

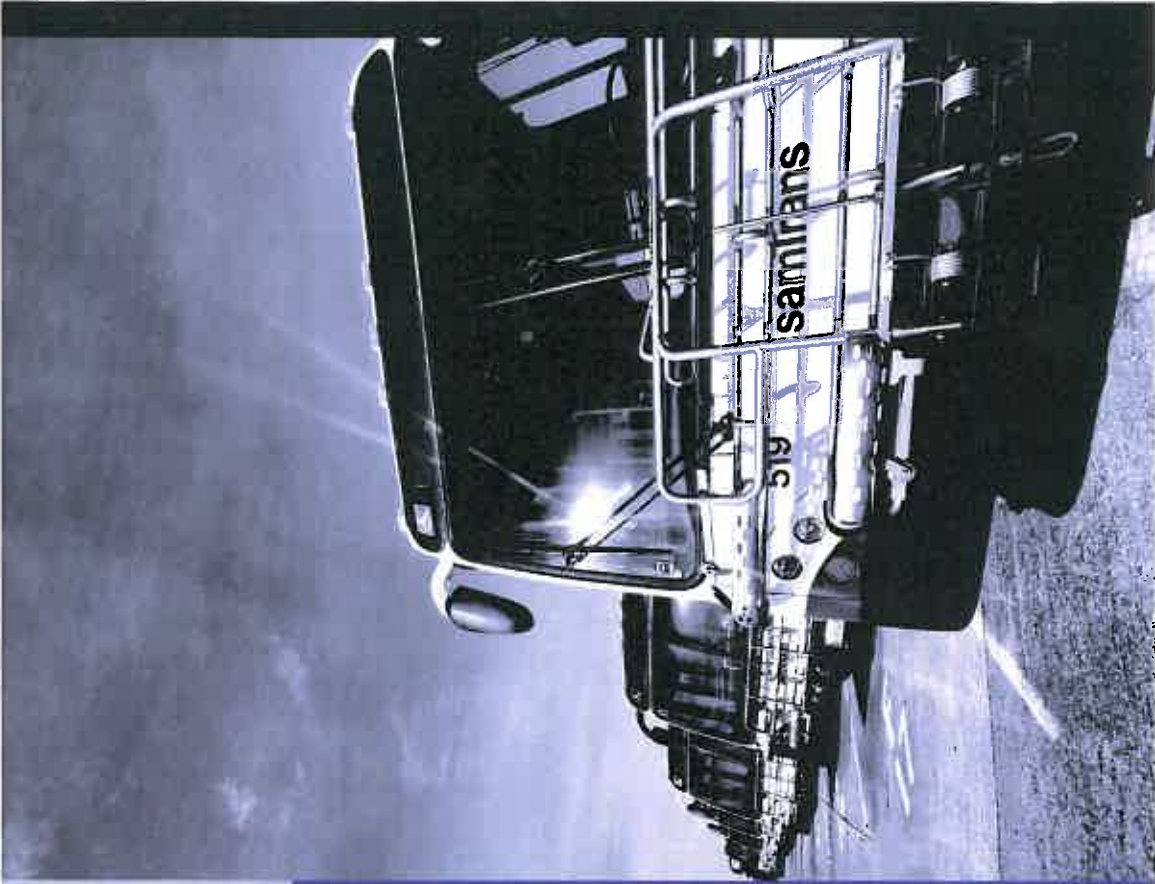
San Mateo County
TRANSIT DISTRICT



**STRATEGIC
PLAN**

**Paratransit Coordinating Council
May 14, 2024**

Asiya Patel, Planner, SamTrans Strategic Planning
Chelsea Schultz, Manager, SamTrans Strategic Planning



Agenda

- 1. Introduction:** Background and purpose of the District Strategic Plan
- 2. Development Process:** Key inputs into the District Strategic Plan
- 3. Draft Framework:** Draft Strategic Plan Framework and Action Plan
- 4. Tell Us What You Think:** Feedback requested on how to prioritize Draft Action Plan
- 5. Next Steps:** Next steps toward completing the project



Introduction



Recap: What is the District Strategic Plan?

Purpose

- Provide **strategic direction** for the District and its programs
- Align District's plans, programs, and services to achieve a **common vision**
- Guide **Measure W** Budget Investments and Capital Improvement Plan (**CIP**)

Scope

- The District as a **workplace and employer**
- The District as a managing agency **overseeing Shared Services**

Not Included

- Service vision or investments for **Caltrain, Transportation Authority, Express Lanes Joint Powers Authority**



How will the District use the Strategic Plan?

- All departments will work together toward a common vision and values established by Strategic Plan
- Invest in projects and initiatives to **improve transit services** in San Mateo County, and become a **better workplace** for our employees
- District will track and measure progress toward achieving Strategic Plan goals

Improve customer experience and boost rider loyalty

Improve transit service and reliability

Foster more internal collaboration

Improve employee experience

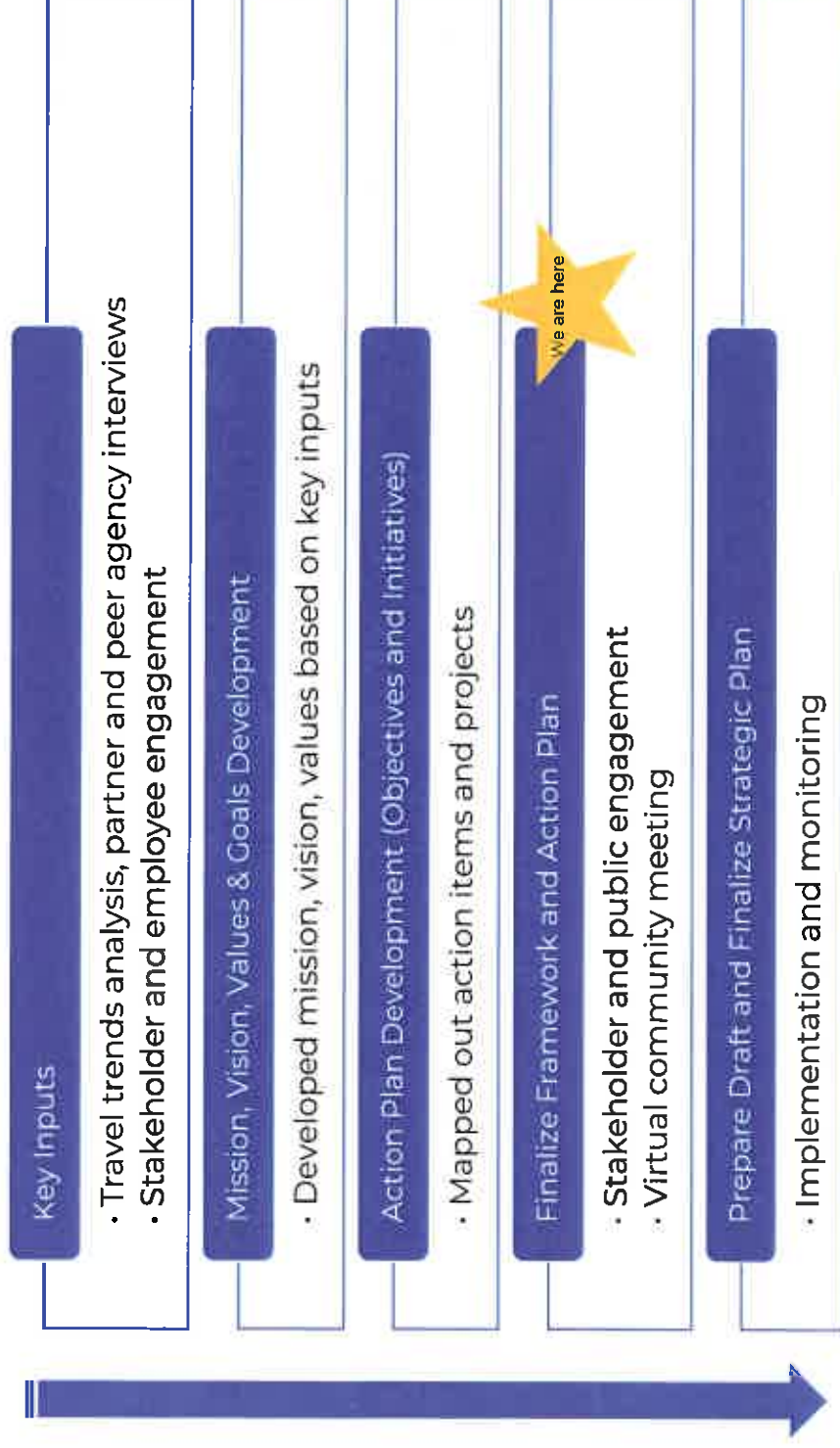
Collaborate with other transportation agencies

Invest in innovative mobility



District Strategic Plan Development Process & Key Inputs

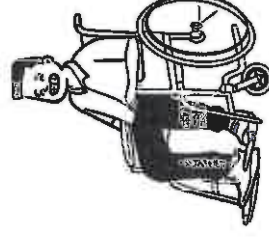
Strategic Plan Development Process



Recap of PCC Input (Nov 2023)

Key feedback:

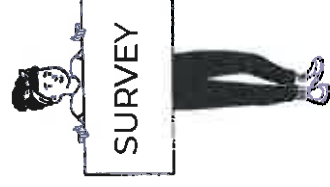
- Address first/last mile challenges
- Continue same day paratransit service - pilot happening right now!
- Create opportunities for people with disabilities
- Use measurable, evidence-based metrics to evaluate the success of the Strategic Plan



Summary of District Employee Engagement

Employees shared their thoughts via:

- In-depth survey (40% response);
- Two rounds of department interviews
- In-person events at north and south bases and central office
- Presentations at monthly meetings and townhall
- Listening sessions with bus operators and mechanics



SamTrans Customer Expectations



Customers Expect SamTrans to Improve Rider Experience

- Build upon **Reimagine SamTrans** and the **Bus Stop Improvement Plan (BSIP)** to guide new projects
- Foster a comfortable, informative, dignified experience for riders:
 - Real-time arrival data
 - Seating options
 - Lighting

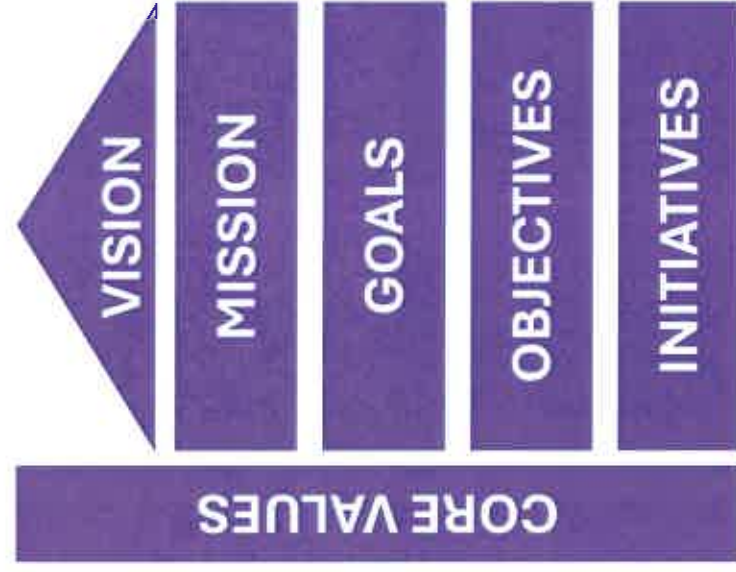




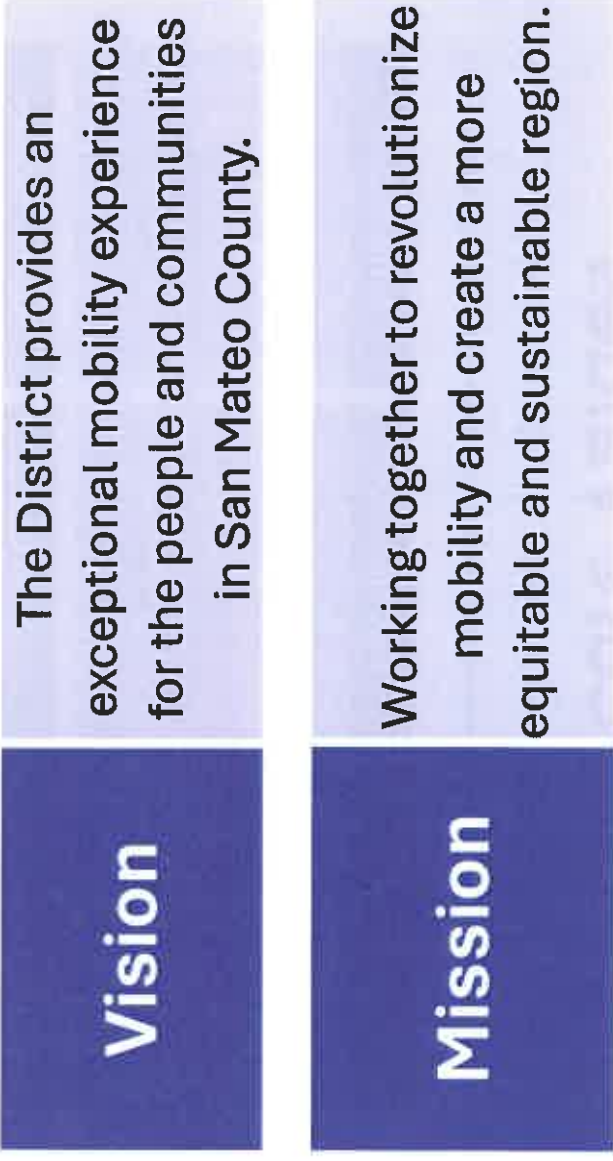
Overview: Draft District Strategic Plan Framework



Strategic Plan Framework



District Strategic Plan Framework Vision and Mission



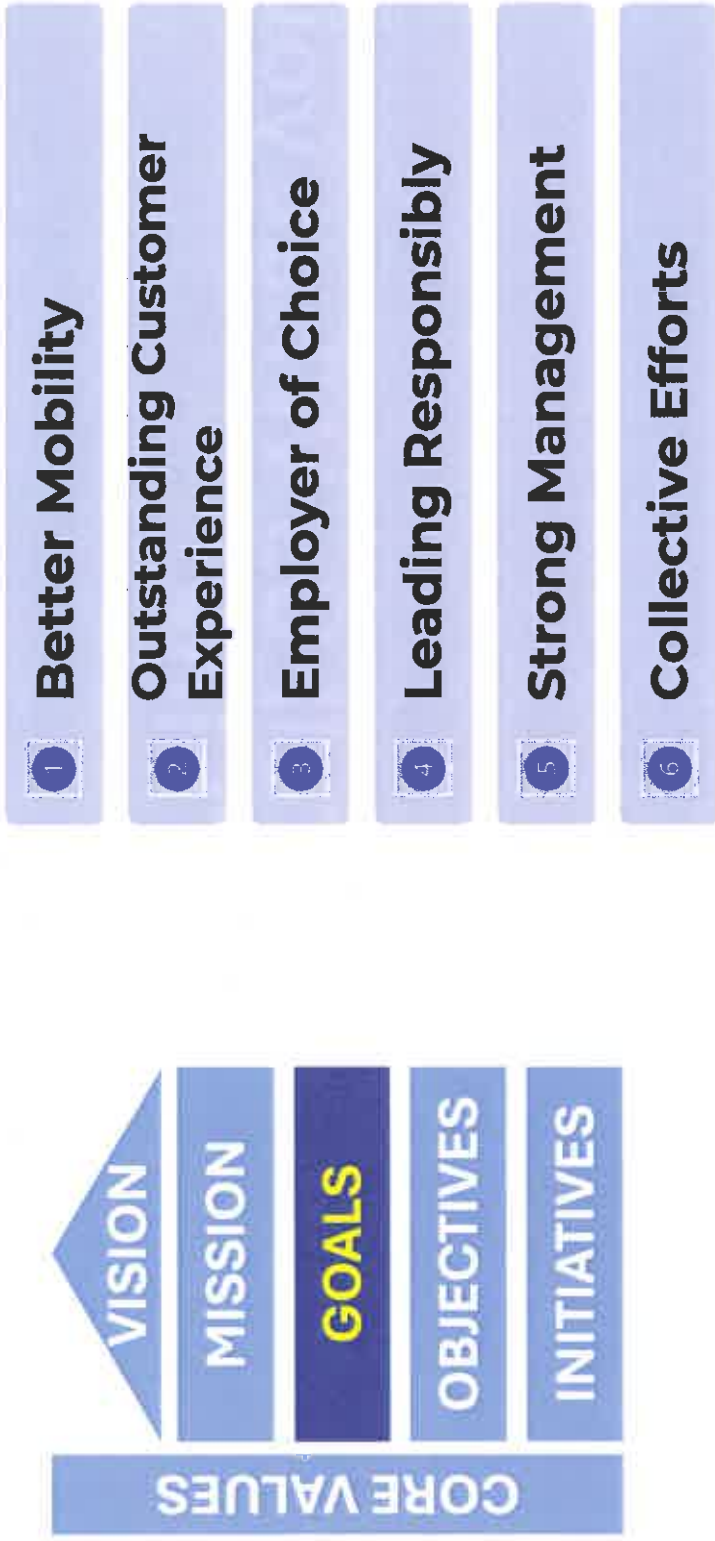
District Strategic Plan: Core Values



<p>Equity</p> <p>Delivering equitable access to opportunities for our communities and our employees to live and thrive</p>	<p>Excellence</p> <p>Committing to deliver high-quality service for our customers, invest in our employees, and secure our financial future</p>	<p>Innovation</p> <p>Demonstrating eagerness and support to try new things, take calculated risks, and adapt to changing conditions</p>
<p>Partnership</p> <p>Building trust, exercising empathy, working as a team, and collaborating with external partners</p>	<p>Safety</p> <p>Cultivating a culture of safety and well-being of our people and customers</p>	<p>Sustainability</p> <p>Creating a sustainable and resilient environmental future for the agency and people in the region</p>



District Strategic Plan: Goals



**Tell Us What you
Think!**



As we review the next few slides, think about...

- Which action items are most important to you?
- Which are the least important to you?
- Is anything missing?

Goal: Better Mobility

Expand and invest in sustainable transportation options to better meet mobility needs, reduce emissions and improve equity.



Better Mobility Action Items

Improve and expand existing SamTrans services

- ❑ Improve transit service along Dumbarton and El Camino Real
- ❑ Improve transit access for key markets (e.g., equity priority areas, youth, seniors/veterans)
- ❑ Evaluate and refine on-demand transit service (RidePlus)
- ❑ Ensure high quality delivery of SamTrans services by investing and maintaining infrastructure

Better Mobility Action Items

Experiment with new service approaches and respond to changing transportation landscape

- ❑ Conduct a fare policy study to improve equity and customer experience (ex. potential for free youth fares)
- ❑ Undertake the next systemwide service analysis
- ❑ Improve SamTrans paratransit services through pilot programs
- ❑ Pilot a mobility wallet concept that provides Universal Basic Mobility



Goal: Outstanding Customer Experience

Deliver a superior transit experience that captivates riders, fosters loyalty, and nurtures trust.



Customer Experience Action Items

Improve the transit and paratransit rider experience

- Improve real-time communication with riders (notifications of transit delays or problems)
- Provide high-quality real-time bus arrival information to customers (when the bus will arrive)
- Improve website, mobile app, and signage
- Work with stakeholders to implement transit priority and bus stop improvement projects
- Pilot the use of paid ambassadors to improve the customer experience

Customer Experience Action Items

Build trust and boost rider loyalty

- ❑ Create a rider rewards program
- ❑ Conduct regular rider surveys to collect data and communicate changes
- ❑ Implement a robust safety culture
- ❑ Respond to changing climate impacts to riders by providing mutual aid and free fares on key climate impact days





What do you think of the Action Items?

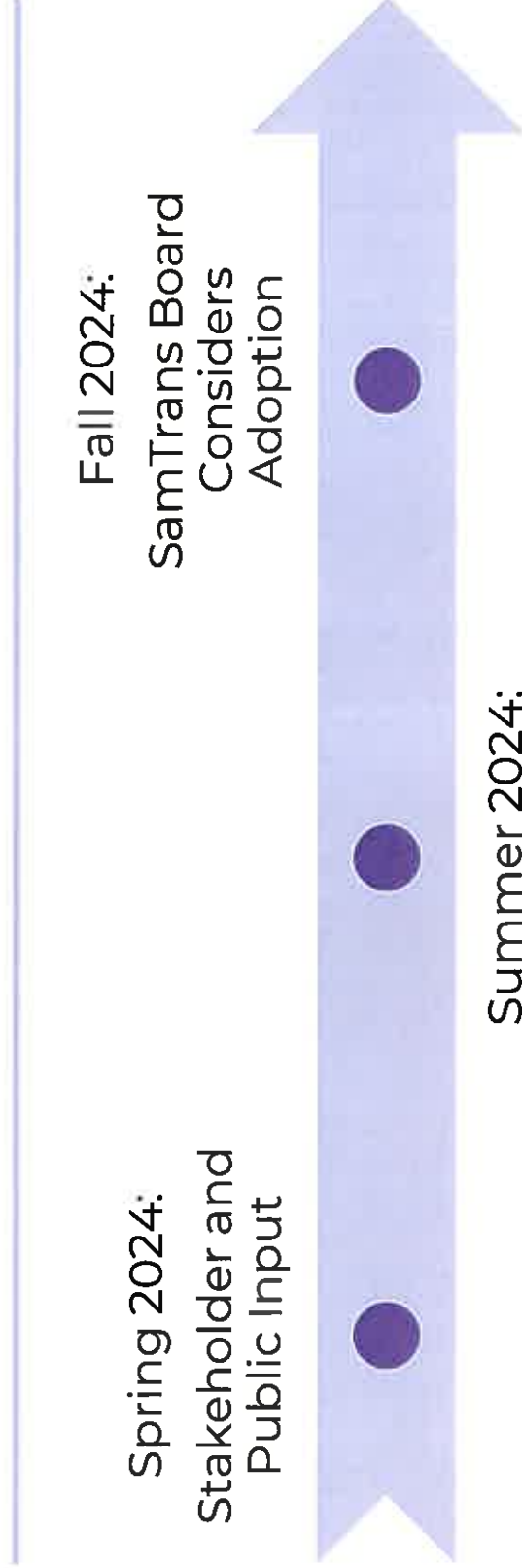
- What stood out to you?
 - Which are most important?
- Which are the least important to you?
- Is anything missing?

Next Steps





Next Steps



Summer 2024:
Develop Draft
District Strategic
Plan



San Mateo County
TRANSIT DISTRICT



**STRATEGIC
PLAN**

Thank you!

patela@samtrans.com

schultzc@samtrans.com

