

Peninsula Shuttle Program 2026 Call for Nominations Route Nomination Guidelines and Evaluation Criteria

Program Overview

The Peninsula Shuttle Program route nomination guidelines and scoring criteria are provided in this document to assist local agencies with applying for funding for commuter and community shuttles. The Shuttle Program is funded through a combination of the C/CAG Congestion Relief Program and the San Mateo County Transportation Authority (SMCTA) Measure A Sales Tax funds. This route nomination process is intended to identify all shuttle routes local agencies are interested in operating. Shuttle routes will be assessed based on the following evaluation criteria to result in a ranked list of shuttles based on conformance with program goals; final funding decisions will be made following the SamTrans Master Shuttle Operations agreement Request for Proposals (RFP) process. Shuttles funded through this program must be open to the general public, and must conform to all applicable federal, state and local laws and regulations.

Program Eligibility

Eligible applicants, including local jurisdictions and/or public agencies within San Mateo County, can apply for funding to establish local shuttle services designed to assist resident and employee travel within the County and/or to connect with regional transportation service (e.g., major SamTrans routes, Caltrain, BART, ferries). Although a public agency must be the applicant for the funds, they may use another entity such as SamTrans, the Peninsula Traffic Congestion Relief Alliance (Commute.org) or others to manage and/or operate the service. Similarly, employers and private entities are not eligible to apply directly, but may partner with a local jurisdiction or public agency to sponsor a project. Routes that are coordinated among multiple jurisdictions are encouraged.

Submitting Route Nominations

Applicants must email an intent of submittal to Sue-Ellen Atkinson at atkinsons@samtrans.com no later than Friday, June 12, 2026. **The deadline to submit route nominations is 4:00 p.m. Thursday, June 18, 2026.** Each application must include all information listed below and must be completed with the attached Microsoft Word application form. To apply, submit one electronic copy of the application. Applications and required supplemental files must be uploaded to Dropbox; a link will be sent to all sponsors prior to submittal.

Call for Nominations Schedule

- May 6, 2026 – Call for Nominations Officially Released
- June 12, 2026 – Deadline to email an intent of submittal to SMCTA
- June 18, 2026 – Applications Due to SMCTA by 4:00 PM
- June – July 2026 – SamTrans Operations Planning Shuttle Network Concurrence & Nomination Evaluation Committee Review Period and evaluation of funding scenarios
- August 2026 – Draft Shuttle Program List presented to stakeholders at Peninsula Shuttle Program Optimization and Funding Strategy Workshop #4
- September 2026 – Draft Shuttle Program list and funding scenarios presented to SMCTA Board of Directors
- September 2026 - SamTrans Master Shuttle Operations RFP Released
- Late 2026/Early 2027 – Discussion with sponsors of funded routes

Link to Application Materials

Route nomination application materials can be found using the link below.



<https://www.smcta.com/planning-projects/Peninsula-Shuttle-Program-Optimization-Funding-Strategy>



Exhibit A. Minimum Requirements

All proposed shuttle routes must meet all of the guideline requirements listed in the table below and include the appropriate attachments with the applications.

Criteria	Description
Route is located in San Mateo County	Shuttle serves residents or employers of San Mateo County
Applicant is an eligible agency	Applicants may include local jurisdiction or Commute.org; may also be partnered with other public, non-profit, or private entities to co-sponsor
Executed Primary Grant Agreement with SMCTA	Applicant must have an executed primary grant agreement with the TA prior to funding award.
Shuttle provides coordinated first/last mile connection to a major transit station or SamTrans bus route	Eligible services include Caltrain, BART, WETA, and regional bus routes (including SamTrans ECR, 292, 110, 17, and 294, as well as Dumbarton Express). Applicants may demonstrate that the shuttle meets other local mobility needs if connection to transit is not applicable (community shuttles)
Provided required documentation	Applicant has completed narrative questions in Section 2 and has attached required service maps with shuttle operations and stops clearly identified
Ridership	Applicant shall document how the proposed route will target areas with ridership demand and will serve a range of users. A single employer shall not account for more than 75% of ridership.
ADA Compliance	Shuttle provider opts into SamTrans shuttle contract or provides vehicle specifications and photos of independently-operated shuttle vehicles to confirm shuttles are compliant with the Americans with Disabilities Act (ADA) and be accessible to passengers with varying mobility needs.
Signage	Applicant will ensure appropriate supporting infrastructure (such as signage) is installed at all shuttle stops.
SamTrans Shuttle Network Concurrence Review	SamTrans Operations Planning will provide a concurrence review of all submitted applications for new shuttle service to assess the entire network of shuttles. The review will assess overlap with existing and proposed bus/shuttle services and access for equity focus areas. Applicants agree to incorporate route or stop modifications recommendations, where feasible. Existing shuttles that have previously received concurrence from SamTrans are not required to have any additional review.
Data Collection	Applicant agrees to provide AVL and APC data to SamTrans (either via their own system or one provided by SamTrans). Applicant agrees to provide quarterly files summarizing ridership by stop and by trip (in format specified by SamTrans), participation in annual survey by SamTrans, and preparation of quarterly financial/progress reports required by the TA or C/CAG. Applicant agrees to manage customer service and rider feedback with summaries provided in quarterly progress reports.

Exhibit B. Evaluation and Scoring Metrics

Table B.1 below summarizes the application metrics and questions along with the associated possible points. Table B.2 summarizes the weighting based on the Peninsula Shuttle Program goals as developed with countywide stakeholders.

Table B.1 Application Metrics and Scoring Rubric

Criteria	Description	Points Possible	Responsibility	Methodology Notes
Goal 1: Local Mobility Options				
1.1 - Provides Local mobility options for residents	How proposed route provides local mobility options for residents and enhances connectivity to key community destinations.	Consensus scoring by evaluation committee, maximum 10 points	Applicant	Based on applicant's description as well as assessment of local context. Consider how reliant riders are on the shuttle and how the shuttle serves key destinations for community.
1.2 – Community Connectivity	Number of residents connected to key destinations	Scoring based on quintiles, maximum 15 points	SMCTA	Total population within a ¼ mile buffer around shuttle stops that will be connected to key destinations.
Goal 2: Regional Transit Connections				
2.1 – First/Last mile	How proposed shuttle would address first/last mile gaps between regional transit and employment centers.	Consensus scoring by evaluation committee, maximum 10 points	Applicant	Based on applicant's description of how critical the service is for first/last mile connections to regional transit and whether other options are available.
2.2 – Total jobs served	Number of jobs served by shuttle route	Scoring based on quintiles, maximum 15 points	SMCTA	Total number of jobs in census tracts within a ¼ mile buffer of shuttle stops that will be served by the shuttle.
Goal 3: Sustainable Ridership				
3.1 – Sustainable Ridership	How shuttle route will provide cost-effective shuttle service and sustained ridership.	Consensus scoring by evaluation committee, maximum 5 points	Applicant	Based on applicant's description of how the shuttle route will provide cost-effective and sustained service, including planned marketing and entities that have been engaged in shuttle route development or continued service.

Criteria	Description	Points Possible	Responsibility	Methodology Notes
3.2 - Productivity	For existing shuttles, passengers per revenue hour, based on ridership and service data from the prior fiscal year	Scoring based on quintiles, maximum 5 points	SMCTA	Annual boardings per total annual service hours
3.3 - Cost efficiency	For existing shuttles, cost per passenger based on ridership and service data from the prior fiscal year	Scoring based on quintiles, maximum 5 points	SMCTA	Annual operating cost per total reported annual boardings.
3.4 – Transit Propensity Index	For new routes, estimates the number of boardings and operating cost	Scoring based on quintiles, maximum 10 points	SMCTA	Origin-Destination Analysis will be used to estimate boardings as a function of transit propensity and OD travel patterns, and the estimated operating cost per total annual estimated boardings.
Goal 4: Equitable Access				
4.1 – Service to equity priority communities	How proposed shuttle would serve equity priority communities	Consensus scoring by evaluation committee, maximum 10 points	Applicant	Based on applicant's description of how equity priority communities are served, highlighting any that were not identified in data analysis.
4.2 – Population in Equity Priority Areas	Total population in Equity Priority Areas served by shuttle	Scoring based on quintiles, maximum 10 points	SMCTA	Total population within ¼ mile of shuttle stops that is within or directly adjacent to equity priority communities (Countywide Transportation Plan designation or other as determined by SMCTA)
Goal 5: Transportation Network Coverage				
5.1 – Closing Transportation Gaps	How the shuttle will fill gaps in the regional transportation network	Consensus scoring by evaluation committee, maximum 5 points	Applicant	Based on applicant's description of how the shuttle route will fill operational gaps in the regional transportation network, including physical gap closure and improvement in frequency or reduction in number of transfers.

Criteria	Description	Points Possible	Responsibility	Methodology Notes
5.2 – New populations served	Total population served in areas without existing conventional transit	Scoring based on quintiles, maximum 10 points	SMCTA	Total population within ¼ mile buffer of proposed shuttle stops less the population within ¼ mile of existing conventional transit stops.

Table B.2 Scoring Rubric

Goal	Maximum Points Possible
1 – Local Mobility Options	25
2 – Regional Transit Connections	25
3 – Sustainable Ridership	15
4 – Equitable Access	20
5 – Transportation Network Coverage	15
Total Possible	100