

# San Mateo County Shuttle Program Technical Assistance Workshop

October 1, 2019

SamTrans, 2nd Floor Auditorium



# Workshop Agenda

- **Purpose of Workshop**
- **Overview of TA – C/CAG Shuttle Program**
- **Call for Projects Process**
- **Performance Metrics and Case Studies**
- **Planning and Service Considerations**
- **Technical Assistance Process**
- **Q & A**



# Purpose of Workshop

- **Inform potential applicants and current recipients of:**
  - TA - C/CAG Shuttle Program Funding
  - Technical Assistance
  - Best Practices





## Technical Assistance

- **Assistance to plan or improve shuttle service**
- **Available to potential applicants of shuttle funding until Call for Projects**
- **Based on staff availability – sponsors are advised to contact SamTrans or Commute.org as soon as possible**
- **Receipt of technical assistance is not a guarantee of funding**



# Roles and Responsibilities

- **Agency Roles**

- TA
- C/CAG
- Commute.org
- SamTrans



# Shuttle Purpose & Types

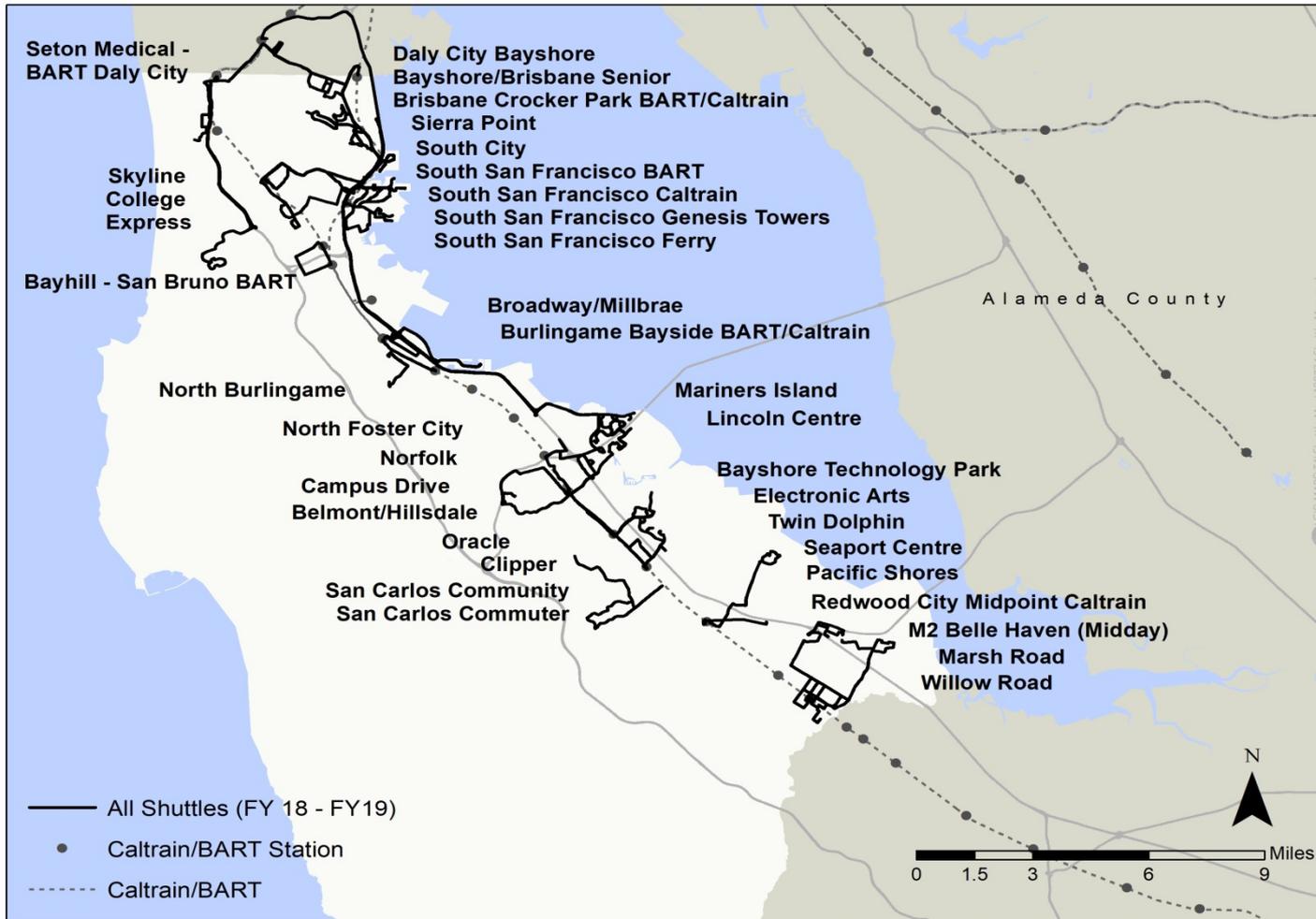


- **Purpose:** Fill gaps in regular bus service (route & time)
- **Commuter shuttles:** provide first/last mile peak commute link to/from regional transit to primarily access employment centers.
- **Community shuttles:** provide all, mid-day or weekend service generally within a community for basic needs (e.g. shopping, dining, medical) and often serve the transit-dependent.
  - *Door to door shuttles* are a subset of community shuttles that provide direct point to point service by advance reservation and do not run on a regular scheduled route



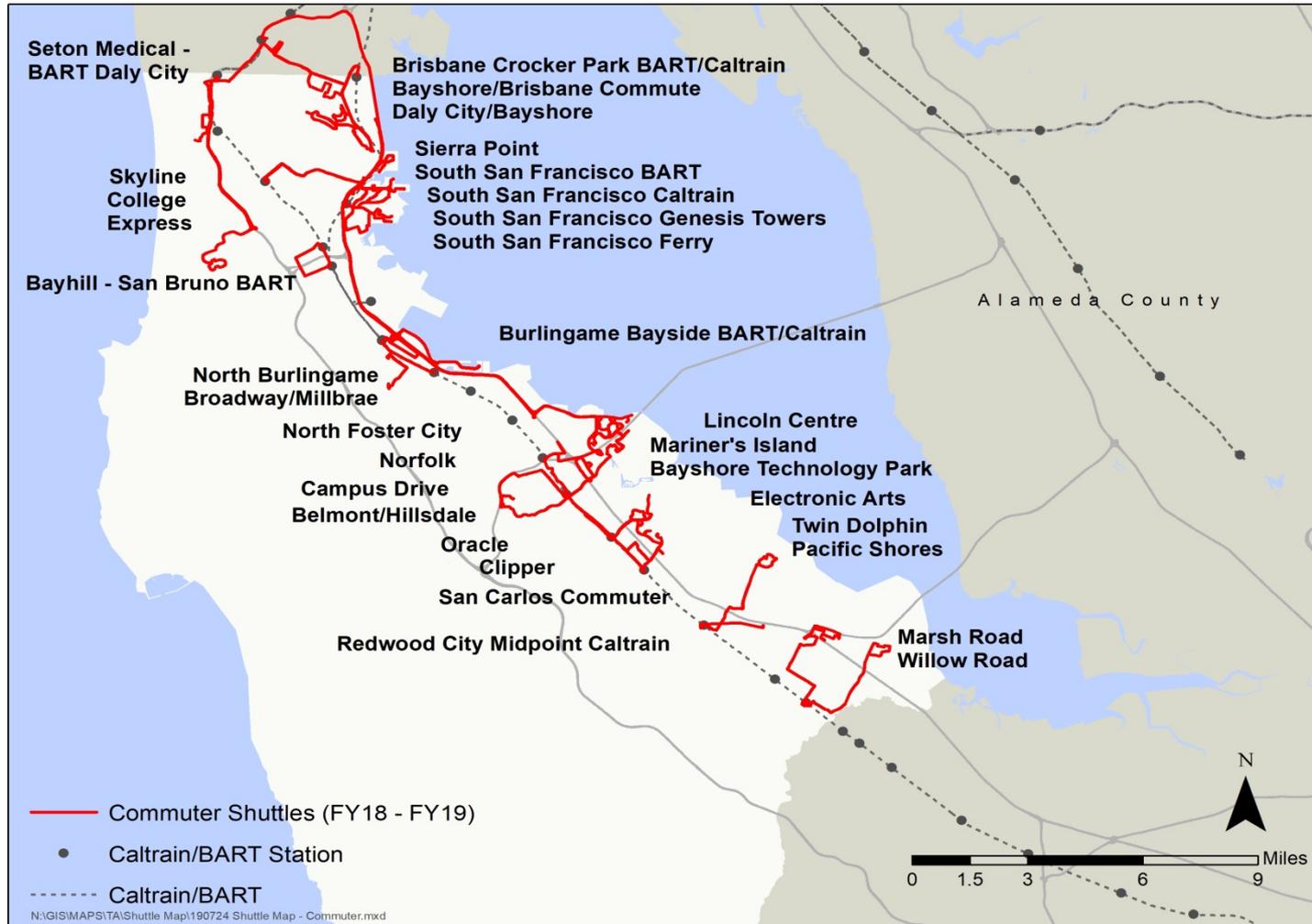
# TA-C/CAG Funded Shuttles

## San Mateo County Shuttle Program



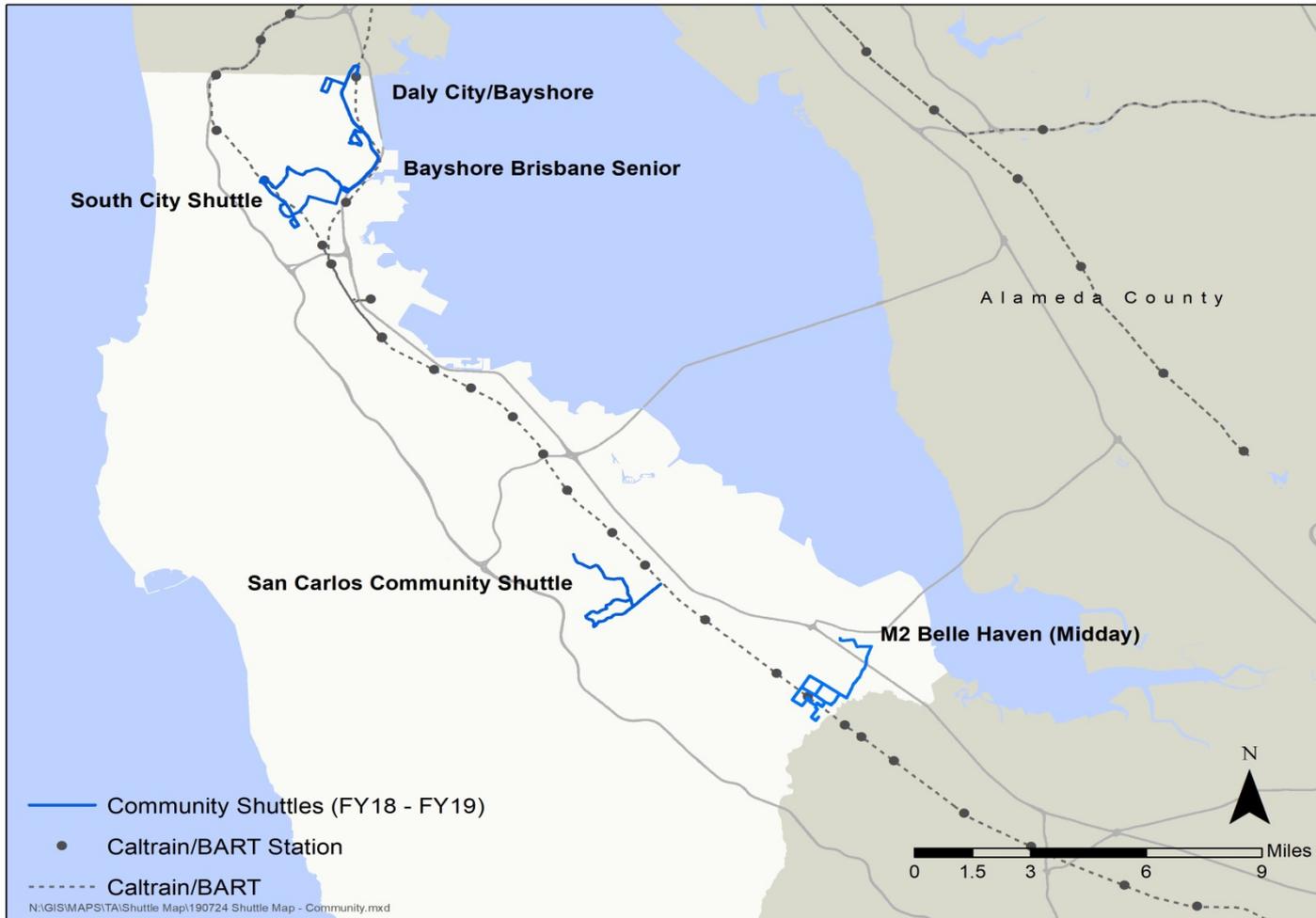


# Commuter Shuttles San Mateo County Shuttle Program





# Community Serving Shuttles San Mateo County Shuttle Program





# Call for Projects – Applications

- **Funding from TA and C/CAG with Joint Call for Fiscal Years 2021 & 2022**
- **Sponsors: public agencies in San Mateo County**
- **Minimum eligibility requirements:**
  - Receive technical assistance (for new shuttles and existing shuttles not meeting benchmarks)
  - Shuttles must be open to the public
  - Serve San Mateo County residents/employees
  - Letter of Concurrence from SamTrans
  - Non supplantation of funds
  - Governing Body Resolution of Support



## Call for Projects – Funding

- **Local match: minimum 25%, 50% for existing shuttles that miss operating cost/passenger benchmark by 50% or more**
  - Commuter shuttles: Local agency funds, employer contributions, grants
  - Community shuttles: Local agency funds, grants





# Call for Projects – Reporting

- **On-going progress reports required**
- **Annual reports required**





# Service Adjustment Protocol

- **Route map is part of funding agreement**
- **Any changes to the route must fit within the original scope of the shuttle service**
- **Must be reviewed and approved by the funding agencies**



# Performance Benchmarks

Shuttle Performance Benchmarks	Commuter	Community	Door to Door
Operating Cost/Passenger from last Call for Projects	≤ \$8.00	≤ \$10.00	≤ \$20.00
Proposed Operating Cost/Passenger for next Call for Projects	TBD	TBD	TBD
Passengers/Vehicle Service Hour	≥ 15	≥ 10	≥ 2

Operating Cost/Passenger with CPI update for FY 2019*	≤ \$9.00	≤ \$11.00	≤ \$22.00
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\*Updated operating cost/passenger benchmark for FY 2019 used to determine if matching fund increase will be required



## Case Study - Commuter

### Shuttle X:

#### Successful

- \$3 /passenger
- Approx. 22 passengers per service hour
- Vested employer group & reverse commute passengers
- Well serviced regional transportation station
- Short trip time to/from transit station

### Shuttle Y:

#### Needs Improvement

- \$13 /passenger
- Approx. 9 passengers per service hour
- Employer group with no financial investment
- Limited reverse commute potential
- Transit station that has limited local service with no express trains



## Case Study – Community

### Shuttle A: Successful

- \$6/passenger
- Approx. 16 passengers per service hour
- Regular service during peak time periods for its ridership
- Fixed route
- Serves targeted needs of population base (e.g. seniors, transit dependent)

### Shuttle B: Needs Improvement

- \$30/passenger
- Approx. 3 passengers per service hour
- Limited service not aligned with ridership
- Fixed route
- Destinations do not align with needs of possible passengers



# Shuttle Service Considerations

- **Is a shuttle the right solution?**
  - What are the needs of your residents/employees?
  - Could traditional bus service meet the need?
  - Is parking free and readily available at their destination?



# Customer Experience & Marketing

- **Critical to the success of the service and continued funding of project**
- **Includes identifying target passengers, branding, outreach & social media**





# Customer Experience & Marketing

- **Customer experience**
  - Provided by managing agency, sponsor or City
  - Commute.org and SamTrans provide customer service only for routes they manage
- **Route marketing**
  - Responsibility of sponsor, City and/or employers
  - Targets individual route and its potential riders
- **Countywide marketing**
  - Commute.org, Caltrain and SamTrans websites
  - Trip planning tools



# Shuttle Marketing & Customer Experience

**Caltrain** home | site map | bids/contracts | jobs | contact Search

Schedules Stations Fares Rider Information Projects & Plans About Caltrain

Schedules

- Weekday Timetable
- Weekend Timetable
- Holiday Service
- PDF Schedules
- Real Time
- Trip Planners
- Shuttles
- Stations
- Fares
- Rider Information
- Projects & Plans
- About Caltrain

> caltrain.com > Schedules > Shuttles

### Shuttles

Many Caltrain stations are served by shuttles, in addition to [SamTrans](#) and [Santa Clara Valley Transportation Authority](#) buses or light rail. Caltrain leads a funding partnership of the [Bay Area Air Quality Management District](#) Transportation Fund for Clean Air, the [San Mateo County Transportation Authority](#) and participating employers operate shuttles to employment centers. Some cities also fund community shuttles that serve Caltrain stations (those shuttles are marked with an asterisk). Shuttles are free unless noted otherwise.

**San Francisco County**

- [Bayshore/Brisbane Commuter Shuttle](#) (commute.org)
- [Bayshore/Brisbane Senior Shuttle](#)
- [Brisbane/Crocker Business Park Shuttle](#) (commute.org)

A valid shuttle pass is required for this route. Call Alliance for more information: 650.588.8170

**San Mateo County**

South San Francisco Caltrain Station

- [Oyster Point Area Shuttle](#) (commute.org)
- [Oyster Point Ferry Shuttle](#) (commute.org)
- [Utah-Grand Shuttle](#) (commute.org)
- [Utah-Grand Ferry Shuttle](#) (commute.org)

A valid shuttle pass is required for this route. Call Alliance for more information: 650.588.8170

**San Bruno Caltrain Station**

- [Bayhill San Bruno Shuttle](#)

**Millbrae Transit Center**

- [Broadway - Millbrae Shuttle](#)
- [Burlingame Bayside Area Shuttle](#) (commute.org)
- [North Burlingame](#) (commute.org)
- [North Foster City Shuttle](#) (commute.org)

Clipper is here

**Commute.org** Plan a trip Get Rewarded Shuttles Resources About us

STAR Platform

Log your commutes and get rewarded!

email

password

Login Sign Up Forgot Password?

Bay Area Commute Tweets

Retweeted Caltrain @Caltrain

Showing off the new bike rack samples at Palo Alto station Today from 430p-7p, come test them out and vote... [twitter.com/i/web/status/8...](https://twitter.com/i/web/status/8...)

Tue Aug 15 2017

## Shuttles

### Shuttles By City

Many San Mateo County cities are served by a Commute.org shuttle program sponsored by employers in that area. Use the selection tool below to see if the city where you work is among those that currently have shuttle service.

Brisbane Burlingame Foster City Redwood City San Carlos

Lincoln Centre (Caltrain)

**San Mateo County TRANSIT DISTRICT** Shuttles Jobs Bids/Contracts Data Contact

## SHUTTLES

Service Update August 2019: Our shuttle vendor continues to work through a driver shortage, which has resulted in some route service being dropped with little notice. The operator deficit is slowly improving. We continue to work with the vendor and are committed to finding solutions that provide dependable shuttle service to our ridership. We apologize for the inconvenience this issue has caused. Please make sure to sign up for [Text Alerts](#) as that is the best way to receive information



# Shuttle Tracking Tools

**Selected Route**  
**Lincoln Centre Shuttle**

Map Satellite

Stop : 303 Velocity Way  
Scheduled : 8:50 AM  
Estimated : 8:50 AM  
Vehicle : 1591

Map details: 303 Velocity Way, E 3rd Ave, Bridgepointe Cir, Target, Bridgepointe Shopping Center, Marina Lagoon, Chess, Pilgrim Triton, Foster City.

## WHERE'S MY SHUTTLE?

**WHERE'S MY SHUTTLE?**

Map details: San Mateo, Hayward Park, Beresford Park, Hillsdale, Sugarloaf, Belle Meade, Foster City, San Mateo Medical Center.

**Menu**

Routes

- San Mateo County Shuttles
- Bayshore Technology Park Shu...
- Bayshore/Brisbane Commuter
- Bayshore/Brisbane Senior Shut...
- Belle Haven Shuttle
- Brisbane/Crocker BART
- Burlingame/Bayside Shuttle
- Campus Drive Shuttle
- Daly City/Bayshore Shuttle
- Lincoln Centre Shuttle
- Mariners Island Shuttle
- Marsh Road Shuttle
- Millbrae/Broadway Shuttle
- Norfolk Area Shuttle
- North Burlingame Shuttle
- North Foster City Shuttle
- One Tower Place BART
- Oyster Point BART
- Oyster Point Caltrain
- Oyster Point Ferry

Legend

Find Your Stop

Show Traffic

Hide Labels

Switch to Hybrid Mode

Map data ©2019 Google Terms of Use Report a map error



# Shuttle Tracking Tools

10:57 85%

peninsulashuttles.com

### Peninsula Shuttles

**84 Notifications**

Nearby Stops GPS accurate to 9 meters

- N/A 0.1 Miles | Oyster Point BART AM: Cul-de-Sac (395/40...
- N/A 0.1 Miles | Oyster Point BART PM: Cul-de-Sac (395/40...
- N/A 0.1 Miles | Oyster Point Caltrain AM: Cul-de-Sac (395/...

Show More Stops

- San Mateo County Shuttles >
- Santa Clara County Shuttles >
- San Mateo County Parks Shuttles >
- Skyline College Shuttle >

External Links

- Commuter.org Homepage >
- Samtrans Homepage >
- Caltrain Homepage >

Skyline College Shuttl...  
peninsulashuttles.com

### Stops Daly City BART

As of 10:58:31AM Wednesday

Live Map

### Bus Arrival Times

#### Skyline College Shuttle

**in 26 min**  
bus 1590 at 11:25 AM Is it accurate?

Not displaying properly? [Let us know](#)  
[View desktop version](#)  
powered by GMV SYNCROMATICS



## Commute.org – Technical Assistance

### ***For Commuter Shuttles:***

*Commute.org shuttle team will provide Technical Assistance for existing routes as well as proposed routes.*

*Route sponsors should prepare the following material in advance of meeting with Commute.org:*

- Route objective
- Needs assessment
- Key employers, stop locations, destinations, partners
- Analysis of residential service potential
- Management plan – roles and responsibilities



# SamTrans – Technical Assistance

## ***For Community Shuttles:***

*SamTrans Operations Planning Staff will provide Technical Assistance and Evaluate all Shuttle Applications as part of the Call for Projects process.*

- Meet with SamTrans Staff
- Duplication Criteria for Shuttle Evaluation
- Letter of Concurrence (needed for your application)



# SamTrans - Shuttle Evaluation

## *Duplication Criteria for Shuttle Evaluation:*

- **Geographic**
  - Stops or Route within 1/3 mile of existing bus route and existing shuttle service
- **Frequency**
  - Scheduled stops within 15 minutes of existing fixed route bus schedule stops
- **Span of Service**
  - Within span of service for fixed route

Extenuating circumstances would be considered on a case-by-case basis.



## References

### **Call for Projects – Transportation Authority**

[www.smcta.com/Projects/Call\\_for\\_Projects.html](http://www.smcta.com/Projects/Call_for_Projects.html)

### **Call for Projects – C/CAG**

<http://ccag.ca.gov/opportunities/call-for-projects-2/>

### **Community Transit Planning and Funding Guide**

[www.smcta.com/Assets/\\_Public+Affairs/Government+Affairs/pdf/SamTrans+Community+Transit+Guide.pdf](http://www.smcta.com/Assets/_Public+Affairs/Government+Affairs/pdf/SamTrans+Community+Transit+Guide.pdf)



# Thank you

## **Technical Assistance – Community Shuttles**

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