



## Reimagine SamTrans

November 2019



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



## Overview

- What is *Reimagine SamTrans*
- Project Goals and Timeline
- State of SamTrans
- Market Research
- Public Outreach
- Next Steps

2



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



## What is *Reimagine SamTrans*?

3



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



## 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 improvement.

*Reimagine SamTrans* will result in a redesigned bus network in 2021.

4



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



## 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 grow ridership

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

5



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



[reimagine@samtrans.com](mailto:reimagine@samtrans.com)



1-800-660-4287



## Project Goals and Timeline

6



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



[reimagine@samtrans.com](mailto:reimagine@samtrans.com)



1-800-660-4287



# 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

7

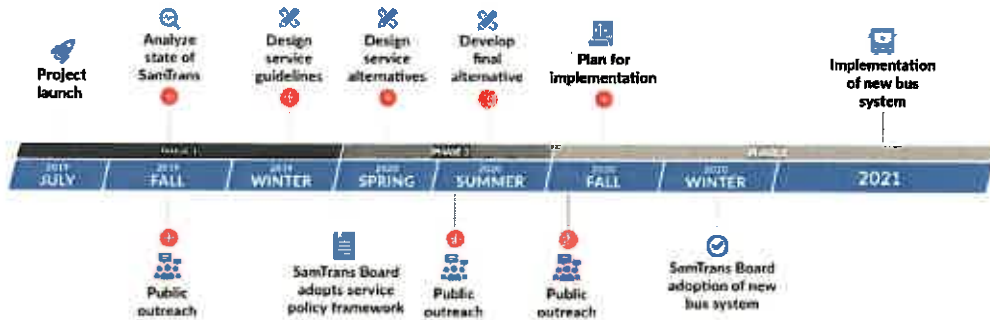


[www.reimaginesamtrans.com](http://www.reimaginesamtrans.com) [reimagine@samtrans.com](mailto:reimagine@samtrans.com) 1-800-660-4287



# Timeline

## Timeline



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



## Outcome of Phase One

---

State of  
SamTrans

Market  
Research

Public  
Outreach

Service  
Policy  
Framework



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



## State of SamTrans

10



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



## 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.

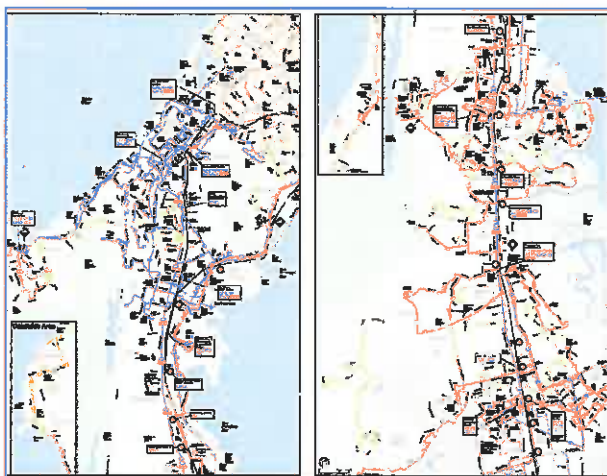
11



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



## Existing Route Network



12



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



## Transit Likelihood Analysis

### Factors:

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



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

13



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



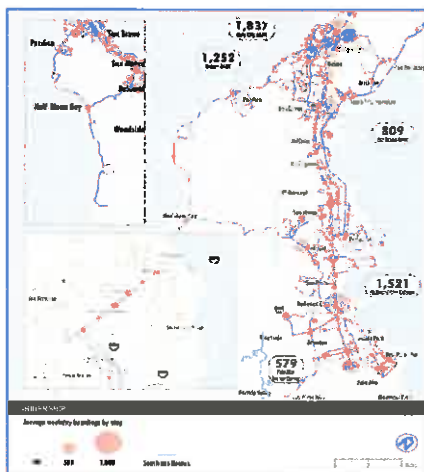
[reimagine@samtrans.com](mailto:reimagine@samtrans.com)



1-800-660-4287



## Average Weekday Boardings by Stop



**Strongest ridership occurs in North County.**

**Opportunities also exist in South County at key transfer points.**

14



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



[reimagine@samtrans.com](mailto:reimagine@samtrans.com)

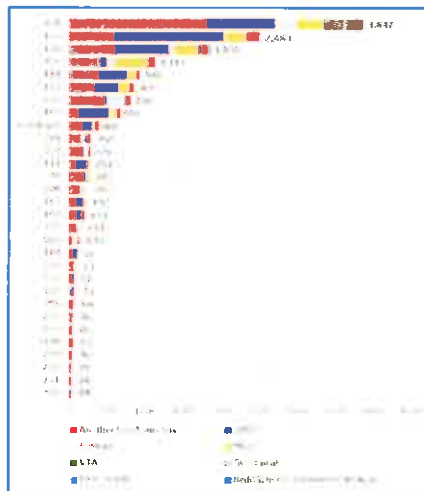


1-800-660-4287



## Daily Weekday Transfers by Route

Nearly half of SamTrans riders transfer to another SamTrans bus to complete their trip.



15



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



[reimagine@samtrans.com](mailto:reimagine@samtrans.com)



1-800-660-4287



## Market Research

16



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



[reimagine@samtrans.com](mailto:reimagine@samtrans.com)



1-800-660-4287





## Market Research

- **Countywide Transportation Survey – (Aug – Oct)**
  - 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 (1,000 survey takers)
  - 3 Focus Groups

17

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

1-800-660-4287



## Public Outreach

18

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

1-800-660-4287



## Community Outreach

- You can also come talk to us in-person.
- We are out in the community at bus stops, transit hubs, and community events.
- Event information at [www.reimaginesamtrans.com/get-involved](http://www.reimaginesamtrans.com/get-involved).
- Virtual Town Hall, November 20, 10 a.m.



19


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

[reimagine@samtrans.com](mailto:reimagine@samtrans.com)


1-800-660-4287



## How do you give your input?

### Take Our Survey!

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


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

[reimagine@samtrans.com](mailto:reimagine@samtrans.com)


1-800-660-4287



## It's time to think about...

What's **more** important to you?

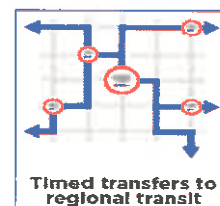


[www.reimaginesamtrans.com](http://www.reimaginesamtrans.com) [reimagine@samtrans.com](mailto:reimagine@samtrans.com) 1-800-660-4287



## It's time to think about...

What's **more** important to you?



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



## 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)



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



[reimagine@samtrans.com](mailto:reimagine@samtrans.com)



1-800-660-4287



## Next Steps



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



[reimagine@samtrans.com](mailto:reimagine@samtrans.com)



1-800-660-4287



# What's next:

## Timeline



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



# Questions?



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