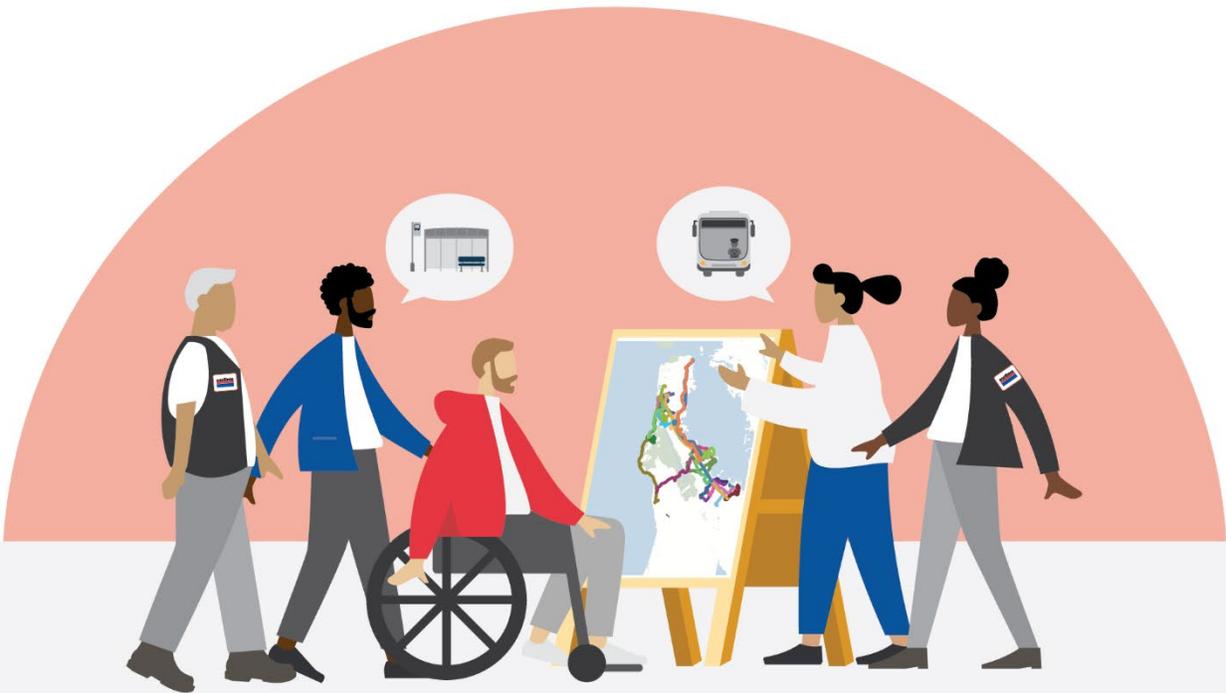




# REIMAGINE SAMTRANS

## EXECUTIVE SUMMARY OF **PHASE 3 OUTREACH**

**DECEMBER 2021**



This document summarizes the public feedback received on *Reimagine SamTrans* during the third phase of public outreach. The focus of Phase 3 outreach was to present the recommended new network to the public for review and comment.

SamTrans conducted a combination of virtual and in-person outreach October 4 – November 8, 2021. Events and outreach opportunities during this period included:

- 4 multilingual virtual public meetings, each focusing on different sub-areas of the service area (North County, Mid County, South County, and Coastside)
- 43 presentations or briefings to city councils and other elected officials, city and school staff, business, community advocacy and other organizations
- 1 meeting with the SamTrans Citizens Advisory Committee (CAC)
- 1 formal public hearing held at the November 3, 2021 SamTrans Board of Directors meeting
- 16 pop-up events primarily hosted at bus stops and transit centers
- 2 Instagram Live question-and-answer sessions (one in English, one in Spanish)
- Partnerships with three Community Based Organizations (CBOs) for targeted multi-lingual outreach in historically underserved communities. The CBOs helped organize pop-up events and staffed events with SamTrans staff.

Outreach also included engagement through the project website. The *Reimagine SamTrans* website ([www.reimaginesamtrans.com](http://www.reimaginesamtrans.com)) provided multilingual information on the route changes in the recommended new network, as well as recordings and presentations from the four virtual public meetings.

A comment form allowed the public to give feedback on individual route changes. The comment form was available online on the website and in a printed format distributed at in-person pop-up events. Individuals also had the option to call the SamTrans Customer Call Center to give their input in more than 200 languages, or to provide their comments via email to [reimagine@samtrans.com](mailto:reimagine@samtrans.com).

SamTrans executed a multi-lingual marketing and education campaign targeting riders and communities where riders are likely to reside. This included over 500 temporary signs at bus stops, widespread digital and print advertising, social media and press outreach, text message and email blasts, as well as on-board bus advertising with digital and print display and take away material.

## OVERVIEW OF THE RECOMMENDED NEW NETWORK

The recommended new network presented in October 2021 included elements from each of the three alternatives the public reviewed in Spring 2021. The recommended new network aimed to provide the following benefits and improvements, responding to the requests the project received during previous phases of outreach:

- **Improved frequency** – Our riders told us they want buses to come more often. The recommended new network includes better frequency on weekdays,

- Saturdays, or Sundays for 15 existing SamTrans routes, bringing about 185,000 more residents and 125,000 more jobs within a 5-minute walk of frequent service.
- **More evening and weekend service** – Bus service on weekends and later in the day was a common request during outreach. The new network extends the hours of service or offers new weekend service on 10 routes.
  - **More direct routes** – Riders told us trips on SamTrans can feel slow. Taking a lot of turns off a main road adds time to trips. To reduce travel time, deviations that are not heavily utilized, or are within a reasonable walking distance of a route’s main street, would be eliminated.
  - **Reduced duplication of service** – Multiple SamTrans routes serve the same roads today. By reducing duplication, the system will be easier to understand, and resources can be reinvested in improving service on key corridors.
  - **New connections in the County** - New service into Oyster Point (Route 130) and between East Palo Alto and San Bruno BART (Route EPX) would improve access to jobs and bayfront open space. The recommended new network also improves service to the college campuses in San Mateo County. New Routes 124 and 249 feature limited stop connections from residential areas and rail stations to college campuses.
  - **New on-demand service** - Some areas are difficult to serve by traditional bus service and may benefit from curb-to-curb service and less walking to bus stops. The recommended network proposes new on-demand zones in Half Moon Bay and East Palo Alto. To use on-demand service, riders call or use a mobile app to request a ride and a vehicle picks them up and drops them off anywhere within the designated zone. Riders pay a fare and may share the vehicle with other riders, just like riding a regular SamTrans bus.

## HOW WE HEARD FROM YOU

Phase 3 outreach helped the project team understand how supportive SamTrans riders and the public were about the proposed changes to each individual SamTrans route. Those who completed the comment form were asked whether they were very supportive, somewhat supportive, or not supportive of the proposed changes, and invited to give open comment about what elements of the recommended changes they liked or had concerns about.

More than 12,300 unique users accessed the project website during the Phase 3 outreach period. Many users also returned numerous times to view the website.

Staff held four virtual public meetings (each focused on a different geographic area of San Mateo County) during which attendees could engage in a question-and-answer session with staff:

- North County – October 19, 2021, Attendance: 15
- Mid-County – October 13, 2021, Attendance: 11

- South County – October 21, 2021, Attendance: 14
- Coastside – October 27, 2021, Attendance: 18

There were four ways that project stakeholders could provide formal public comments on the recommended new network:

- Online comment form (including input received through the SamTrans Customer Service Call Center)
- Emails to project email address ([reimagine@samtrans.com](mailto:reimagine@samtrans.com))
- Letters received through email or mail
- Comments made at the formal public hearing on November 3, 2021

## Online Comment Form

The comment form generated 1,042 route-level comments. Of these total comments, 84 percent were submitted by recent or current SamTrans riders and 16 percent were submitted by people who are not or have not been regular riders in the last three years. SamTrans staff read and analyzed each individual comment that was received. The complete set of raw comments is provided in Appendix A.

## Emails to Project Email Address

The project team received 42 emails to the project email address ([reimagine@samtrans.com](mailto:reimagine@samtrans.com)). The content in these emails was read and considered by staff as adjustments to each route's changes were considered. Emails were primarily related to, though not limited to, the following themes:

- Retention of service to Cordilleras Mental Health Center
- Service to Belmont-area schools from Redwood Shores and Belmont
- Support for service into Oyster Point
- Concern about deletion of Route 398
- Overall network scheduling and planning ideas

A copy of the emails received is included as Appendix B.

## Letters Received

Formal letters of support or otherwise providing input on the changes were received from the following cities or organizations:

- City of South San Francisco, Office of the City Manager
- Midpeninsula Regional Open Space District
- Oyster Point Commuter Coalition
- Redwood Shores Community Association

- San Mateo County Parks Department
- Santa Clara Valley Transportation Authority (VTA)
- Stanford University and Stanford Health Care
- Sequoia Union High School District
- Sequoia High School Parent Teacher Association (PTSA)
- TEAMC (Transportation Equity Allied Movement Coalition)
- Town of Portola Valley

Letters were also received from individuals. A copy of the letters received are included as Appendix C (with the exception of the letter from Midpeninsula Regional Open Space District which was unable to be combined due to permissions with the PDF).

## **Comments at Public Hearing**

A formal public hearing on the recommended new network was held during the November 3, 2021 SamTrans Board of Directors (BOD) meeting. During this meeting, 16 public comments were given verbally to the BOD. A transcript of these comments is provided in Appendix D.

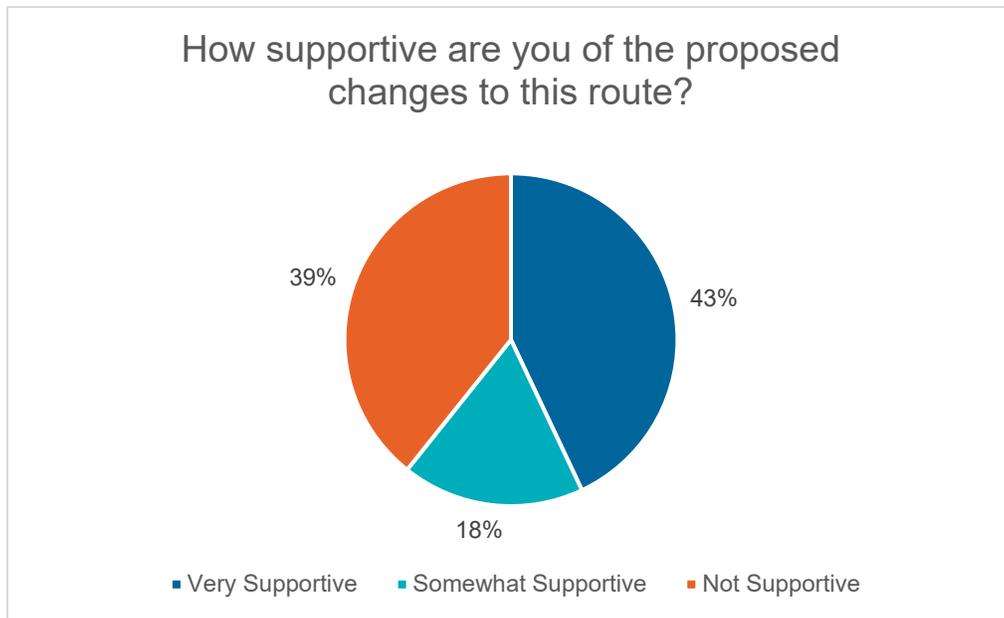
## **Community-Based Organization Partnerships**

SamTrans partnered with three community-based organizations (CBOs) to conduct outreach during Phase 3: Fair Oaks Community Center (North Fair Oaks/Redwood City), Friends of Old Town (South San Francisco), and Nuestra Casa (East Palo Alto). These CBOs supported the outreach efforts by organizing and staffing pop-up events and helping to collect responses to the project survey.

The CBOs were compensated for their time. Altogether, the three CBOs supported nine outreach events and helped to collect more than 200 responses that were included in the overall set of comment form submissions.

## WHAT WE HEARD FROM YOU

Individuals who gave input either online or in-person were asked to share their level of support for each route change proposal, in addition to leaving comments explaining their choice. Of all the online comments received, 43 percent of route change comments were “very supportive” of the recommended changes, 18 percent were “somewhat supportive”, and 39 percent were “not supportive.”



The following table provides a summary of the level of public support for the proposed changes to each route. Since some routes received more feedback than others did, the number of responses is also included. A summary of the open-ended responses and key themes on the input for each route is also included. Both the quantitative support levels and the qualitative comments are important in understanding the full picture of public input.

Executive Summary of Phase 3 Outreach

Route	Not Supportive	Somewhat Supportive	Very Supportive	Number of Responses
<b>Cross-Town Routes</b>				
Route ECR	9%	24%	67%	110
Route EPX (New)	47%	13%	40%	15
Route FCX	38%	23%	38%	13
Route 292	24%	35%	41%	34
Route 397	0%	0%	100%	4
Route 398	89%	3%	8%	110
<b>Coastside Routes</b>				
Route 17	31%	34%	34%	29
Route 110	15%	13%	73%	40
Route 112	52%	24%	24%	33
Route 118	0%	44%	56%	9
Route 294	23%	38%	38%	13
<b>North County Routes</b>				
Route 38	0%	0%	100%	1
Route 120	13%	13%	75%	16
Route 121	33%	21%	46%	24
Route 122	25%	25%	50%	16
Route 124 (New)	0%	17%	83%	6
Route 130	28%	22%	50%	58
Route 140	85%	8%	8%	26
Route 141	43%	43%	14%	14
Route SFO	50%	0%	50%	6
FLX Pacifica	33%	0%	67%	2
Half Moon Bay On-Demand (New)	33%	50%	17%	9
<b>Mid-County Routes</b>				
Route 249 (New)	38%	13%	50%	8
Route 250	31%	15%	54%	13

Executive Summary of Phase 3 Outreach

Route	Not Supportive	Somewhat Supportive	Very Supportive	Number of Responses
Routes 251 and 256	69%	12%	19%	26
Routes 260 and 261	93%	2%	5%	60
Route 295	58%	14%	28%	43
<b>South County Routes</b>				
Routes 270 and 276	5%	33%	62%	21
Routes 274, 275, 278	28%	7%	66%	29
Routes 280 and 281	9%	44%	47%	45
Route 286	33%	67%	17%	7
Route 296	1%	13%	86%	90
East Palo Alto On-Demand	50%	0%	50%	4
<b>School-Oriented Routes</b>				
Route 16 and 49	60%	20%	20%	5
Route 37 and 39	75%	0%	25%	4
Route 53 and 55	0%	0%	100%	2
Route 61 and 95	30%	20%	50%	10
Route 80	33%	0%	67%	3
Route 83 and 84	0%	0%	100%	2
Route 85	96%	0%	4%	27
Route 87	100%	0%	0%	1

## SUMMARY OF FEEDBACK BY ROUTE

The project team read, considered and documented each comment submitted on the proposed route changes in the recommended new network. This section summarizes the key or recurring themes of comments received for each route via the online comment form, email, and regular mail. Routes are grouped into six categories: Cross-Town Routes, Coastside Routes, North County Routes, Mid-County Routes, South County Routes, and School-Oriented Routes.

### Cross-Town Routes

#### Route ECR

- Many individuals expressed support for the improved frequency on weekends and overall, for not making many changes to the route as it is today.
- Some individuals requested the Rapid to come back.
- Some individuals expressed concern about the removal of the loop to Sickles Avenue in San Francisco as it relates to school access.

#### Route EPX

- There was a mix of comments that expressed support and skepticism for the new route. Some respondents were excited about chance to get to SFO via this route instead of Route 398.

#### Route FCX

- Many individuals were supportive of the existing service.
- Some individuals requested later service and more frequency on the route. However, some commenters may not have understood that the proposal included increasing frequency compared to the number of trips being provided on the route today.

#### Route 292

- Many individuals expressed support for the addition of the Millbrae Transit Center to the route.

#### Route 398

- Most individuals were not supportive of this route is being eliminated. Many noted it would cost more money and require more transfers to complete their trip using other means such as Caltrain and multiple SamTrans routes.
- Many respondents mentioned that their ultimate destination on the route is San Francisco International Airport, either from South County or from San Bruno.

## Coastside Routes

### Route 17

- Many individuals were supportive of the improved frequencies seven days a week.
- Several individuals requested that service to the Seton Coastside Medical Center be kept.
- A few individuals requested that Pescadero service be preserved.

### Route 110

- Many individuals were supportive of the improved frequencies.
- Many individuals were also supportive of the extension of this route in Linda Mar to replace the current FLX Pacifica route and provide a “one-seat ride” from the “back of the valley” to Daly City and BART.

### Route 112

- Many individuals were not happy about the shortened route and the requirement to transfer. Respondents requested that transfers be coordinated.

### Route 118

- Individuals expressed mixed feelings about the direct connection to more BART service at Daly City with the loss of service to Colma BART area. Overall, multiple respondents were pleased that this route would return for commuters.

### Route 294

- Some individuals were not supportive of the alignment change to eliminate service to the San Mateo Medical Center.
- Some individuals were concerned about loss of connection to College of San Mateo, while others said the removal seemed logical based on low ridership they had experienced.

## Half Moon Bay On-Demand

- Multiple respondents requested that the proposed service area be extended to include Montara and Moss Beach areas.

## North County Routes

### Route 38

- No key themes were identified on this route due to few responses.

## Route 120

- Many individuals were supportive of the improved frequencies.

## Route 121

- A few individuals asked service to be preserved on Alta Loma Avenue between Eastmoor Avenue and St Francis Boulevard.
- Multiple individuals did not support the removal of the deviation to Colma BART station and asked for additional frequency on the route.

## Route 122

- Many individuals were supportive of keeping the route as is.
- Some individuals requested earlier service or more frequent service than what is provided today.

## Route 124

- Many individuals expressed support for this new route, including improved access to Skyline and service in the Westborough area

## Route 130

- Many individuals were enthusiastic about new service into Oyster Point.
- Individuals were supportive of the increased frequency on weekends.
- Many individuals were not supportive of eliminating service on Linden Avenue.
- Many respondents mentioned the need to coordinate transfers to Route 292 on Airport Blvd.

## Route 140

- Many individuals were not supportive of the deletion of this route and the removal of coverage in the Pacific Manor area.

## Route 141

- Individuals were not happy that the frequency on the route would be reduced to once an hour.
- A few individuals requested that service to the San Bruno Senior Center be preserved.
- Some riders in South San Francisco were satisfied that service would remain every 30 minutes on Linden Avenue to the San Bruno/Tanforan area.

## Route SFO

- A few individuals were not happy the route would be eliminated as it is a more reasonably priced option than BART.

## Mid-County Routes

### Route 249

- Some individuals were enthusiastic this new route would provide better connectivity to College of San Mateo.
- Some individuals were not supportive of this new route because it would increase the number of buses on Parrott Drive.

### Route 250

- Individuals were supportive of the increased frequencies and faster connection to College of San Mateo from El Camino Real. Some were concerned about loss of service on Route 250 on Alameda de las Pulgas.

### Routes 251 and 256

- Individuals were supportive of the new Sunday service.
- Many individuals were not supportive of the reduced coverage in Foster City. Many also expressed concern about students being able to get to school.

### Routes 260 and 261

- Many individuals were not supportive of reducing coverage in Redwood Shores and west of Cipriani Boulevard.

### Route 295

- Many individuals requested that the route continue to operate on Cedar Street to directly serve Central Middle School.
- Staff and stakeholders requested that service to the Cordilleras Mental Health Center be preserved.

## South County Routes

### Routes 270 and 276

- Many individuals expressed support for the improved frequency on Route 276.
- Respondents were happy that Route 270 would be preserved, and requested Sunday service on this route.

### Routes 274, 275, and 278

- Many individuals were not supportive of Route 274 being eliminated. Some noted the proposed changes would make trips to Cañada College longer.
- Many individuals expressed support for later evening and new Sunday service on the consolidated route serving Woodside Road.

## Routes 280 and 281

- Many individuals were supportive of the increased frequencies and extension into Stanford University campus on Route 281.
- A few respondents expressed concern about the complete elimination of Route 280, particularly from Fordham and Pulgas streets in East Palo Alto.

## Route 286

- No key themes were identified on this route due to few responses.

## Route 296

- Many individuals were supportive of the increased frequencies.
- Many individuals commented that they support not going into the VA Medical Center to speed up service.

## East Palo Alto On-Demand

- Minimal individuals commented on this service. However, some individuals asked about waiting time for the service to arrive and expressed concern about the loss of bus service in exchange for this service.

## School-Oriented Routes

### Route 16 and 49

- A few individuals expressed concern that the combined route would be overcrowded.

### Route 37 and 39

- A few individuals suggested alignment changes are needed to better serve the school boundaries this route is supposed to serve.

### Route 53 and 55

- No key themes were identified on this route due to few responses.

### Route 61 and 95

- Some individuals expressed support for the consolidation of the two routes.
- Some individuals did not like the longer travel time and expressed concern about students being late for school.

### Route 80

- No key themes were identified on this route due to few responses.

## Route 83 and 84

- No key themes were identified on this route due to few responses.

## Route 85

- Almost all individuals commented that they were not happy the morning service would be eliminated.

## Route 87

- No key themes were identified on this route due to few responses.

## HOW WE USED YOUR INPUT

The Project team carefully considered the feedback received during Phase 3. Using the feedback from Phase 3 outreach, the project team will consider adjustments to the recommended new network to be responsive where possible to input received from riders and stakeholders. These considerations will balance community and rider input with the overall resource constraints and goals and objectives of the Reimagine SamTrans project.

A final new SamTrans network will be developed and presented to the SamTrans Board of Directors for their adoption in 2022.