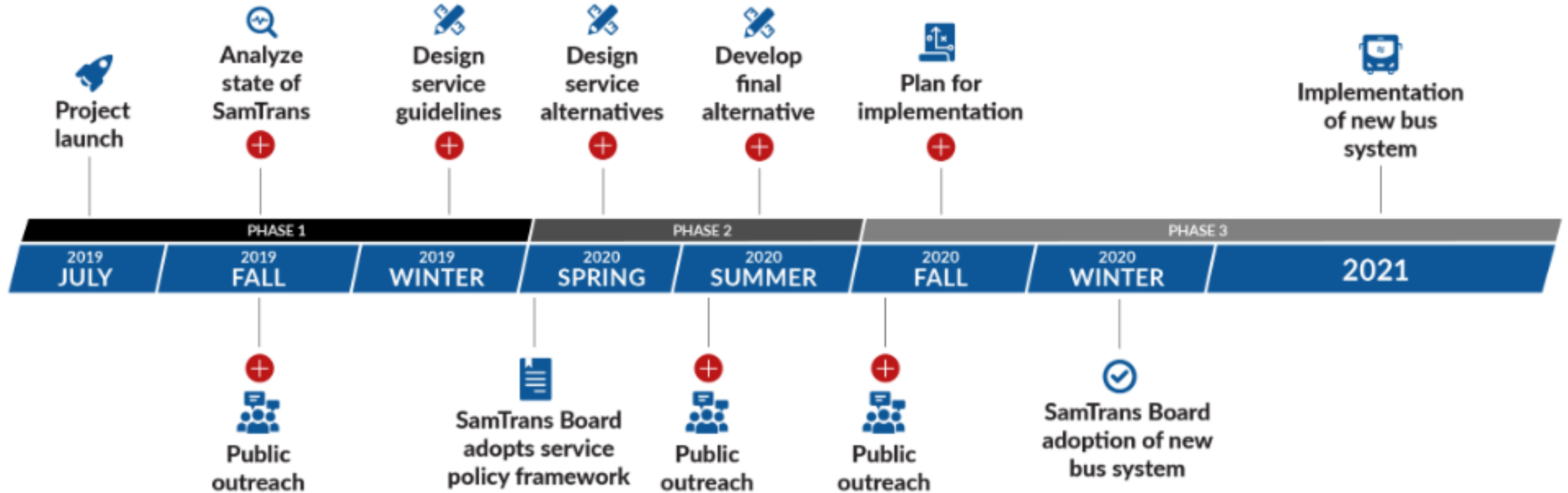
# Goals

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



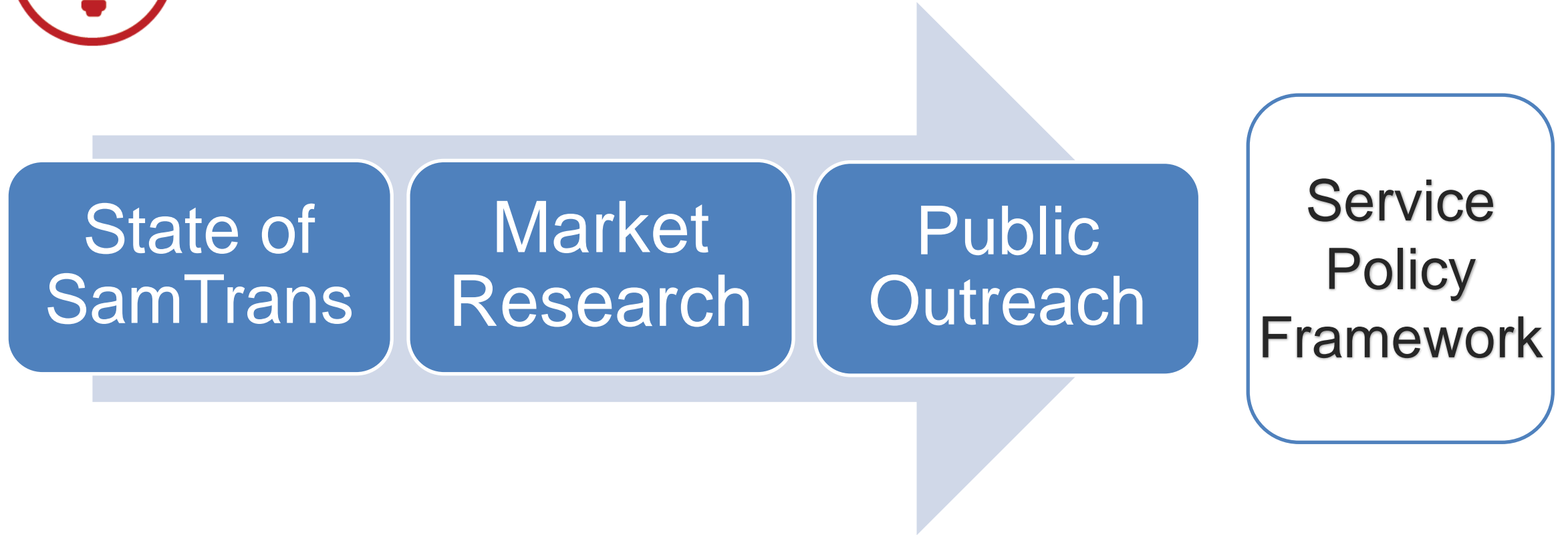
# Timeline







# Outcome of Phase One





# State of SamTrans

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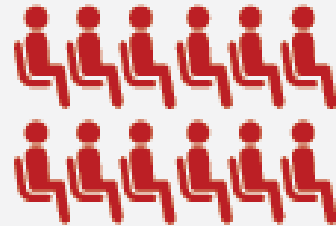


# Existing Route Network



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

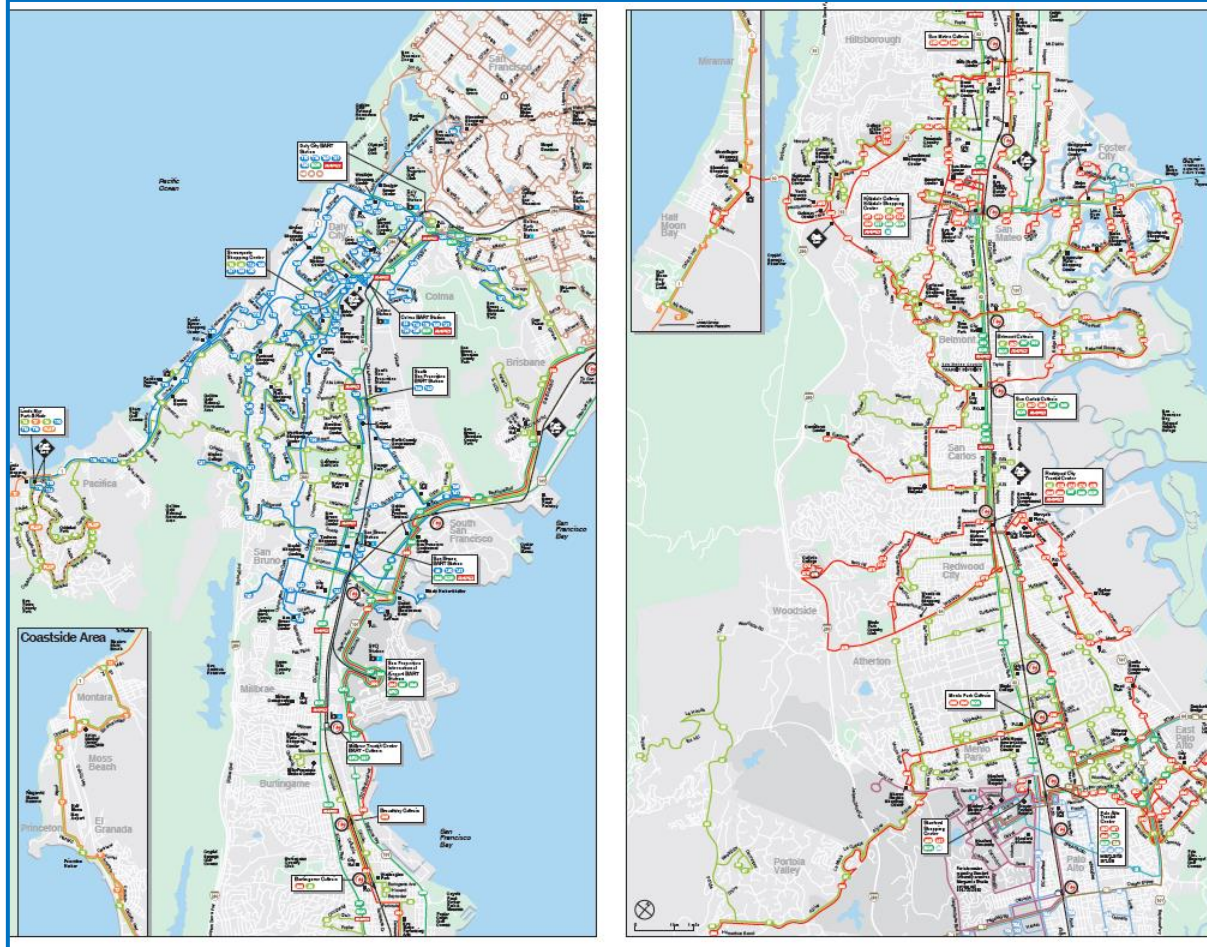
Serves more than **35,000 passenger boardings** each weekday



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



# Existing Route Network



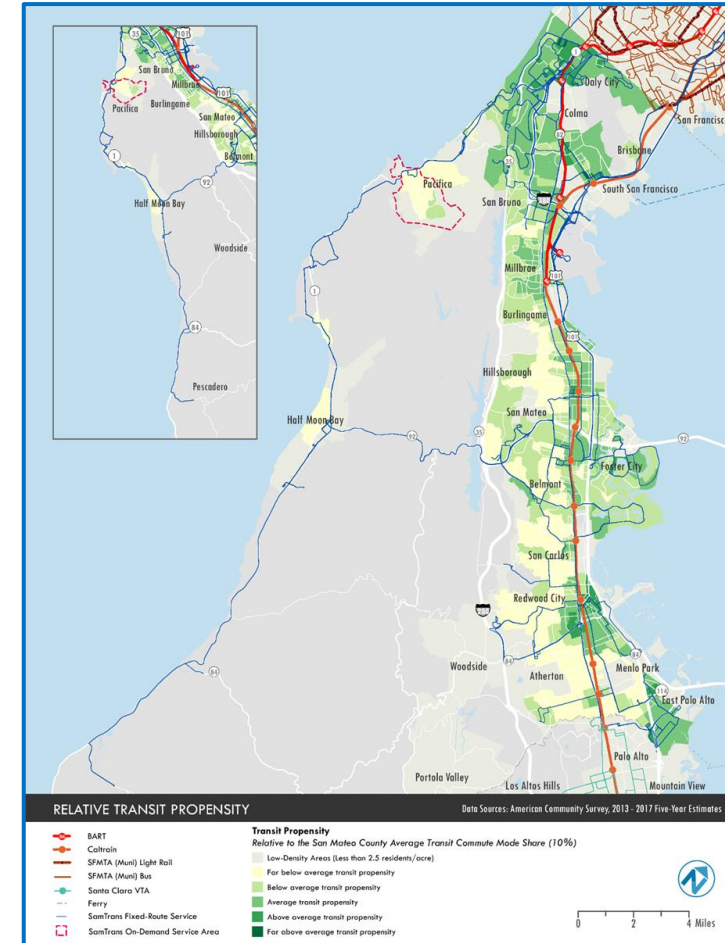


# Transit Likelihood Analysis

Factors considered:

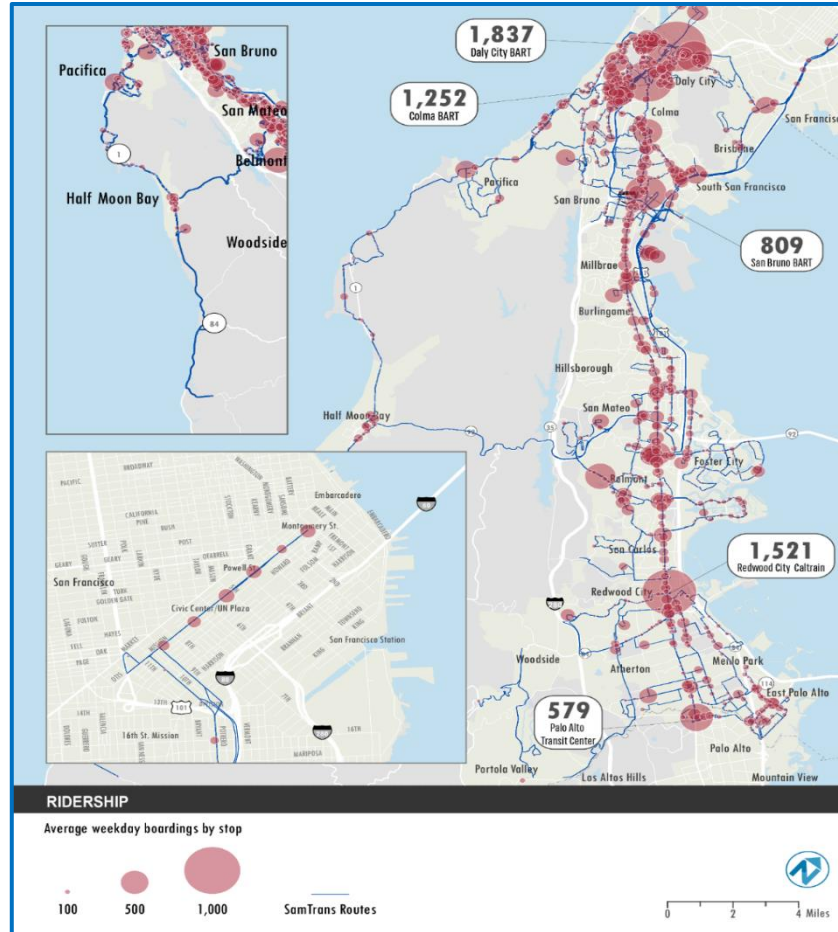
- Population density
- Vehicle ownership
- Household income
- Race and ethnicity
- Age

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





# Average Weekday Boardings by Stop

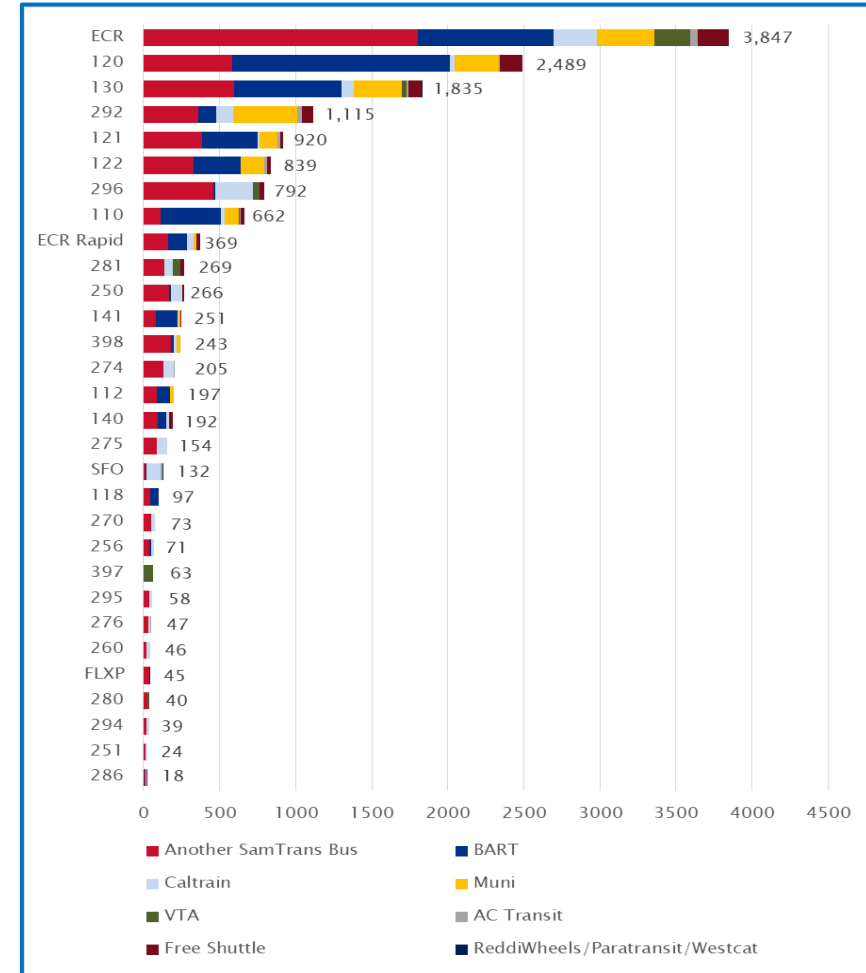


- Strongest concentrations of ridership occur in North County.
- Opportunities also exist in Mid and South County at key transfer points.



# Daily Weekday Transfers by Route

- Nearly half of SamTrans riders transfer to another SamTrans bus to complete their trip.
- Routes near BART and Muni see most transfers.





# Market Research

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# 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 surveys completed)
- Three focus groups with riders and non-riders



# Public Outreach

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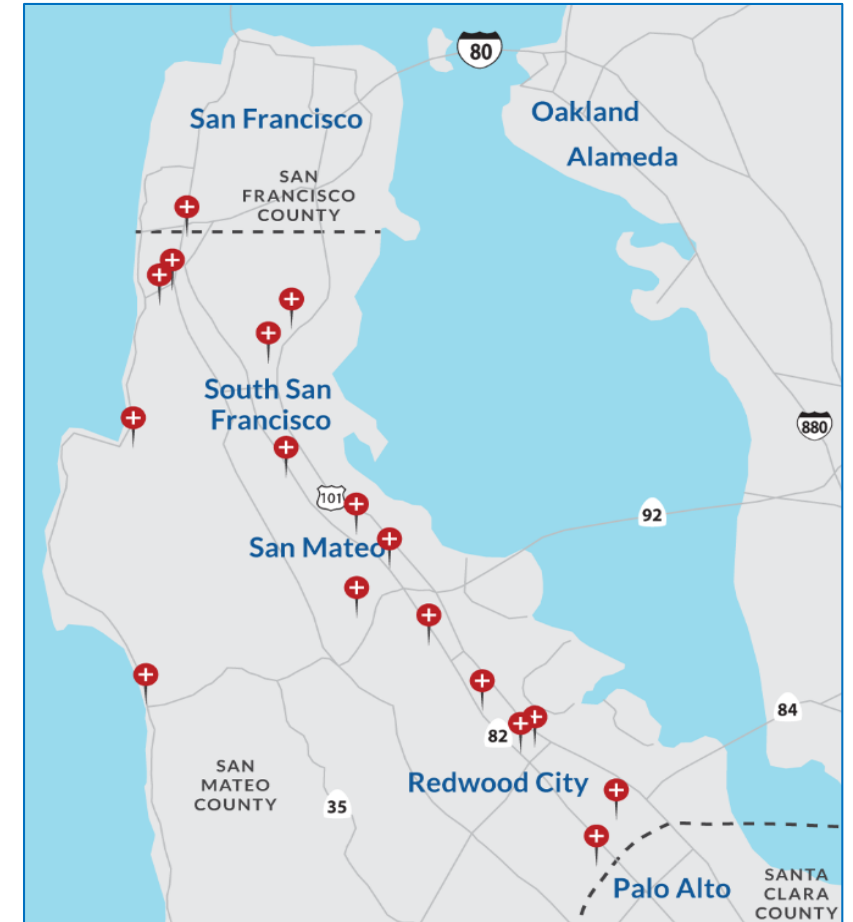


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# Community Outreach

- November–December 2019
- We went out in the community at bus stops, transit hubs, main corridors, and community events.
- Future event information at [www.reimaginesamtrans.com/get-involved](http://www.reimaginesamtrans.com/get-involved).
- Bus operator outreach ongoing





How do you give your input?

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**Take Our Survey!**

**[www.reimaginesamtrans.com/survey](http://www.reimaginesamtrans.com/survey)**



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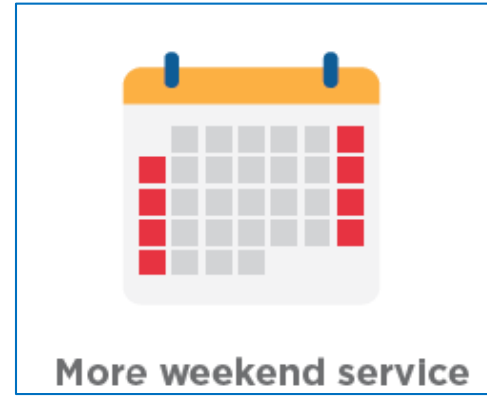
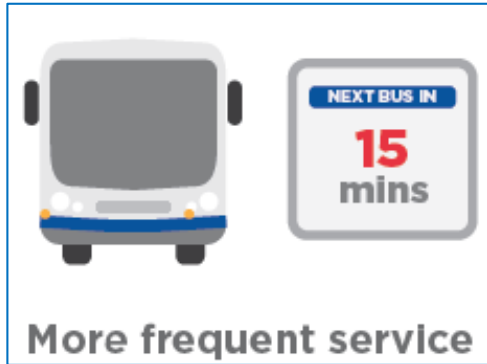


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# It's time to think about...

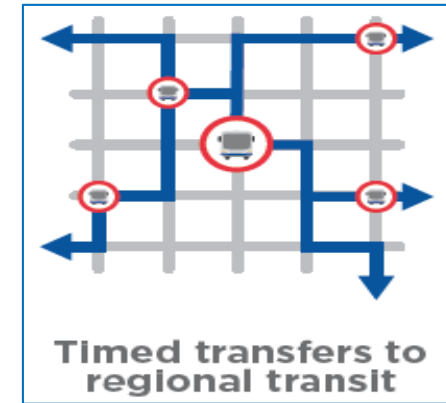
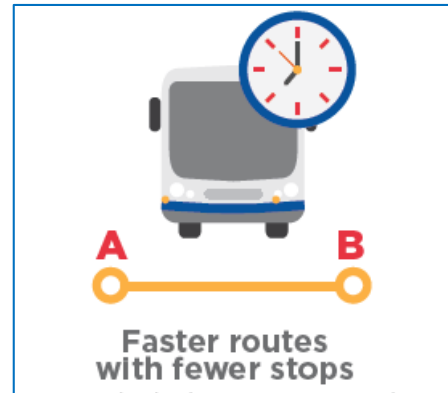
- What's more important to you?





# 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](http://www.reimaginesamtrans.com) or email [reimagine@samtrans.com](mailto:reimagine@samtrans.com)



# Next Steps

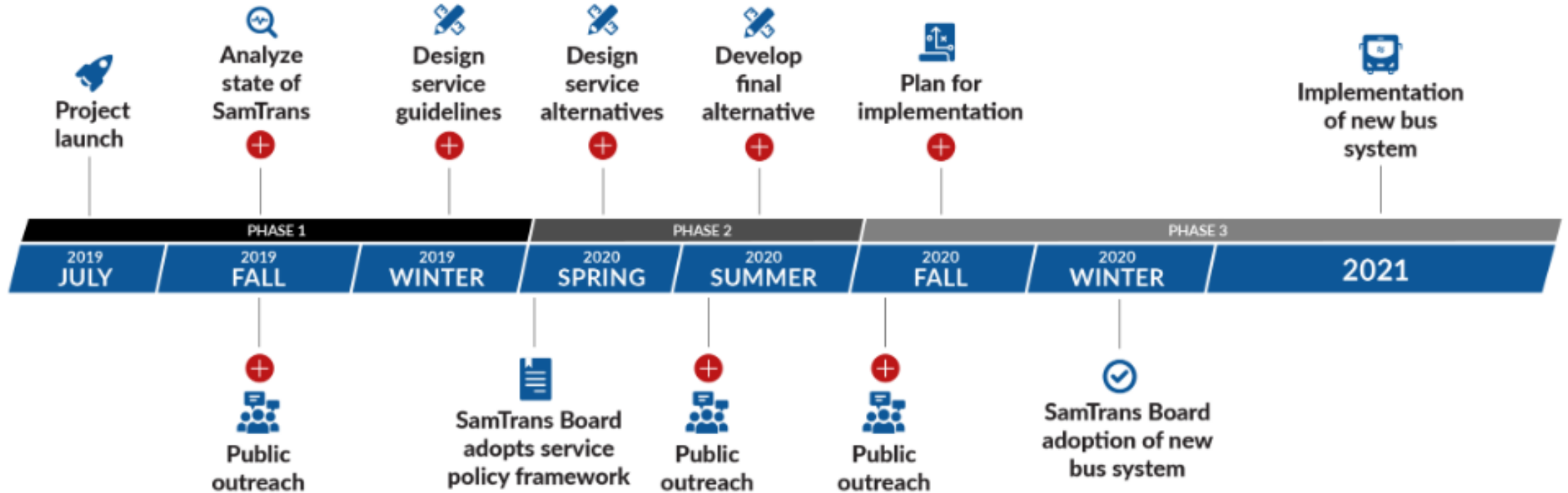
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# What's next:





# Questions?

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