



SMCTA Peninsula Shuttle Program Optimization & Funding Strategy

Workshop #3 – Program Needs and Financial Assessment

May 5, 2026

Welcome

Introductions

Name, Agency

Agenda

- Welcome
- Workshop 2 Review
- Financial Assessment
- Lunch Break
- Program Needs
- Shuttle Route Nominations
- Next Steps & Workshop #4



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

Program Challenges

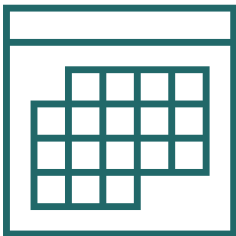


Program Costs are Going Up



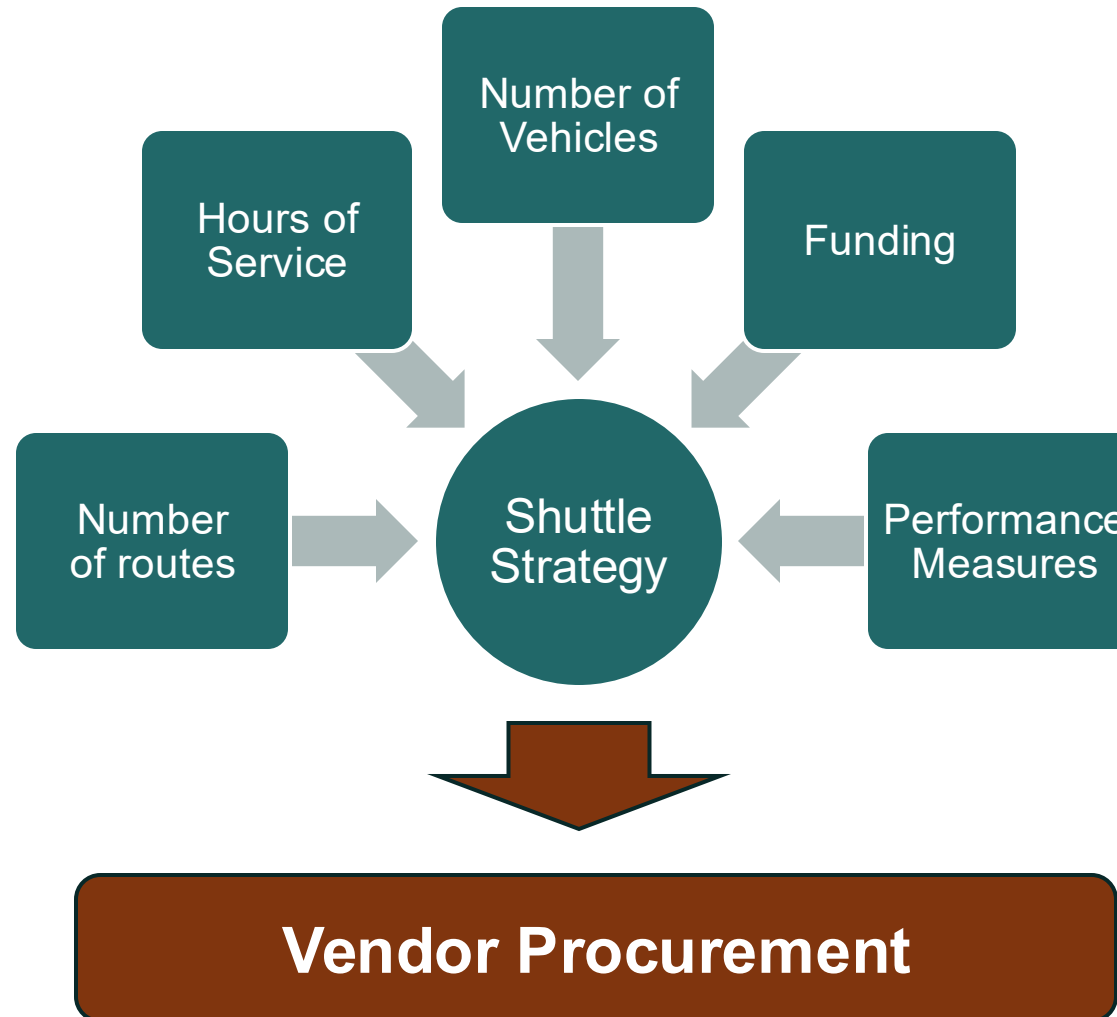
Measure A funding is fixed

FY 2028 – FY 2034



Next Master Shuttle Agreement: FY 2028 - 2034

Why is the Strategy Needed?



Workshop 2 Review

- Program Vision
- Goals
- Policies

Workshop 2 Review –Program Vision

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.

Revised

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

Workshop 2 Review - Goals

Goals
Rating



Local Mobility Options

- Geography and topography should be considered
- First/last mile may be longer.

26%



Regional Transit Connections

- Solution for congestion management, jobs access
- Consider including housing

28%



Ridership

- Tension between filling gaps in service and focusing on ridership

15%



Equitable Access

- Topography could be a barrier to access
- Shuttles can integrate with mobility options to fill gaps

19%



Transportation Network Coverage

- Gaps – could be temporal, physical, operational
- Connect communities far from regional transit

13%

Workshop 2 Review - Program Policies



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

No Change



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

No Change



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

No Change



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

No Change

Workshop 2 Review - Program Policies



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

SMCTA evaluating alternative to funding commitments



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

SMCTA is evaluating options



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

No change



A minimum local match will be required for each route

Match subject to future evaluation

Financial Assessment

Program Financial Outlook

Dramatically Increased Operating Costs

- FY 2024/2025: \$8.7M to fund 25 shuttles
- FY 2026/2027: \$14.4M to fund 23 shuttles

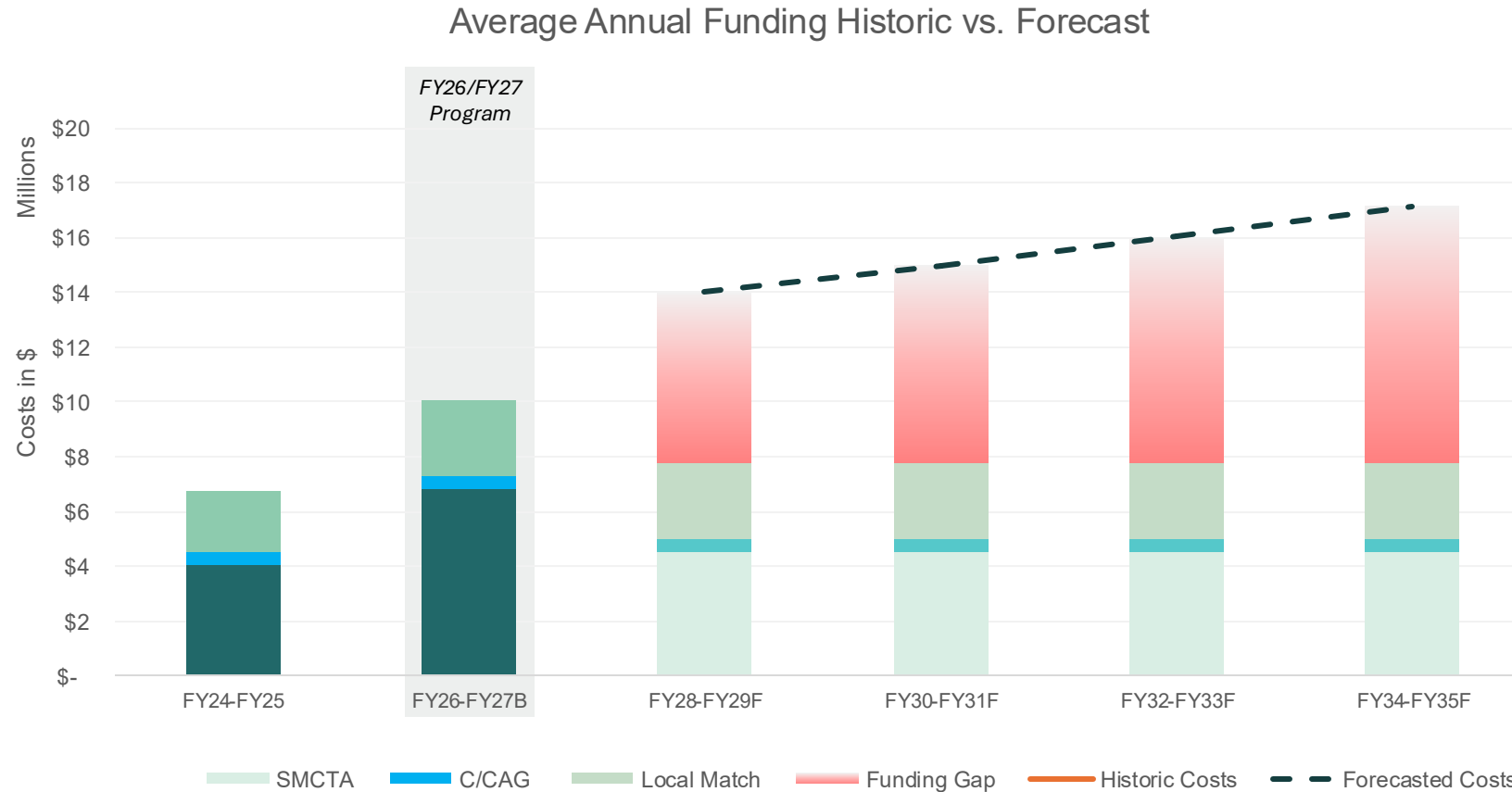
Available Program Funding is Fixed

- 4% of Measure A funding
- Fixed funding from CCAG

Terms of shuttle funding and operations contracts misaligned

- Current funding commitment is 2 years
- Last SamTrans master shuttle contract expired after a 10-year term

Funding Forecast (Based on Current Shuttle Program)



Cost Breakdown

Challenges

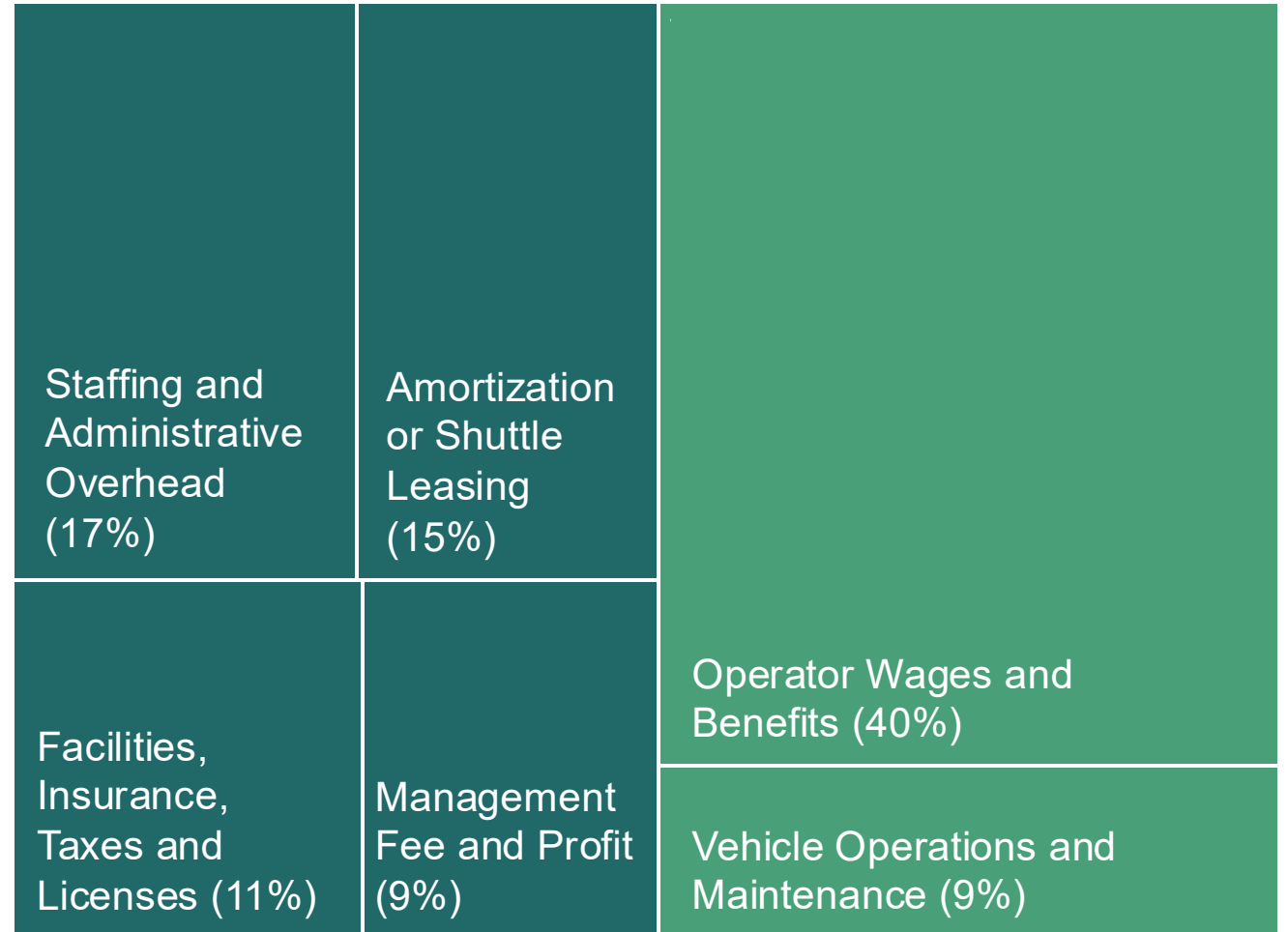
- Inflation
- Overhead increases

Opportunities

- Vehicle Capital Cost
- Fleet Composition

Typical Operator Rate Break Down

■ Fixed Costs ■ Variable Costs



Funding Scenarios

	High Cost	Moderate Cost
Average Contracted Rate (\$/Service Hour)	\$275	\$250
0% Match Funding	11 Routes	12 Routes
10% Match Funding	13 Routes	14 Routes
25% Match Funding	16 Routes	18 Routes

Notes: Average Contracted Rate assumes the mid-point in 7-year contract period FY28-FY34

Break Out Discussion

- World Café Discussion
 - Four topics/tables with different funding scenarios
 - Tables will rotate every 7 minutes
- Share-Out
 - Facilitators will share key takeaways from discussions at each table

Break for Lunch

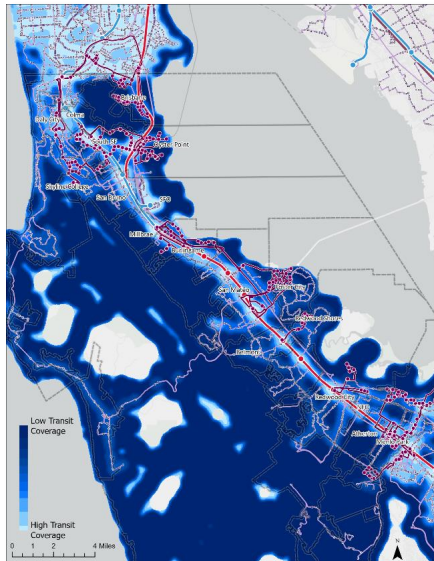
Program Needs

Program Needs

Transit Gaps (low LOS)



Transit Gaps



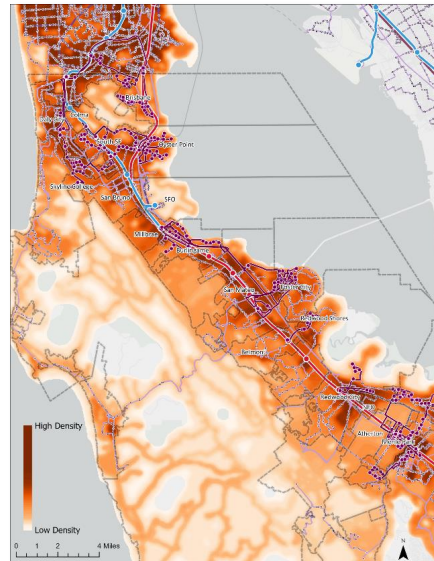
Population Density

Employment Density

Transit Propensity (SEI)



Demographics



AM Origins

AM Destinations

PM Origins

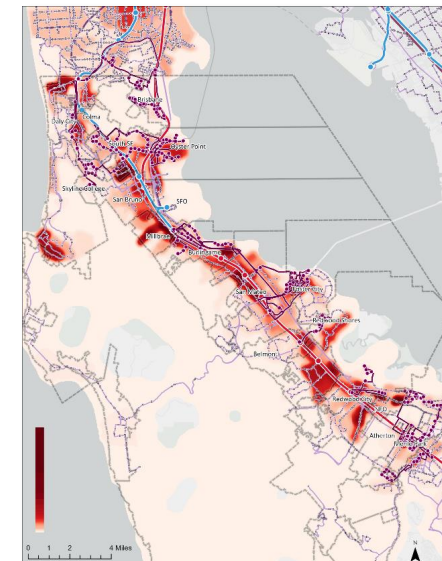
PM Destinations

AM OD Pairs

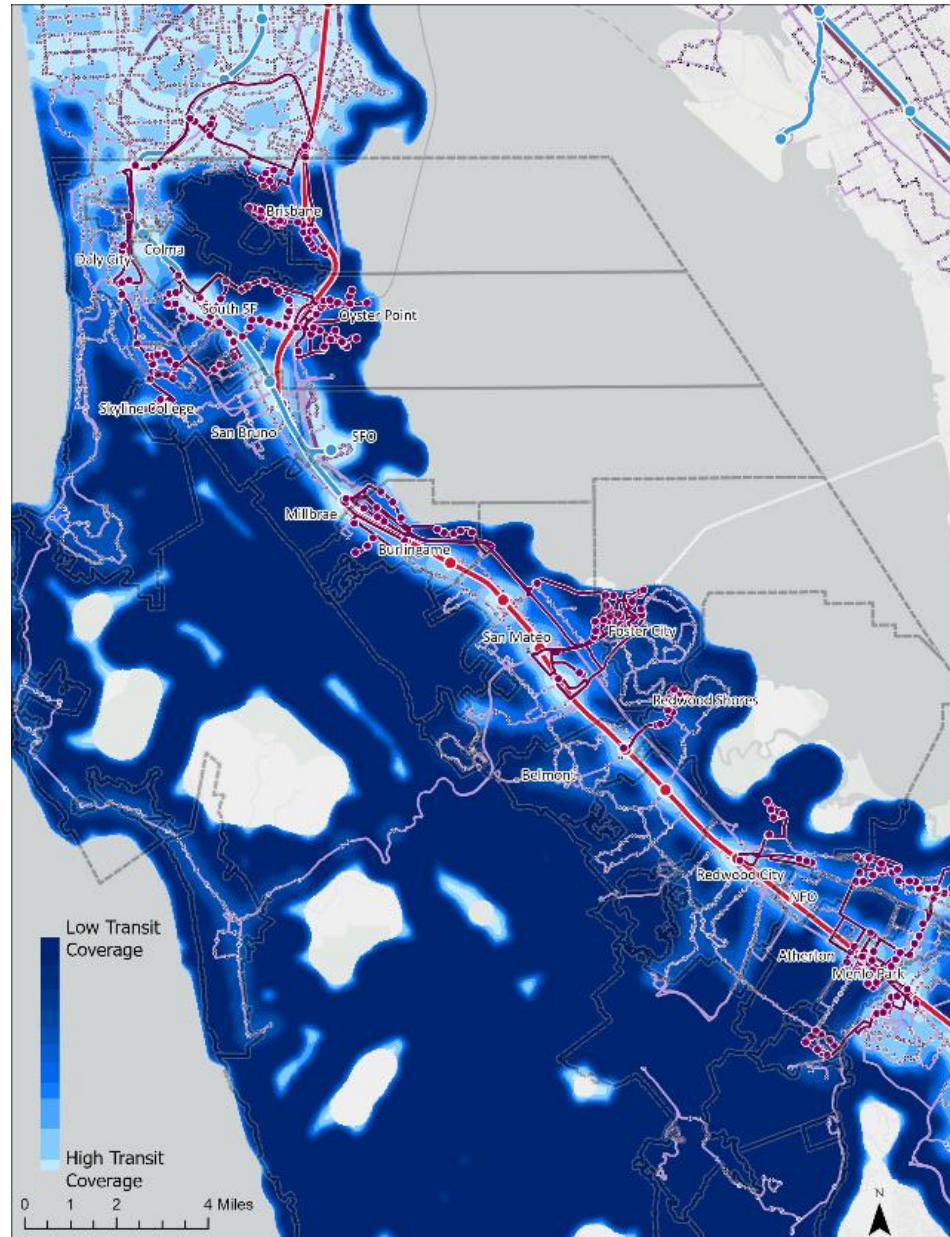
PM OD Pairs



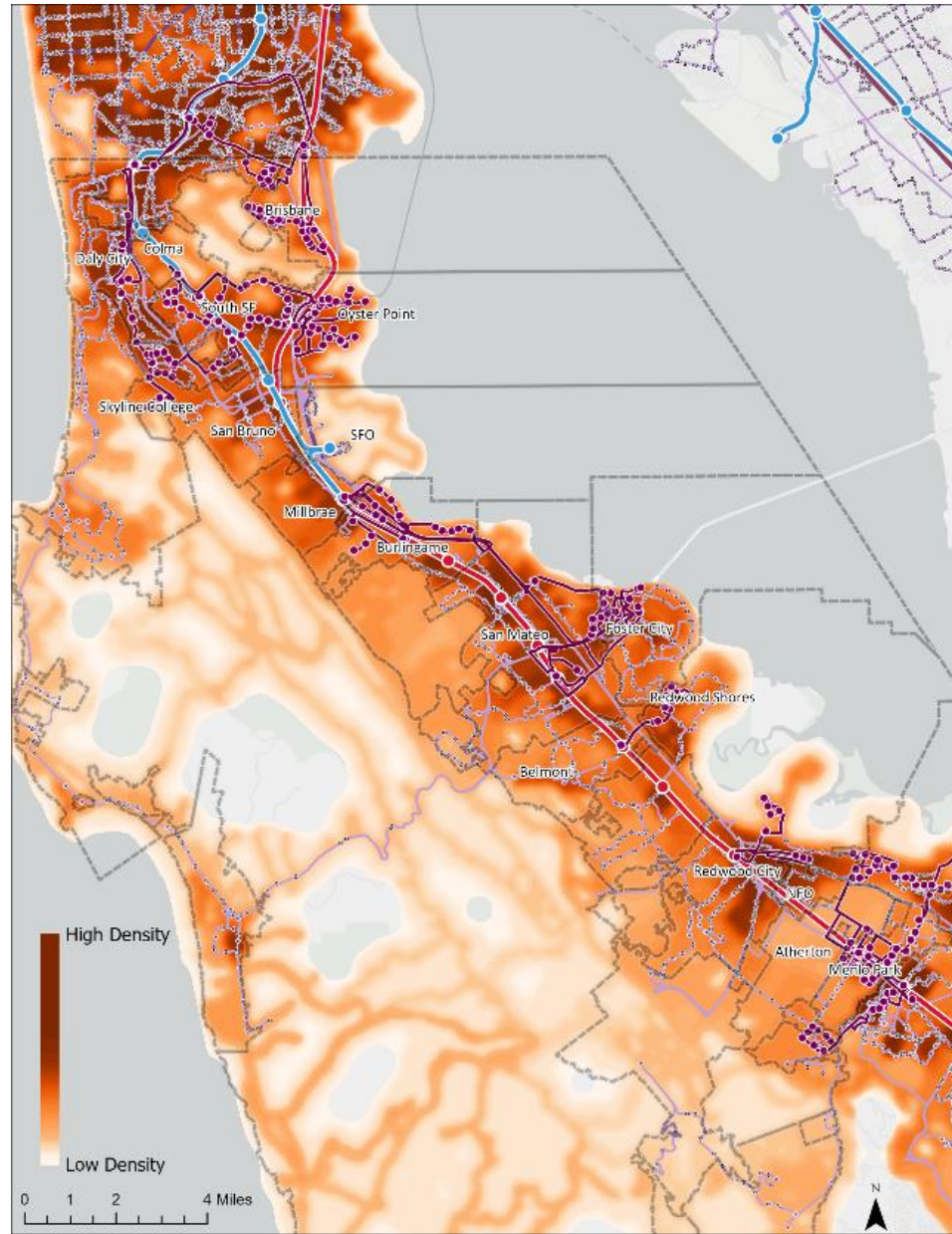
StreetLight OD Travel Patterns



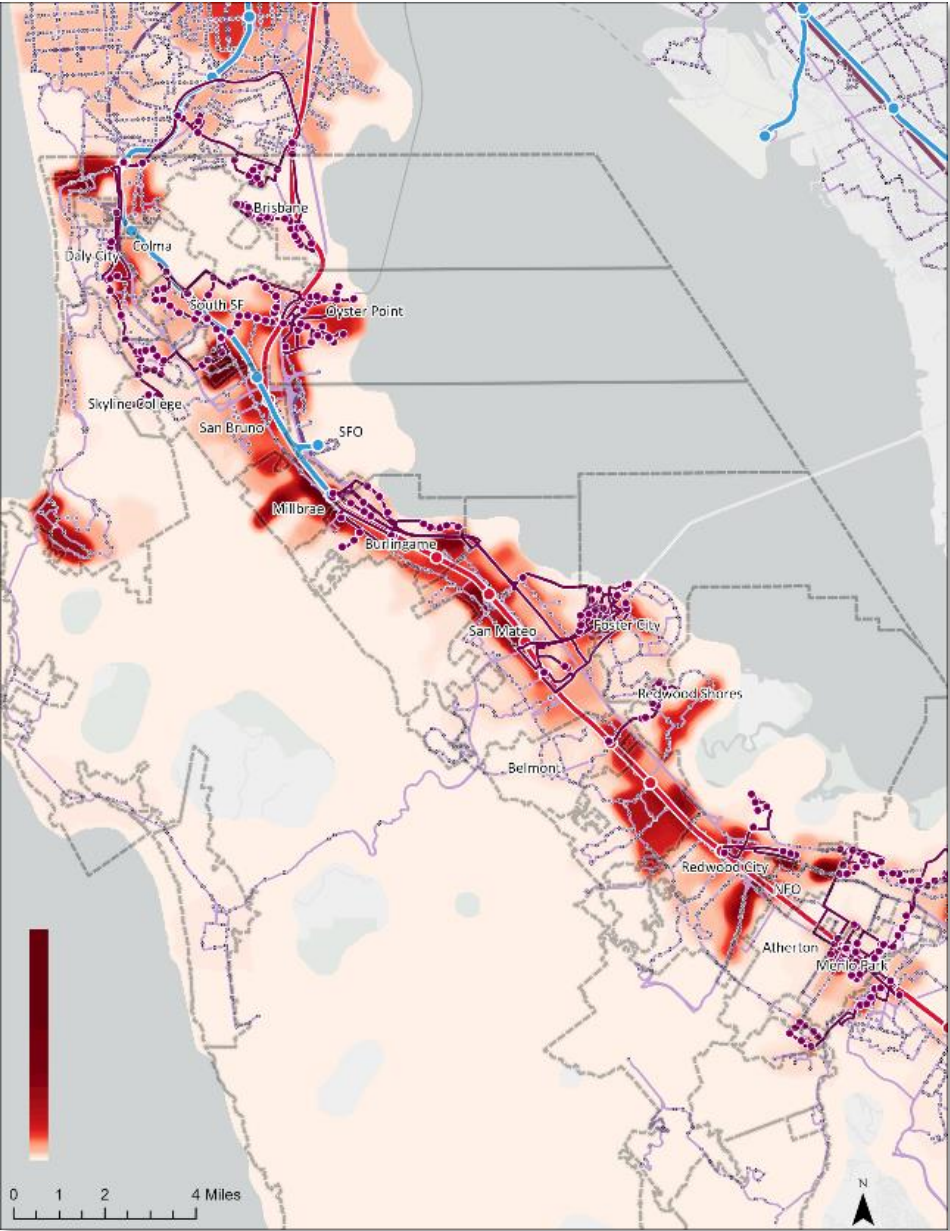
Gaps in Transit Service



Demographics

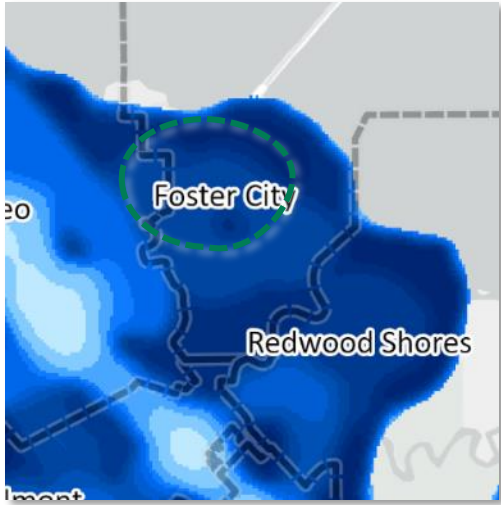


Streetlight Travel Pattern Analysis

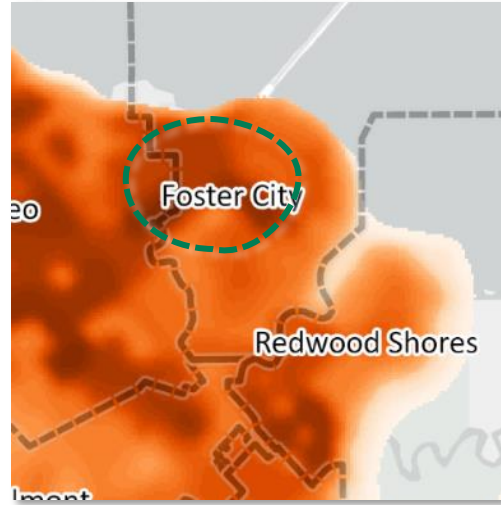


Planning Example- Foster City

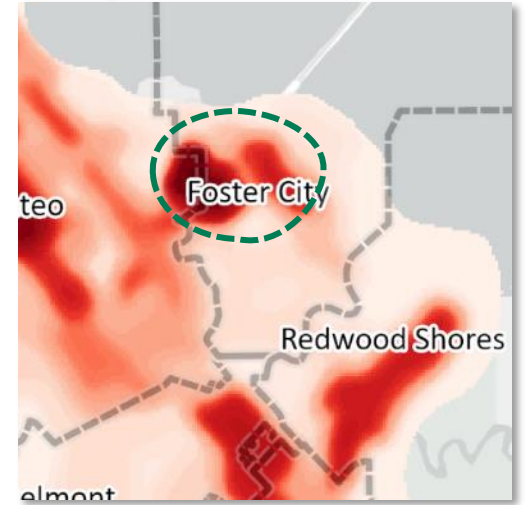
Transit LOS Gaps



Demographics (pop/emp/propensity)



StreetLight OD Travel Patterns



Combined



OD Arrows



**Foster City
Commuter**



What Are We Missing?

- Tabletop map review with your colleagues
 - North County maps
 - South County maps

Placeholder:

North County map

Placeholder:

South County map

Shuttle Route Nominations

Nomination Process

Route Nomination Goals

- Understand the full universe of shuttle services requested
- Provides data for this and other efforts

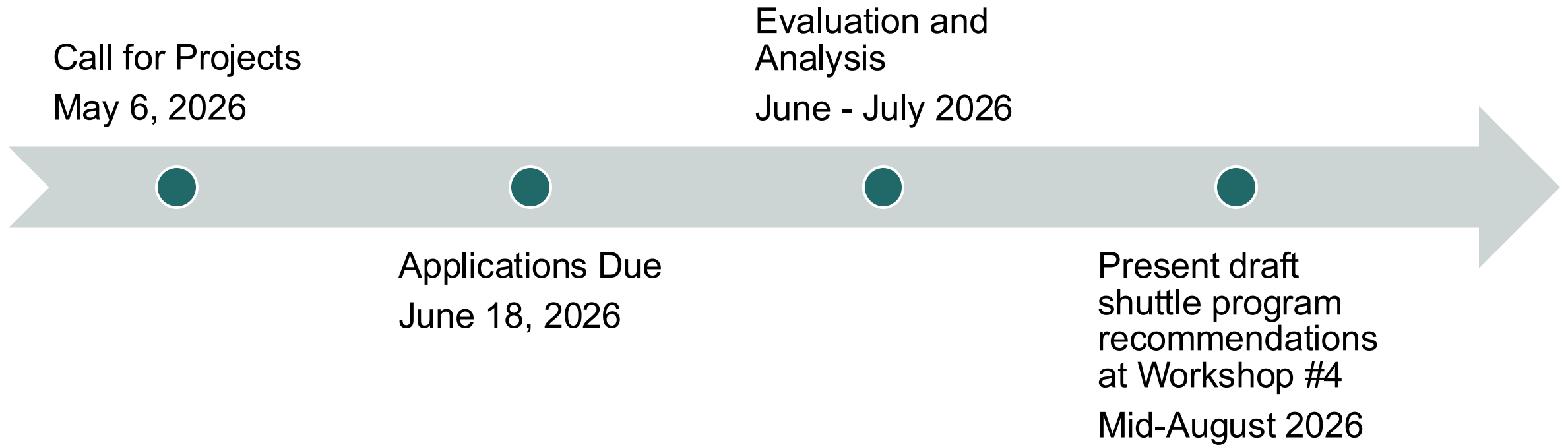
Streamlined Application

- Route Operations
- Alignment with Program Goals
 - Narrative
 - Quantitative Analysis

What's not included

- Costs
- Local match calculations
- Marketing plan/materials

Shuttle Route Nomination Schedule



Recommended Route Evaluation Criteria

Goal	Weight	Quantitative Evaluation Metric
Local Mobility Options Improve local mobility options for residents and support first/last mile connections to key community destinations	25%	Number of residents connected to key destinations
Regional Transit Connections Improve regional mobility options for commuters by supporting first/last mile connections between employment centers and regional transit hubs	25%	Number of jobs served by shuttle route
Ridership Operate cost-effective service with sustained ridership that aligns with demand and funding	15%	<ul style="list-style-type: none"> • Cost-Efficiency (for existing shuttle routes) • Transit Propensity Index / estimated boardings (for proposed routes)
Equitable Access Provide mobility services to advance equity and reduce access barriers for transit-reliant populations	20%	Total population served within equity priority areas
Transportation Network Coverage Provide mobility service to fill operational gaps in the regional transportation network	15%	Shuttle population capture not served by conventional transit

Next Steps

Next Steps

- **Route Nomination:** Following this Workshop, jurisdictions to nominate shuttle route(s) to program
- **Evaluate and prioritize shuttle routes:** Assess routes based on evaluation criteria
- **Run financial scenarios:** Identify 3-4 financial scenarios to model using the prioritized shuttle list
- **Develop strategy:** Recommend preferred financial scenario to SMCTA Board
- **Vendor Procurement:** SamTrans releases RFP for shuttle operations

Strategy Schedule



Workshop 4 Preview

- Review ranked list of shuttle routes
- Financial scenario outcomes
 - Compare ranked shuttle list to each financial scenario
 - Discuss pros/cons
- Recommend preferred scenario

Thank You

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Evaluation Criteria

The criteria are designed to capture key dimensions of program performance, including local and regional connectivity, ridership and cost effectiveness, equity outcomes, and the role of shuttles in addressing gaps in the broader mobility network.

Goal 1: Local Mobility Options

Criteria 1	Describe how the route provides local mobility options and enhances connectivity to key destinations
Criteria 2	Number of residents connected to key destinations

Goal 2: Regional Transit Connections

Criteria 1	Describe how the route provides first/last mile service between employment centers and regional transit hubs
Criteria 2	Number of jobs served by shuttle route

Evaluation Criteria

Goal 3: Sustainable Ridership

Criteria 1	Describe how the shuttle route will provide cost-effective shuttle service and sustained ridership
Criteria 2	Cost-efficiency (for existing routes)
Criteria 3	Transit Propensity Index / estimated boardings (for proposed routes)

Goal 4: Equitable Access

Criteria 1	Describe how shuttle route will serve equity priority communities
Criteria 2	Total population served within equity priority areas

Goal 5: Transportation Network Coverage

Criteria 1	Describe how shuttle route will fill operational gaps in the regional transportation network.
Criteria 2	Shuttle population capture not served by conventional transit