

San Mateo County
TRANSIT DISTRICT



**STRATEGIC
PLAN**

Paratransit Coordinating Council November 14, 2023

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Planning



Agenda

1. Background
2. Project Overview
3. Engagement Plan
4. Schedule
5. What We've Learned So Far
6. Activity

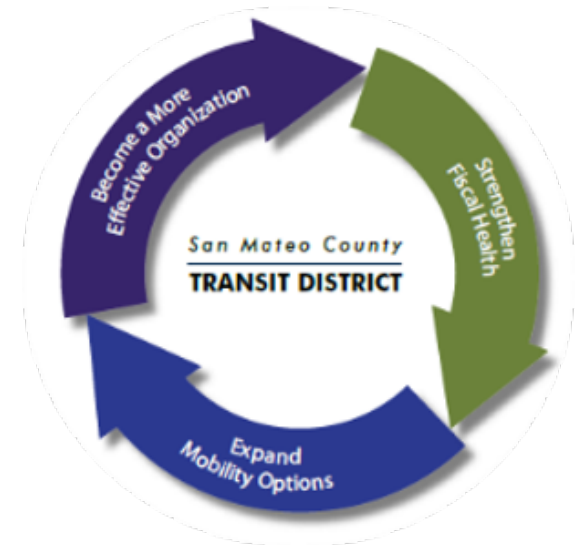




Background

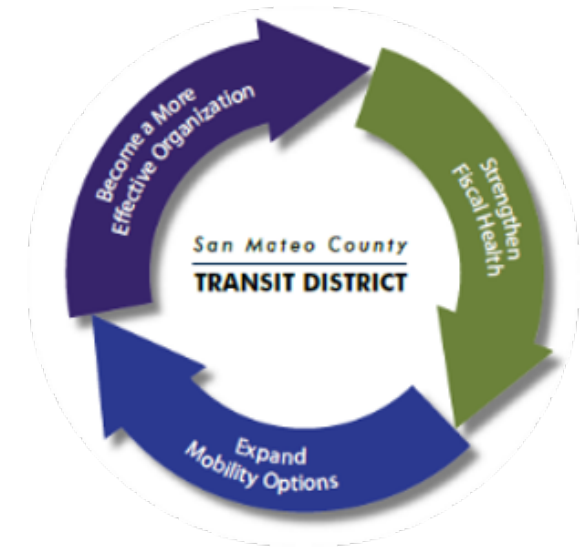
What is a Strategic Plan?

- A strategic plan is a policy blueprint representing the foundation from which policy, investment, and service decisions should be made:
 - Define the organization's vision, mission, core values, challenges, and opportunities
 - Establish goals and measures performance
 - Create the future rather than react to needs
 - Integrate and align projects, programs and investments with strategic vision



Background – Why do we need a new Strategic Plan?

- The last District Strategic Plan was adopted in 2014 and covered 5-year period (2015-2019)
- Recent Achievements:
 - SamTrans Business Plan (2018)
 - SMCTA Strategic Plan (2019)
 - Caltrain 2040 Service Vision/ Business Plan (2020)
 - Measure W (2018) and Measure RR (2020) passage
 - Reimagine SamTrans (2022)
 - JPB Governance MOU (2022)





Strategic Plan Project Overview

What is the District Strategic Plan?

Purpose

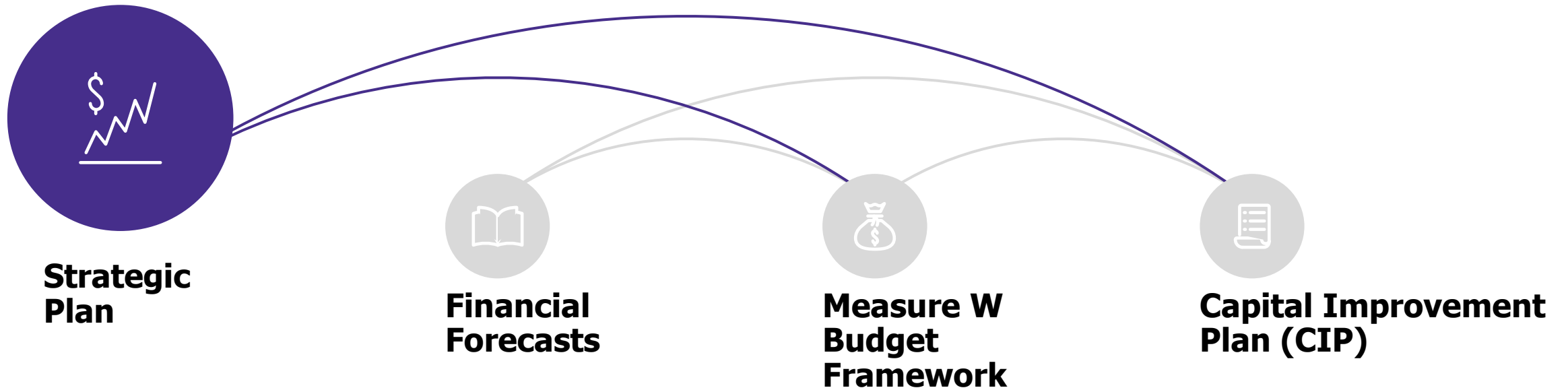
- Provide **strategic direction** organizationally and programmatically
- Align all District's plans, programs, and services to achieve a **common vision**
- Account for **changing travel patterns** and workforce trends
- **Guide development** of internal plans and budgets (CIP, Measure W)

Scope

- The District as a **workplace and employer**
- The District as a managing agency **overseeing Shared Services**
- The District as a **leader of sustainability in the region**
- SamTrans **service delivery** & investments



How will the Strategic Plan be used?





Engagement Plan and Schedule

Project Schedule

Winter 2023/24	Spring and Summer 2024	Fall and Winter 2024
<ul style="list-style-type: none">• Data Collection and Revenue Forecasts• Best Practices and Trends Research• Peer and Partner Agency Interviews• Round 1 Engagement – Scoping• 1st Round of Executive & Board Workshops• Draft Strategic Plan framework (mission, vision, goals)	<ul style="list-style-type: none">• Develop Draft Strategic Plan• Round 2 Engagement – Draft Feedback• 2nd Round of Executive & Board Workshops	<ul style="list-style-type: none">• Revise and Finalize Strategic Plan, incorporating feedback from Round 2 Engagement• Board Adoption• SamTrans Call for Budgets FY26-27



The background image shows the interior of a bus with several passengers. A man in a grey sweater is looking out the window on the left. In the center, a man with glasses is walking down the aisle. In the foreground, two men are smiling and looking towards the camera. The entire image is overlaid with a semi-transparent purple filter.

What We've Learned So Far

Travel Trends

- A greater share of post-pandemic travel occurs at **off-peak periods**
- **Telecommuting remains prevalent** post-pandemic for a certain population
- Rents are rising faster than incomes, **impacting current and future ridership**
- Regionally, bus ridership is recovering more quickly than other transit modes, in **alignment with national trends**
- SamTrans ridership has **steadily recovered since April 2020** but remains below pre-pandemic levels

SamTrans Customer Profile & Expectations

- Post-pandemic riders are more likely to be youth or Riders of Color, are increasingly low income (making less than \$50,000) and less likely to speak English very well
- Fewer SamTrans riders have access to a vehicle compared to 2019
- 2019 Market Research found that SamTrans riders wanted to see:
 - Improved connections
 - Real-time information
 - Faster service with fewer stops
 - Bus priority infrastructure
 - Improved stop amenities
- MTC's Transit Transformation Action Plan found customer expectations in 2021 were consistent with those expressed in 2019

Questions for Discussion

1. How can SamTrans **improve** customer service experience for riders with disabilities?
2. What are the top accessibility **challenges** you are aware of for senior riders?
3. How should **paratransit and accessibility** be addressed in the Strategic Plan?
 1. Overarching goals?
 2. Specific initiatives?

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Thank you! Questions?

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