

# Peninsula Shuttle Program Optimization and Funding Strategy

## STRATEGY OVERVIEW

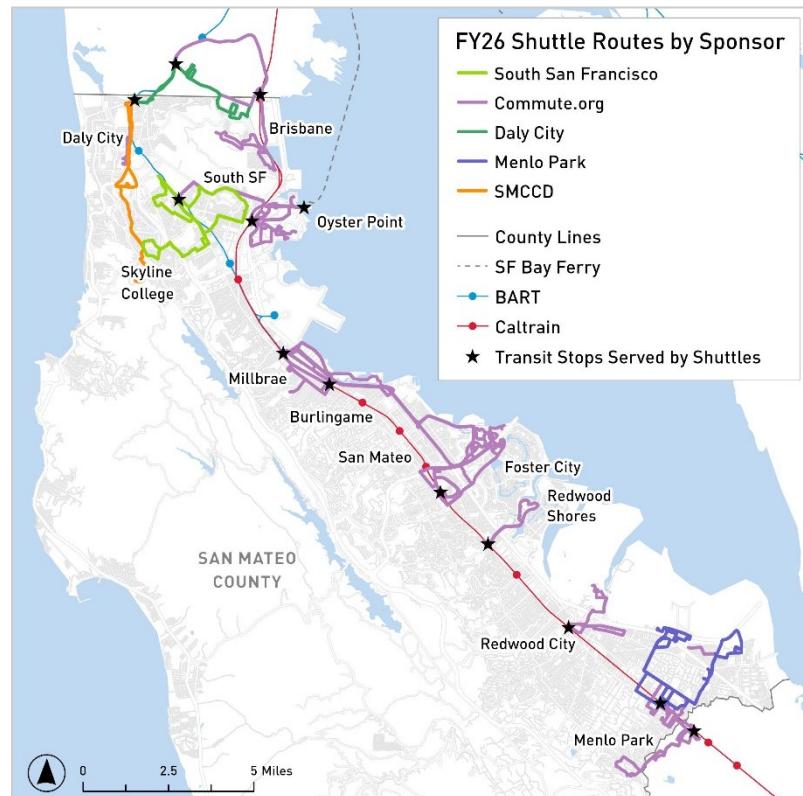
The San Mateo County Transportation Authority (SMCTA), in collaboration with City/County Association of Governments (C/CAG), Commute.org, and SamTrans, is initiating the Peninsula Shuttle Program Optimization and Funding Strategy (Strategy) to address mounting fiscal and structural pressures. The post-pandemic environment has introduced new challenges for the shuttle program, including lower ridership, constrained funding, and rising operations costs. Additionally, the increase in hybrid work and the growth of mobility options such as employer shuttles and rideshare have further impacted demand and use of the existing program.



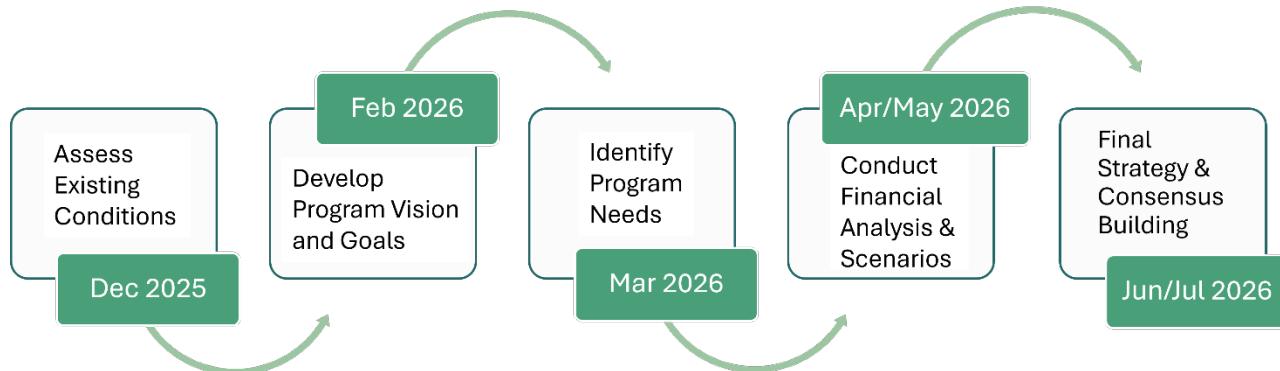
The Strategy will help SMCTA and its partners develop a shared understanding of shuttle services and performance and develop sustainable funding and service recommendations for the program. All local jurisdictions have been invited to participate in a stakeholder working group for the Strategy. The intended outcome of the Strategy is to establish an approved set of routes that can be supported for a seven-year period (Fiscal Years 2028-2033).

## STRATEGY GOALS

- Evaluate performance of existing routes on the current shuttles program
- Develop and prioritize goals for the shuttle program
- Evaluate future funding available for the program against identified needs
- Align funding commitments with future operations and contract strategy
- Build consensus among stakeholders to develop an implementable strategy



## STRATEGY TIMELINE



## PENINSULA SHUTTLE PROGRAM OVERVIEW

San Mateo County has a long-standing and unique program of commuter and community shuttle services, with a history spanning 30 years. The shuttles link to a diverse range of destinations including regional transit stations, essential services, educational institutions, healthcare facilities, business districts, industrial areas, residential communities, and recreational spaces across multiple cities and neighborhoods.

The Peninsula Shuttle Program is designed to address key mobility gaps centered around:



**Connectivity:** Provide first/last mile connections with regional transit

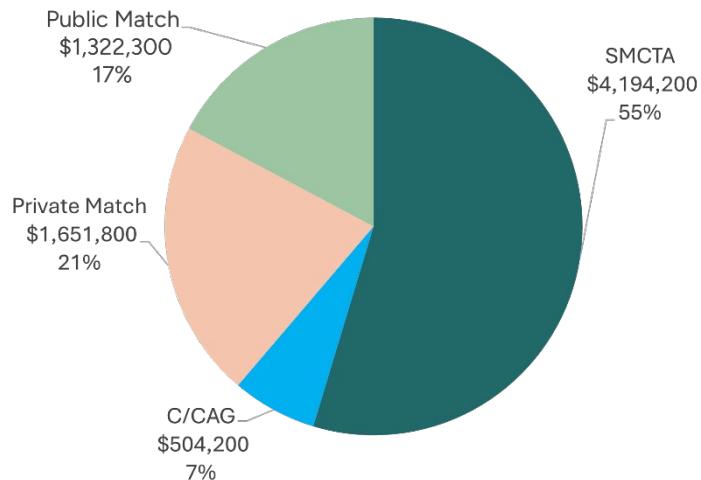


**Ridership:** maximize ridership to help reduce corridor congestion



**Equity:** sustain and enhance local mobility for transit-reliant populations

**Average Annual Funding Distribution  
FY16-FY25 Budgets**



There are 23 shuttle routes currently operating in San Mateo County that are funded through Fiscal Year 2027 (June 2027). Measure A, a half-cent sales tax measure adopted by voters in 2004, allocates 4% of revenue (roughly \$6 million per year) to support the shuttle program. Shuttle operations are further supported by funding from C/CAG, private contributions, and funding matches from cities and local jurisdictions.



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