



SMCTA Peninsula Shuttle Program Optimization & Funding Strategy

Stakeholder Workshop #2: Policy and Goals Setting

February 24, 2026

Welcome

Introductions

Name, Agency & Favorite City for Transit

Agenda

- Welcome
- Workshop 1 Review
- Vision and Goals
- Program Policies
- Eligibility Requirements
- Next Steps
- Workshop 3 Preview



Credit: commute.org

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

Shuttle Routes FY26

23 routes

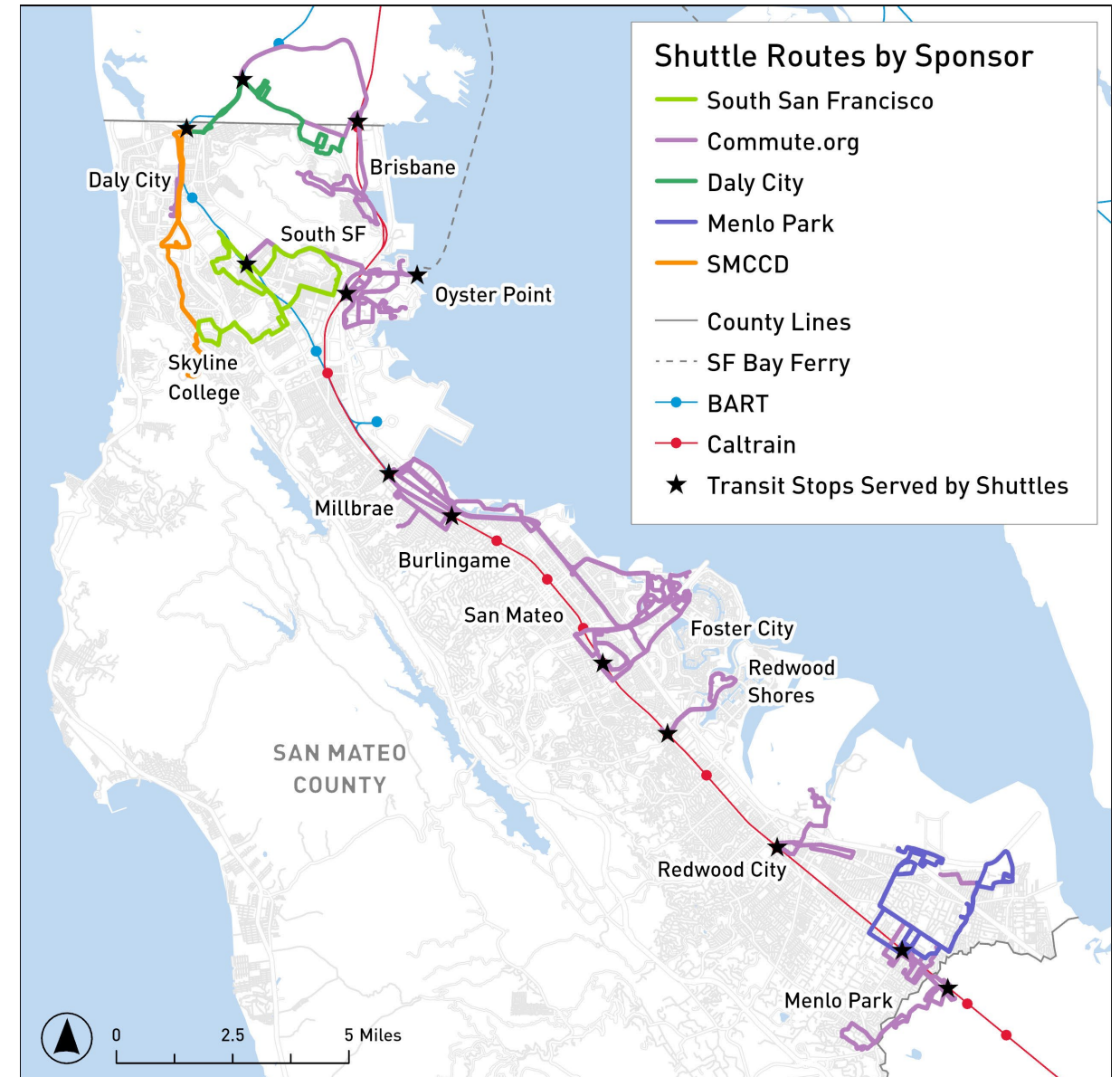
- 19 Commuter Shuttles
- 4 Community Shuttles

5 Sponsors

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

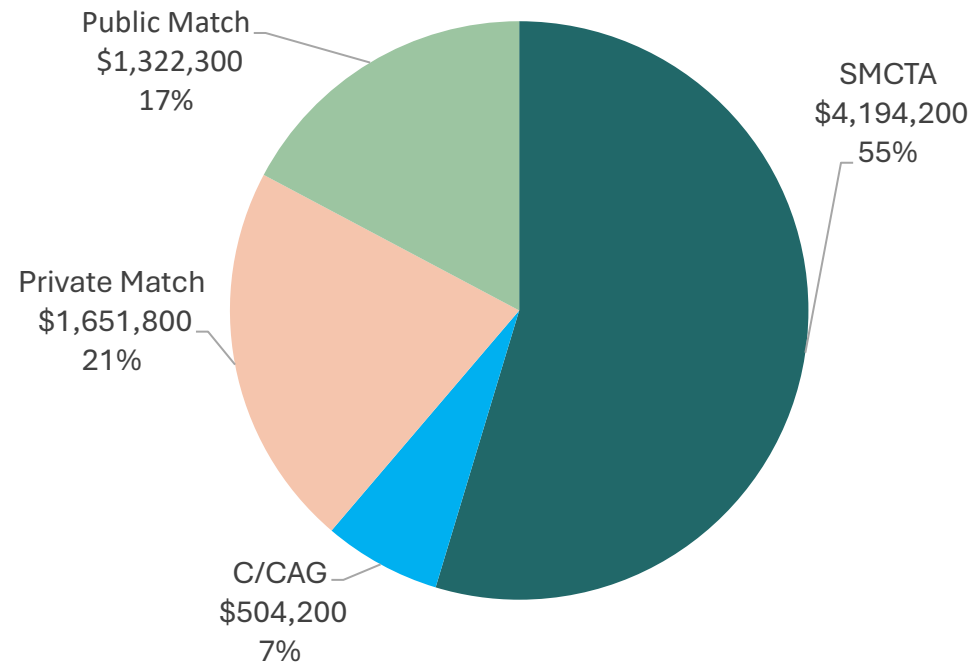
9+ Cities

- 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

Program Challenges

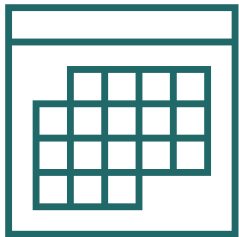


Program Costs are Going Up



Measure A funding is fixed

FY 2028 – FY 2034



Next Master Shuttle Agreement: FY 2028 - 2034

Workshop 1 Feedback Summary

Can we restructure the agreement?

Will increasing ridership help reduce costs?

Can we change TDM policies to support shuttles?

Should shuttles remain free?

Employer contributions could be higher

Could autonomous shuttles be an opportunity?

Workshop 1 Feedback Summary

Can we restructure the agreement?

- Our understanding is the master operating contract is largely fixed due to nature of agreement, but can evaluate further.

Will increasing ridership help reduce costs?

- Ridership is important but does not change operating costs.

Can we change TDM policies to support shuttles?

- The C/CAG TDM policy currently includes shuttles as a required measure for large non-residential projects. For other types of projects, it is an optional measure.

Should shuttles remain free?

- This is a policy area that can be discussed during this Strategy.

Employer contributions could be higher

- Amount required for matching funds will be explored at the next workshop.

Could autonomous shuttles be an opportunity?

- This strategy may identify routes that cannot be funded or that would be better served by AV shuttles, and will later be explored in the upcoming AV Shuttle Study.

Draft Program Vision Statement and Goals

Vision & Goals Purpose



Why do we need a vision and goals?

They reflect shared values for the program among agencies, partners & decision makers



How were the draft vision & goals developed?

Recent work by program partners such as the SMCTA Strategic Plan help to develop the vision and goals for the program



How do the goals influence what shuttle routes are funded?

Evaluation criteria for each goal will be developed to assess proposed routes and help to score routes

Draft Program Vision Statement

The Peninsula Shuttle Program promotes equitable, convenient local mobility by providing critical first/last mile connections to key destinations, employment centers, and the regional transit network.

Goal 1: Local Mobility Options



Improve local mobility options for residents and support first/last mile connections to key community destinations

Goal 2: Regional Transit Connections



Improve regional mobility options for commuters by supporting first/last mile connections between employment centers and regional transit hubs

Goal 3: Ridership



Operate cost-effective service with sustained ridership that aligns with demand and funding

Goal 4: Equitable Access



Provide mobility services to advance equity and reduce access barriers for transit-reliant populations

Goal 5: Transportation Network Coverage



Provide mobility service to fill operational gaps in the regional transportation network

Vision Statement Exercise

- Individual Activity
 - postcards with Draft Vision Statement
 - Edit to suggest
 - alternate wording,
 - identify things we missed
- *Turn in during Goal Exercise or on your way out*

Goal Input & Ranking

Draft Program Policies & Eligibility Requirements

Draft Program Policies

Why do we have these policies?

- Promotes consistent, equitable, transparent program decisions.

Where did these policies originate from?

- Developed from partner studies and existing shuttle program policies.

How can stakeholders share their feedback?

- Offer input today, or after this meeting when the document is shared.

Draft Program Policies



Routes must be located in & serve residents/employers in San Mateo County



Commuter & community shuttles shall be free and open to the public



Routes shall supplement and enhance existing transit network, and shall undergo a SamTrans Shuttle Network concurrency review to be considered eligible for funding.



Quarterly monitoring and documentation of performance metrics for each route. Revisions to service may be required based on performance.

Draft Program Policies



Strategy will be the Call for Projects for the shuttle program, and will identify routes funded for a 7-year program term



Program will be re-evaluated at the cycle's midpoint to consider changes



Eligible agencies such as local jurisdictions or Commute.org may apply



A minimum local match will be required for each route

Desktop Exercise on Policies

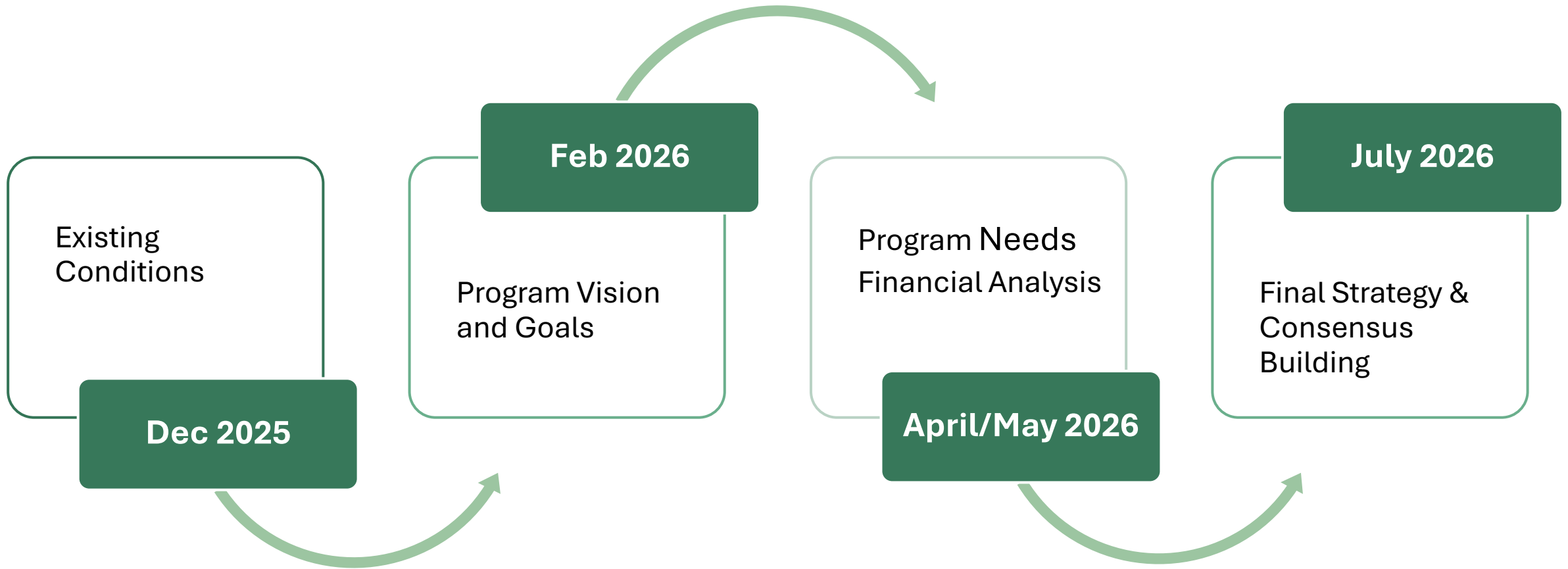
- Policies printed out from Memo
- Work in table top groups
 - Split out from City

Next Steps

Next Steps

- **Create evaluation framework:** Use goals to develop evaluation criteria to support assessment in the next phase.
- **Identify shuttle needs:** Analyze demographics, travel patterns, and routes to review key gaps and high-demand areas.
- **Develop concepts:** Compare shuttle needs with SamTrans service and existing routes.
- **Build funding scenarios:** Forecast shuttle revenues, estimate operating costs, and model feasible service options within financial limits.
- **Presentations:** SMCTA CAC March 3 and Board March 5

Strategy Schedule



Workshop 3 Preview

- Review shuttle demand assessment for all routes (new and existing).
- Explore financial scenarios for the program.
- Engage in tradeoff discussions between services and funding for shuttle program.

Thank You

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