



# SMCTA Peninsula Shuttle Program Optimization & Funding Strategy

## Workshop #1: Background & Existing Conditions

December 17, 2025

# Welcome and Introductions

## Welcome from SMCTA

### Interactive introductions

- Sense of place: Communities in San Mateo County
- Introductions: name, role, jurisdiction

# Agenda

- Welcome and Introductions
- Background and Purpose
- Strategy Schedule and Process
- Peninsula Shuttle Program Overview
- Existing Shuttle Performance
- Future Program Challenges
- Lookahead to Workshop 2



# Background & Purpose

## Strategy Context

- Challenges – Post-Covid ridership, funding uncertainty, operations cost increase, longer-term funding commitment needed

## Strategy Purpose

- Develop shared understanding of shuttle services & performance
- Develop sustainable funding and service recommendations for the program

## Strategy Outcomes

- Funding decisions to support the next seven years of the program

# Strategy Process

## Working Group

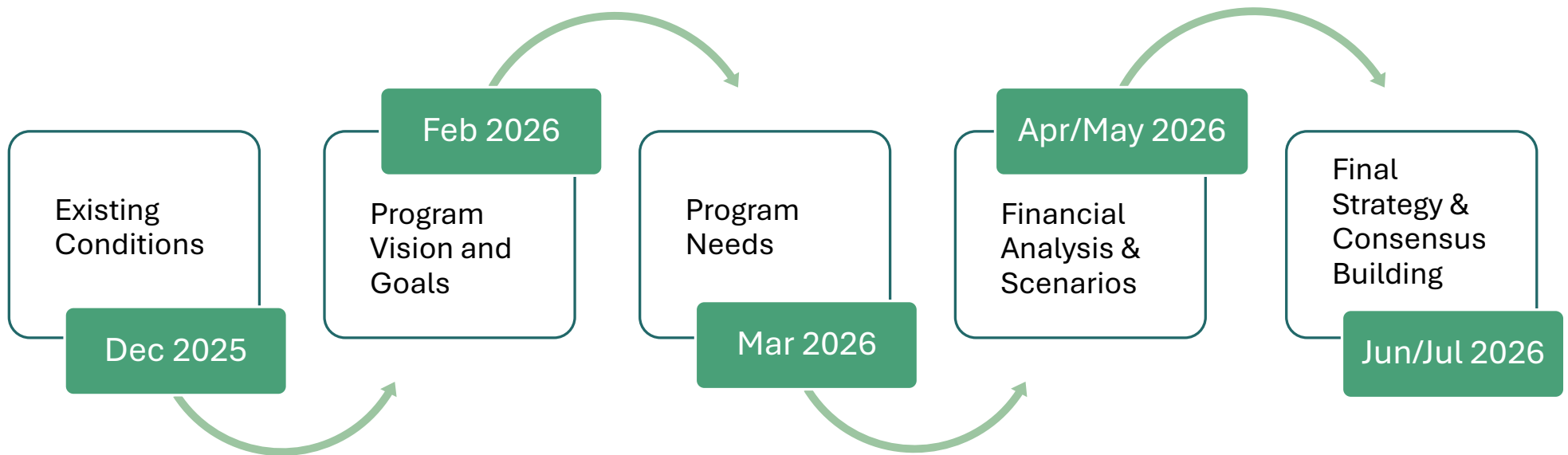
- Purpose: Preview materials for Workshop
- Meeting frequency: At five key milestones in the strategy



## Stakeholder Workshops

- Purpose: Review findings and building consensus
- Meeting frequency: At five key milestones during strategy development process

# Schedule



# Terminology

- Shuttle Service Types

- Commuter Shuttles - Provide connections between regional transit stations and employment centers primarily during peak periods.
  - What it is not - Private employer shuttles, long-distance corporate shuttles
- Community Shuttles - Provide connections to key destinations within a community with service throughout the day.

# Peninsula Shuttle Program Overview



# Peninsula Shuttle Program Overview

## MEASURE A FUNDING

- Passed in 2004
- Allocates 4% of funds to the Program

## PROGRAM GOALS

- Connectivity
- Equity
- Ridership





## 2026-27 FUNDING

- \$13.6 million (Measure A)
- 23 routes

# Application and Evaluation Process

<b>Project Location</b>	Located in San Mateo County serving residents or employers
<b>Eligible Applicant</b>	Local jurisdiction, SamTrans, or Commute.org
<b>New Routes</b>	Require a Concurrence Review for service overlap and adjustments
<b>Scoring</b>	First/last mile need, Ridership, and Equity & Community Support

# Partner and Stakeholder Roles & Responsibilities

Shuttle Program Participant Roles		Participants
	<b>Grant Funder</b>	SMCTA and C/CAG
	<b>Funding Partner</b>	Private sector, Cities/local agencies (FY 26 – Daly City, Menlo Park, San Mateo County College District, City of South San Francisco)
	<b>Operations</b>	SamTrans, Commute.org, cities
	<b>Stakeholder</b>	Cities/local agencies, private sector, regional/local transit operators, general public

# Shuttle Routes FY26

## 23 routes

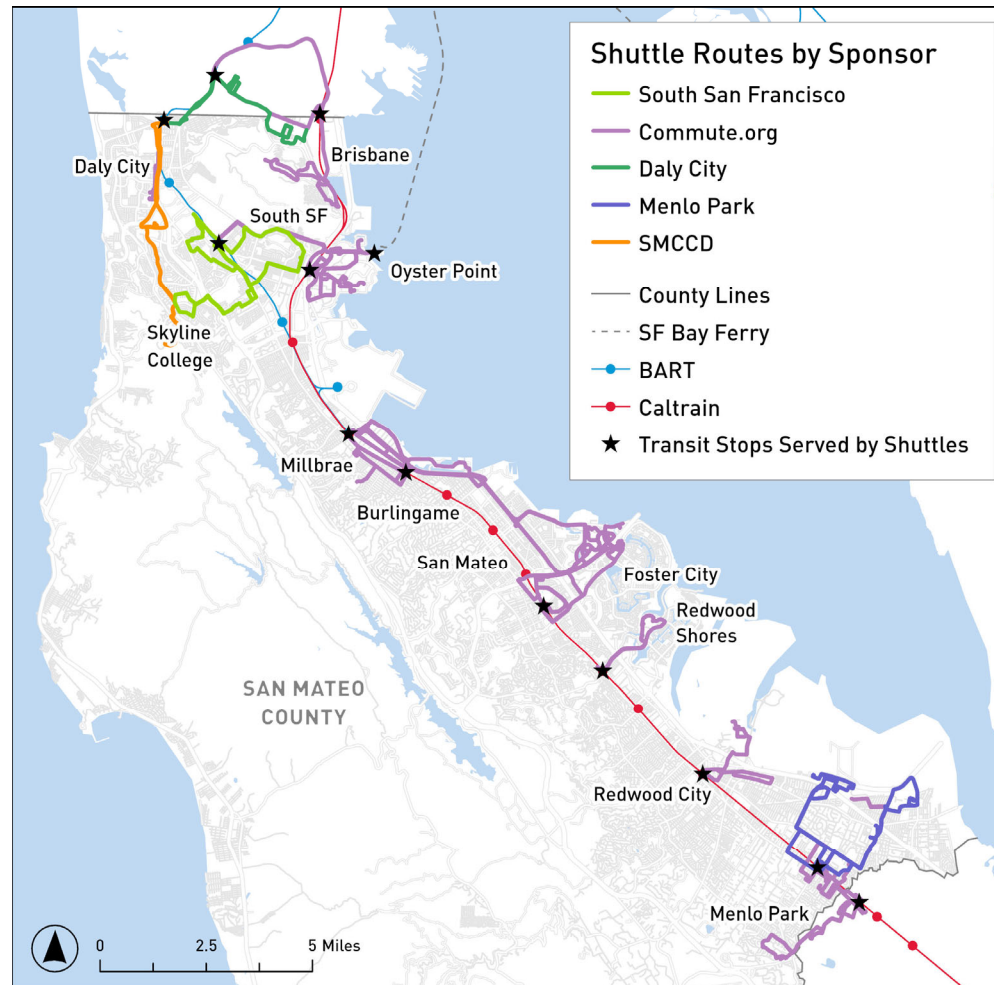
- 19 Commuter Shuttles
- 4 Community Shuttles

## 5 Sponsors

- 17 - Commute.org
- 2 - South San Francisco
- 2 - Menlo Park
- 1 - San Mateo County Community College District
- 1 - Daly City

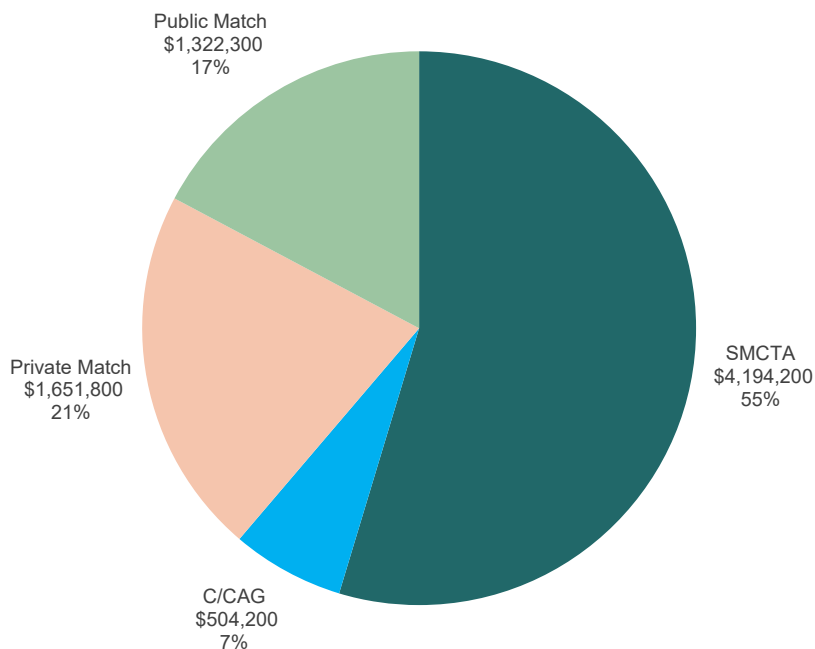
## 9+ Cities

- South San Francisco
- Menlo Park
- Burlingame
- San Mateo
- Foster City
- Brisbane
- Daly City
- Redwood City
- Millbrae



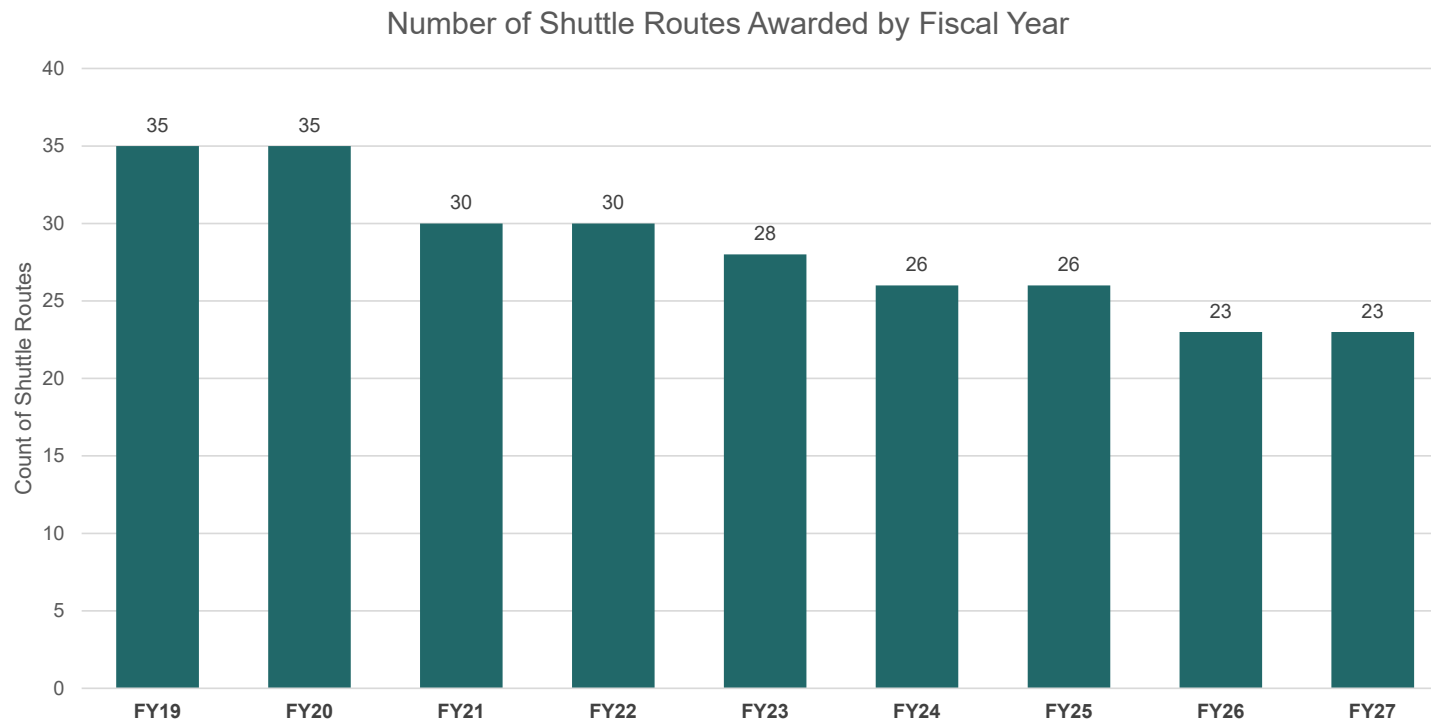
# Peninsula Shuttle Program Funding

Average Annual Funding Distribution  
FY16-FY25 Budgets



- Measure A funding represents over half of all shuttle program dollars
- These historic funding trends are changing

# Routes Funded



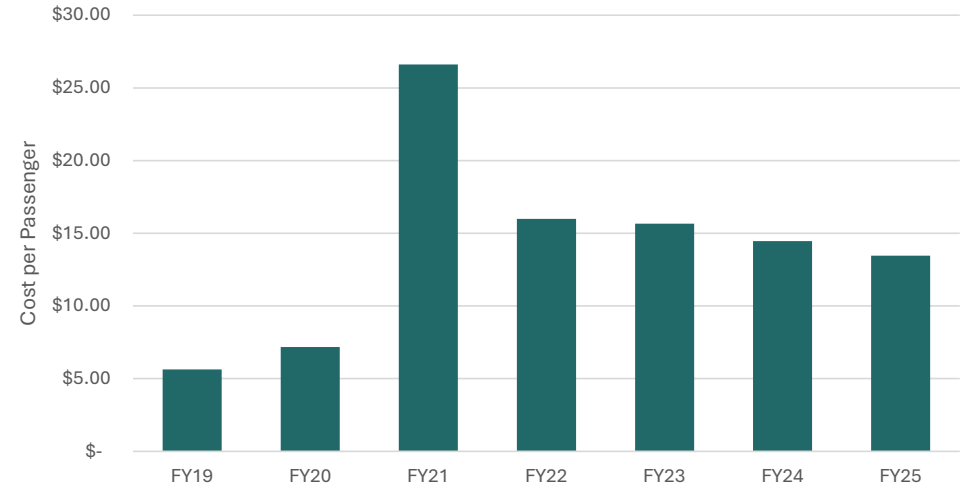
# Existing Shuttles Performance

# Countywide Shuttle Performance

Average Weekday Ridership by Fiscal Year



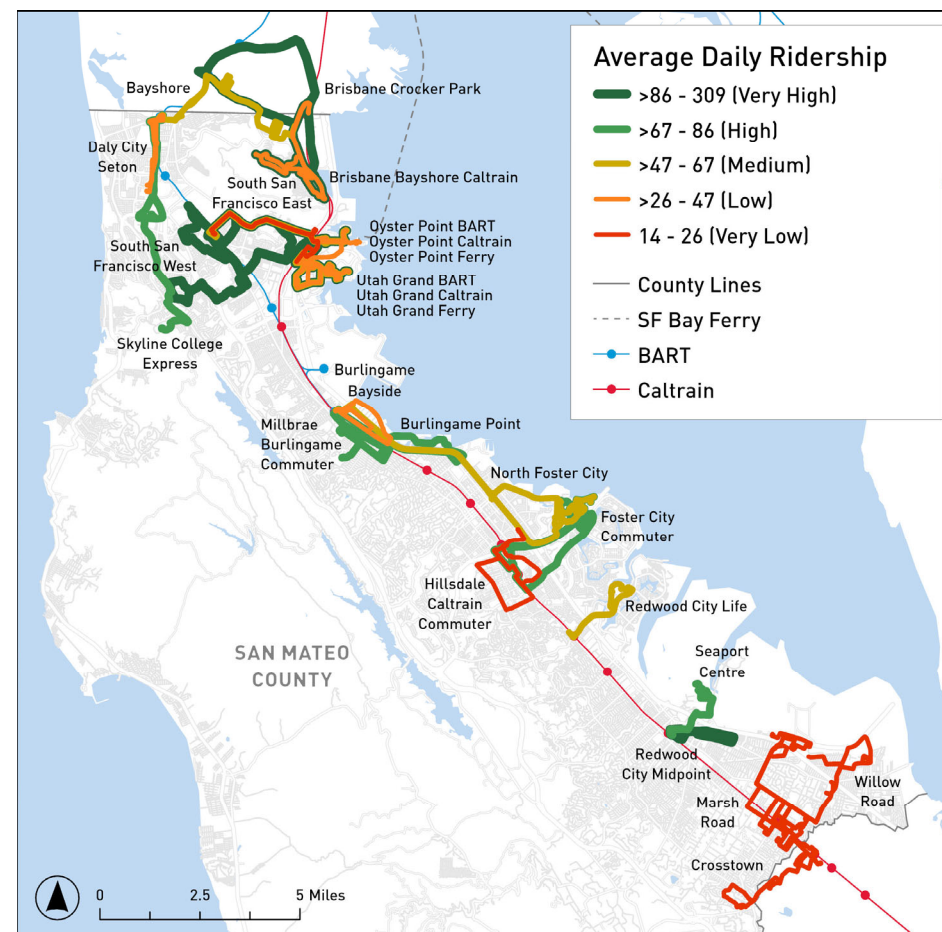
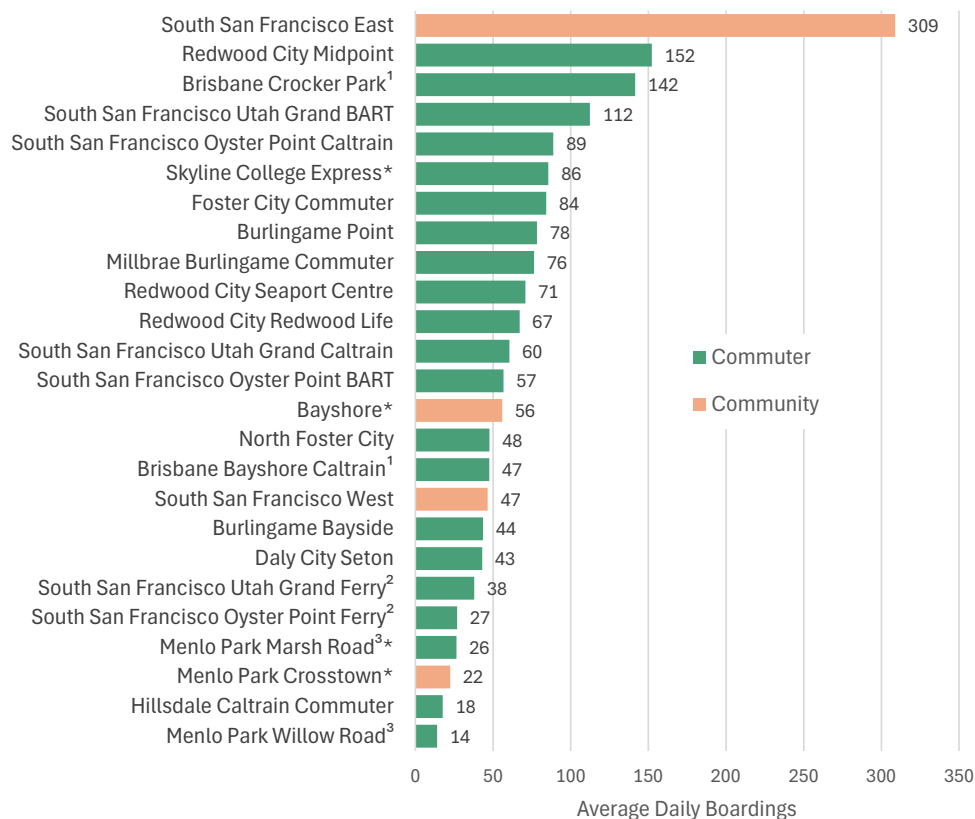
Cost per Passenger by Fiscal Year





# Average Weekday Ridership

Average Weekday Ridership by Shuttle Route (FY 25)



## Footnotes

<sup>1</sup>In FY26, routes are combined as Brisbane Crocker Park

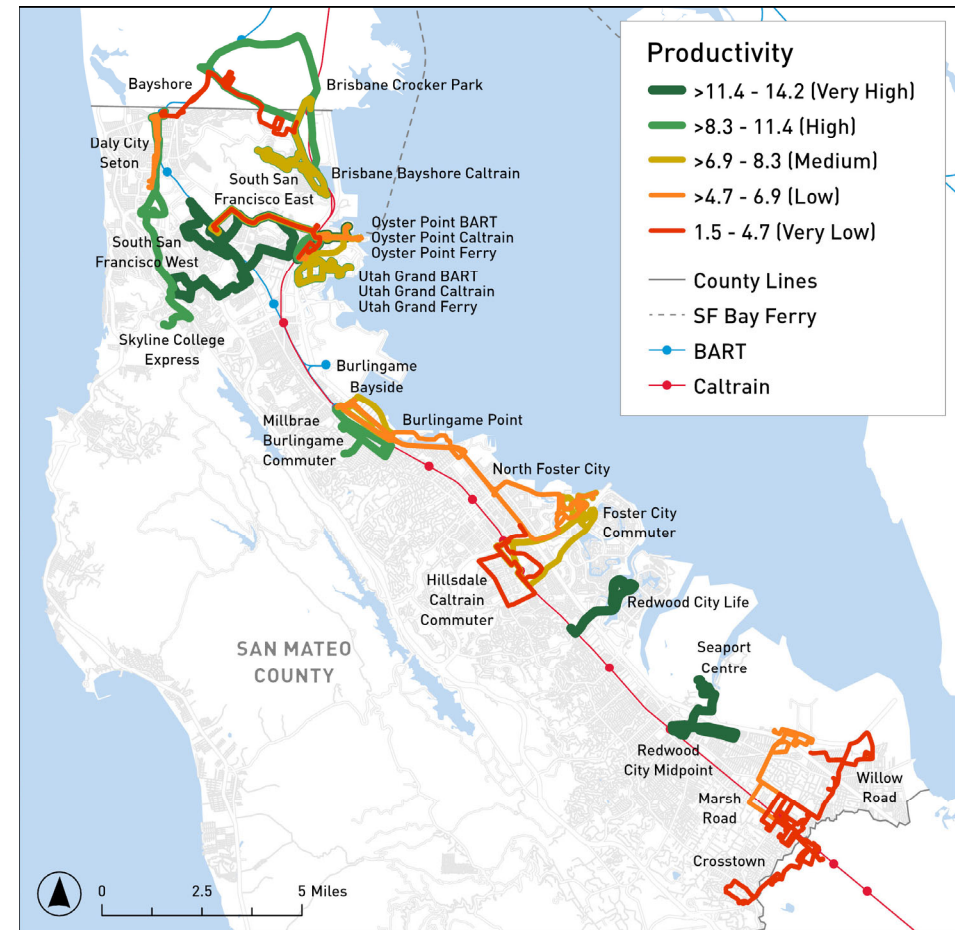
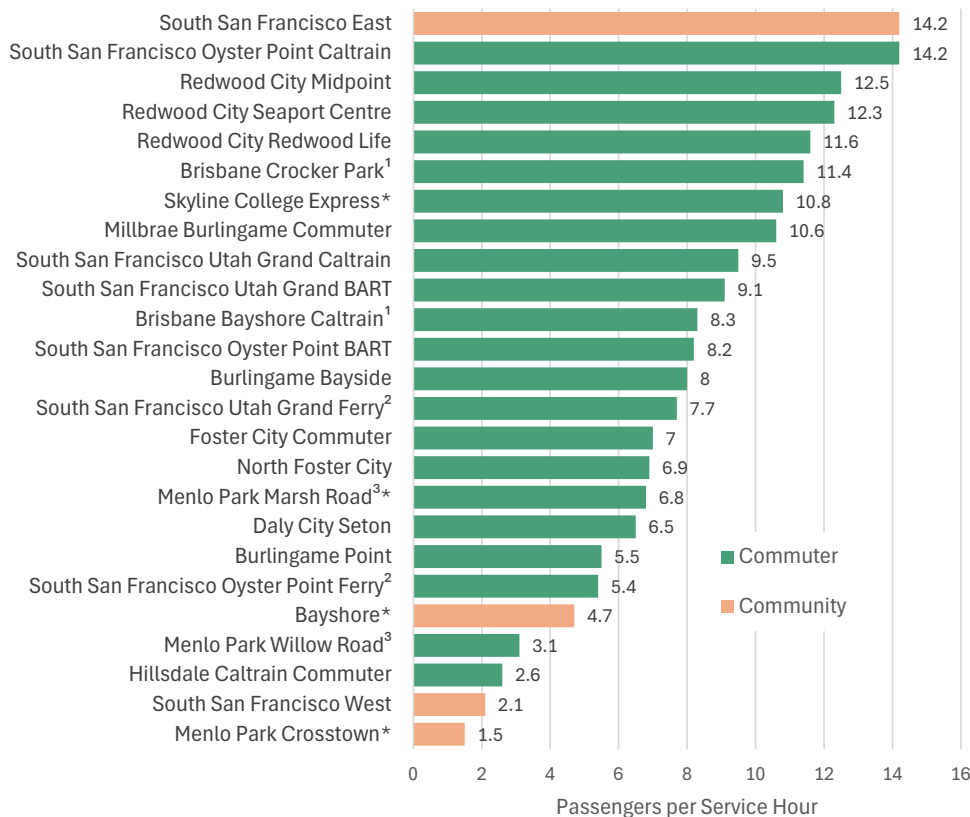
<sup>2</sup>In FY26, routes are combined as SSF Oyster Point Ferry

<sup>3</sup>In FY26, routes are combined as Menlo Park Willow Road

\*FY25 data unavailable, used FY24 data as proxy

# Passengers per Hour

Passengers per Service Hour by Shuttle Route (FY 25)



## Footnotes

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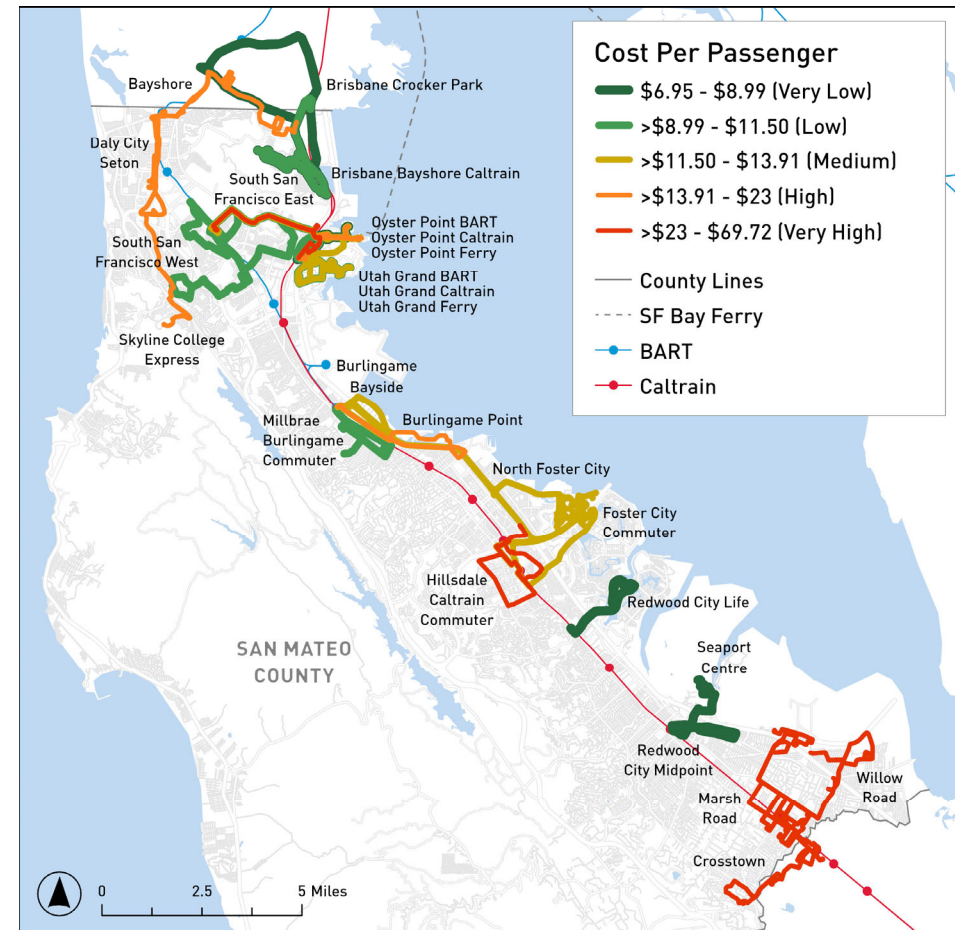
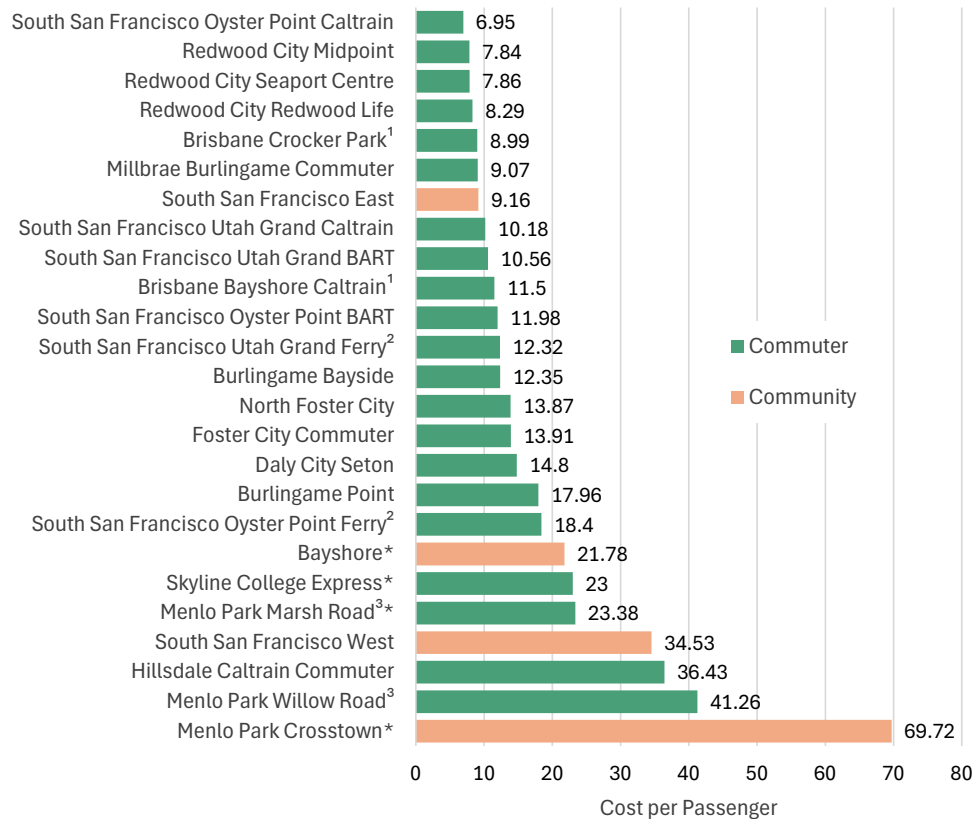
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# Cost per Passenger

Cost per Passenger by Shuttle Route (FY 25)



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# Program Performance Summary

## Highest Performing Shuttles (FY 25)

- Brisbane Crocker Park
- Redwood City Midpoint
- Redwood City Redwood Life
- Redwood City Seaport Centre
- South San Francisco Oyster Point Caltrain
- South San Francisco East

## Lowest Performing Shuttles (FY 25)

- Hillsdale Caltrain Commuter
- Menlo Park Marsh Road
- Menlo Park Crosstown
- Menlo Park Willow Road
- South San Francisco West

### Footnotes

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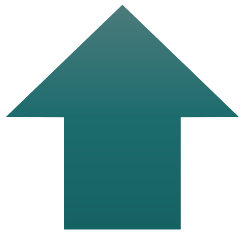
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# Future Program Challenges

# Program Challenges



Program Costs are Going Up



Measure A funding is fixed

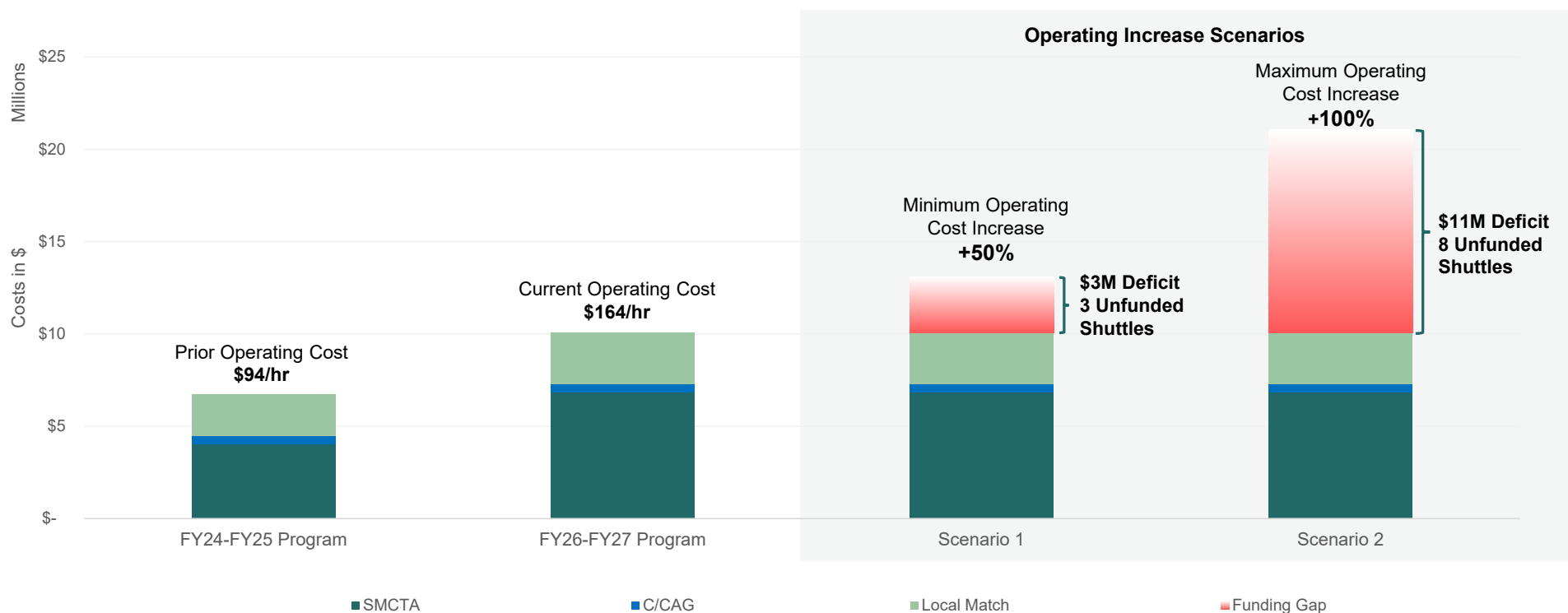
FY 2028 – FY 2034



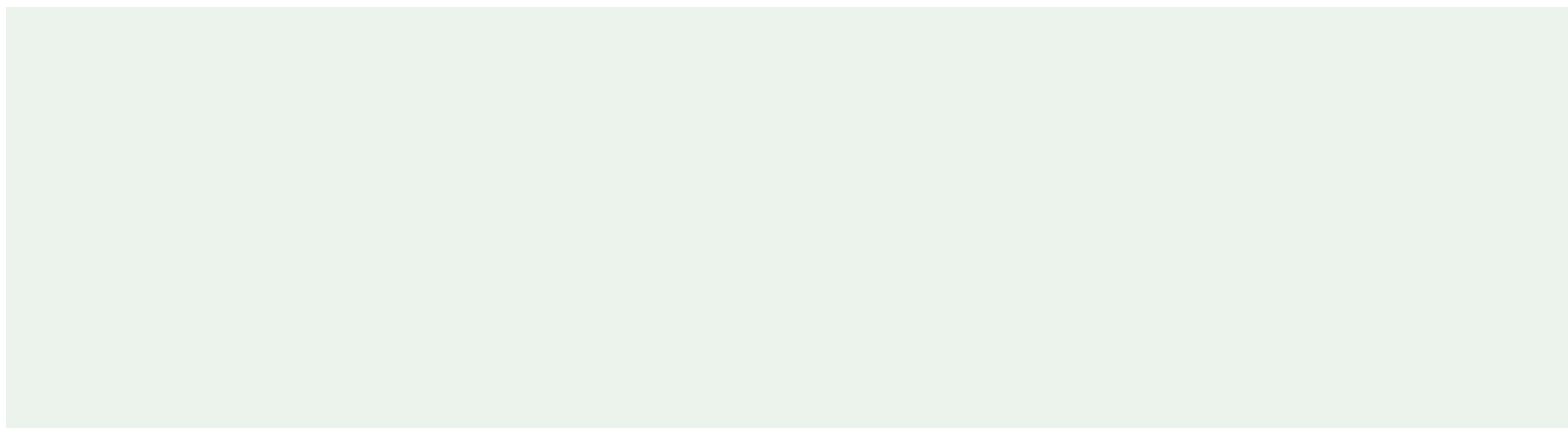
Next Master Shuttle Agreement: FY 2028 - 2034

# Challenges: Funding Forecast

Average Annual Funding Historic vs. Potential Operating Rate Increases



# Questions





# Breakout Groups

## Breakout Topic 1

- Given the challenges facing the shuttle system and funding, what ideas do you have that should be considered in this strategy?

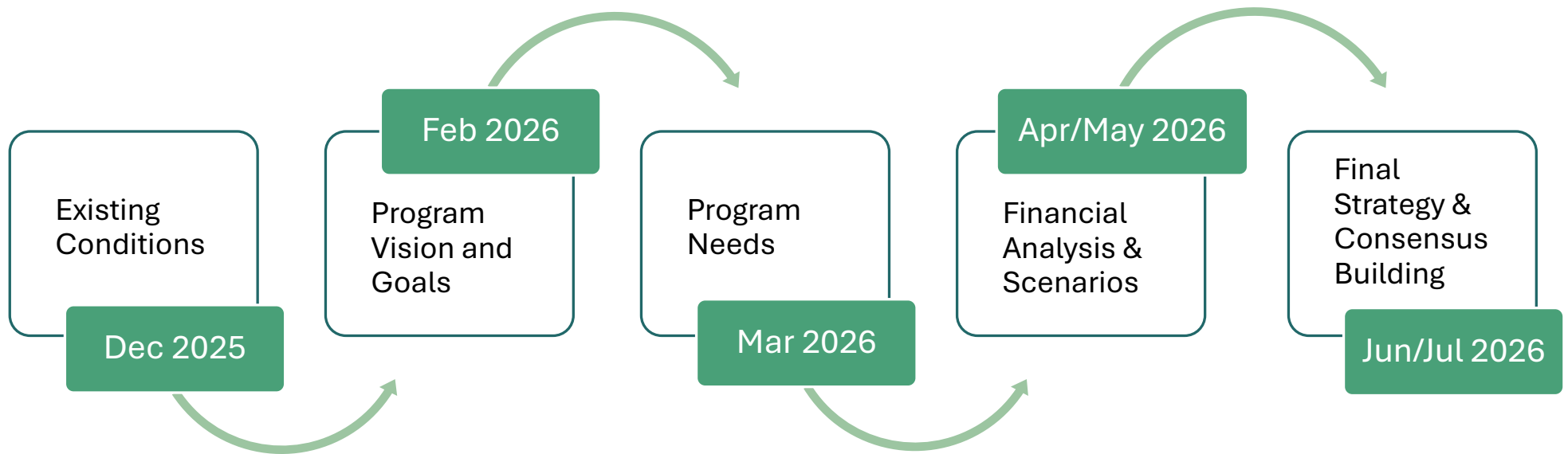
## Breakout Topic 2

- What today has been a surprise?
- Is there additional information that would be helpful for you to know?

# Takeaways

- Shuttle operating costs are set to drastically increase
- SMCTA and C/CAG funding is currently fixed
- SamTrans master shuttle contract requires a multiyear commitment
- SMCTA and C/CAG cannot fill the funding deficit to maintain current shuttle service in future years
- This will be a collaborative effort to address program priorities and identify funding opportunities

# Next Steps – Workshop Series



# Thank You

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