



SAMTRANS SERVICE PLAN

Preliminary Analysis and Criteria Development

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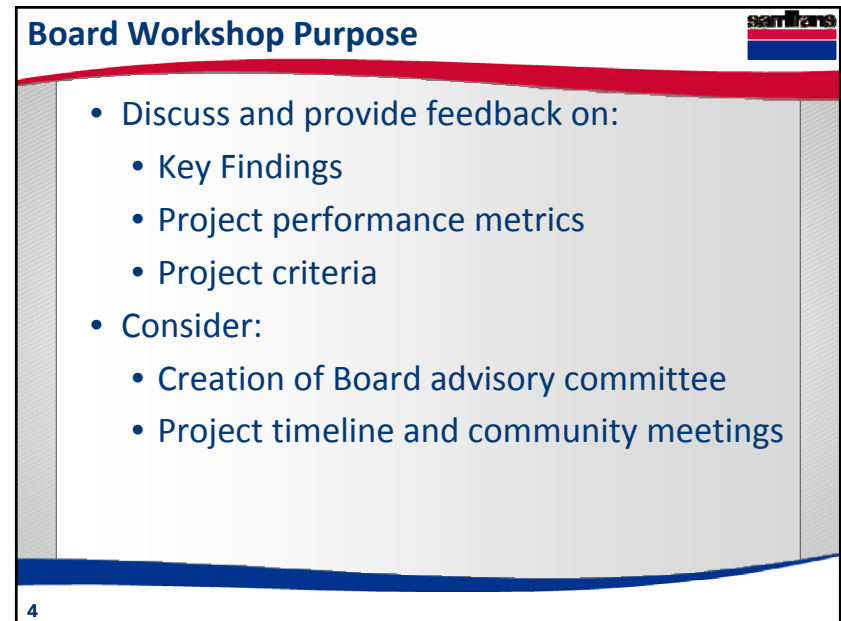
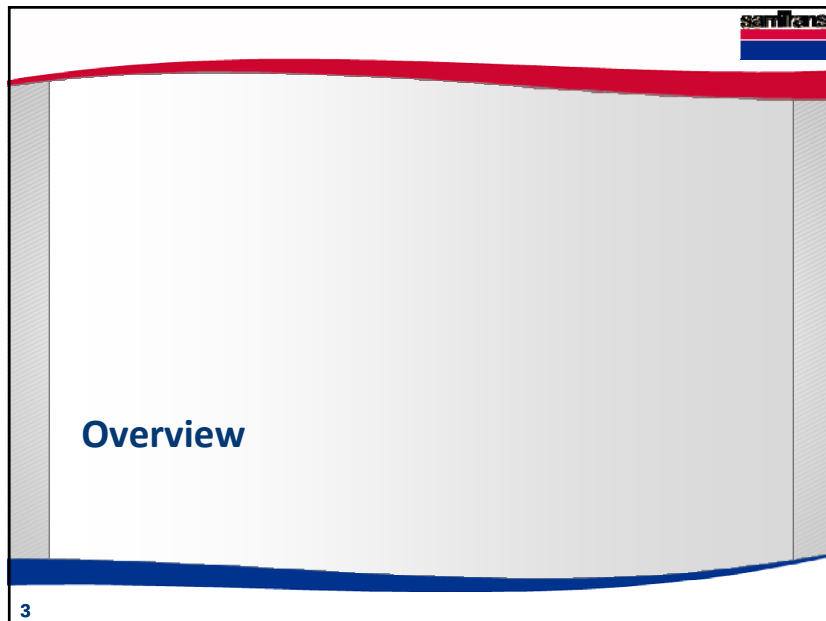
SEPTEMBER 2011

Agenda



- Overview
- Part I: Key Findings
 - Market Assessment
 - Service Evaluation
- Part II: Service Development Framework
 - Metrics
 - Criteria
- Part III: Next Steps

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Project Background



- In-depth study of transit system to identify:
 - Service strengths
 - Areas for improvement
 - Suggestions to improve efficiency
 - Increase ridership
- Time horizon: 5 to 15 years
- Local process to inform MTC Transit Sustainability Project

Project Approach



- Retain consultant with significant industry experience to review operations
- Develop and conduct a comprehensive public outreach strategy

→ Create a more efficient, market-responsive transit system while continuing to address community mobility needs in our County

Project Process



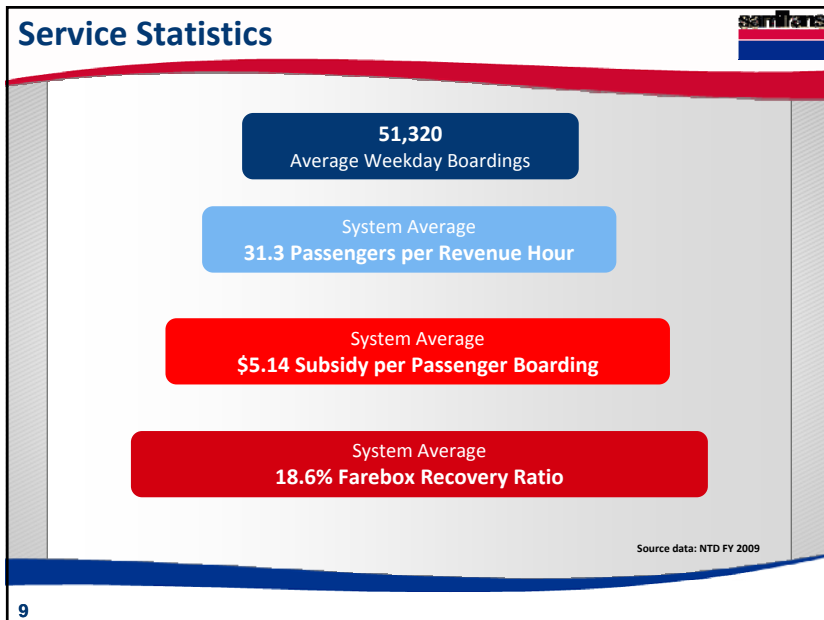
Step 1	Adopted SSP Guiding Principles
Step 2	Market Analysis & Service Evaluation
Step 3	Develop Service Framework & Criteria
Step 4	Develop Service Alternative Scenarios
Step 5	Develop Draft and Final Service Plan

Solicit public input at multiple stages in the process

Project Guiding Principles



- Grounded in the focus areas of the board-adopted Strategic Plan
- Guiding Principles emphasize:
 - Service
 - Customers
 - Service Markets
 - Financial Stability
 - Integrated Planning
- *Take into account larger community needs, such as serving transit-dependent populations*



Key Findings: Market Assessment



• 5 Market Types



El Camino
Corridor and
Caltrain



Community
Center



Auto-
Oriented
Center



Suburban



Coastside
Rural

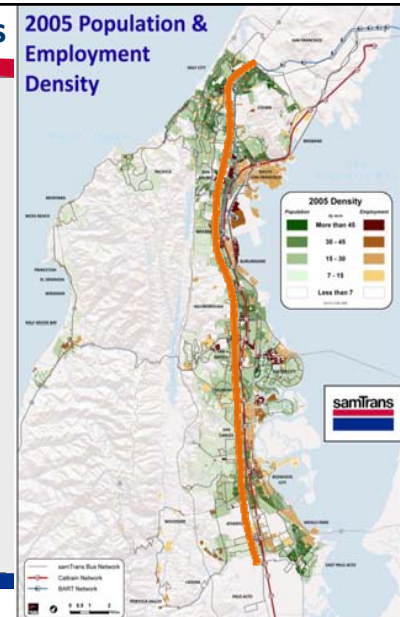
Key Findings: Core Markets

2005 Population & Employment Density

Market Analysis

Core market areas

- El Camino Real
Main travel spine, activity center
- Daly City, South SF
High densities, transit oriented population
- San Mateo, parts of Foster City
High densities, but more auto-centric
- Redwood City, East Palo Alto
High densities, transit-oriented population



Service Evaluation – Key Terms



- The service evaluation findings will show how various SamTrans' services perform using performance metrics.
- Performance metrics can indicate:
 - *Productivity* of SamTrans service
 - How many passengers are carried per resource invested?
 - *Financial Effectiveness* of SamTrans service
 - How much does it cost to carry SamTrans passengers?

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Key Findings - Service



Average Daily Boardings			
Systemwide	51,320 Weekday	24,501 Saturday	17,573 Sunday
Top 4 Routes 120, 292, 390, 391	45% of total 22,833 weekday boardings	61% of total 14,994 boardings	66% of total 11,554 boardings

- Top 4 routes represent core SamTrans service
 - Benefit nearly half of existing SamTrans riders
 - Demonstrates potential to attract new riders

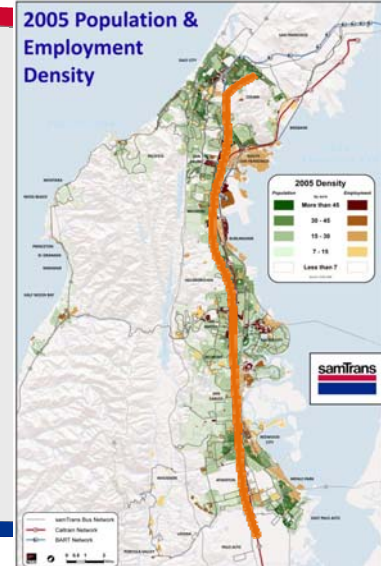
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Top 4 SamTrans Routes

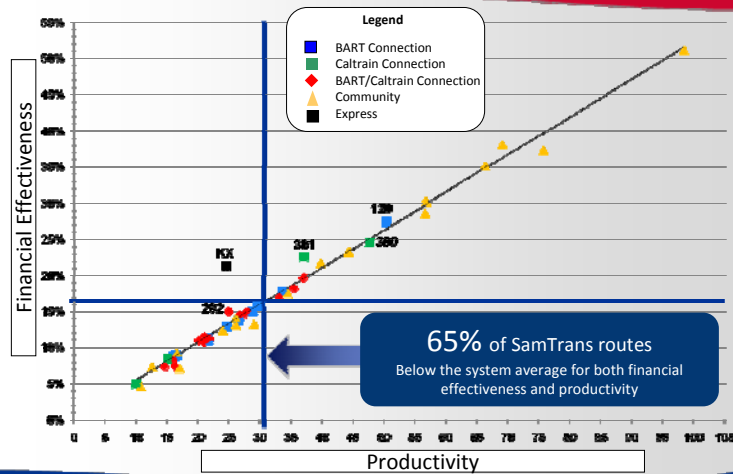
- **Route 390: El Camino Corridor**
 - Serves Daly City to Palo Alto
- **Route 391: El Camino Corridor**
 - Serves San Francisco (limited), Daly City, Colma to Redwood City
- **Route 120: Community Centers**
 - Serves Colma BART, Daly City Serramonte Shopping Center
- **Route 292: El Camino Corridor & Community Centers**
 - San Mateo, San Francisco International Airport, South San Francisco, San Francisco

Key Findings – El Camino Real

- Serves as core spine of the network
- More than half of SamTrans ridership along the corridor
- High ridership/productivity
- Most SamTrans trips touch the corridor



Key Findings: Productivity & Financial Effectiveness



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Key Findings: Community Routes



- What are the true costs of the Community Routes?
 - Complex route alignments and schedules (service to schools) which consume large amounts of staff resources
 - Less efficient service to deliver (higher peak bus, deadhead, and layover) compared to other SamTrans routes
 - Small amount of revenue service provided makes productivity/financial effectiveness appear strong

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Service Development Framework

Performance Metrics

- Definition: *measures that are used to evaluate efficiency and effectiveness*
- Practical measurement of guiding principles
 - Improve productivity: passengers per revenue hour
 - Improve financial effectiveness: subsidy per passenger boarding

Performance Metric Examples



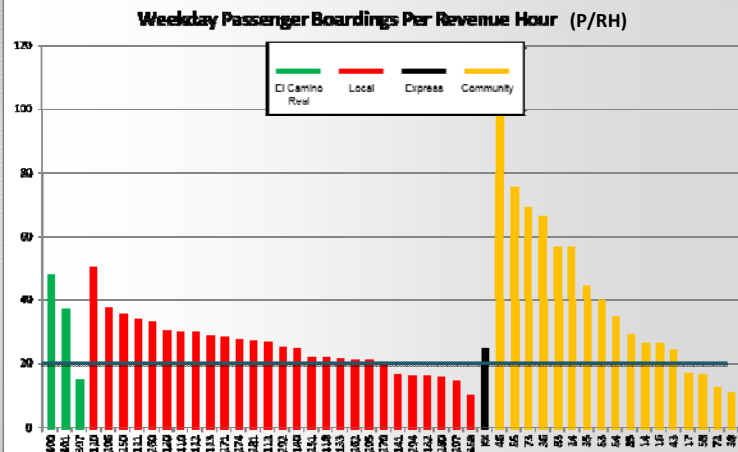
- **Productivity**
 - Passenger boardings per revenue hour
 - Passenger boardings per one-way trip
- **Financial Effectiveness**
 - Cost per passenger boarding
 - Subsidy per passenger boarding
 - Farebox recovery ratio
- These are common, but by no means all, transit performance metrics
- **No single metric tells the whole story**

Passenger Boardings Per Revenue Hour



- Measure of total passenger boardings per unit of investment
- Widely-used industry standard for service productivity
- **20 boardings per hour** is a common guide for productive service

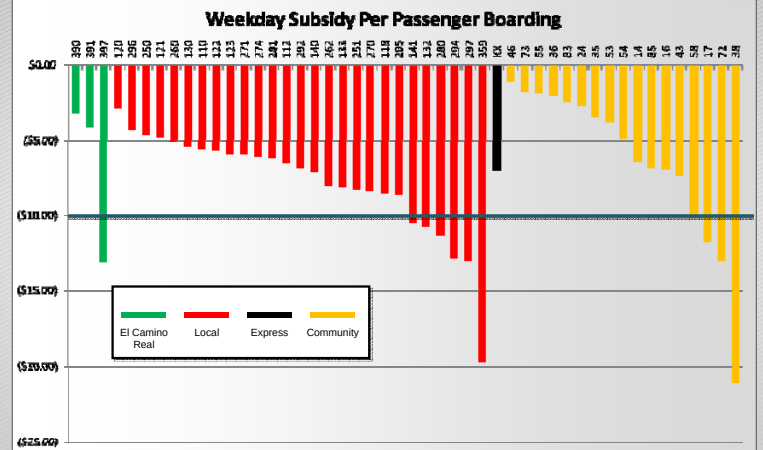
Weekday Passenger Boardings per Revenue Hour



Subsidy Per Passenger Boarding

- Measure of the cost to SamTrans per passenger boarding
- Widely-used industry standard for financial effectiveness
- Industry guide for financially effective services vary based on service costs, but rarely rise above **\$10.00 per boarding**

Weekday Subsidy per Passenger Boarding





Project Criteria

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Project Criteria Purpose

- Apply the SSP guiding principles to the project results
- Help identify trade-offs between different service scenarios
- Build on a quantitative information for improved efficiency and financial effectiveness (“data-driven”)
- Balance results of the data with what is necessary to meet community needs (“mission-driven”)

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Balancing Community Needs: SamTrans Rider Statistics



- Median yearly income of \$36,600
- 64% do not have access to a car
- Top languages spoken are:
 - English
 - Spanish
 - Tagalog
- More than 33% of riders are:
 - Youth (age 13-17)
 - Young Adult (age 18-24)

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Project Criteria Development



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Project Criteria Characteristics



service productivity

Service Route Frequency
Route Design
Intermodal Connections
Compete with Other
Transit
Service Quality

market matching

Maintain Existing
Ridership
Capture New Riders
Key Ridership
Destinations
Route Type
Is Transit Competitive

financial stability

Capital Investment
Cost/Revenue Neutral
Total Funding
New Service Models

Next Steps



Project Next Steps



- Prepare proposed service scenarios
- Evaluate service scenarios with project criteria

Step 1	Adopted SSP Guiding Principles
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Project Next Steps: Board Engagement



- Create SSP Board Advisory Committee
- Endorse project timeline and November community meetings

Project Next Steps: Public Engagement



- Present proposed service scenarios to public
- Community workshops in November
- Revise service scenarios based on public input

Project Next Steps: Board Actions for October



- For consideration in October:
 - Adopt project criteria
 - Endorse project metrics