



SAN MATEO COUNTY

**Transportation
Authority**

San Mateo County Local Shuttle Workshop

October 23, 2013



Purpose of Workshop

- **Inform potential applicants and current recipients of:**
 - best practices
 - technical assistance
 - shuttle funding from C/CAG and SMCTA
- **Gather input for 2014 Call for Projects**

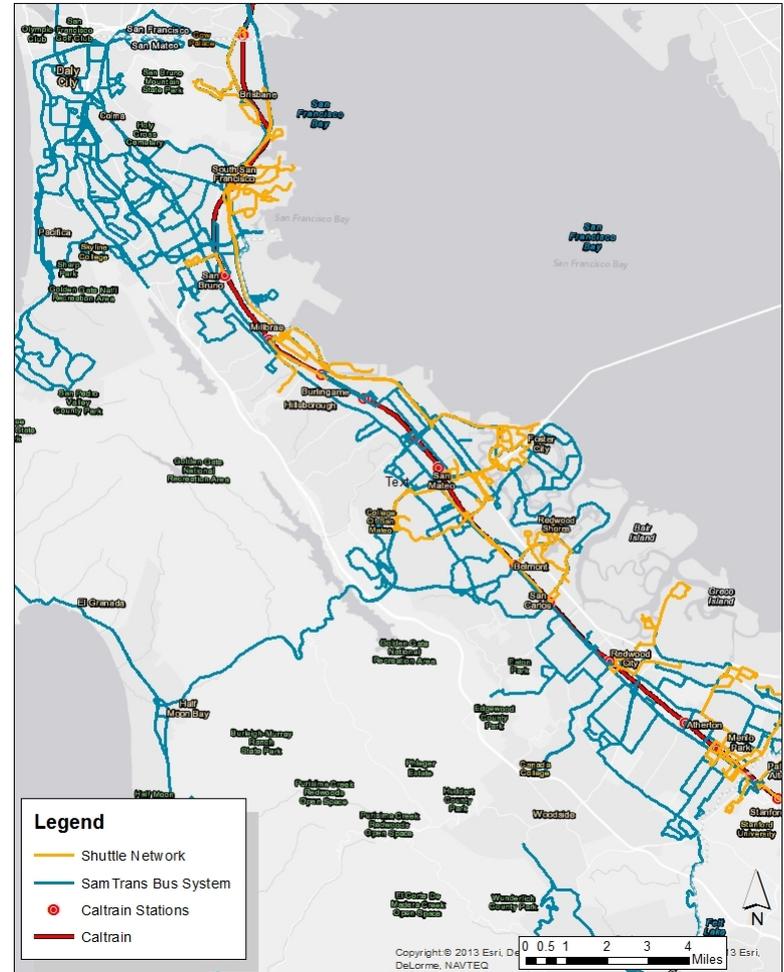




Background

- Provide first/last mile connections for commuters
- Community-based transportation options
- > 40 shuttles
- Serve > 6,000 riders on an average weekday

San Mateo County Shuttle System Map





Roles and Responsibilities

- Roles of shuttles in San Mateo County
- Roles of agencies
 - Sam Trans
 - JPB
 - SMCTA
 - C/CAG
 - Alliance





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?





Shuttle Definition

- **Single purpose: to/from jobs, community circulator**
- **Fills in regular bus service gaps (time/route)**
- **Types: commuter, community, hybrid, door-to-door**





Shuttle Definition

- **Commuter Shuttles**
 - First/last mile access between jobs and BART/Caltrain stations
 - Pick up at BART/Caltrain stations in the morning. Pick up from jobs in the evening.
- **Community Shuttles**
 - Short trips within the community
 - Serve low-income populations
 - Provide midday and weekend service
 - Different routes from fixed route transit



Shuttle Service Functions

- **Planning**
- **Administration**
- **Budgeting / funding**
- **Procurement of shuttle operator**
- **Service oversight**
- **Customer service & marketing**
- **Operations**
- **Evaluation**



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**





Customer Service & Marketing

- **Key to the successful launch and continued funding of project**
- **Includes identifying target consumer, branding, outreach & social media**





Customer Service & Marketing

- **Customer service**
 - Provided by managing agency or City
 - Alliance has dedicated shuttle line, email, Twitter and database to handle inquiries
- **Individual marketing**
 - Ideally led by sponsor, City or employer
 - Target an individual route and their potential riders
- **Countywide marketing**
 - Alliance, Caltrain and Sam Trans websites
 - Events, all shuttle routes, and other commute alternatives



Lessons Learned - Commuter

Shuttle X:

Successful

- \$3 /passenger
- Approx. 20 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

- \$9 /passenger
- > 8 passengers per service hour
- Employer group with no financial investment
- Limited reverse commute potential
- Transit station that only has hourly local service with no express trains



Lessons Learned – Commuter

- **Characteristics of successful commuter routes:**
 - Employer participation and buy-in
 - Service to/from a well served train station
 - Minimal wait time following train arrival
 - Trip length – max 20 minutes in each direction
 - Reverse commute passengers
 - Consistent marketing to target employers



Performance Estimation – Commuter

Expected total annual ridership

= potential daily passengers x 2 trips per day
x # of service days in a year x shuttle
percentage factor

Expected cost per passenger

= total cost / expected annual ridership

Notes:

Potential daily passengers = 7% of total employee pool

Shuttle percentage factor assuming transit ridership 3 days a week = 0.6



Lessons Learned – Community

Shuttle A: Successful

- \$3/passenger
- Approx. 8 passengers per service hour
- 5 days/week, hourly service during peak time periods
- Flag-down service
- Serves senior population needs

Shuttle B: Needs Improvements

- \$30/passenger
- Approx. 2 passengers per service hour
- Limited service week/hours
- Fixed-route
- Destinations do not include popular points of interest



Proposed Performance Metrics

Metrics	Commuter	Community	Door to Door
Operating Cost/Passenger	≤ \$8.00	≤ \$12.00	≤ \$15.00
TA/CCAG Operating Cost/Passenger	≤ \$6.00	≤ \$ 9.00	≤ \$12.00
Boardings/Vehicle Service Hour	≥ 10	≥ 7	≥ 4
Overlap with Fixed-Route Service	≤ 30%	≤ 20%	≤ 20%

Note: Metrics must be approved by the SMCTA and C/CAG Boards



Technical Assistance

- **Optional assistance to plan or improve shuttle service**
- **Available to potential applicants of shuttle funding until Call for Projects**
- **Based on staff availability – expressions of interest by mid-November**
- **Receipt of technical assistance not a guarantee of funding**



Call for Projects – Applications

- **Funding from SMCTA and C/CAG with Joint Call this coming winter**
- **Sponsors: public agencies in San Mateo County**
- **Minimum eligibility requirements:**
 - Shuttles must be open to the public
 - Serve San Mateo County residents/employees
 - Letter of Concurrence from Sam Trans
 - Non sup plantation of funds



Call for Projects – Funding

- **Approx. \$7M for FY 14/15 & FY 15/16**
- **Local match: 25% requirement (to be confirmed)**
 - Commuter shuttles: Local agency funds, employer contributions, grants
 - Community shuttles: Local agency funds, grants





Call for Projects – Reporting

- On-going progress reports required





Call for Projects – Feedback

- **Process and evaluation criteria for the next call for projects under development**





Thank you

Technical Assistance – Community Shuttles

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Technical Assistance – Commuter Shuttles

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Call for Projects

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References

Call for Projects

www.smcta.com/Projects/Call_for_Projects.html

Community Transit Planning and Funding Guide

www.smcta.com/Programs/Transit/Local_Shuttles/Local_Shuttles_Resources.html