4

TRANSPORTATION STRATEGIES

Based on the potential solutions identified through the community outreach process, staff developed ten transportation strategies. The ten strategies were conceived based on community and stakeholder input, potential community impacts, implementation requirements, and financial feasibility. This chapter describes the evaluation criteria, results, and recommendations for the transportation strategies, as well as a detailed description of each strategy.

The transportation strategies are organized into the three transportation need areas. Furthermore, each strategy is relevant to one or more of the community stated needs. The following list of transportation strategies organized by the three need areas and also lists the relevant community stated needs.

Improve Access to Places Outside of the Project Area

1. Improve Existing School Bus Service (addresses community stated needs 3 and 8)
2. Augment Existing Transportation Service to Better Serve Key Destinations (addresses community stated needs 1, 4, 5, 6, and 7)
3. Increase Frequency of Existing Transit Service (addresses community stated needs 1, 2, 5, 8, and 9)
4. Reinstate the San Mateo Medical Center Shuttle Program (addresses community stated need 7)

Improve Access to Transit Services and Local Community Facilities

5. Establish Local Safe Routes to School Program (addresses community stated needs 3, 6, 12, and 13)
6. Improve Transit Stop Amenities (addresses community stated needs 10 and 11)
7. Improve Pedestrian Amenities (addresses community stated needs 11 and 12)
8. Improve Bicycle Amenities (addresses community stated needs 5 and 13)

Improve Information and Reduce the Cost of Transportation

9. Improve Affordability of Public Transit for Low-Income Users (addresses community stated needs 16 and 17)

10. Increase Public Access to Information about Transportation Options (addresses community stated needs 14 and 15)

EVALUATION CRITERIA

The following evaluation criteria were used to consider the benefits and disadvantages of the transportation strategies. These criteria were reviewed, discussed and approved by the Technical Advisory Committee and the Stakeholder Committee.

Financial Feasibility

Cost effectiveness. Is the cost reasonable as compared to the number of people who benefited? A low cost program that reaches relatively few people can have a high cost per person reached.

Funding availability and sustainability. Are funding sources identifiable and likely to be available given competition with other projects? Projects should have stable sources of funding to ensure that they can continue if successful.

Implementation Feasibility

Ease of implementation. Can the project or program be easily implemented given existing transportation services and likely providers of new service?

Implementable within a reasonable timeframe. Short term results, as long as they are sustainable, will generate community support and begin to immediately address transportation gaps and barriers.

Potential for partners. Partnerships can increase available funding opportunities, speed implementation, and generate broader support for programs and projects.

Transportation Benefits

Widespread benefits. A transportation solution that serves many is better than one that serves a few.

Compatible with existing service and plans. Transportation solutions will be easier to implement and more effective if they are supportive of existing services and plans.

Effective, measurable project or program. Strategies should increase usage of transportation based on factors such as patronage, reliability, and safety.

Community Benefits

Benefit to populations with the greatest need. Populations or communities with the greatest barriers to mobility should be identified for transportation improvements.

Community support. The success of any transportation solution requires the support of community based organizations (CBOs) and local politicians, as well as those who directly benefit from the service.

Environmental benefits. Mobility strategies that shift trips away from single occupant vehicles can contribute to a healthier environment.

EVALUATION RESULTS

Each transportation strategy was assessed using the evaluation criterion, balancing quantitative and qualitative methods to rank each category from low to high. Table 3 presents an overall ranking which is a cumulative representation of the rankings for each of the categories. Evaluation results include:

- Low (○) - indicates the strategy does not meet the criteria;
- Medium (●) - indicates the strategy somewhat meets the criteria; and
- High (●●) - indicates the strategy meets the criteria.

For ease of use, the table presents the Low, Medium and High results as dot symbols to provide a visual assessment of each strategy.

Table 3: Summary Evaluation of Transportation Strategies

	Strategies	Evaluation Criteria			
		Financial Feasibility	Implementation Feasibility	Transportation Benefit	Community Benefit
1	Improve Existing School Bus Service	○	●	●●	●●
2	Augment Existing Transportation Service to Better Serve Key Destinations	●	●	●●	●●
3	Increase Frequency of Existing Transit Service	○	●	●●	●●
4	Reinstate the San Mateo Medical Center Shuttle Program	○	○	●●	●
5	Establish Local Safe Routes to School Program	●●	●●	●●	●
6	Improve Transit Stop Amenities	●	●	●	●●
7	Improve Pedestrian Amenities	●	●●	●●	●●
8	Improve Bicycle Amenities	●	●●	●●	●
9	Improve Affordability of Public Transit for Low-Income Users	●	●	●●	●●
10	Increase Public Access to Information about Transportation Options	●●	●●	●	●●

Evaluation results are explained in greater detail later in this chapter in the Description of Transportation Strategies section.

EVALUATION RECOMMENDATIONS

Based on the evaluation results presented in the previous section, the following recommendations present the transportation strategies that best meet the evaluation criteria and those that are less feasible due to financial, implementation or organizational barriers. This ranking does not suggest that these strategies are any less valuable or that they should not be implemented, just that it will be more challenging to do so. More explanation of the evaluations of individual strategies can be found in the next section, "Description of Transportation Strategies."

The recommendations are organized based on the three transportation need categories:

- Strategies to Improve Access to Places Outside of the Project Area;
- Strategies to Improve Access to Transit Services and Local Community Facilities; and
- Strategies to Improve Information and Reduce the Cost of Transportation.

Strategies to Improve Access to Places Outside of the Project Area

Residents' transportation needs associated with access to places outside the project area include traveling to destinations throughout the local area and region, including San Francisco, schools, hospitals, the College of San Mateo and locations along El Camino Real.

Based on the evaluation criteria the strategy that best meets the evaluation criteria is:

- Strategy #2 - Augment Existing Transportation Service to Better Serve Key Destinations.

Other strategies that would address some of these needs, but that may be less feasible because of financial and implementation barriers, include:

- Strategy #1 - Improve Existing School Bus Service;
- Strategy #3 - Increase Frequency of Existing Transit Service; and
- Strategy #4 - Reinstate the San Mateo Medical Center Shuttle Program.

Strategies to Improve Access to Transit Services and Local Community Facilities

Residents' transportation needs associated with access to nearby transit and community facilities within the project area include accessing schools in the area, walking and bicycling through the project area, and improved transit stop amenities in the area.

Based on the evaluation criteria the most potentially effective and feasible strategies are:

- Strategy #5 - Establish Safe Routes to School Program;
- Strategy #7 - Improve Pedestrian Amenities; and
- Strategy #8 - Improve Bicycle Amenities.

The other strategy that may be difficult to implement because of organizational and financial barriers but would benefit the community is:

- Strategy #6 - Improve Transit Stop Amenities.

Strategies to Improve Information and Reduce the Cost of Transportation

Needs associated with information and cost issues generally concerned improving communication with residents about transportation options, access to information in languages other than English, and lowering the cost of transit for low-income residents, particularly for multiple trips or with a family.

Based on the evaluation criteria the most potentially effective and feasible strategies include:

- Strategy #9 - Improve Affordability of Public Transit for Low-Income Users; and
- Strategy #10 - Increase Public Access to Information about Transportation Options.

DESCRIPTION OF TRANSPORTATION STRATEGIES

This section provides project details for each of the ten strategies. Each strategy is described in the following categories:

- Community stated transportation needs addressed;
- Project description;
- Potential transportation and community benefits;
- Funding sources and estimated cost; and
- An evaluation of the project details against the criteria described in the previous section.

Strategy #1
Improve Existing School Bus Service

Community Stated Transportation Needs

- The lack of school bus service makes it difficult to access schools outside of the project area.
- The lack of school bus service makes it difficult for families with more than one child to drop them off at multiple schools in the area.

Students living in the project area are assigned to schools throughout the City of San Mateo, making it difficult for parents without an automobile to drop children off at multiple school locations. The schools that were mentioned the most frequently during the outreach process as presenting a transportation challenge were:

- Borel Middle School;
- Park Elementary School;
- North Shoreview Elementary School.

Tables 3 and 4 shows the percent of all students from the North Central neighborhood that attend the different schools in the school district. Note that this information does not include the three High Schools in the School District, as they were not able to provide information on enrollment from the North Central area.

Figure 3: Strategy #1 Preliminary Assessment

Evaluation Criteria	Assessment
Financial Feasibility *Cost effectiveness, Funding availability and Sustainability*	○
Funding availability and sustainability is a barrier. Many school districts, including San Mateo-Foster City School District, have experienced severe budget cuts over the past several years.	
Implementation Feasibility *Ease of Implementation, Doable within a reasonable timeframe, Potential for partnerships*	●
This would be an expansion of service that is already in operation. Implementation of this strategy would depend on availability of funding.	
Transportation Benefit *Broad impact to improve mobility, Comparable with existing service and plan, Effective and measurable project or program*	●●
This strategy would ensure the improved transportation of North Central San Mateo students to the schools outside of the project area. There are currently over 350 students attending schools without school bus service.	
Community Benefit *Addresses population(s) with the greatest need, Strong community support, Environmental benefits*	●●
This strategy meets a need voiced strongly by the community in North Central San Mateo, and would reduce the number of auto trips by increasing access to school bus service.	

Low = ○ Medium = ● High = ●●

Table 4: Schools with Bus Service

Schools	Total Enrollment	North Central Enrollment	% of Total
Abbot Middle School	758	100	13%
Baywood Elementary	571	86	15%
Highlands Elementary	516	84	16%
Bereford Elementary	241	80	33%
Horrall Elementary	483	74	15%
Fiesta Gardens Elementary	449	68	15%
Bayside Middle School	486	64	13%
Meadow Heights Elementary	309	62	20%
Laurel Elementary	447	23	5%
Totals	**4,260**	**641**	**15%**

Table 5: Schools without Bus Service

Schools	Total Enrollment	North Central Enrollment	% of Total
Borel Middle School	915	126	14%
Park Elementary	450	78	17%
Sunnybrae Elementary	521	63	12%
College Park Elementary	295	51	17%
North Shoreview Elementary	331	24	7%
Parkside Elementary	407	8	2%
George Hall Elementary	409	4	1%
Totals	**3,328**	**354**	**11%**

Table 4 shows that around 350 elementary and middle school students from North Central San Mateo attend schools without school bus service. With the exception of College Park Elementary, which is a Mandarin Immersion Magnet, all of these schools are over a mile from parts or all of the project area, resulting in difficult access for those families without an automobile. It can also be difficult for families with more than one child to drop them off at multiple schools in the area.

Up until 3 years ago, the District provided transportation services to students attending Park Elementary. However, given that Park Elementary is within the maximum walking distance (2 miles) of the North Central attendance area, and as a result of budget cuts from the State, the District eliminated that route.

Project Description

The San Mateo-Foster City School District could adjust or augment existing school bus service to better serve the residents of North Central San Mateo. The School District is currently looking at streamlining and modifying the bus routes, and potentially creating more of a shuttle-style system than the current system. School start times may also be adjusted in order to reach a maximum bus pick up and drop off of students.

In the City of Brisbane, the School District provides SamTrans bus passes for students who are low-income (on the discounted meal program) and asks parents to provide passes for students who are not.

The Jefferson Union School District, which comprises the cities of Daly City, Colma, Brisbane and Pacifica, until this year ran a school bus program which charged students $360 per year for bus service to school. Students on the free or discounted lunch program received a free or discounted rate for this service. Unfortunately, substantial budget cuts forced the School District to discontinue all service for the 2010/2011 school year.

Constraints

Due to the ongoing State budget crisis, and the diminishing funds allocated to the School District, the District has been reducing transportation expenditures and services since 2003. At this time, the District does not have the resources to lead, implement, or fund additional school bus service.

Potential Transportation and Community Benefits

Improved school bus service would reduce the burden on families to transport their students to schools, which are located throughout the city. This would be beneficial to all families, but especially those low-income residents without access to an automobile, or whose work schedules make it difficult to transport children during the day.

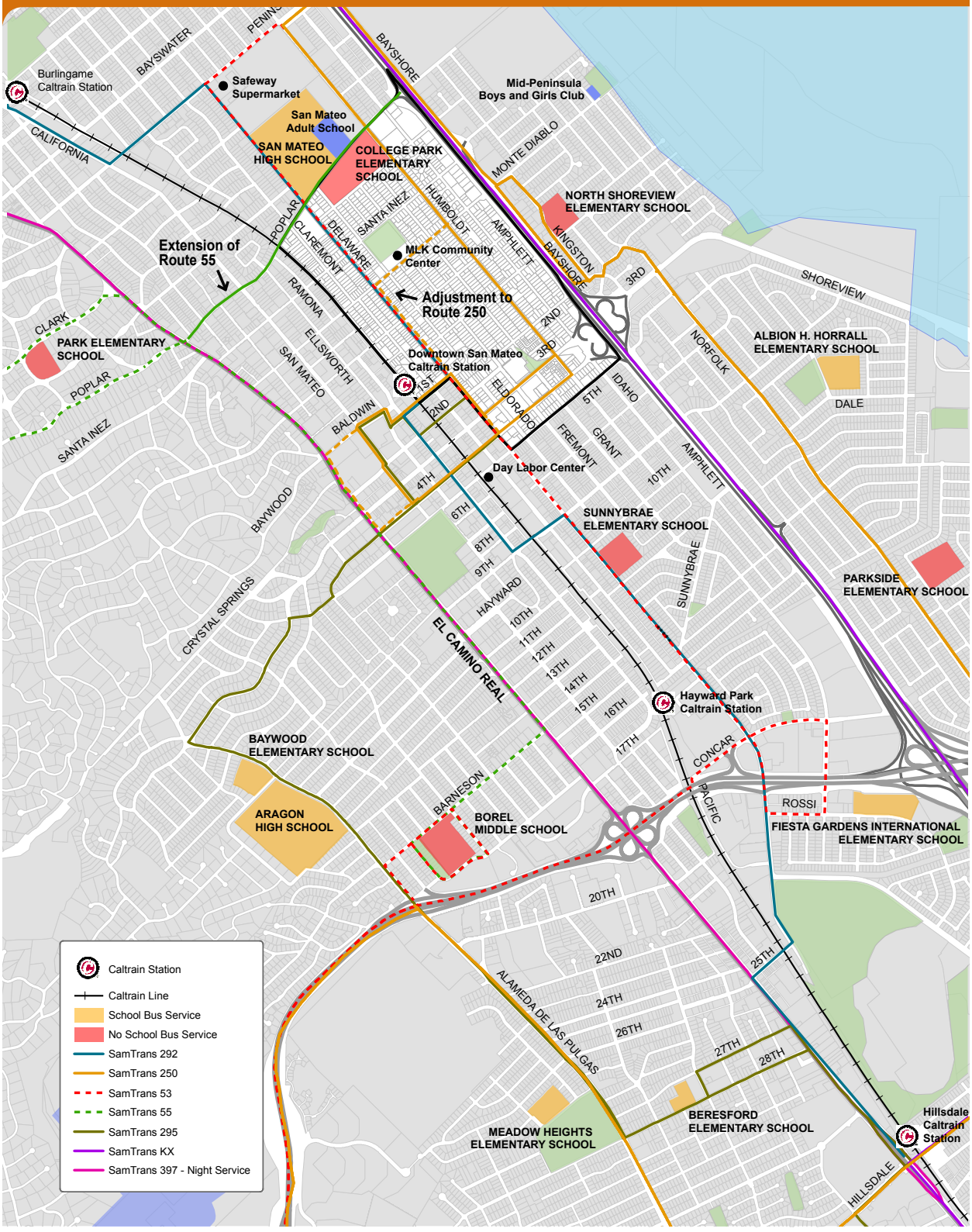
Implementation Requirements

Lead Agencies: San Mateo-Foster City School District

Financial

Potential Funding Sources: EPA's National Clean Diesel Funding Program

Map 4 Proposed Transit Service



Strategy #2
Augment Existing Transportation Service to Better Serve Key Destinations

Community Stated Transportation Needs

- East-West travel without an automobile is difficult.
- Residents need better access to transit that serves the College of San Mateo.
- Residents need better access to the San Mateo County General Hospital.
- The lack of school bus service makes it difficult to access schools outside of the project area.
- The lack of school bus service makes it difficult for families with more than one child to drop them off at multiple schools in the area.

Many residents reported that it is difficult to connect with El Camino Real bus service.

SamTrans Routes 390/391 provide the trunk-line service for San Mateo County and access to these routes is essential for travel by transit in the Peninsula. The College of San Mateo and the San Mateo County General Hospital are both served by Route 250, but its existing route alignment is difficult for most residents of the area to access.

Students living in the project area are assigned to schools in different parts of San Mateo, making it difficult for parents without an automobile to drop children off at multiple schools. Not all schools have school bus service provided, and those that do only offer service during pick-up and drop-off hours, making it difficult for parents or children to access the school during off hours (e.g. due to PTA meetings, after-school activities, or illness). The schools which were

Figure 4: Strategy #2 Preliminary Assessment

Evaluation Criteria	Assessment
Financial Feasibility *Cost effectiveness, Funding availability and Sustainability*	●
Adjustments to the Routes will be expensive and, due to budget constraints, SamTrans is not planning route extensions or additional fixed-route service at this time. However, the cost effectiveness of this strategy will be fully evaluated as part of SamTrans' upcoming Comprehensive Operational Analysis.	
Implementation Feasibility *Ease of Implementation, Doable within a reasonable timeframe, Potential for partnerships*	●
Current fiscal constraints faced by SamTrans present a barrier to implementation. The route changes also must be evaluated for physical feasibility due to street configurations.	
Transportation Benefit *Broad impact to improve mobility, Comparable with existing service and plan, Effective and measurable project or program*	●●
Adjustments to the existing SamTrans fixed-route service that would better connect the North Central San Mateo neighborhood with El Camino Real and the area east of Hwy 101 would have a high impact on mobility options for the residents.	
Community Benefit *Addresses population(s) with the greatest need, Strong community support, Environmental benefits*	●●
Many residents expressed the need for better access to key destinations on transit.	

Low = ○ Medium = ● High = ●●

mentioned the most frequently as presenting a transportation challenge were Borel Middle School, Park Elementary School, North Shoreview Elementary School, Horrall Elementary School, and Fiesta Gardens Elementary School. Horrall Elementary School and Fiesta Gardens Elementary School currently run school bus service to the Project area, while the other three schools do not run school bus service. The SamTrans Routes currently serving these schools are SamTrans Route 53, 55, and 250.

Project Description

Existing transit services could be adjusted to better service key destinations identified as difficult to access by residents of the project area. These proposed adjustments are illustrated in Map 2 above.

1. Route 55 – Extend route so that it originates in the project area in the AM, before continuing on to Park Elementary School and Borel Middle School. In the PM, extend route to the study area after serving Borel and Park.
2. Route 250 – In August 2010, SamTrans restored Route 250 to its preconstruction route alignment following the completion of the the Peninsula Avenue overpass over Highway 101. This route adjustment meets many of the needs voiced by the residents of the North Central neighborhood and improves access to destinations east of Hwy 101, as well as to the College of San Mateo. The new route alignment also improves access to North Shoreview Elementary School and Horrall Elementary School, and connects residents to Route 295, which serves San Mateo General Hospital.

However, an additional adjustment is proposed in order to better serve the MLK Community Center and to connect with El Camino Real bus service. The proposed adjustment is: Eastbound, from the Caltrain Station, up 1st Ave, Left on South Delaware, right on Monte Diablo, and left on North Humboldt, to rejoin the original preconstruction route. Westbound, the bus would deviate from Humboldt by turning right on Monte Diablo, left on Delaware, right on 4th Ave, right on El Camino Real, and right on Baldwin to return to the Caltrain station.

Potential Transportation and Community Benefits

Adjusting Routes 55 and 250 would provide more direct service for neighborhood residents to their most challenging destinations. Access to schools not currently served by school buses would be improved from the area. Residents who find it difficult to walk through the neighborhood to access transit on El Camino Real would have increased mobility due to closer proximity to transit stops for connecting bus service. Connecting to El Camino bus service would improve access to the Caltrain stations served by the Kaiser Permanente Medical Center in Redwood City and the Stanford Hospital and Clinics in Palo Alto.

Route 250 currently serves as a Caltrain Connection for residents in the area and any changes to the current schedule should take transfer time to Caltrain service into consideration.

Implementation Requirements

Lead Agency: SamTrans

Financial

Potential Funding Sources: SamTrans operating funds; C/CAG Local Transportation Support Program; TFCA funds; JARC (See Table 6).

Table 6: Strategy #2 Preliminary Cost Estimate

Route	Cost Estimate
55	$17,550
250	$100,000

Note: Cost Estimates include Operating Cost only. The Operating Cost is based on current costs per revenue mile. These estimates also do not take into account street configuration or in-field operational review.

Strategy #3
Increase Frequency of Existing Transit Service

Community Stated Transportation Needs

- Travel without an automobile at night, on weekends, and to school during non-school service is difficult.
- Taking transit to downtown San Francisco is expensive, time-consuming, and buses can be overcrowded.
- Getting to destinations north and south of the area for shopping, grocery, and medical appointments is costly and time-consuming on transit.
- Residents need better access to transit that serves the College of San Mateo.
- Accessing schools outside of SamTrans service hours is difficult for families without an automobile.
- Residents need better access to hospitals, including: San Mateo Medical Center (San Mateo), Kaiser Permanente Medical Center (Redwood City), Stanford Hospital (Palo Alto)

Project Description

Increasing the frequency of selected bus routes that serve the North Central San Mateo neighborhood would build on the existing transit infrastructure and would provide residents with more convenient service to their common destinations. These bus routes, along with key desinations, are shown on Map 4 described in Strategy #2. One specific proposal for increasing the frequency of existing bus service is presented in Table 7.

Figure 5: Strategy #3 Preliminary Assessment

Evaluation Criteria	Assessment
Financial Feasibility *Cost effectiveness, Funding availability and Sustainability*	○
Increased bus frequency will be expensive and, due to budget constraints, SamTrans is not planning additional fixed-route service at this time. However, the cost effectiveness of this strategy will be fully evaluated as part of SamTrans' upcoming Comprehensive Operational Analysis (COA).	
Implementation Feasibility *Ease of Implementation, Doable within a reasonable timeframe, Potential for partnerships*	●
Current fiscal constraints faced by SamTrans present a barrier to implementation.	
Transportation Benefit *Broad impact to improve mobility, Comparable with existing service and plan, Effective and measurable project or program*	●●
More frequent service to challenging destinations would have a high impact on mobility options for the residents of this area.	
Community Benefit *Addresses population(s) with the greatest need, Strong community support, Environmental benefits*	●●
Many residents expressed the need for more service in the off-peak time period.	

Low = ○ Medium = ● High = ●●

These changes would result in:

- More frequent bus service on El Camino Real during off-peak hours;
- More frequent bus service to San Francisco during off-peak hours;
- More frequent service to the College of San Mateo, to El Camino Real and to the area east of Hwy 101 during off-peak hours; and
- Service during daytime hours to Park Elementary, Borel Middle School, and Fiesta Gardens International School.

Table 7: Proposed Bus Frequency

Route	Time Period	Existing Frequency	Proposed Frequency
390 and 391 (El Camino Real)	6:00pm - 12:00am	30 - 60 minute	30 minute
KX (US 101)	6:00pm-12:00am	60 minute	30 minute
250 (Caltrain & El Camino Connection)	6:00pm-12:00am	30 – 60 minute until 11pm, M-Th	30 minute
53 and 55 (Community Routes)	6:00am-6:00pm	Limited	30 minute

Potential Transportation and Community Benefits

Increasing the frequency on these routes would provide residents of the area with more convenient transportation at night, on weekends, and to school during non-school service hours is difficult. It would provide residents with better service during the non-peak hours to San Francisco and to destinations on El Camino Real.

Implementation Requirements

Lead Agency: SamTrans

Financial

Potential Funding Sources: SamTrans operating funds; C/CAG Local Transportation Support Program; TFCA funds; JARC (See Table 8).

Table 8: Strategy 3 Preliminary Cost Estimate

Route	Cost Estimate
390 and 391	$900,00 each ($1.8 M total)
KX	$4.6 M
250	$750,000
53 and 54	$550,000 each ($1.1 M total)

Note: These Cost Estimates include Operating Cost only, and do not account for Capital Costs. The Operating Cost is based on current costs per revenue mile. These estimates also do not take into account street configuration or in-field operational review.

Strategy #4
Reinstate a San Mateo Medical Center Shuttle Program

Community Stated Transportation Needs

- Residents need better connections to San Mateo Medical Center, Kaiser Permanente Medical Center, Stanford Hospital and Clinics.

Outreach results show that North Central San Mateo residents find it difficult to access the San Mateo Medical Center in San Mateo, the Kaiser Permanente Medical Center in Redwood City and the Stanford Hospital and Clinics in Palo Alto. Kaiser Hospital in Redwood City and Stanford Hospital in Palo Alto currently provide shuttle service from Sequoia Caltrain Station and Palo Alto Caltrain Station, respectively.

Currently, residents can access the San Mateo Medical Center using SamTrans Route 295, which stops at the San Mateo Caltrain Station. SamTrans Route 250 stops approximately .3 miles from the Medical Center, on Hillsdale Blvd. In addition, the Medical Center is approximately three-quarters of a mile (20 minute) walk from the Hillsdale Caltrain Station. However, many project area residents, including seniors and people with disabilities, may find it difficult to use fixed route transit services to access health care.

Project Description

Work with the San Mateo Medical Center to reinstate their demand-response shuttle ser-

Figure 6: Strategy #4 Preliminary Assessment

Evaluation Criteria	Assessment
Financial Feasibility *Cost effectiveness, Funding availability and Sustainability*	○
The previous shuttle program was run using County Medical Center operating funds, which are no longer available.	
Implementation Feasibility *Ease of Implementation, Doable within a reasonable timeframe, Potential for partnerships*	○
Several operational and administrative barriers need to be addressed in order for the program to be reinstated.	
Transportation Benefit *Broad impact to improve mobility, Comparable with existing service and plan, Effective and measurable project or program*	●●
Accessing hospitals is a predominant need identified by the project area population. A demand-response shuttle service that picked people up at their homes and brought them to the Medical Center would provide a valuable transportation service for transit-dependent residents. All residents of the area would benefit from improved information on how to access hospitals on transit.	
Community Benefit *Addresses population(s) with the greatest need, Strong community support, Environmental benefits*	●
This strategy would help to ensure that project area residents stay connected to medical services, therefore improving community health and vitality. This service would benefit many project area residents, including seniors, people with disabilities, and low-income populations. Residents can currently access the hospital using SamTrans Route 295 or Route 250.	

Low = ○ Medium = ● High = ●●

vice that previously brought patients from throughout the County to the Medical Center. The Medical Center could work with other additional county stakeholders to address the operational and administrative barriers that led the Medical Center to cease providing the service last year. The Medical Center could also explore using a private contractor for transportation services (e.g. MV Transportation or Veolia Transportation) to reduce the administrative burden.

The rerouting of SamTrans route 250 (as described in Strategy #2) would better connect the project area with El Camino Real bus service, which connects to the Caltrain stations served by the Kaiser and Stanford shuttles. Residents should also be provided with more information on how to access these shuttle services; this need is address by Strategy #10.

Potential Transportation and Community Benefits

Providing better transportation access to San Mateo Medical Center, Kaiser Permanente, and Stanford Hospital and Clinic facilities would enhance community health and livability.

Implementation Requirements

Lead Agency: San Mateo Medical Center

Financial

Potential Funding Sources: San Mateo Medical Center, C/CAG Lifeline funds, TA Shuttle funds

The annual cost to provide the previous San Mateo Medical Center shuttle program was approximately $240,000.

Strategy #5
Establish Local Safe Routes to School Program

Community Stated Transportation Needs

- The lack of school bus service makes it difficult to access schools outside of the project area.
- The lack of school bus service makes it difficult for families with more than one child to drop them off at multiple schools in the area.
- Accessing schools outside of SamTrans service hours is problematic.
- Walking is dangerous in some locations because of fast-moving traffic, insufficient pedestrian crossing times, poor lighting, and harassment by loiterers.
- Crossing El Camino as a pedestrian is dangerous.
- Bicycling is common on sidewalks but is perceived as dangerous on the streets.

Students living in the study area are assigned to schools in different parts of San Mateo, making it difficult for parents without an automobile to drop children off at multiple schools. Not all schools have school bus service provided, and those that do only offer service during pick-up and drop-off hours, making it difficult for parents or children to access the school during off hours (e.g. due to PTA meetings, after-school activities, or illness).

Figure 7: Strategy #5 Preliminary Assessment

Evaluation Criteria	Assessment
Financial Feasibility *Cost effectiveness, Funding availability and Sustainability*	●●
Competitive grant funding will become available for this strategy in Spring 2011.	
Implementation Feasibility *Ease of Implementation, Doable within a reasonable timeframe, Potential for partnerships*	●●
The toolbox of SR2S strategies being developed by C/CAG will contain a variety of projects that can be easily adapted to individual schools.	
Transportation Benefit *Broad impact to improve mobility, Comparable with existing service and plan, Effective and measurable project or program*	●●
Transportation to schools is a major need identified by the project area population. According to the 2000 U.S. Census there are approximately 1,269 children aged 5 to 14 living in the project area.	
Community Benefit *Addresses population(s) with the greatest need, Strong community support, Environmental benefits*	●
This strategy would help to ensure that children get to school safely and efficiently through various walking, biking, and carpool strategies, thereby reducing the burden on school bus service and parents who currently drive their children to school. These strategies would also result in benefits to the environment by reducing trips made in single-occupancy vehicles and therefore reducing greenhouse gas emissions.	

Low = ○ Medium = ● High = ●●

Project Description

This strategy proposes that the San Mateo-Foster City School District (or other appropriate lead agency) apply for Safe Routes to Schools (SR2S) funding when it becomes available for projects that meet the needs of school-aged children living in the project area. Potential project components may include:

- "Walking School Bus" (pedestrian caravan);
- "Bike Train" (bicycle caravan);
- Classroom Lessons;
- School Pool Program;
- Walk to School Week; and
- Parent Surveys.

The San Mateo City/County Association of Governments (C/CAG) has been developing a Safe Routes to Schools (SR2S) program for the County. Currently, the program management is being transitioned to the San Mateo County Office of Education. The first component of the program will be a toolbox of strategies that can be easily adopted by individual schools. These strategies will focus on the following three Safe Routes to Schools elements:

1. Education - traffic/pedestrian safety, workshops/lessons that incorporate health/environment, crossing guard training
2. Encouragement - outreach, brochures, events, contests (examples include Walking School Bus, Walk and Roll to School Days, Bike Train, Helmet Giveaways, Walk to School Wednesday, Walk to School Week)
3. Enforcement - look at rules of the road, speeding, partner with law enforcement, increase presence around schools.

The second component of the program will be a Call for Projects that will offer funding to San Mateo County schools (grades K-8) and possibly other relevant agencies to implement any of the projects contained in the toolkit. The Call for Projects is expected to be released in 2011.

As the Office of Education begins management of the program, they may appoint regional coordinators to assist school districts in completing applications for funding.

A potential partner is the Peninsula Congestion Relief Alliance which offers free bicycle safety classes and a school pool incentive program. Another potential partner is the Silicon Valley Bicycle Coalition which also offers bicycle safety courses, free bikes to needy families, and other cycling resources.

Some schools have been reluctant to support Safe Routes to School programs due to concerns about being sued if an injury or problem arises. But according to Public Health Law & Policy (PHLP), such fears are largely unwarranted. By acting responsibly and understanding the liability issues in question, schools, nonprofits, and parent groups can help students read the health and academic benefits of these programs while minimizing the risk of a lawsuit.[1]

Potential Transportation and Community Benefits

Providing and encouraging the use of safe and efficient alternatives for children in the project area to get to school will alleviate some of the barriers to accessing schools identified by residents related to lack of transit options, and safety concerns related to biking and walking.

Implementation Requirements

Lead Agencies: San Mateo County Office of Education, San Mateo-Foster City School District

Potential Partners: The Alliance, Silicon Valley Bicycle Coalition, City of San Mateo

Financial

Potential Funding Source: C/CAG Safe Routes to Schools Program (SR2S)

1 For more information, see: http://www.nplanonline.org/system/files/Safe_Routes_to_School_Fact_Sheet_FINAL_20100727.pdf

Strategy #6
Improve Transit Stop Amenities

Community Stated Transportation Needs

- Poor or nonexistent transit stop amenities in the area.
- Residents do not feel safe waiting at transit stops.

The majority of SamTrans bus stops identified as needing improvements are those on Route 292 along Delaware Street and on Route 250. Route 292 along Delaware Street currently has no transit amenities (such as benches, lighting, or shelters) other than bus stop signage, with the exception of a bench on North Delaware at Cypress Ave in the southbound direction.

Table 9 shows the 10 bus stops in the area with the highest average weekday boardings.

During the outreach process, residents voiced the need for transit amenities at the following specific locations, along with general requests for more amenities at all transit stops (See Table 10).

Project Description

Improvements to transit stops could include shelters, lighting, benches or Simme-Seats (pole with seats), trash receptacles, newspaper racks, bicycle racks, and public phones. Posted information about transit and other transportation services could be expanded and also provided in Spanish. Information could include displays, information boards, pole schedule displays, and schedules within bus shelters. Simme-Seats could provide an alternative for seating at transit stops.

Figure 8: Strategy #6 Improve Transit Stop Amenities

Evaluation Criteria	Assessment
Financial Feasibility *Cost effectiveness, Funding availability and Sustainability*	●
The cost will consist of the initial capital outlay and the ongoing maintenance.	
Implementation Feasibility *Ease of Implementation, Doable within a reasonable timeframe, Potential for partnerships*	●
If funding for the improvements can be secured, and sites are selected that are physically suitable for the desired improvements, SamTrans can implement within a reasonable timeframe.	
Transportation Benefit *Broad impact to improve mobility, Comparable with existing service and plan, Effective and measurable project or program*	●
Installation of new transit stop amenities would increase riders' comfort and safety. The top 10 boarding locations in this area range from approximately 30 - 200 average weekday boardings.	
Community Benefit *Addresses population(s) with the greatest need, Strong community support, Environmental benefits*	●●
Many North Central San Mateo residents expressed that transit amenities were a much-needed transportation improvement.	

Low = ○ Medium = ● High = ●●

Table 9: Bus Stops with Highest Weekday Boardings

Bus Route	Location	Average Weekday Boardings
Southbound Route 292	Delaware Street and Poplar Ave	207
Southbound Route KX	Highway 101 and 3rd Ave	137
Northbound Route 292	Delaware Street and Monte Diablo Ave	124
Northbound Route 292	Delaware Street and Tilton Ave	103
Northbound Route KX	Highway 101 and 3rd Ave	95
Southbound Route 292	Delaware Street and Monte Diablo Ave	54
Westbound Route 53	Delaware Street and Poplar Ave	38
Southbound Route 292	Delaware and Cypress Ave	36
Westbound Route 250	4th Ave and Grant Street	31
Westbound Route 250	4th Ave and Delaware Street	29

Table 10: Desired Improvements to Transit Stops

Problem Areas	Desired Improvements
Delaware Street between Poplar Ave and 5th Ave	Bus Shelters
Humboldt Street between Peninsula Ave and 4th Ave	Bus Shelters
Delaware Street between 1st Ave and 3rd Ave	Bus Shelters
Tilton Ave and Delaware Street	Bench and/or Bus Shelter
4th Ave and Grant Ave	Bus Stop and Bus Shelter
San Mateo High School	Bus Shelter
3rd Ave and HWY 101	Lighting for Bus Stop

Bus Shelters

The San Mateo County Transit District is in the process of replacing many of its inventory of 204 shelters with new shelters containing advertising. The new shelters are being provided and managed by CBS Outdoor as part of an advertising contract, in high visibility areas. However, new shelter placement has slowed due to the economic climate, so shelter availability is very sparse until installations resume.

SIMME Seats

SamTrans has installed eight Simme-Seats in the county to date. The seats are installed on public sidewalks with an approved Encroachment Permit from the city. As long as the existing surface area is sufficient to comply with Americans with Disabilities Act guidelines and safe bus operation, the approval/installation process is fairly simple. Installation or Placement of a bus stop amenity such as a Simme seat, bench, or trash can requires review and approval by SamTrans.

Lighting and Benches

Lighting is provided in the ad shelters and at major transit centers. In all other regards, lighting is and remains the city's responsibility. As of today, there are 230 stand alone benches in the county that SamTrans maintains. In the project area, one amenity, a SamTrans bench, is placed on North Delaware at Cypress Avenue in the southbound direction. This particular bench is frequently tagged with graffiti, regardless of the twice a week cleaning; see pictures below.

Potential Transportation and Community Benefits

Providing a shelter and enhancing the transit stop amenities and information at bus stops could improve the passenger experience by making bus riders feel more comfortable and secure. Additionally, project area residents would have better access to transit information through an information display on the shelter. Bus stop visibility would improve the image of transit in the area, which may attract new and retain existing riders. However, there is the potential for graffiti on the shelter.

Implementation Requirements

Lead Agencies: San Mateo County Transit District (with CBS Outdoor), City of San Mateo

Potential Roles and Partnerships: Community Based Organizations

General maintenance: SamTrans, City of San Mateo, CBS Outdoor

Design and construction oversight: SamTrans, City of San Mateo, CBS Outdoor

Streetscape amenities: City of San Mateo

SamTrans would be open to exploring an arrangement that would reduce future maintenance costs for bus stop amenities. For example, a Redwood Shores HOA is responsible for regular weekly cleaning of its shelters, while SamTrans remains responsible for any necessary shelter repairs. Similarly, the City of San Bruno recently received Lifeline funding for bus shelters

Further Analysis Needed/Ongoing Study

In some cases, adding bus shelters to the existing SamTrans stops would be impossible due to the lack of right of way necessary to fulfill ADA accessibility rules unless property was acquired to widen the sidewalk and add a shelter. This may meet with resistance from property owners and neighbors.

For all proposed bus stop amenity improvements, a feasibility assessment would need to be conducted by SamTrans in order to determine whether the desired improvements are possible based on the sidewalk width, right of way restrictions, or other physical constraints.

Financial

Potential Funding Sources:

San Mateo County Transit District capital/operating funds; MTC's TLC Capital Program Funds, City of San Mateo general funds; advertising revenues; FTA Transportation Enhancements fund (Section 5307), C/CAG Lifeline Funds.

Preliminary Cost Estimate: The cost will vary depending on the amenities provided and would depend on the physical suitability of the site.

Examples of estimated costs:

SIMME Seats: Installation costs, including labor, materials (other than the seat), equipment, permit fees (if any), are approximately $500.

Bus Shelters: The cost to install a bus shelter varies, depending on the site conditions. The cost of the shelter alone ranges from $8,000 to $10,000. If the site is acceptable as-is, the cost to place a shelter and relocate the bus stop sign atop the shelter is $1,000 additional. If a concrete pad is required or other site work, additional construction costs could reach $2,000. Currently, yearly bus shelter maintenance, not including any repairs, is $500 per shelter. Glass repair costs $100 per month ($1,200 per year).

Trash receptacle: $200 to $300; new pole and sign: $100; telephone: $500; general information board: $225 (shelter); bicycle racks: $300 per rack. These costs do not include the ongoing maintenance costs, which vary depending on the type of amenity.

Lighting: one pedestrian-scale light: $3,000 - $5,000 (not including installation costs).

Strategy #7
Improve Pedestrian Amenities

Community Stated Transportation Needs

- Walking is perceived as dangerous in some locations because of fast-moving traffic, insufficient pedestrian crossing times, poor lighting, and harassment by loiterers.
- Crossing El Camino as a pedestrian is dangerous.

The outreach effort revealed that safety is a major concern for residents of the project area. Many residents do not feel safe walking within the neighborhood because of fast moving traffic, poor lighting, loiterers, and inadequate pedestrian amenities.

Project Description

Pedestrian safety could be enhanced through the implementation of key pedestrian improvements needed in the project area. For example, pedestrian-scale lighting on Delaware Street and Humboldt Street would improve the sense of security and safety for pedestrians these areas. Pedestrians also face difficulties crossing El Camino Real due to high traffic speeds. Key crossing locations could be enhanced with improvements such as pedestrian countdown signals, increased crosswalk visibility or median refuges. Table 11 shows the improvements suggested by the community through the Outreach process.

Map 5 shows problem areas as identified through the outreach process. Where icons

Figure 9: Strategy #7 Preliminary Assessment

Evaluation Criteria	Assessment
Financial Feasibility *Cost effectiveness, Funding availability and Sustainability*	●
The cost-effectiveness of pedestrian improvements ranges substantially, depending on the type of improvement proposed (e.g. crosswalk striping can be relatively low-cost, while widening sidewalks is generally very expensive).	
Implementation Feasibility *Ease of Implementation, Doable within a reasonable timeframe, Potential for partnerships*	●●
Implementation will be supported by the Master Pedestrian Plan, currently underway by the City.	
Transportation Benefit *Broad impact to improve mobility, Comparable with existing service and plan, Effective and measurable project or program*	●●
Given the walkable grid pattern of the street network in this area and close proximity of common destinations, investment in pedestrian amenities in this area could have a high impact.	
Community Benefit *Addresses population(s) with the greatest need, Strong community support, Environmental benefits*	●●
During the outreach process, many residents expressed transit accessibility and pedestrian safety as major concerns.	

Low = ○ Medium = ● High = ●●

overlap, the location has been identified as posing multiple types of problems. The problems have been divided into four types:

1. Garbage Issues
2. Loitering
3. Poor Lighting
4. Traffic Issues
5. Pedestrian Safety.

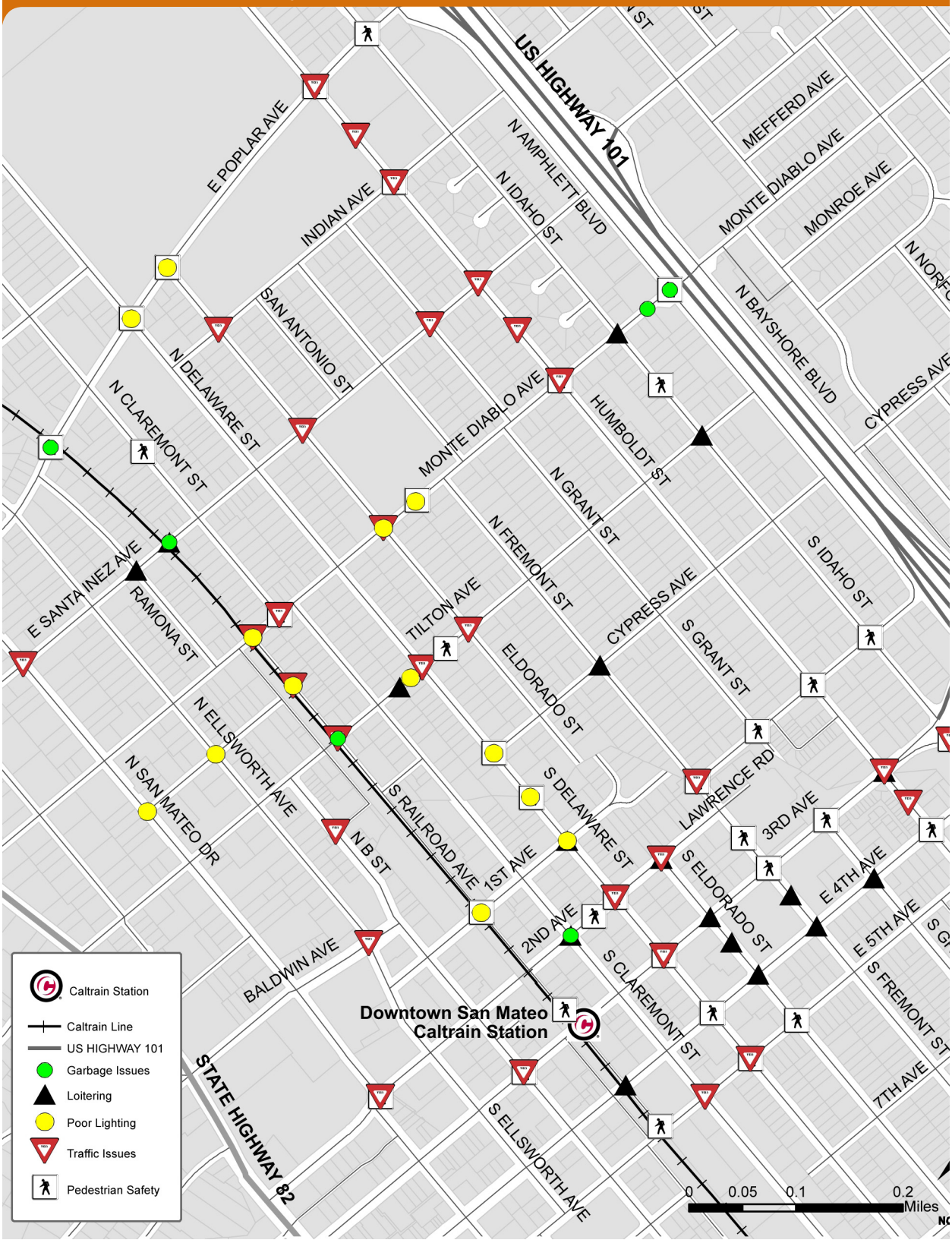
Map 5 also indicates that the pedestrian safety issues are concentrated in the "gateway" area to the city (3rd Ave and 4th Ave) and along the two main bus corridors through the neighborhood – Delaware Street and Humboldt Street.

Map 6 shows the walking and bicycling routes taken by respondents to the North Central San Mateo Travel Survey. The thickness of the blue lines correlates with the number of respondents who indicated they use this street segment as a pedestrian or bicyclist.

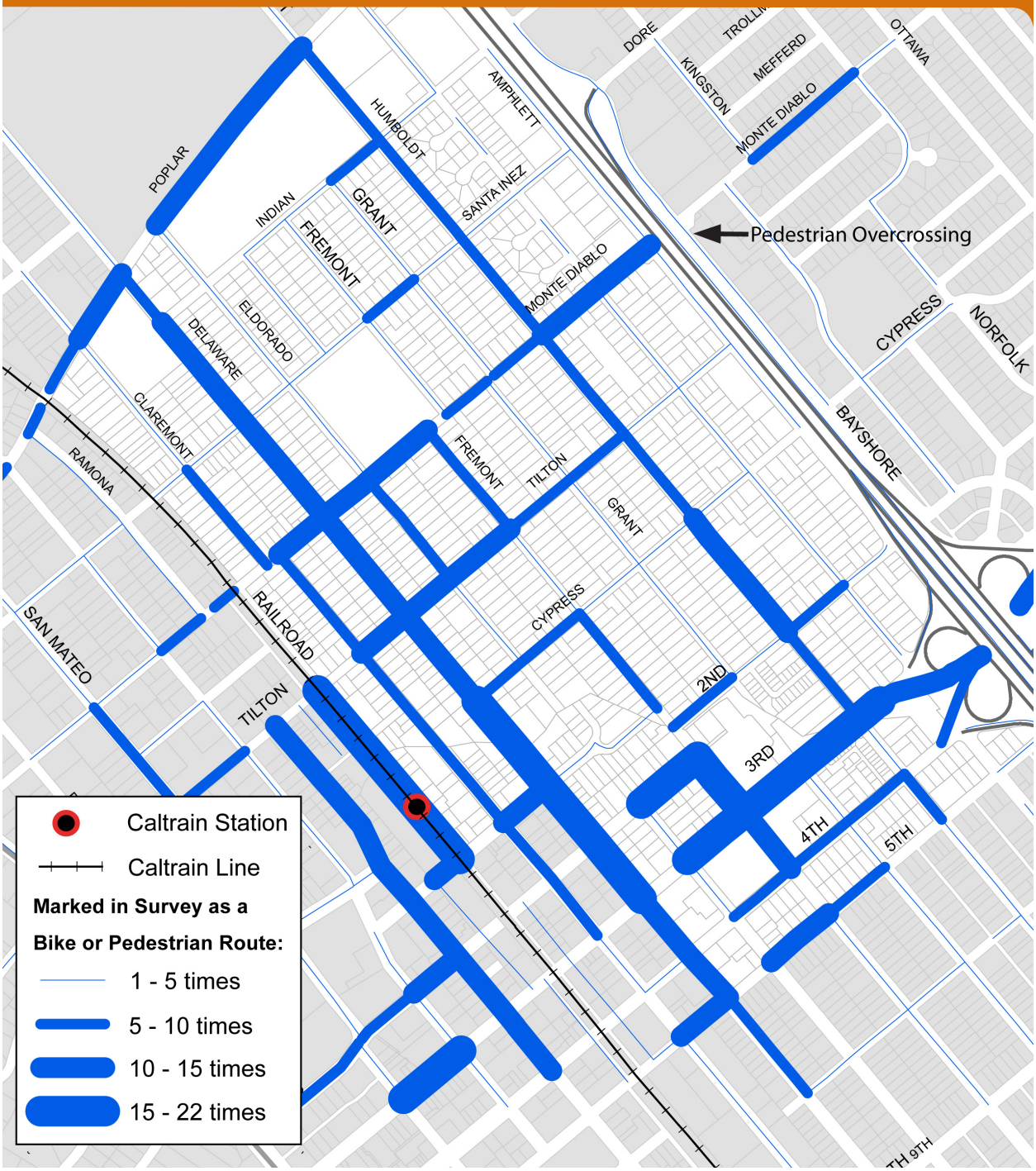
Table 11: Stated Potential Improvements for Pedestrian Areas

Problem Areas	Desired Improvement
El Dorado Street and Indian Ave	Stop Sign and Pedestrian Crosswalk
El Dorado Street and Santa Inez Ave	Stop Sign and Fix Cracked Sidewalk
El Dorado Street between Monte Diablo Ave and Santa Inez Ave	Fix Cracked Sidewalk
El Dorado Street and Monte Diablo Ave	Stop Sign
Humboldt Street and Santa Inez Ave	Stop Sign and Pedestrian Crosswalk
3rd Ave between Grant and Claremont Street 1st Ave and Delaware Street 4th Ave and El Dorado Street 4th Ave and Humboldt Street 2nd Ave between Fremont Street and Claremont Street	Reduce Loitering by Day Laborers
5th Ave and Claremont Street	Pedestrian Crosswalk
3rd Ave and Delaware Street	Red Light Camera
Tilton Ave between Claremont and B Street	Lighting, "No Dumping" Signage for Pedestrian Under Crossing, Roof/Ceiling Needs to be Fixed (Falling Debris)
Monte Diablo Pedestrian Bridge	Lighting, Security Cameras, and regular Cleaning of Debris
3rd Ave and Humboldt Street	Red Light Cameras
Santa Inez Ave and Delaware Street	Pedestrian Crosswalk
Delaware Street between 1st Ave and Tilton	Lighting, Reduced Loitering
Caltrain Station	Reduced Loitering
5th Ave and Delaware Street	Pedestrian Countdown Signals
Poplar Ave	Lighting
Humboldt Street and Indian Ave	Stop Sign

Map 5: Stated Pedestrian Safety Issues



Map 6: Stated Bicycle and Pedestrian Routes



Potential Transportation and Community Benefits

Providing streetscape improvements will improve the overall safety of residents by making pedestrians more visible and separated from traffic. Pedestrian safety improvements will also improve access to SamTrans service and therefore improve mobility, particularly given the identified need for improvements along the bus corridors.

Implementation Requirements

Lead Agency: The City of San Mateo

Many of the suggestions from the community require specific engineering evaluation prior to implementation. For instance, the City of San Mateo has adopted a Stop Sign Policy and Procedures to evaluate stop sign installation. Stop signs alone are not a means for traffic calming, and the intended use is for assigning right-of-way at the intersections of public streets. Excessive installation of stops signs can diminish their effectiveness. Therefore, stop signs should only be installed where appropriate based on detailed engineering analysis of traffic demand, accident history, sight distant, and other conditions that may affect traffic operation and safety at an intersection. The crosswalk installation has similar requirements.

The City of San Mateo is about to initiate the Pedestrian Master Plan which will evaluate the citywide pedestrian environment. The Plan will consider pedestrian best practices such as road diets, bulbouts, and landscaping as well as suggestions generated from this public outreach process. The Plan will result in the development of an implementation strategy that includes details on cost, responsible department, scheduling, and appropriate funding. SamTrans staff are coordinating with City staff to ensure that the outreach findings of the CBTP will be folded into the needs analysis conducted as part of the Pedestrian Plan.

Financial

Potential Funding Sources: City of San Mateo traffic impact fees and federal Community Development Block Grant (CDBG); Transportation Authority (TA) Funds, C/CAG Safe Routes to School program, MTC's Transportation for Livable Communities (TLC) planning and capital grant program; FTA Section 5307 Transportation Enhancements fund; Safe Routes to Transit program; Federal DOT Safe Routes to School (SRTS); Caltrans Safe Routes to School (SR2S); Regional Bicycle and Pedestrian program; Transportation Development Act (TDA) Article 3 Bike/Ped program administered through C/CAG.

Preliminary Cost Estimate: Costs will vary with scale of improvements implemented. For example:

- One pedestrian-scale light: $3,000 - $5,000 (not including installation costs)
- Raised crosswalk: $5,000

For more estimates, see MTC's Pedestrian District Cost Estimating Tool at: http://www.mtc.ca.gov/planning/bicyclespedestrians/Ped_Districts/04-Generic-Cost-Estimating-Tool.pdf. The identification of these needs in both the CBTP and the Pedestrian Master Plan will position the City well to receive funding for pedestrian improvements in this area.

Strategy #8
Improve Bicycle Amenities

Community Stated Transportation Needs

- East-West travel without an automobile is difficult.
- Travel without an automobile at night, on weekends, and to school during non-school service is difficult.
- Bicycling is common on sidewalks but is perceived as dangerous on the streets.

Project Description

The project would improve the existing bicycle facilities in the project area. Bicycle racks would be added at main bus stops and stations. The San Mateo Bicycle Master Plan is currently being updated. The recommendations will be coordinated with the Plan in order to prioritize improvements.

Currently within the project area, there are Class III bikeways (on-street routes that are indicated only by signage and shared by bikes and motor vehicles) along Monte Diablo Avenue and Delaware Street. Lying just outside the project area, there is a Class I bikeway (a bike path providing a separated right of way for exclusive use of bicycles and pedestrians) leading over U.S. Highway 101 on Monte Diablo Ave, as well as a Class II bikeway (an on-street bike lane for one-way bike travel in each direction) heading southeast along Delaware Street starting at 4th Avenue.

Figure 10: Strategy #8 Preliminary Assessment

Evaluation Criteria	Assessment
Financial Feasibility *Cost effectiveness, Funding availability and Sustainability*	●
The project would be relatively expensive, but funding could be available through grants.	
Implementation Feasibility *Ease of Implementation, Doable within a reasonable timeframe, Potential for partnerships*	●●
Implementation will be supported by the Bicycle Master Plan, currently underway by the City.	
Transportation Benefit *Broad impact to improve mobility, Comparable with existing service and plan, Effective and measurable project or program*	●●
As access to transit is considered difficult by residents, bicycle access will improve residents' access to major transit stations and overall mobility. The bicycle mode also is a good alternative for low-income residents due to the high cost of automobile ownership.	
Community Benefit *Addresses population(s) with the greatest need, Strong community support, Environmental benefits*	●
Bicycle infrastructure will likely have community support as it will add an alternative mode of transportation.	

Low = ○ Medium = ● High = ●●

Table 12 shows the improvements suggested by the community through the outreach process:

Table 12: Stated Potential Improvements for Bicycle Infrastructure

Problem Areas	Desired Improvements
Poplar Ave	Bicycle Lane
Claremont Street	Bicycle Lane
Delaware Street (currently bike route signage)	Bicycle Lane
Railroad Ave	Bicycle Lane
5th Ave	Bicycle Boulevard to Downtown
San Mateo Caltrain Station	Improved Bicycle Lockers/Storage

Map 7 shows the walking and bicycling routes taken by respondents to the North Central San Mateo Travel Survey. The thickness of the blue lines correlates with the number of respondents who indicated they use this street segment as a pedestrian or bicyclist.

Map 8 shows the walking and bicycling routes taken by respondents to the North Central San Mateo Travel Survey. The thickness of the blue lines correlates with the number of respondents who indicated they use this street segment as a pedestrian or bicyclist.

The map indicates that bicycle safety concerns are concentrated in the "gateway" area to the city (3rd Ave and 4th Ave) and the northern portion of the neighborhood, on Eldorado and North Humboldt.

Potential Transportation and Community Benefits

Improved bicycle amenities would facilitate travel by bicycle for residents of the area. For destinations within 5 miles, bicycle travel is often faster and more efficient than travel by transit, due to the time delays caused by transfers. These improvements would also support the City's goal of shifting travel mode to 20% non-auto by the year 2020.

Implementation Requirements

Lead Agency: The City of San Mateo

Potential Partner Agency: C/CAG

The City of San Mateo is currently conducting a Bicycle Master Plan. The Plan will result in the development of an implementation strategy that includes details on cost, responsible department, scheduling, and appropriate funding. SamTrans staff are coordinating with City staff to ensure that the outreach findings of the CBTP will be folded into the needs analysis conducted as part of the Bicycle Plan.

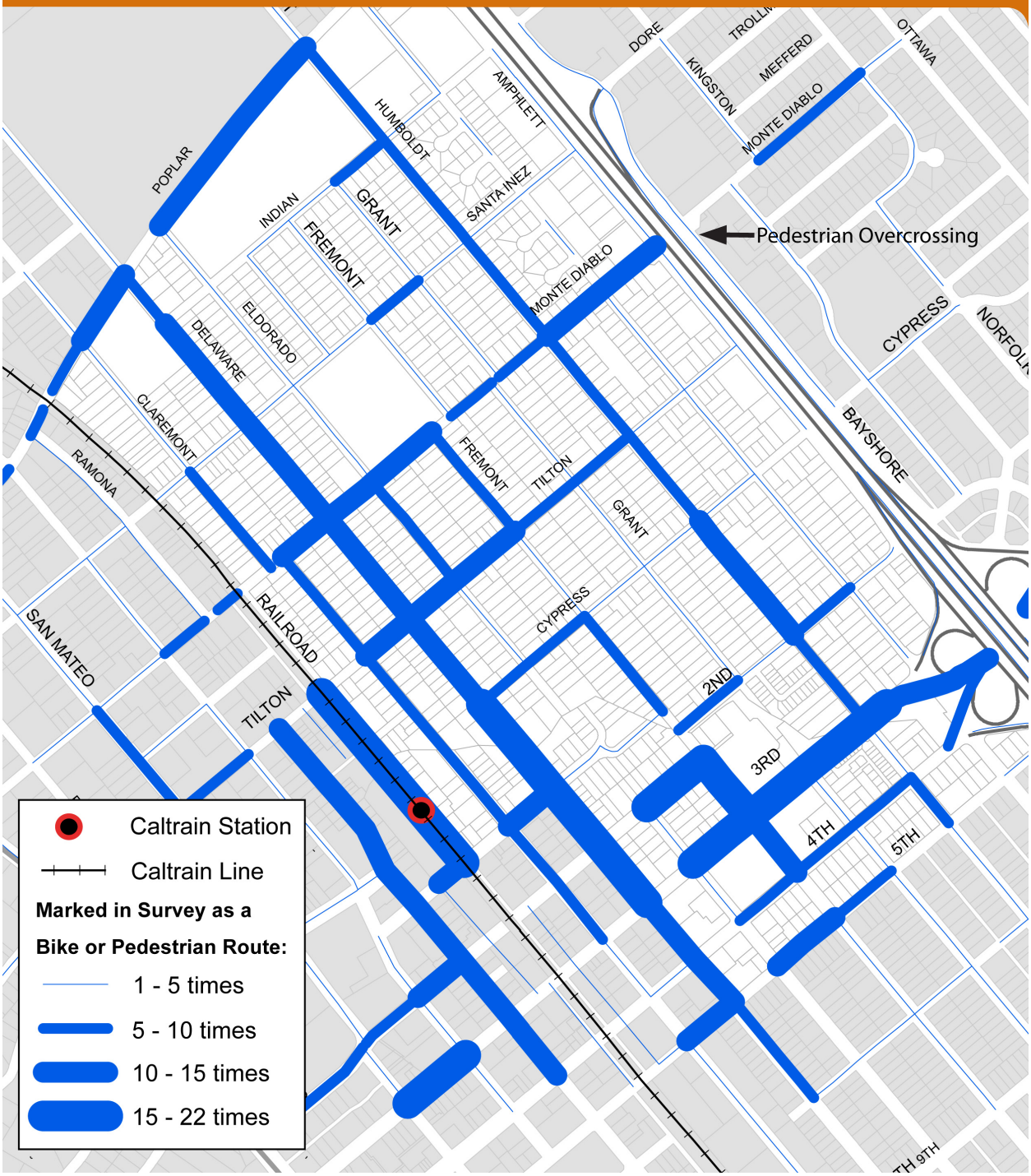
Financial

Potential Funding Sources: The City of San Mateo traffic impact fees; Regional Bicycle and Pedestrian program; Safe Routes to Transit program; Safe Routes to School program; Alliance Bike Rack Program; TFCA Regional Fund – Bicycle Facility Program

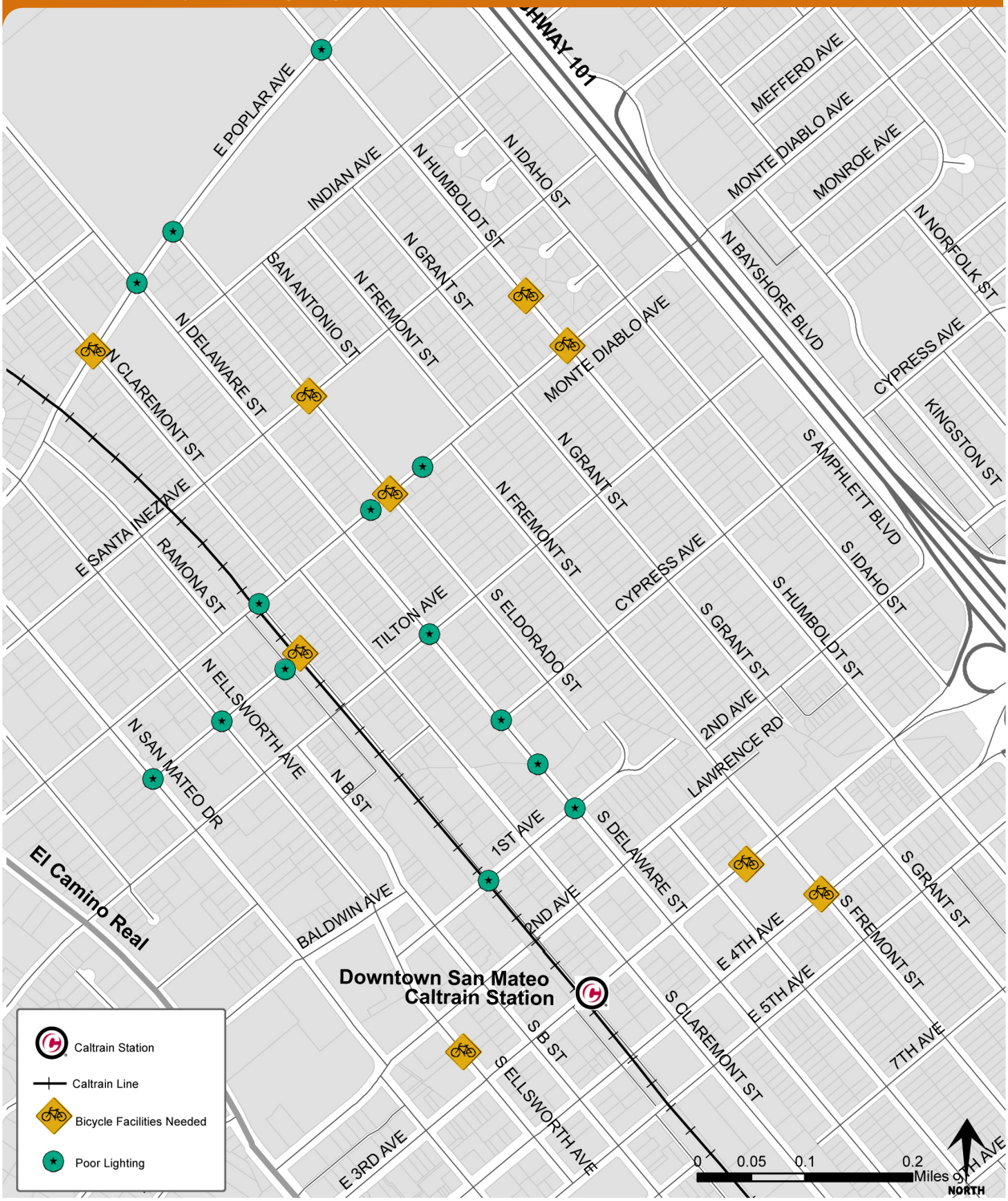
Preliminary Cost Estimate: Total costs will depend on improvements done. For example, bicycle racks are estimated at $300 per rack (9-bike capacity bike storage rack).

The identification of these needs in both the CBTP and the Bicycle Master Plan will position the City well to receive funding for bicycle improvements in this area.

Map 7: Stated Bicycle and Pedestrian Routes



Map 8: Stated Bicycle and Lighting Problem Areas



Strategy #9 Improve Affordability of Public Transit for Low-Income Users

Community Stated Transportation Needs

- There are no free bus transfers; trips that require more than one bus are costly.
- The cost of SamTrans service is too high for many low-income residents, particularly for families paying for children
- Taking transit to downtown San Francisco is expensive, time-consuming, and buses are often over-crowded.

During the outreach process, 28 percent of residents and stakeholders that were surveyed expressed that cost was a barrier to their ability to use public transportation. This finding is supported by 2000 U.S. Census data which shows that there is a high proportion of residents in the project area living below the poverty line (14%) when compared with the county as a whole (6%) and approximately 11 percent of North Central San Mateo households have annual incomes below $15,000.

The upfront cost of a monthly transit pass is too high of an initial cost for some low-income individuals and so they pay cash for individual trips at $2.00 per trip and are unable to realize any cost savings. In addition, some residents ride express buses, which cost $5.00 per trip.

Figure 11: Strategy #9 Preliminary Assessment

Evaluation Criteria	Assessment
Financial Feasibility *Cost effectiveness, Funding availability and Sustainability*	●
This strategy relatively cost-effective when compared to the number of people who would benefit from a subsidized monthly pass.	
Implementation Feasibility *Ease of Implementation, Doable within a reasonable timeframe, Potential for partnerships*	●
Expanding the current free pass program would likely not pose a substantial additional burden to HSA. Administering an expanded discounted pass program would build on the substantial coordination already underway between SamTrans and HSA for purchase and distribution of the discounted passes.	
Transportation Benefit *Broad impact to improve mobility, Comparable with existing service and plan, Effective and measurable project or program*	●●
This strategy would improve mobility of low-income residents in the project area by lowering the cost of riding public transit. The program results and effectiveness would be carefully monitored.	
Community Benefit *Addresses population(s) with the greatest need, Strong community support, Environmental benefits*	●●
Based on the outreach results, there is a need for a subsidized monthly pass for low-income adults.	

Low = ○ Medium = ● High = ●●

Project Description

There are three proposed components of this Strategy which will complement each other in improving affordability of public transit for low-income users:

1. Expand the HSA Discounted Pass Program. The Human Services Agency Lifeline pass program could be expanded to offer additional free or discounted SamTrans or Caltrain passes or tickets to low-income residents through the new Clipper Card program. HSA recently received a second round of Lifeline funding that will allow them to reinstate their current free SamTrans pass program by the end of the year. This program allocates a limited number of SamTrans passes to 17 different access points spread throughout San Mateo County. Residents must be verified as low-income by HSA and participating in a self-sufficiency activity, such as job searching or counseling, to be eligible to receive a free pass up to three times. However, the closest access point for the project area is Samaritan House at 4031 Pacific Blvd near the southern end of San Mateo.
2. Utilize the Clipper Card System. The new Clipper Card system would allow HSA to load funds onto an electronic pass that can be used on Caltrain, Muni, BART, AC Transit, and SamTrans by the end of the year. The Clipper Card can be loaded with a monthly pass for Caltrain or SamTrans, , or it can be loaded with cash that can be used for Caltrain or SamTrans one-way fares, as well as Muni and BART. Usage of these cards could be tracked by HSA to ensure that funds are being used for the intended purposes. The program would need to be adequately advertised to reach as many low-income residents as possible.
3. Create a Day Pass. SamTrans is currently developing a day pass to reduce the financial burden of bus transfers without having to purchase a monthly pass. The final price of the day pass has not yet been determined.

Potential Transportation and Community Benefits

Many project area residents have difficulty paying for the cost of public transportation. Reducing this cost would allow greater mobility of project area residents.

Implementation Requirements

Lead Agencies: The San Mateo County Human Services Agency (HSA), SamTrans

Financial

Potential Funding Sources: Lifeline Transportation funding, Temporary Assistance to Needy Families fund (TANF), Community Development Block Grants (CDBG), the City of San Mateo, private foundations, JARC.

Preliminary Cost Estimate: the cost of the program will depend on the discount and the number of people the free or discounted passes are given too. The full-priced fares for Caltrain and SamTrans are displayed in Tables 13 and 14.

Table 13: Caltrain Adult Fares

Ticket Type	Valid for	Travel Within					
		1 Zone	2 Zones	3 Zones	4 Zones	5 Zones	6 Zones
One Way	4 hours from time of purchase	$2.50	$4.25	$6.00	$7.75	$9.50	$11.25
Day Pass	The date of purchase, unlimited travel within zone limits	$5.00	$8.50	$12.00	$15.50	$19.00	$22.50
8-ride	60 days from date of purchase	$17.00	$29.00	$40.75	$52.75	$64.50	$76.50
Monthly Pass	Month of purchase	$66.25	$112.75	$159.00	$205.50	$251.75	$298.25
Zone Upgrade	4 hours from time of purchase, one way when accompanying another valid ticket			$1.75			

Table 14: SamTrans Adult Fares

	Local 292, 391, 397 Into San Francisco		292, 391, 397 Out of San Francisco		KX Express	
	Cash	Pass	Cash	Pass	Cash	Pass
Adult (Age 18 through 64)	$2.00	$64	$4.00	$96	$5.00	$165
Youth (Age 17 & Younger)	$1.25	$36	$2.50	$36	$2.50	$36
Eligible Discount (Senior / Disabled / Medicare cardholder)	$1.00	$25	$2.00	$25	$2.50	$25

Strategy #10
Increase Public Access to Information About Transportation Options

Community Stated Transportation Needs

- There is a lack of information available about transportation options for residents without an automobile.
- There is a need for information about transportation options in languages other than English.

The resident survey shows that 23 percent of respondents "Don't know"' where the public transportation stops are in their area. The other outreach efforts reflected this finding and also showed that the internet, transit stops, buses, public information displays and the library would be the best ways for residents to learn about public transportation options. Additionally, a large proportion of residents in the project area speak Spanish with little to no understanding of English.

Project Description

There are seven proposed components of this Strategy which will complement each other in increasing public access to information about transportation options:

1. Establish a transportation information center within the project area at the Martin Luther King Jr. Community Center and other potential key destinations. The transit information displays could include:
   - A large SamTrans system map and information poster such as those displayed in SamTrans bus shelters;

Figure 12: Strategy #10 Preliminary Assessment

Evaluation Criteria	Assessment
Financial Feasibility *Cost effectiveness, Funding availability and Sustainability*	●●
The cost of setting up a transit information center is very low. Most of the materials are free to the public or can be produced at a very low cost. A pilot project could be proposed to develop a cell phone information texting system using bus stop numbers.	
Implementation Feasibility *Ease of Implementation, Doable within a reasonable timeframe, Potential for partnerships*	●●
SamTrans can deliver information materials to the MLK Community Center within a short timeframe. The staff at the Community Center is willing to maintain the other transportation information.	
Transportation Benefit *Broad impact to improve mobility, Comparable with existing service and plan, Effective and measurable project or program*	●
This strategy would provide a centralized source of transportation information and transit incentive programs within the project area. The outreach process showed that residents prefer to learn about their transportation options through public information displays.	
Community Benefit *Addresses population(s) with the greatest need, Strong community support, Environmental benefits*	●●
The community members expressed a lack of information about their transportation options.	

Low = ○ Medium = ● High = ●●

- SamTrans system maps (English and Spanish) and individual route maps;
- Caltrain timetables;
- Caltrain and SamTrans Customer service contact information;
- Information about using the 511 telephone and internet services and commute.org;
- Information about the Alliance's Free Transit Ticket program and Carpool Incentive Program;
- Senior Mobility Guides (English, Spanish and Chinese);
- Information on local commuter and community shuttles in the county; and
- Other transit information such as the SamTrans How to Ride Guide (English and Spanish) and Transit Information Guide (English and Spanish).

SamTrans/Caltrain would work with the community center to ensure that the information is replenished and updated as needed.

2. Create a specialized map tailored to the project area showing specific bus stop locations, schedule and route information, and additional options for accessing key destinations. This map could be made available in English and Spanish and sent to each household in the project area through a targeted mailing. Access to Hospitals and the Samaritan House from the area can be detailed.
3. Offer Google Translate on the SamTrans website. SamTrans and Caltrain currently offer transit information in Spanish and other languages through the customer service information line. The Caltrain website can be translated into a wide variety of languages using Google Translate; this service is expected to be available on www.samtrans.com by spring 2011.
4. Make SamTrans bus route and schedule information available on Google Maps.
5. Create a system that allows riders to use their cell phones to text the bus stop ID number in order to receive information on the bus schedule.
6. Add a new pass sales outlet at La Hacienda Super Mercado, North Amphlett Boulevard and Monte Diablo. This is a popular market for the residents of this neighborhood, and would fill a geographic gap for the pass sale outlets, especially given the proximity of the pedestrian bridge at Monte Diablo over US 101.
7. Create a program to teach residents how to take public transit. This could be similar to the 3-year Lifeline-funded program just completed by the City of South San Francisco. The project was staffed by the Community Learning Center, and conducted classes to "captive audiences" (e.g. English and Citizenship classes) on how to plan a trip on public transit, followed up by very successful field trips with participants.

Potential Transportation and Community Benefits

Providing residents in the project area with customized transportation information in English and Spanish would increase awareness about public transportation in the area and therefore improve the mobility of residents.

Implementation Requirements

Lead Agencies: SamTrans, Clipper/Cubic

Partner Agencies: The Alliance, MTC, City of San Mateo/Martin Luther King Jr. Community Center

Financial

Potential Funding Sources: SamTrans operating funds; Caltrain operating funds; San Mateo general funds; Alliance; Lifeline Transportation funding.

Preliminary Cost Estimate

The Transit District would provide the large SamTrans system map display poster as well as individual route information, Caltrain timetables, and the various guides. All other information could be printed using a regular printer at minimal cost.

A similar customized transit map that was made for East Palo Alto cost: 40 hours of Alliance staff time and 32 hours at $45 per hour for the graphic designer, plus printing. Standard postage to all 7,727 households in the project area would cost approximately $3,245.

The cost of the Bus Stop ID texting system would include the bus stop ID installation costs (approximately $85 per stop). MTC would provide the required signs (flaglets that attach to the current bus stop signs) and decals. Real-time information for SamTrans will be implemented in February 2011.