



BOARD OF DIRECTORS 2018

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CAROLE GROOM, VICE CHAIR
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ROSE GUILBAULT
ZOE KERSTEEN-TUCKER
KARYL MATSUMOTO
DAVE PINE
JOSH POWELL
PETER RATTO

JIM HARTNETT
GENERAL MANAGER/CEO

A G E N D A

STRATEGIC PLANNING, DEVELOPMENT AND SUSTAINABILITY COMMITTEE COMMITTEE OF THE WHOLE

**San Mateo County Transit District
Bacciocco Auditorium - Second Floor
1250 San Carlos Ave., San Carlos, CA**

WEDNESDAY, APRIL 4, 2018 – 3:00 p.m.

or immediately following previous Committee meeting

1. Call to Order

ACTION

2. Approval of Minutes of Strategic Planning, Development and Sustainability Committee Meeting of March 7, 2018

INFORMATIONAL

3. Presentation of the Coastside Transit Study
4. SamTrans Fare Study Update
5. Adjourn

Committee Members: Josh Powell, Zoe Kersteen-Tucker, Dave Pine

NOTE:

- This Committee meeting may be attended by Board Members who do not sit on this Committee. In the event that a quorum of the entire Board is present, this Committee shall act as a Committee of the Whole. In either case, any item acted upon by the Committee or the Committee of the Whole will require consideration and action by the full Board of Directors as a prerequisite to its legal enactment.
- All items appearing on the agenda are subject to action by the Board. Staff recommendations are subject to change by the Board.

**SAN MATEO COUNTY TRANSIT DISTRICT (DISTRICT)
1250 SAN CARLOS AVENUE, SAN CARLOS, CALIFORNIA
MINUTES OF STRATEGIC PLANNING, DEVELOPMENT AND SUSTAINABILITY
COMMITTEE MEETING
COMMITTEE OF THE WHOLE
MARCH 7, 2018**

Committee Members Present: D. Pine, (Committee Chair), J. Gee, C. Stone

Other Board Members Present, Constituting Committee of the Whole: R. Guilbault, K. Matsumoto, J. Powell, P. Ratto, Z. Kersteen-Tucker

Other Board Member Absent: C. Groom

Staff Present: J. Hartnett, C. Mau, R. Bolon, J. Cassman, A. Chan, D. Hansel, R. Lobo, D. Olmeda, S. Murphy, S. van Hoften, C. Gumpal, C. Boland

Committee Chair Dave Pine called the meeting to order at 4:21 p.m.

Approval of Minutes of Strategic Planning, Development and Sustainability Committee Meeting of December 6, 2017

Motion/Second: Gee/Stone

Ayes: Gee, Matsumoto, Powell, Guilbault, Kersteen-Tucker, Pine, Ratto, Stone

Absent: Groom

Approval of Minutes of Strategic Planning, Development and Sustainability Committee Meeting of February 7, 2018

Motion/Second: Gee/Stone

Ayes: Gee, Matsumoto, Powell, Guilbault, Kersteen-Tucker, Pine, Ratto, Stone

Absent: Groom

SamTrans Fare Study Update

Due to the late hour, this item was deferred to the April meeting.

Capital Projects Quarterly Status Report – 2nd Quarter Fiscal year 2018

Director Matsumoto stated she would ask her questions off-line.

Adjourned: 4:22 p.m.

The background of the slide features a blue-tinted image of a SamTrans bus on the right side, with the number 295 and 'MENLO CALTR' visible on its destination sign. A semi-transparent transit map is overlaid on the lower right portion of the slide, showing various transit lines and transfer points. The map includes labels for 'Hillsdale Shopping Center', 'Transfer To: Hillsdale Caltrain', and 'San Mateo'. It also lists several bus numbers: 250, 252, 254, 255, 256, 257, 258, 259, 260, 261, 262, 263, 264, 265, 266, 267, 268, 269, 270, 271, 272, 273, 274, 275, 276, 277, 278, 279, 280, 281, 282, 283, 284, 285, 286, 287, 288, 289, 290, 291, 292, 293, 294, 295, 296, 297, 298, 299, 300, 301, 302, 303, 304, 305, 306, 307, 308, 309, 310, 311, 312, 313, 314, 315, 316, 317, 318, 319, 320, 321, 322, 323, 324, 325, 326, 327, 328, 329, 330, 331, 332, 333, 334, 335, 336, 337, 338, 339, 340, 341, 342, 343, 344, 345, 346, 347, 348, 349, 350, 351, 352, 353, 354, 355, 356, 357, 358, 359, 360, 361, 362, 363, 364, 365, 366, 367, 368, 369, 370, 371, 372, 373, 374, 375, 376, 377, 378, 379, 380, 381, 382, 383, 384, 385, 386, 387, 388, 389, 390, 391, 392, 393, 394, 395, 396, 397, 398, 399, 400, 401, 402, 403, 404, 405, 406, 407, 408, 409, 410, 411, 412, 413, 414, 415, 416, 417, 418, 419, 420, 421, 422, 423, 424, 425, 426, 427, 428, 429, 430, 431, 432, 433, 434, 435, 436, 437, 438, 439, 440, 441, 442, 443, 444, 445, 446, 447, 448, 449, 450, 451, 452, 453, 454, 455, 456, 457, 458, 459, 460, 461, 462, 463, 464, 465, 466, 467, 468, 469, 470, 471, 472, 473, 474, 475, 476, 477, 478, 479, 480, 481, 482, 483, 484, 485, 486, 487, 488, 489, 490, 491, 492, 493, 494, 495, 496, 497, 498, 499, 500, 501, 502, 503, 504, 505, 506, 507, 508, 509, 510, 511, 512, 513, 514, 515, 516, 517, 518, 519, 520, 521, 522, 523, 524, 525, 526, 527, 528, 529, 530, 531, 532, 533, 534, 535, 536, 537, 538, 539, 540, 541, 542, 543, 544, 545, 546, 547, 548, 549, 550, 551, 552, 553, 554, 555, 556, 557, 558, 559, 560, 561, 562, 563, 564, 565, 566, 567, 568, 569, 570, 571, 572, 573, 574, 575, 576, 577, 578, 579, 580, 581, 582, 583, 584, 585, 586, 587, 588, 589, 590, 591, 592, 593, 594, 595, 596, 597, 598, 599, 600, 601, 602, 603, 604, 605, 606, 607, 608, 609, 610, 611, 612, 613, 614, 615, 616, 617, 618, 619, 620, 621, 622, 623, 624, 625, 626, 627, 628, 629, 630, 631, 632, 633, 634, 635, 636, 637, 638, 639, 640, 641, 642, 643, 644, 645, 646, 647, 648, 649, 650, 651, 652, 653, 654, 655, 656, 657, 658, 659, 660, 661, 662, 663, 664, 665, 666, 667, 668, 669, 670, 671, 672, 673, 674, 675, 676, 677, 678, 679, 680, 681, 682, 683, 684, 685, 686, 687, 688, 689, 690, 691, 692, 693, 694, 695, 696, 697, 698, 699, 700, 701, 702, 703, 704, 705, 706, 707, 708, 709, 710, 711, 712, 713, 714, 715, 716, 717, 718, 719, 720, 721, 722, 723, 724, 725, 726, 727, 728, 729, 730, 731, 732, 733, 734, 735, 736, 737, 738, 739, 740, 741, 742, 743, 744, 745, 746, 747, 748, 749, 750, 751, 752, 753, 754, 755, 756, 757, 758, 759, 760, 761, 762, 763, 764, 765, 766, 767, 768, 769, 770, 771, 772, 773, 774, 775, 776, 777, 778, 779, 780, 781, 782, 783, 784, 785, 786, 787, 788, 789, 790, 791, 792, 793, 794, 795, 796, 797, 798, 799, 800, 801, 802, 803, 804, 805, 806, 807, 808, 809, 810, 811, 812, 813, 814, 815, 816, 817, 818, 819, 820, 821, 822, 823, 824, 825, 826, 827, 828, 829, 830, 831, 832, 833, 834, 835, 836, 837, 838, 839, 840, 841, 842, 843, 844, 845, 846, 847, 848, 849, 850, 851, 852, 853, 854, 855, 856, 857, 858, 859, 860, 861, 862, 863, 864, 865, 866, 867, 868, 869, 870, 871, 872, 873, 874, 875, 876, 877, 878, 879, 880, 881, 882, 883, 884, 885, 886, 887, 888, 889, 890, 891, 892, 893, 894, 895, 896, 897, 898, 899, 900, 901, 902, 903, 904, 905, 906, 907, 908, 909, 910, 911, 912, 913, 914, 915, 916, 917, 918, 919, 920, 921, 922, 923, 924, 925, 926, 927, 928, 929, 930, 931, 932, 933, 934, 935, 936, 937, 938, 939, 940, 941, 942, 943, 944, 945, 946, 947, 948, 949, 950, 951, 952, 953, 954, 955, 956, 957, 958, 959, 960, 961, 962, 963, 964, 965, 966, 967, 968, 969, 970, 971, 972, 973, 974, 975, 976, 977, 978, 979, 980, 981, 982, 983, 984, 985, 986, 987, 988, 989, 990, 991, 992, 993, 994, 995, 996, 997, 998, 999, 1000.

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Coastside Transit

SamTrans Board Presentation

April 4, 2018

San Mateo

- **Study Purpose and Goals**
- **Existing Conditions**
- **Public Outreach**
- **Trip Data Analysis and Findings**
- **Initiatives for the Coast**



Study Purpose and Goals

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This study aimed to answer the following questions:

- **What transit needs are not being met by existing SamTrans service on the Coast?**
- **What service changes should be made in the near-term?**
- **What new routes or service modifications might be explored in the future if additional resources were available?**

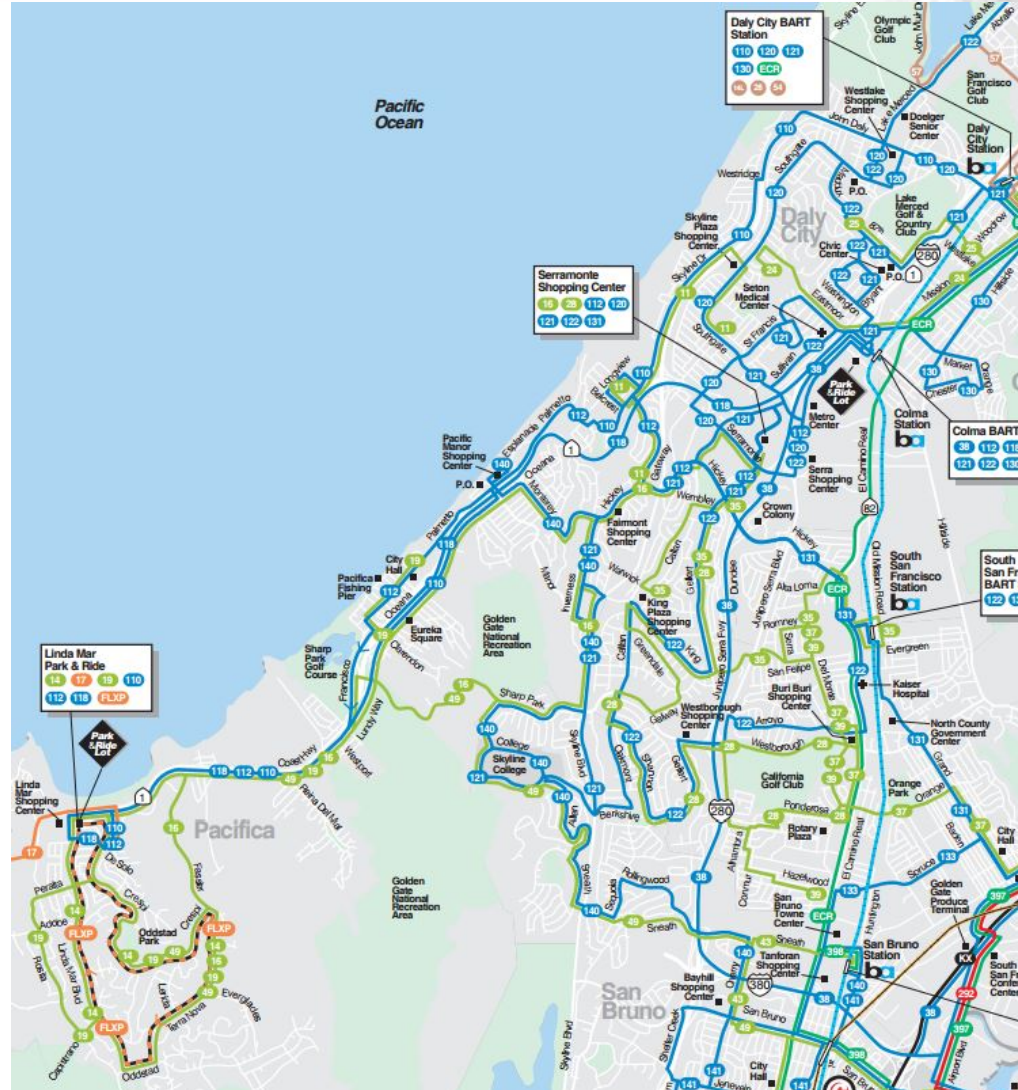
Study Schedule



- **April 2017: Study launched with public meetings in Half Moon Bay and Pacifica**
- **May – December 2017: Data analysis and drafting recommendations**
- **January – February 2018: Second round of public meetings**
- **March 2018: Finishing draft report**
- **April 2018: Board presentation**

Existing Conditions

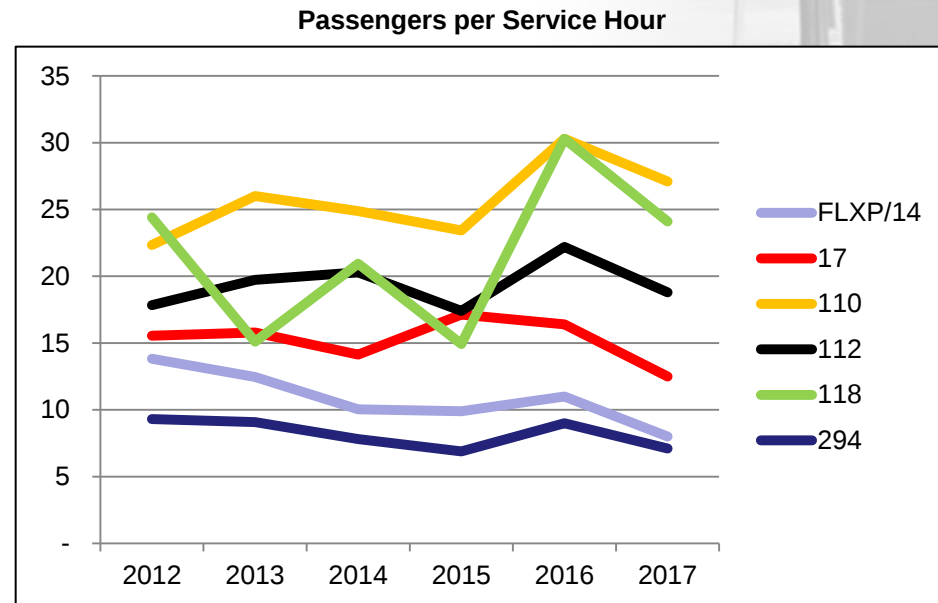
samTrans



Existing Conditions

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- **Ridership has generally stayed steady or declined on Coastside routes in recent years.**
- **Farebox Recovery**
 - Systemwide average: 15%
 - Coastside routes: 5-16%
- **SSP Changes in 2013**
 - Route 118 commute only, added trips on 110
 - 60-min frequency on Route 17 weekdays
 - Route 14 became school route, FLX service introduced
- **FLX Pacifica**



SamTrans systemwide average: 24 passengers/hr (July-Sept 2017)

- Public meetings in April 2017 and Jan/Feb 2018
- Engagement with city councils and community groups



What We Heard

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We want more robust service connecting the coast to BART.

I want later service on SamTrans on the coast.

I don't know how to use the FLX service in Pacifica.

Bring back the express bus from Pacifica to SF.

There's more BART service at Daly City station.

We need weekend service on the FLX Pacifica.

Add bike parking at Linda Mar park-and-ride.

Buses should come more often on the coast.

Can you use smaller buses on the coast and save money?



Trip Data Analysis



Pacifica

- About 7,100 trips are made to or from Pacifica during the morning peak period.
- About 3,500 trips are made within Pacifica.
- Trip pairs focus on areas north of Pacifica like Daly City and San Francisco.

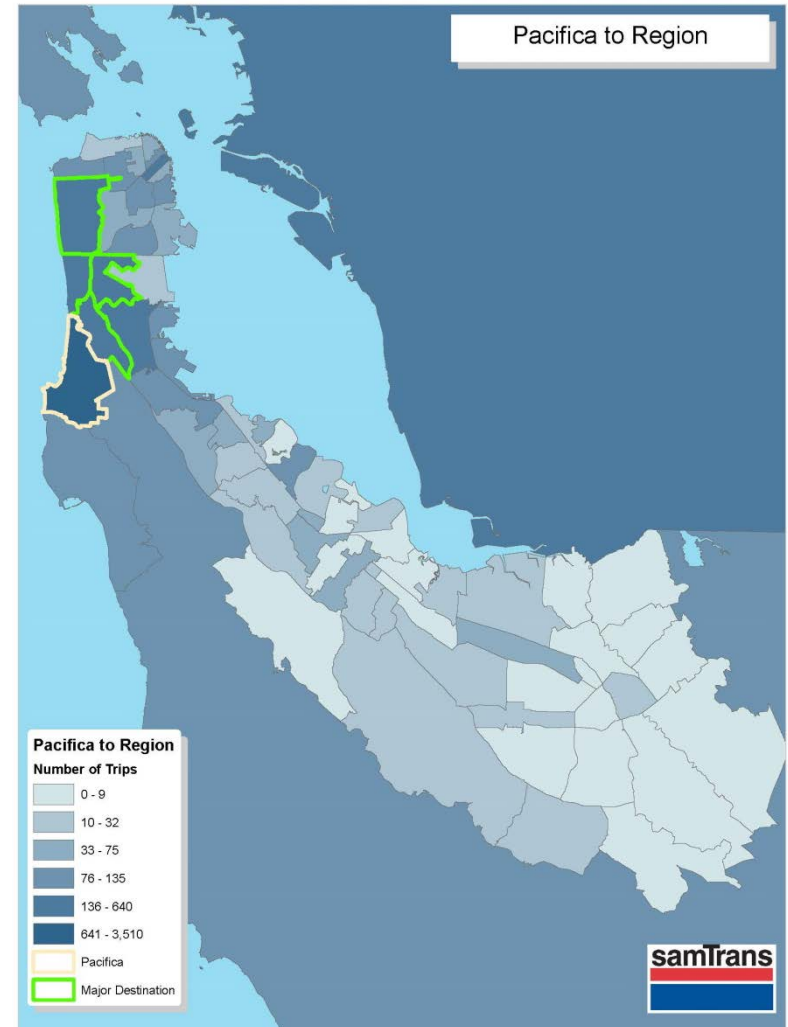
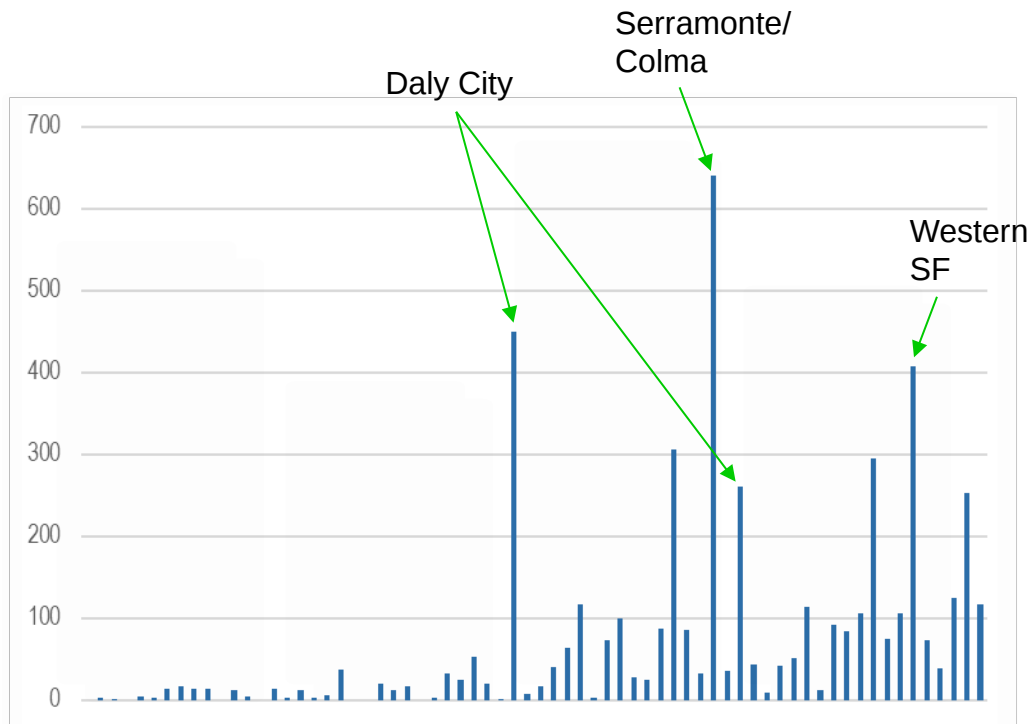
Half Moon Bay

- About 5,500 trips are made to or from Half Moon Bay.
- About 4,800 trips start and end in Half Moon Bay.
- Fewer concentrations of trips pairs; trip destinations and origins are spread throughout San Francisco and San Mateo counties.

Trip Data Analysis: Pacifica



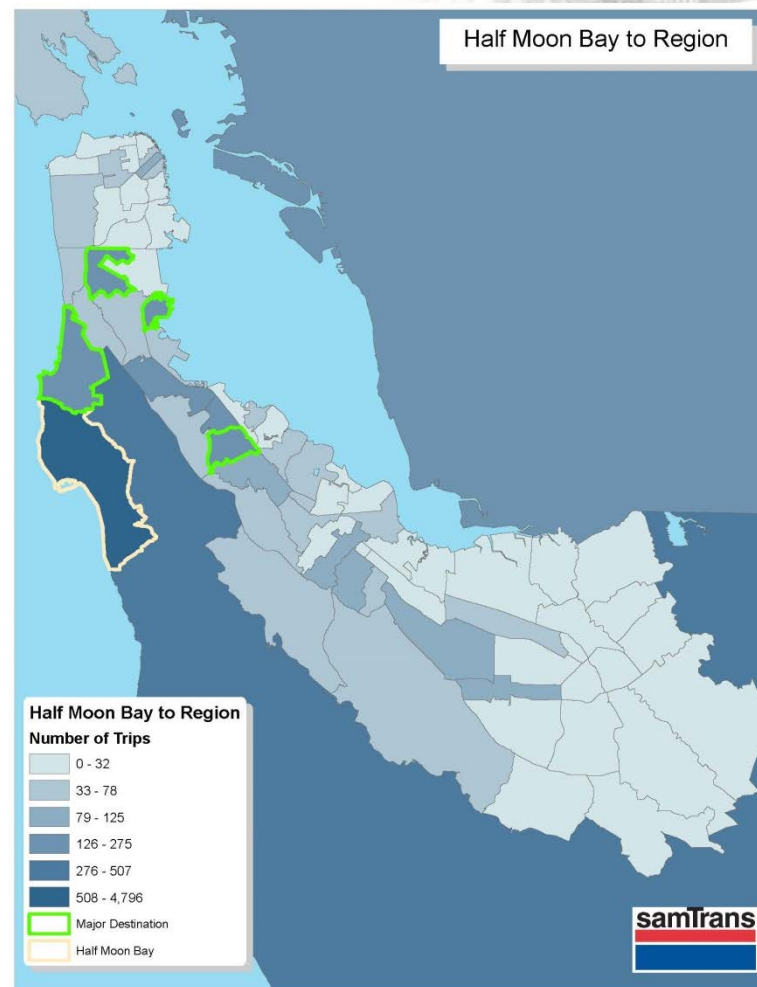
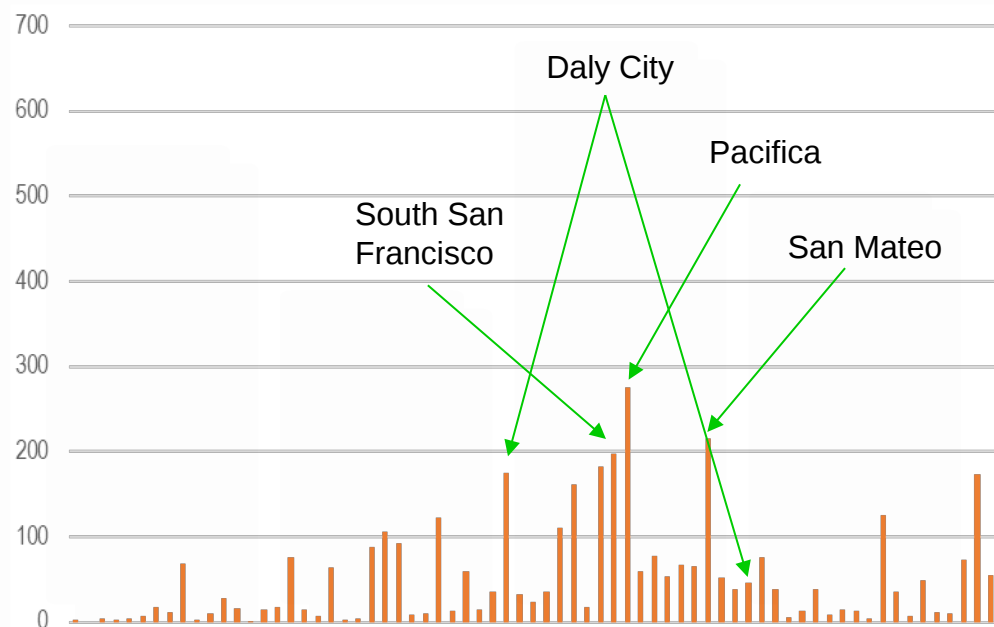
About 4,900 trips are made from Pacifica to the region during the morning peak period.



Trip Data Analysis: Half Moon Bay



About 4,000 trips are made from Half Moon Bay to the region during the morning peak period.



Near-Term Initiatives

- **Route 118 Improvements**
 - Added an additional southbound trip in the evening (departs 7:40 pm for Linda Mar)
 - Serve Daly City BART (more frequent BART service)
 - *Implemented January 21, 2018*
- **Conduct an education campaign on how to use FLX in Pacifica.**
 - *To be implemented in 2018*
- **Evaluate opportunities for better timed transfers to and from Coastsides routes.**
 - *Ongoing effort in 2018*

Longer-term initiatives that require additional outreach and assessment

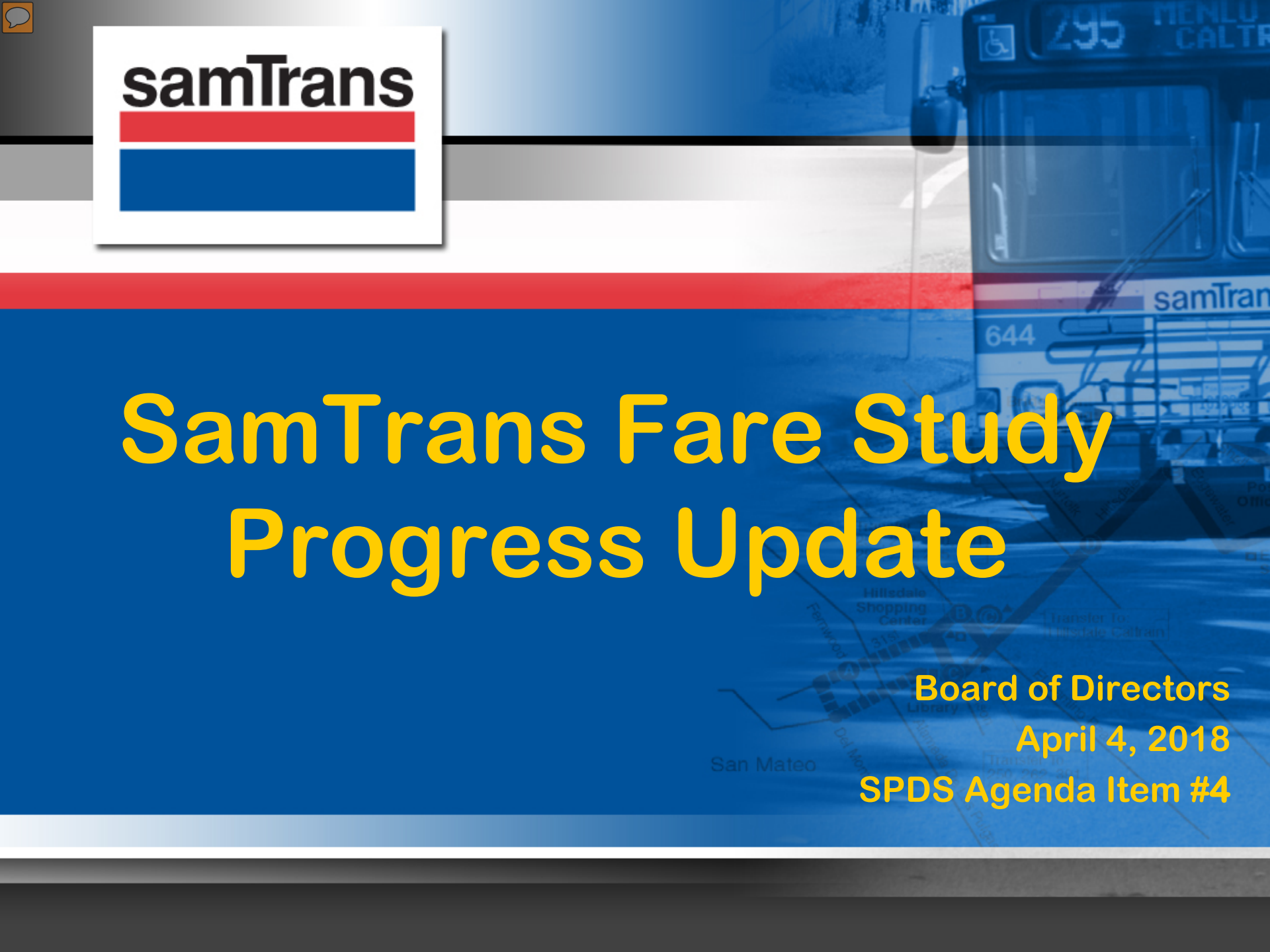
- Potential modification to 118 express bus route to reach other destinations on the coast
- Multimodal improvements at Coastside park-and-rides, which may include secure bike parking, weather-protected waiting area, and other amenities
- Assess other non-traditional transportation options in serving the coast

Next Steps



- **Finalize Coastside Study report.**
- **Monitor impact of near-term initiatives.**
- **Staff is recommending that long-term initiatives be included in the SamTrans Business Plan.**





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SamTrans Fare Study Progress Update

Board of Directors

April 4, 2018

SPDS Agenda Item #4



Agenda

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- **Background**
- **Study Goals**
- **Methods**
- **Schedule**
- **Work Underway**
- **Look Ahead**





Background

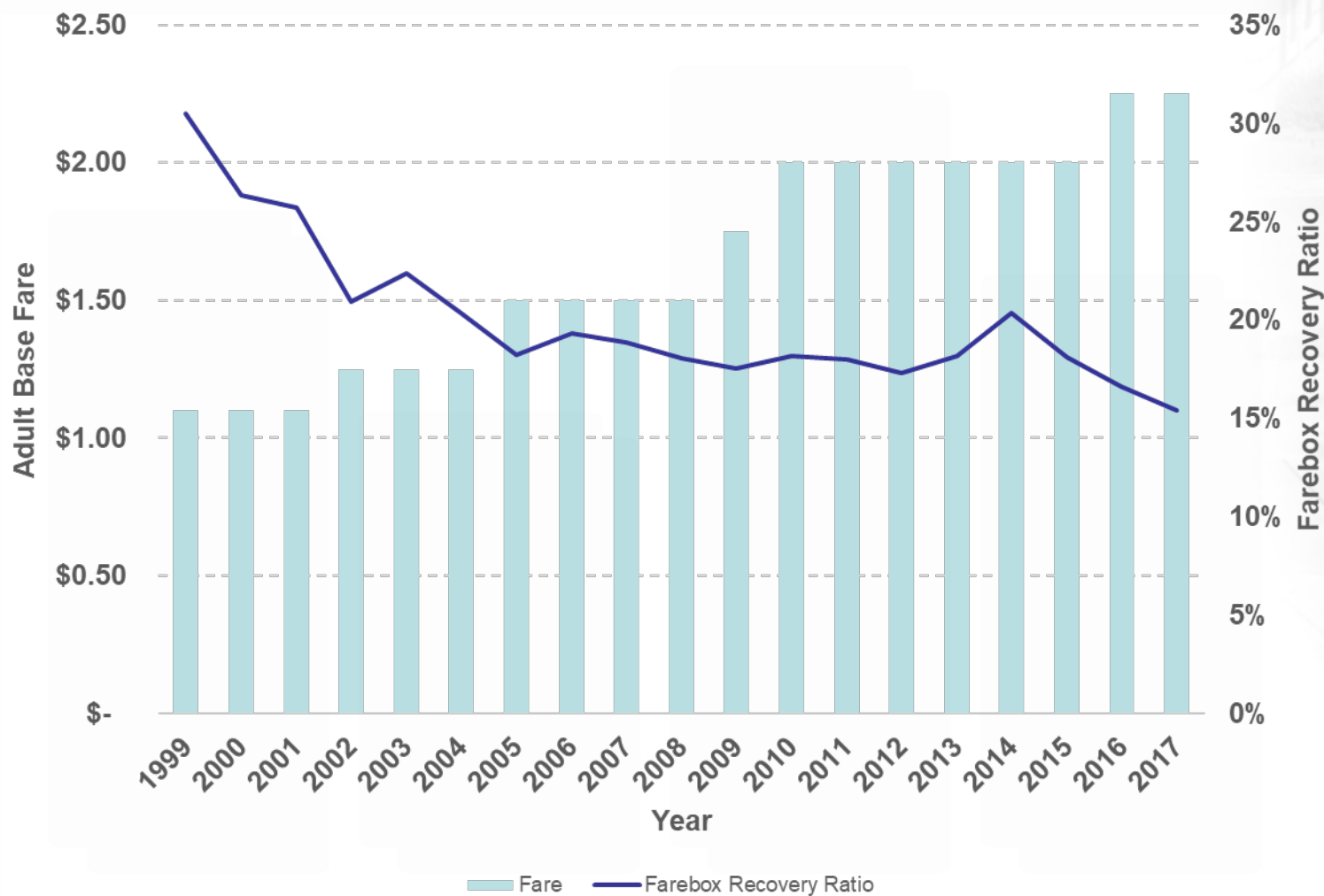
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- District's strategic goals to improve revenue and farebox recovery.
- Constrained financial resources.
- No recent comprehensive fare analysis.
- Ongoing District efforts to simplify and streamline service.





Background





Background

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Study purpose is to answer:

- **How do current SamTrans riders understand the existing fare structure?**
- **What are their impressions of the different fare products?**
- **How will changes in price affect their travel behavior?**





Study Goals

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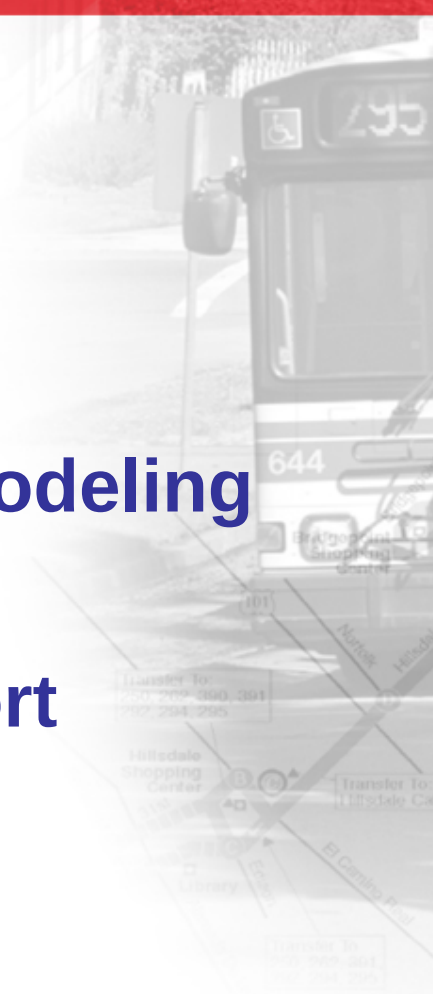
- **Recommend a fare structure that will:**
 - generate revenue
 - optimize relationship between ridership and revenue
 - be transparent, logical, and data-driven
 - be simple to understand, administer, and justify
- **Use the information and data gathered from the study to develop a fare policy for Board consideration and adoption.**



Schedule

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- **April 2018: Survey fieldwork**
- **April – June 2018: Fare elasticity modeling**
- **Summer 2018: Draft and Final Report**





Work Underway

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- Finalized Existing Conditions document – historical fare prices, ridership, etc.
- Established project website on SamTrans.com
 - http://www.samtrans.com/Planning/Planning_and_Research/SamTrans_Fare_Study.html



Work Underway



- **Finalizing survey instrument and preparation/logistics for survey fieldwork.**
 - Sampling plan – 11 routes which constitute approximately 70% of system ridership; demographics of ridership on these routes are representative of overall SamTrans ridership (per 2015 Triennial Survey).
 - Consultant team will hire and manage temporary survey staff for in-person fieldwork.





Look Ahead

samTrans

- On-board survey begins second week of April.
- Elasticity Modeling: April to early Summer.
- Staff will return to the Board with an update in early Summer.
- Board review of draft recommendations and final adoption in late summer/early fall.