



# *Reimagine SamTrans*

January 2020





# Overview

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- 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*

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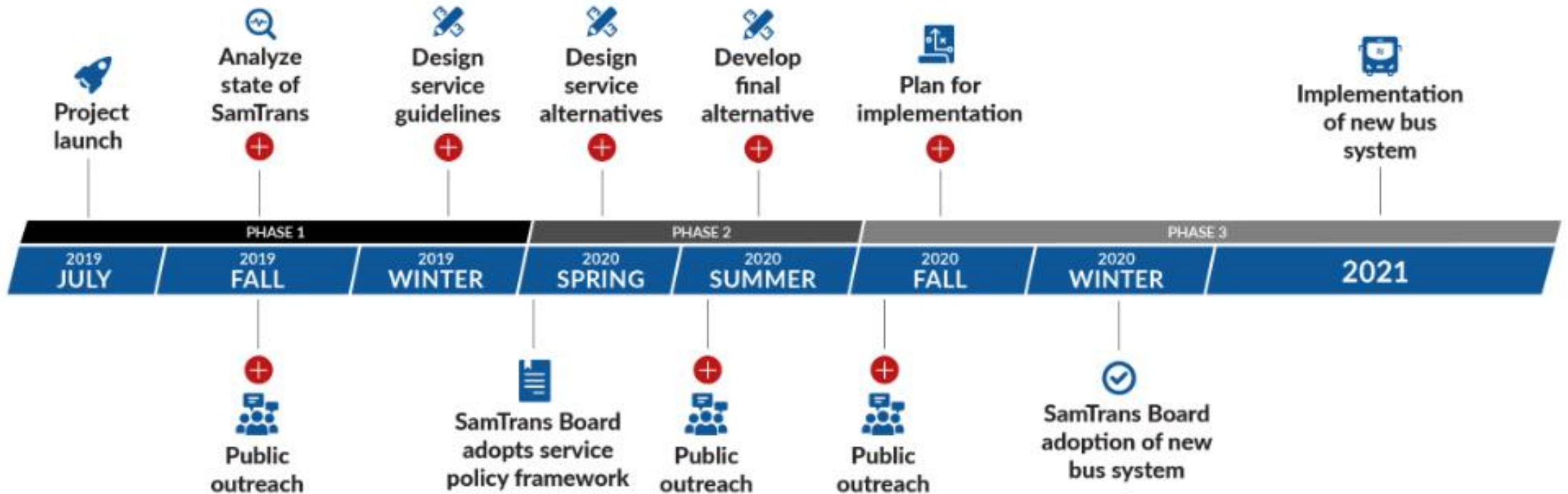
The purpose of our project is to:

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





# Timeline





# Outcome of Phase One



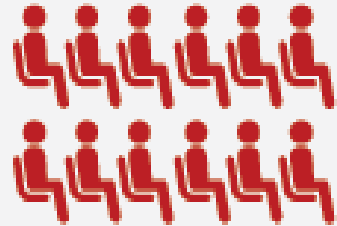


# SamTrans Today



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

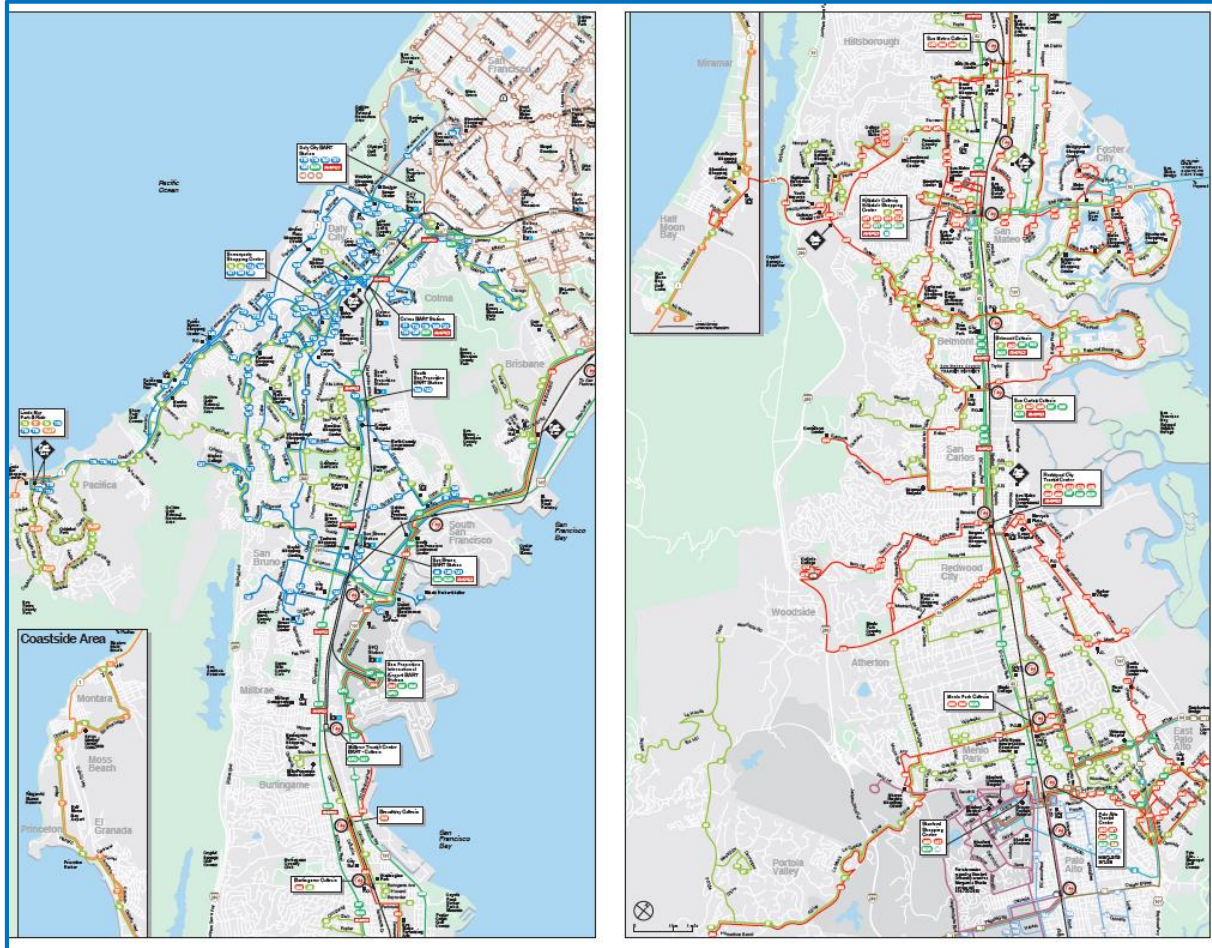
Serves more than **35,000 passenger boardings** each weekday



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



# SamTrans Today

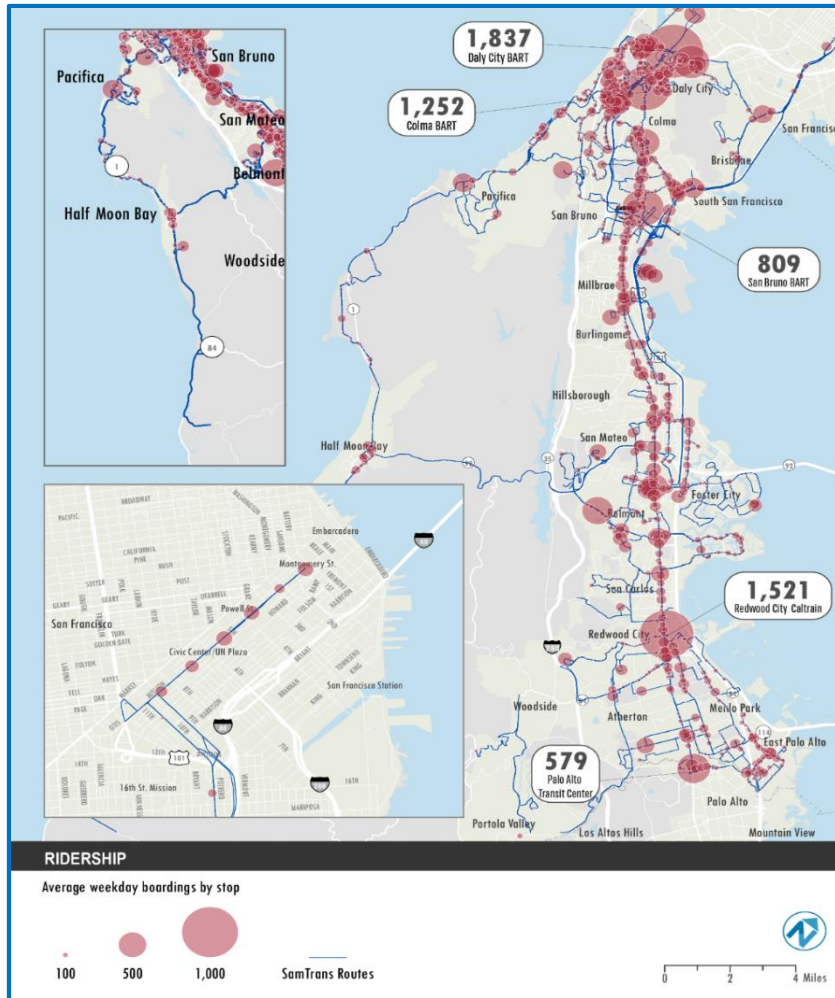


- Many different route categories and types
- Density on the bayside, more rural on the coast
- East/west routes are limited and congestion is heavy on those roadways
- Street network and topographical challenges
- Service beyond county lines today





# SamTrans 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

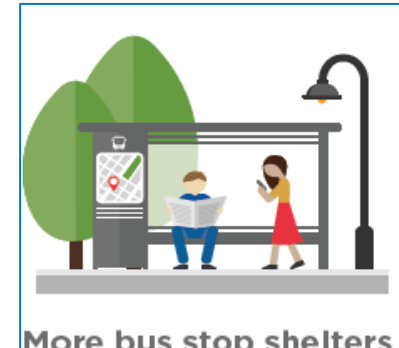
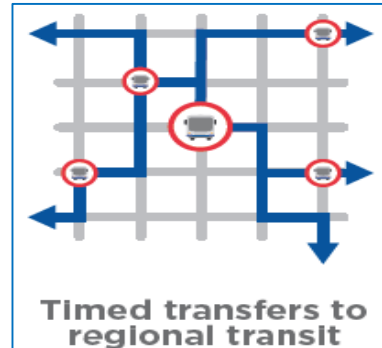
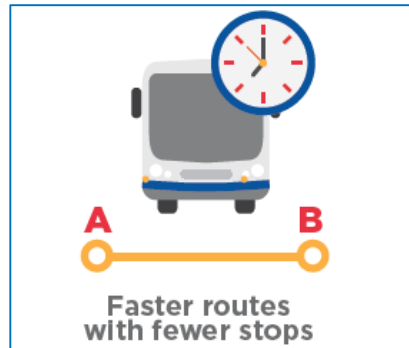
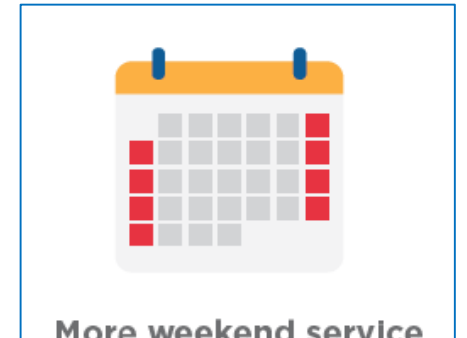
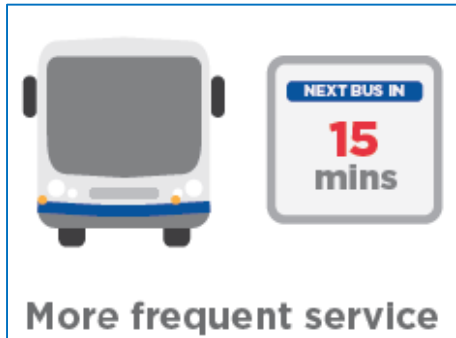
- 55 events and counting
  - Bus stops, transit hubs, community events, and presentations
- Virtual Town Hall (archived online)
- Bus operator outreach
- Community survey closed Jan. 15 with nearly 3,000 participants
  - Always collecting comments on our website





# Community Outreach: Fall 2019

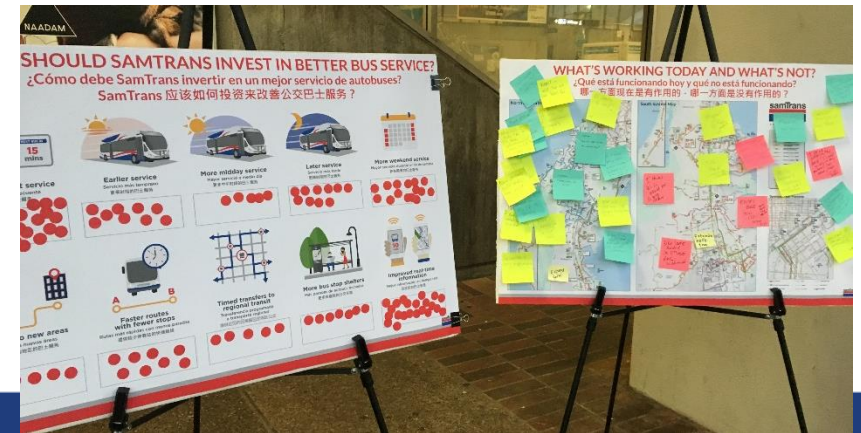
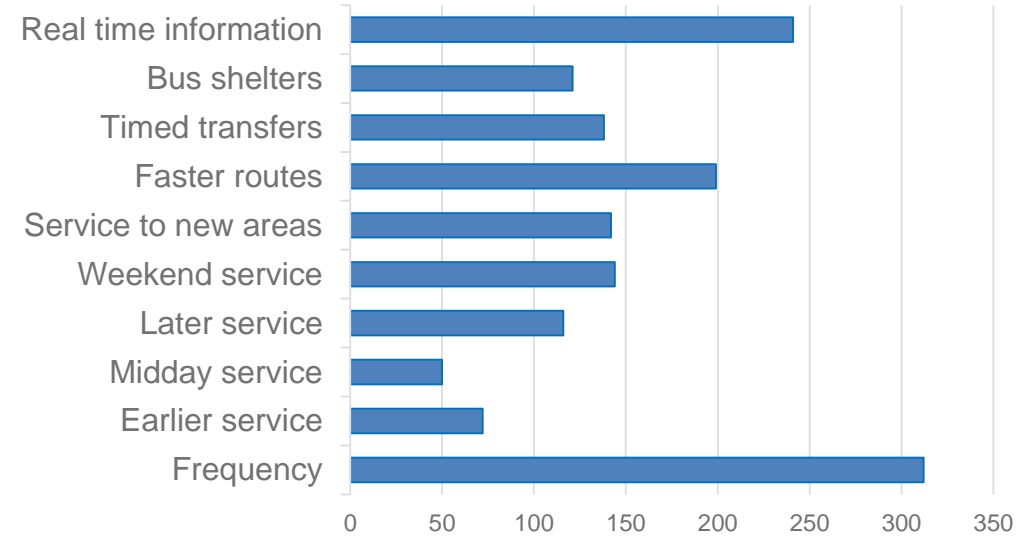
- What's most important to you?





# Community Outreach: Fall 2019

- 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

15



 [www.reimaginesamtrans.com](http://www.reimaginesamtrans.com)  [reimagine@samtrans.com](mailto:reimagine@samtrans.com)  1-800-660-4287