Workshop Agenda

• Purpose of Workshop
• Overview of TA – C/CAG Shuttle Program
• Call for Projects Process
• Performance Metrics and Case Studies
• Planning and Service Considerations
• Technical Assistance Process
• Q & A
Purpose of Workshop

• Inform potential applicants and current recipients of:
  ➢ TA - C/CAG Shuttle Program Funding
  ➢ Technical Assistance
  ➢ Best Practices
Technical Assistance

• Assistance to plan or improve shuttle service
• Available to potential applicants of shuttle funding until Call for Projects
• Based on staff availability – sponsors are advised to contact SamTrans or Commute.org as soon as possible
• Receipt of technical assistance is not a guarantee of funding
Roles and Responsibilities

• Agency Roles

- TA
- C/CAG
- Commute.org
- SamTrans
Shuttle Purpose & Types

- **Purpose:** Fill gaps in regular bus service (route & time)
- **Commuter shuttles:** provide first/last mile peak commute link to/from regional transit to primarily access employment centers.
- **Community shuttles:** provide all, mid-day or weekend service generally within a community for basic needs (e.g. shopping, dining, medical) and often serve the transit-dependent.
  - *Door to door shuttles* are a subset of community shuttles that provide direct point to point service by advance reservation and do not run on a regular scheduled route.
TA-C/CAG Funded Shuttles
San Mateo County Shuttle Program
Commuter Shuttles
San Mateo County Shuttle Program
Call for Projects – Applications

• Funding from TA and C/CAG with Joint Call for Fiscal Years 2021 & 2022
• Sponsors: public agencies in San Mateo County
• Minimum eligibility requirements:
  ➢ Receive technical assistance (for new shuttles and existing shuttles not meeting benchmarks)
  ➢ Shuttles must be open to the public
  ➢ Serve San Mateo County residents/employees
  ➢ Letter of Concurrence from SamTrans
  ➢ Non supplantation of funds
  ➢ Governing Body Resolution of Support
Call for Projects – Funding

• Local match: minimum 25%, 50% for existing shuttles that miss operating cost/passenger benchmark by 50% or more
  ➢ Commuter shuttles: Local agency funds, employer contributions, grants
  ➢ Community shuttles: Local agency funds, grants
Call for Projects – Reporting

- On-going progress reports required
- Annual reports required
Service Adjustment Protocol

- Route map is part of funding agreement
- Any changes to the route must fit within the original scope of the shuttle service
- Must be reviewed and approved by the funding agencies
# Performance Benchmarks

<table>
<thead>
<tr>
<th>Shuttle Performance Benchmarks</th>
<th>Commuter</th>
<th>Community</th>
<th>Door to Door</th>
</tr>
</thead>
<tbody>
<tr>
<td>Operating Cost/Passenger from last Call for Projects</td>
<td>≤ $8.00</td>
<td>≤ $10.00</td>
<td>≤ $20.00</td>
</tr>
<tr>
<td>Proposed Operating Cost/Passenger for next Call for Projects</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
</tr>
<tr>
<td>Passengers/Vehicle Service Hour</td>
<td>≥ 15</td>
<td>≥ 10</td>
<td>≥ 2</td>
</tr>
<tr>
<td>Operating Cost/Passenger with CPI update for FY 2019*</td>
<td>≤ $9.00</td>
<td>≤ $11.00</td>
<td>≤ $22.00</td>
</tr>
</tbody>
</table>

*Updated operating cost/passenger benchmark for FY 2019 used to determine if matching fund increase will be required*
Case Study - Commuter

Shuttle X: Successful
- $3/passenger
- Approx. 22 passengers per service hour
- Vested employer group & reverse commute passengers
- Well serviced regional transportation station
- Short trip time to/from transit station

Shuttle Y: Needs Improvement
- $13/passenger
- Approx. 9 passengers per service hour
- Employer group with no financial investment
- Limited reverse commute potential
- Transit station that has limited local service with no express trains
Case Study – Community

Shuttle A: Successful

- $6/passenger
- Approx. 16 passengers per service hour
- Regular service during peak time periods for its ridership
- Fixed route
- Serves targeted needs of population base (e.g. seniors, transit dependent)

Shuttle B: Needs Improvement

- $30/passenger
- Approx. 3 passengers per service hour
- Limited service not aligned with ridership
- Fixed route
- Destinations do not align with needs of possible passengers
Shuttle Service Considerations

• Is a shuttle the right solution?
  ➢ What are the needs of your residents/employees?
  ➢ Could traditional bus service meet the need?
  ➢ Is parking free and readily available at their destination?
Customer Experience & Marketing

• Critical to the success of the service and continued funding of project

• Includes identifying target passengers, branding, outreach & social media
Customer Experience & Marketing

• Customer experience
  ➢ Provided by managing agency, sponsor or City
  ➢ Commute.org and SamTrans provide customer service only for routes they manage

• Route marketing
  ➢ Responsibility of sponsor, City and/or employers
  ➢ Targets individual route and its potential riders

• Countywide marketing
  ➢ Commute.org, Caltrain and SamTrans websites
  ➢ Trip planning tools
Shuttle Tracking Tools
Shuttle Tracking Tools

Peninsula Shuttles
84 Notifications

Nearby Stops  GPS accurate to 9 meters
N/A  0.1 Miles | Oyster Point BART AM: Cul-de-Sac (395/40...  
N/A  0.1 Miles | Oyster Point BART PM: Cul-de-Sac (395/40...  
N/A  0.1 Miles | Oyster Point Caltrain AM: Cul-de-Sac (395/...

Show More Stops

San Mateo County Shuttles
Santa Clara County Shuttles
San Mateo County Parks Shuttles
Skyline College Shuttle

External Links
Commute.org Homepage
Samtrans Homepage
Caltrain Homepage

As of 10:58:31AM Wednesday

Daly City BART

Bus Arrival Times

Skyline College Shuttle

in 26 min
bus 1590 at 11:25 AM

Not displaying properly? Let us know
View desktop version
powered by GMV SYNCROMATICS
Commute.org – Technical Assistance

For Commuter Shuttles:

Commute.org shuttle team will provide Technical Assistance for existing routes as well as proposed routes.

Route sponsors should prepare the following material in advance of meeting with Commute.org:

- Route objective
- Needs assessment
- Key employers, stop locations, destinations, partners
- Analysis of residential service potential
- Management plan – roles and responsibilities
SamTrans – Technical Assistance

For Community Shuttles:
SamTrans Operations Planning Staff will provide Technical Assistance and Evaluate all Shuttle Applications as part of the Call for Projects process.

- Meet with SamTrans Staff
- Duplication Criteria for Shuttle Evaluation
- Letter of Concurrence (needed for your application)
SamTrans - Shuttle Evaluation

Duplication Criteria for Shuttle Evaluation:

- **Geographic**
  - Stops or Route within 1/3 mile of existing bus route and existing shuttle service

- **Frequency**
  - Scheduled stops within 15 minutes of existing fixed route bus schedule stops

- **Span of Service**
  - Within span of service for fixed route

Extenuating circumstances would be considered on a case-by-case basis.
References

Call for Projects – Transportation Authority
www.smcta.com/Projects/Call_for_Projects.html

Call for Projects – C/CAG
http://ccag.ca.gov/opportunities/call-for-projects-2/

Community Transit Planning and Funding Guide
Thank you

Technical Assistance – Community Shuttles
Alex Lam, SamTrans
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Technical Assistance – Commuter Shuttles
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