

**San Mateo County Transportation Authority
Measure A Sales Tax Program**

**Application Instructions and Guidance for the
LOCAL SHUTTLE PROGRAM
March 31, 2010**

A. MEASURE A OVERVIEW

In 1988, San Mateo County voters approved Measure A, a 20-year half-cent sales tax to fund and leverage additional funding for transportation projects and programs in San Mateo County. In 2004, the voters reauthorized the Measure A program, with the accompanying 2004 Transportation Expenditure Plan, for an additional 25 years (2009 – 2033). Per the 2004 Expenditure Plan, the San Mateo County Transportation Authority (Transportation Authority or TA) is required to develop a Strategic Plan and to update it at least every five years. Both the 2004 Transportation Expenditure Plan and the Strategic Plan 2009-2013 can be found on the TA's Website at www.smcta.com.

The 2004 Expenditure Plan is organized into six program categories, each with a specified amount of funding available from Measure A over the life of the program. Some categories have specific projects authorized by the voters, and other categories are more general. The general categories have definitions and purposes with the expectation that projects will develop over time and be submitted for funding consideration by San Mateo County public agencies.

The 2004 Expenditure Plan established the following four general goals for the Measure A program:

- Reduce commute corridor congestion
- Make regional connections
- Enhance safety
- Meet local mobility needs

The 2004 Expenditure Plan also outlines restrictions in the use of Measure A funds to target funding to transportation projects in San Mateo County and to maximize the leverage of other funding. The restrictions include:

- Measure A funds may not be used to replace or supplant existing funds and resources.
- Measure A funds may only be used for transportation facilities and services.
- Measure A funds may only be used for projects within San Mateo County, with the exception of the systemwide costs for Caltrain improvements that are shared with the other two member agencies of the Peninsula Corridor Joint Powers Board (JPB) that operates Caltrain, and for projects in the highway category that minimally extend into adjacent counties to connect with existing infrastructure in those counties.

The TA has used these general goals to guide the development of the Strategic Plan 2009-2013, and also to establish the project selection and prioritization criteria outlined in that plan.

B. LOCAL SHUTTLE CATEGORY

This category provides funding for the operation of local shuttle services. The goal of the category is to fund operating projects that meet local mobility needs and/or provide access to regional transit services in San Mateo County. Eligible projects include the operation of shuttle buses that are typically larger than a van, but smaller than a full-sized bus. Table 1 provides an overview of the basic eligibility criteria and the project prioritization criteria for this category, which are explained in more detail in Section F.

C. FUNDING AVAILABLE

Annually, 4 percent of the Measure A sales tax revenues are set aside for the Local Shuttle Program. A Local Shuttle call for projects solicitation is conducted biennially (every two years). For this solicitation (covering FY2011 and FY2012) a total of \$4.5 million is available. Local Shuttle Program funding for FY2011 & FY2012 is subject to actual revenues collected as part of the Measure A sales tax program. All available funding for the FY2011 and FY2012 Local Shuttle Call for Projects is subject to change.

This Call for Projects is broken down into two categories. The first is the allocation for the existing (FY2010) shuttle operations, and the second is a competitive category for new or expanded shuttle operations. The allocation for existing (FY2010) shuttles renews funding for the shuttle services that were funded by the previous Measure A Program. Of the total estimated \$4.5 million available, a total of \$2.9 million for both FY2011 and FY2012 (or \$1.45 million per fiscal year) is anticipated to fund existing (FY2010) shuttle operations currently funded with Measure A Program funds. Existing (FY2010) shuttle operations funded with Measure A funds will be exempt from the competitive project scoring and award in the current, FY2011 and FY2012, Call for Projects¹. Existing (FY2010) shuttle operations are still required to complete the Local Shuttle Program Application.

The remaining estimated \$1.6 million for both FY2011 and FY2012 (or \$800,000 per fiscal year) will be available for new or expanded shuttle operations under the competitive category. See the table below for the funding breakdown for this Call for Projects:

Funding Breakdown for FY2011 & FY2012 Local Shuttle Call for Projects

	FY2011	FY2012	Total
Allocation for Existing (FY2010) Shuttle Operations	\$1.45M	\$1.45M	\$2.9M
Available for New/Expanded Shuttle Operations (Competitive)	0.8M	0.8M	\$1.6M
Total Measure A Local Shuttle Program	\$2.25M	\$2.25M	\$4.5M
*Available funding is subject to change.			

All shuttle operation projects may be subject to competitive review in future calls for projects. There is no maximum funding award per project. However, the TA is interested in spreading the Measure A funds as broadly as possible throughout the county, and thus may limit the size of awards if demand exceeds available funding. Additionally, the TA reserves the right to award less than the \$1.6 million available for new or expanded shuttle services, as well as to fund

¹ This is reflected in the New Measure A Program Implementation Plan. It states that funding will be set aside for shuttle operations funded by the 1988 Measure A Program.

projects in a program category other than the one for which it was submitted. All project applications may not receive funding.

D. APPLICATION CONSIDERATIONS, FORMAT AND CONTENT

Application considerations

The following items highlight some key considerations related to the project applications.

- A separate application for each proposed shuttle route must be completed.
- Applicants may submit an application with a funding request for either FY2011 or FY2012 or for both fiscal years.
- Applications must be submitted by both existing (FY2010) shuttle operations and competitive (new/expanded shuttle service) projects directly to the TA staff contact identified in Section E.

SamTrans Sponsorship Requirement

The project sponsor must be SamTrans. Project applicants that are not SamTrans must receive a letter of sponsorship from SamTrans. For non-SamTrans applicants, please contact:

Marisa Espinosa, Manager of Planning & Research
1250 San Carlos Ave.
P.O. Box 3006
San Carlos, CA 94070-1306

Phone: 650-508-6226

E-mail: espinosam@samtrans.com

Initial contact with the SamTrans applicant should be made by April 14, 2010. Late requests for letters of sponsorship will not be honored. Applications should be submitted directly to the TA, and will include the SamTrans letter of support (for non-SamTrans applicants).

Format

Applications are required to stay within the prescribed format, and where relevant, on forms provided by the TA, so that there is uniformity for purpose of review. The overall application format requirements are:

- Applications must comply with all page limits.
- Applications are to be stapled together, not bound in any other way.
- Narrative pages may only use 8.5" x 11" paper. Graphics, photos and maps may be printed only on 8.5"x11" or 11"x17" paper; either size counts only as one page.
- Submit 1 original signed application and 8 copies of each application. E-mailed applications are not acceptable.
- Submit 1 compact disc with a PDF of the application, including support materials. Scanned images are acceptable in the PDF file.

Application Contents

Applications must contain the following elements with page limits as listed below. Portions of the application or attachments that exceed page limits will not be reviewed and will not be considered in the project evaluation.

Content Elements	Content Description	Pages per Element	Maximum Pages
Cover Letter	Signed cover letter on letterhead by Executive Director (or his/her official designee) of the agency initiating the application process. The letter acknowledges that the application is officially authorized by the agency. Please address cover letter to the TA staff contact.	1	1
Letters of Support	Letters indicating stakeholder support. No letter should be more than 2 pages; letters should be limited to a total of 4. This includes the SamTrans letter of sponsorship.	-	8
Partner Support Information (Commitment Letters, Documentation and/or Resolutions)	Letters from partners, if any, explaining responsibilities and contributions to the project. Other documentation or resolutions which detail responsibilities and contributions towards the project.	No page limit, but please limit volume	
Map(s)	Provide one or two maps indicating project location.	-	2
Project Application Document	Address questions in the Project Application Document.	-	9
Non-Supplantation of Funds Certification	Sign the Non-Supplantation of Funds Certification Document.	-	1
Attachments to Project Application:			
Project Need	Address overall justification and need for the project. This is an opportunity to discuss critical project elements that are not otherwise addressed in the application.	1	5
Project Effectiveness	Address questions identified in the Project Effectiveness Section.	1 - 2	
Sustainability	Address questions identified in the Sustainability Section.	1 - 2	
Total Maximum page limit, not including Partner Support Information			26

E. TA PROGRAM CONTACT & APPLICATION SUBMITTAL

Please direct any questions regarding the Local Shuttle Funding Program or the application process to the TA staff contact listed below. All project applications will be submitted to:

Stacy Cocke, Senior Planner
1250 San Carlos Avenue
San Carlos, CA 94070

Phone: (650) 508 – 6207

Email: callforprojects@smcta.com

F. APPLICATION DUE DATE/ SCHEDULE

Item	Date
Call for Projects Issued	Wednesday, March 31, 2010
Project Applications Due 4:00 p.m.	Friday, April 30, 2010
Applicant Notification*	Friday, June 25, 2010
TA Board Approval*	Thursday, July 1, 2010

*Dates subject to change, in accordance with the TA Board Schedule

G. APPLICATION GUIDANCE

The Application contains two major sections. The first section requests basic project information. Questions within this section will be used to establish basic project eligibility.

The second section focuses on project evaluation and prioritization. Applicants are asked to demonstrate how well the project addresses the project prioritization criteria for the program category. Portions of the application or attachments that exceed page limits will not be reviewed and will not be considered in the project evaluation.

**Table 1
LOCAL SHUTTLES**

Basic Eligibility Requirements

1. Sponsor is SamTrans.
2. Project is located in San Mateo County.
3. Project is a shuttle service that meets local mobility needs or provides access to regional transit.
4. Funding is for operations open to the general public.
5. Funding request does not substitute for existing funds

Project Prioritization Criteria

Need	<ul style="list-style-type: none"> • Provides a transit link to activity centers • Provides service to low-income or transit dependent populations • Project provides geographic balance within program
Policy Consistency	<ul style="list-style-type: none"> • TA 2004 Expenditure Plan • Countywide Transportation Plan • Community Based Transportation and Lifeline Plans • City General Plan, Specific Plan, other local plans • Grand Boulevard Initiative Guiding Principles • MTC Regional Priority Development Area (PDA) • Americans with Disabilities Act
Readiness	<ul style="list-style-type: none"> • Results from a public planning process • Demonstrates stakeholder support • Has a solid funding plan • Has a marketing plan
Effectiveness	<p><u>Transportation Effectiveness</u></p> <ul style="list-style-type: none"> • Ridership • Cost per Rider • VMT reduction • Does not duplicate fixed-route bus service • Provides access to major transit hubs and transit services • Provides access to neighborhoods and neighborhood services • Fills a gap in the bus network • Population served / Target audience • Maximizes leveraging of resources (off-peak and peak service) • Safety <p><u>Use of Measure A Funds</u></p> <ul style="list-style-type: none"> • Total TA funding share / Meets matching fund target
Sustainability	<p><u>Environmental</u></p> <ul style="list-style-type: none"> • Preserves open space and natural habitat • Reduces emissions • Improves air quality <p><u>Transit Oriented Development</u></p> <ul style="list-style-type: none"> • Improves transit access to TOD • Supports livable communities • Supports walkable and healthy communities <p><u>Economic Development</u></p> <ul style="list-style-type: none"> • Creates jobs • Spurs private investment • Supports jobs and housing growth

Project Information

Supply all project information requested below. Projects must comply with all basic eligibility requirements in order to proceed to the Project Prioritization Criteria scoring and ranking process. Basic project eligibility is established using information supplied in questions 1, 5, 6, 7, and 8.

1. Project Applicant/Initiator(s)

The project sponsor must be SamTrans. Entities that are not SamTrans who wish to apply for funding must receive a letter of sponsorship from SamTrans. If you are a project applicant, list your agency name in the sponsorship box with a note that the SamTrans sponsorship letter is attached to the application. The SamTrans contact person is:

Marisa Espinosa, Manager of Planning & Research
1250 San Carlos Avenue
San Carlos, CA 94070

Phone: (650) 508 -6226

Email: espinosam@samtrans.com

Initial contact with the SamTrans sponsor should be made by April 14, 2010. Late requests for letters of sponsorship will not be honored.

2. Primary Contact Person

Identify the contact person at the Agency that is initiating the application process. This information will be used both during the application and evaluation process, as well as if a grant is made.

3. Project Manager/Operator and Contact Information

Provide contact information for the Project Manager or Operator if it is someone other than the Primary Contact Person.

4. Project Name/Title

Indicate the name or title of the project. It should be the name or title used in official documents or other publicly available information.

5. Project Scope and Type

The request must be for the operation of local shuttle services that are open to the general public. This is defined as shuttle bus operations oriented toward connecting employment sites with regional transit operations or local circulator shuttles. The shuttle bus should not duplicate existing SamTrans routes or existing shuttle routes.

a. Please indicate the type of shuttle project (for example: commuter fixed-route, community fixed route, on-demand, etc.).

b. Please indicate the size of the project. Depending on the type of project, this could be its scope, its length, volume of activities, or its actual physical size.

6. Purpose of Project

The purpose of the project must be to meet local mobility needs and/or provide access to regional transit services. Please elaborate.

The 2004 Measure A Expenditure Plan indicates that the project ranking priority will be given to shuttles that connect to Caltrain, BART, and ferry terminals, and to shuttles with contribution from private sources.

7. *Project Location*

- a. The project must be located within and primarily benefit San Mateo County. If it extends beyond the County borders, you must find non-Measure A funding to fund that part of the project.
- b. Indicate where the project will be located, and the geographic region of the County that will be affected by your project.
 - i. As appropriate, include map(s) of the project location, route and its connectivity to other transportation elements. The map(s) should show the service area (be certain that the map supplied shows the route, destinations served, and connecting transit stations and services) The map(s) must support your application and must be clear with legends, identification of project limits, etc. Limit 2 maps per application.

8. *Measure A Funds Requested (per fiscal year)*

Indicate how much Measure A funding is being requested for each of the two fiscal years. Include the total amount requested. Please note that Measure A funds **may not** be used to replace existing funds or resources. The requesting organization must certify that the funding requested in this application does not substitute for existing funds.

9. *Total Operating Budget*

Indicate the total operating budget.

10. *Planned Funding From Other Sources (by source)*

List all planned funding sources. If the project has more than four other sources, please copy page and list additional sources on second page. If a source has not been identified, indicate "to be determined".

11. Status of Each Funding Source

For each funding source identified in the answer to question 10, please indicate whether the funding is planned, programmed, or allocated. Definitions of these terms:

Planned	Funding that appears in an approved planning document, or other official documents, indicating an official future financial commitment to the specific project, where funding is not yet available. This funding is part of a long-term time horizon.
Programmed	Funding that appears in an approved or official document indicating specific dollars have been committed to a project through governing body action. It demonstrates that funding exists or is available to be programmed to specific projects. This funding is part of a mid-term time horizon.
Allocated	Based on planned or programmed funding, an allocation action approves a specific dollar amount for use on a specific scope/phase of the project, through governing board action. It is assumed that, pending specific requirements, such as a funding agreement, this cash is readily available and can be drawn down by the project. Allocation amounts can be less than the programmed/planned funding for the project. This funding is part of a short-term time horizon.

12. Project Schedule

Indicate the beginning and end of the anticipated drawdown.

Project Prioritization Criteria

Projects will be scored, ranked and compared against other projects submitted in the Call for Projects based on the criteria outlined below. The project applicant must justify the project based on these criteria, and should provide as much information as possible on the application form to make the best case for the project. Where appropriate, evaluations of current activities, prior studies, plans or other documents should be cited. Projects will be scored based on overall response to each major section of the criteria. Projects do not necessarily need to meet every individual component of the criteria, but projects that meet a higher number of criteria or are more relevant to the criteria guidelines may receive a higher score.

13. Project Need

This is an opportunity to present critical and key information about the project that demonstrates its need and importance. Additionally, you may want to address any factors or issues that are not otherwise discussed in your application.

The statement of the need for the project should consider the following elements:

- Provides a transit link to employment, community interest or shopping sites – Describe the major traffic generators served by the shuttle service, including employment centers, community interest locations, shopping centers, neighborhood or downtown shopping districts, entertainment venues, and any other sites with potential for generating ridership for the service. Describe linkages to local or regional transit services, including stations served and connections with major bus services, and any provisions for coordinated transfers with these services.

- Provides service to low-income or transit-dependent populations – Describe how the shuttle serves low-income or transit-dependent populations. This could be by serving specific neighborhoods, specific traffic generators, or by scheduling the service to serve these populations based on identified needs.
- Provides geographic balance within program – A goal of the Measure A Program is to ensure that investments are made equitably in all areas of the County, commensurate with the population distribution in the County. Describe how the project would assist with meeting this goal.

The discussion of project need should not exceed one page.

14. Policy Consistency

Projects should be consistent with local and countywide planning policies, processes and documents. Please list all of the relevant policy documents with which this project is consistent. For each document or policy directive cited, list the name of the document and the publication date. Projects that are listed specifically in any relevant planning documents should be noted with reference to the page number. If your project is not specifically named in any of these documents, applicants should note how the project is consistent with or supports specific policies in the relevant planning documents. The primary documents that the project may need to be consistent with include, but not limited to:

- TA 2004 Expenditure Plan
- Countywide Transportation Plan
- Community Based Transportation Plans
- City General Plan, Specific Plan, other local plans
- Grand Boulevard Initiative Guiding Principles (for projects along the El Camino Real corridor)
- MTC Regional Priority Development Area
- Americans with Disabilities Act

15. Readiness

Projects should be continuations of existing operations or new projects ready to proceed directly into operation upon receipt of the Measure A funding. The following elements should be discussed in relation to project readiness:

- Planning process – The project should have been developed in a public process, with appropriate levels of local-agency approvals and environmental clearance. Applicants should briefly describe the planning process for the project and reference any documentation. Provide a service and operating plan for the project, including
 - a) Service area (be certain that the map supplied in response to question 7 shows the route, destinations served, and connecting transit stations and services)
 - b) Service schedule (days and times of operation, frequency of service)
 - c) Performance data – revenue vehicle hours, revenue vehicle miles, passenger hours, passenger miles
 - d) Name of service provider, including location of storage and maintenance facilities
 - e) Vehicles to be used
 - f) Public information plan
 - g) Administration and oversight - how the service will be provided
 - h) Monitoring plan (performance data, complaints/compliments, surveys)

- Stakeholder support – Support from stakeholders should be demonstrated, with letters of support or resolutions supporting the project attached. Support may be from advocacy groups, citizens’ advisory committees, merchant groups, neighborhood associations, commissions, city councils, the County Board of Supervisors, transit agency boards, or any other relevant groups.
- Funding Plan – The applicant should discuss any potential or actual funding shortfalls and funding sources that are considered risky. In addition, discuss how these shortfalls will be addressed, including how the project can and would be scaled to address shortfalls. Finally, in the table provided, indicate the amounts and percentages of funding that are Planned, Programmed, and Allocated, as defined in the instructions to question 11.
- Marketing Plan – Applicants should describe the plan and method (website, notices, ambassadors, etc.) of disseminating information about the service to potential riders. The plan should also discuss the timeframe for rolling out the plan and any coordination that would be required with other agencies.

16. Project Effectiveness

The Authority desires to fund the most effective projects possible, and thus the effectiveness criteria have the highest overall weight in the selection criteria. For Measure A projects there are two areas of importance: transportation effectiveness and effective use of the Measure A funds.

Transportation Effectiveness

The transportation effectiveness criteria will evaluate the transportation benefits of the project against its costs. Projects that are fulfilling a vital need and serving larger numbers of users will score highest. The 2004 Measure A Expenditure Plan indicates that the project ranking priority will be given to shuttles that connect to Caltrain, BART, and ferry terminals.

- Ridership – The applicant should cite either the current ridership on the shuttle for existing services or the anticipated use of the shuttle for planned services. Ridership figures should be given for average weekday, average week, and monthly. Current shuttle services should report data collected from the existing services, with an explanation of the data collection methodology. For proposed services, projected ridership data should be provided, accompanied by an explanation of the methodology for making the projections. Cite any references used or data used from other studies. Current services that anticipate an increase or a decrease in ridership due to a changed condition should note the reason for the anticipated change. If funding for more than one route is being applied for, provide ridership data separately for each route.
- Cost per Rider – Provide a cost per rider. This measure is calculated by dividing total annual operating costs by total annual passengers (actual or projected). This includes all operating costs including contract costs (if applicable), maintenance, insurance, fuel and administrative costs to the service. Cost per rider should be provided separately for each route for which the applicant is making an application.
- VMT reduction – Provide an estimate of the number of vehicle miles traveled (VMT) that are reduced through operation of the shuttle. For existing services, this may be based on survey data of current riders, including information on their trip length and alternate mode of access if the shuttle service did not exist. For proposed services, this may be based on studies or projections.

- Does not duplicate fixed-route bus service – Describe the relationship of the existing or proposed shuttle service to the fixed-route SamTrans bus services in the area of the shuttle operation. Shuttle operations should complement, but not duplicate existing SamTrans routes.
- Provides access to major transit hubs and transit services - Describe the relationship of the existing or proposed shuttle service to Caltrain stations, BART stations, major SamTrans transfer locations or other transit transfer points. If timed-transfers with the connecting services are currently operated or planned, describe how the timed-transfers work. Describe if the project creates transfer options or connectivity that are not otherwise available.
- Provides access to neighborhoods or neighborhood services – Describe the increased access or mobility to services in the community. Explain the nature of the access to services being provided.
- Fills a gap in the bus network – Be certain that one of the maps provided in response to question 7 demonstrates the project’s relationship to local transit services and note if the project provides services not otherwise available in the existing bus network. Describe what is required to make the trip on transit if the shuttle is not operated.
- Population Served/ target audience – Describe the intended rider the shuttle is designed to capture. Explain the typical origin and destination of the targeted rider. Include any ancillary riders that may also benefit from the service.
- Maximizes leveraging of resources – Address whether or not the proposed service makes the maximum use of vehicles and other resources. This could be through sharing of vehicles between providers or providing both peak and off-peak services with the same resources.
- Safety – Provide an assessment of the transportation safety benefits to be realized from the project.

Effective Use of Measure A Funds

The Measure A funding effectiveness criteria will evaluate the benefit of leveraging Measure A funds to maximize the use of other funding sources. The 2004 Measure A Expenditure Plan indicates that the project ranking priority will be given to shuttles with contribution from private sources.

- Total Measure A funding share/matching funds – Projects that are funded with higher percentages of funds from other sources (such as non-Measure A or C/CAG Local Transportation Funds) may receive higher priority. Identify the total amount being requested from the Measure A program. This call for projects covers 2 fiscal years. If applicants are requesting 2 years worth of operations funding, both fiscal year requests must be included in the application. Discuss the percentage of funds in the project funding plan that are anticipated to come from Measure A and the percentage anticipated to come from other fund sources. The TA endeavors to maximize the potential of the Measure A funds to leverage other funding sources. The targeted funding mix for projects in this category is 50 percent from Measure A, and 50 percent from other sources.

The discussion of project effectiveness should not exceed two pages.

17. Sustainability

The TA seeks to fund projects that will have a beneficial effect on the environment and to encourage applicants to seek the most sustainable solutions in designing projects. Applicants should address as many of the Sustainability criteria as applicable.

Environmental

- Preserves open space and natural habitat – Note how the project contributes to the preservation of open space and natural habitat. This can be direct or indirect preservation. An example of direct preservation would be an instance in which the operation of a shuttle bus would directly substitute for a more environmentally-damaging project that can be cancelled if the shuttle is operated, or which allows for the removal of a more environmentally-damaging existing project. Indirect preservation would be an instance where the shuttle operation allows trips to be made by transit instead of driving, which could lead to reduced need for environmentally-damaging highway construction in the future. If available, regional travel demand modeling data should be used to support this. Many small projects may not have the level of regional travel-demand modeling available to answer this question, in which case a qualitative assessment should be made.
- Reduces emissions – Note how the project contributes to the reduction of emissions through the use of low emission vehicles.
- Improves air quality – Note how the project contributes to improvements in air quality, which is defined as the mode shift from trips being made in single-occupant vehicles (SOV) to trips made by other modes, such as transit, walking or bicycling. This mode shift can be measured directly or indirectly. An example of direct reduction would be an instance in which the operation of the shuttle would directly substitute transit trips for SOV trips, and is quantifiable through counts or modeling data. Indirect reduction would be an instance where the shuttle operation allows potential future trips to be made by transit instead of driving, which could lead to reduced emissions in the future. If available, regional travel demand modeling data and air quality conformity data should be used to support this. Many small projects may not have the level of regional travel-demand modeling and air quality conformity data available to answer this question, in which case a qualitative assessment should be made.

Transit Oriented Development

- Improves transit access to TOD – Describe how the project is connected to any local transit-oriented development (TOD), and how it will improve transit access to the TOD. Particular attention should be paid to access between the TOD and adjacent transit stations, and nearby downtown or neighborhood commercial districts.
- Supports livable communities – Describe how the project supports livable communities, including enhancing the pedestrian streetscape environment, provision of mixed-use developments, and enhancing the ability to live and travel in the area without access to an automobile.
- Supports walkable and healthy communities – Describe how the Local Shuttle Program supports walkable and healthy communities.

Economic Development

- Creates jobs – Describe how the project could lead to the creation of jobs, both for the project itself and for related industries.

- Spurs private investment – Describe how the project could spur private investment in the area of the project, such as by enhancing property values through the creation of more livable communities or by making locations accessible that could not otherwise be developed.
- Supports jobs and housing growth – Describe how the project contributes to the growth of jobs and housing in San Mateo County, such as by creating access to employment or housing locations that are not currently readily accessible, or where current auto congestion and lack of transit access is keeping employment or housing from locating in the area.

The discussion of sustainability should not exceed two pages.

H. SELECTION PROCESS

The Local Shuttle Program category is identified as being competitive, and subject to a call for projects. All applicants must submit an application form and any requested attachments. Projects are evaluated based on the criteria described above in Section G. Projects will be scored and then ranked based on the weighting factors and scoring guidance shown in the table below:

<i>PROGRAM REQUIREMENTS</i>		<i>MAXIMUM POINTS</i>
<i>ELIGIBILITY</i>	<p>All items scored as Yes/No. Project must be able to answer “yes” to all questions to proceed to scoring in prioritization criteria.</p> <ol style="list-style-type: none"> 1. Sponsor is SamTrans. 2. Project is located in San Mateo County. 3. Project is a shuttle service that meets local mobility needs or provides access to regional transit. 4. Funding is for shuttle operations open to the general public. 5. Funding request does not substitute for existing funds. 	Pass/Fail
<i>PROJECT PRIORITIZATION CRITERIA</i>		<i>POINTS</i>
<i>NEED</i>		20
<i>POLICY CONSISTENCY</i>		20
<i>READINESS</i>		20
<i>PROJECT EFFECTIVENESS</i>		30
<i>SUSTAINABILITY</i>		10
<i>TOTAL</i>		100

Note: The project prioritization criteria are not equally weighted. Effectiveness is weighted higher than the other criteria to highlight the TA’s focus on funding projects that are the most effective use of Measure A funds for addressing a particular transportation need or problem as identified in the Need, Policy Consistency, and Readiness criteria. The sustainability criterion is not intended to be a majority factor in the decision process and hence is given a lower weighting.

The selection panel will be composed of individuals with knowledge in the subject area from a variety of public agencies. TA staff will be on each panel, and may include staff from SamTrans, Caltrain, C/CAG, Caltrans, and/or other agencies and technical experts in the field, as appropriate.

The TA reserves the right to fund less than the amount reserved for each program category in a given funding cycle, as well as to fund projects in a program category other than the one for which it was submitted. The TA also reserves the right to fund a grant at a lower amount than requested.

I. REPORTING REQUIREMENTS/PERFORMANCE INDICATORS

Projects that are awarded Measure A funds under this category will be required to report performance data on an annual basis. Data required to be submitted in the Local Shuttle Program category is listed below:

- Financial
 - Annual Budget
 - Expenses and Revenue
- Service
 - Routes, Schedule, and Frequency
 - Ridership
- Effectiveness
 - Revenue vehicle hours
 - Revenue vehicle miles
 - Cost/hour
 - Cost/rider
 - Farebox recovery
 - On-time performance
- Customer complaints

Initially, the TA will use the reported data to compile a database of project performance in each category for multiple years. In future years, the TA may to establish performance thresholds based on financial capacity of the program. Compliance with reporting requirements and performance measures may be considered in making future grant awards.

J. IMPLEMENTATION

After the TA has awarded a grant, project applicants will be asked to follow these requirements:

- Request an Allocation from the TA Board prior to expending funds for each fiscal year;
- Execute a funding agreement between the applicant and TA;
- Agree to provide the reporting and monitoring data outlined above in Section I;
- Funds in this category must be used within the fiscal year of award; and
- The Project Applicant must include attribution that indicates the local shuttle was sponsored by Measure A Funding from the San Mateo County Transportation Authority (for example: include signage on service vehicles and publications).