SHUTTLE PROGRAM AGREEMENT BETWEEN  
CITY/COUNTY ASSOCIATION OF GOVERNMENTS AND THE CITY OF MENLO PARK  

This Agreement entered this _____ Day of June 2020, by and between the CITY/COUNTY ASSOCIATION OF GOVERNMENTS OF SAN MATEO COUNTY, a joint powers agency, hereinafter called “C/CAG” and the City of Menlo Park, hereinafter called “CITY”.

WITNESSETH

WHEREAS, C/CAG is prepared to award funding for the implementation of shuttle programs under the “Local Services Shuttle Program” component of the Congestion Relief Plan; and

WHEREAS, the purpose of the Local Services Shuttle Program is to increase the use of public transit by individuals whose place of residence and/or employment is within San Mateo County by funding projects that reduce local and regional congestion, make regional connections, enhance safety and meet local mobility needs; and

WHEREAS, the C/CAG Board of Directors has reviewed the CITY request for funding and has determined that it is consistent with the Congestion Relief Plan; and

WHEREAS, the CITY will pay a portion of costs incurred, as detailed below in Section 2; and

NOW, THEREFORE, IT IS HEREBY AGREED by the parties as follows:

1. Services to be provided by CITY. In consideration of the payments hereinafter set forth, the CITY shall provide services in accordance with the terms, conditions and specifications set forth herein and in Exhibits A-1 and A-2 (San Mateo County Local Shuttle Program FY 2020/21 & FY 2021/22 Route Description and Information) and Exhibit B (San Mateo County Shuttle Program Quarterly/Annual Progress Report Form) attached hereto and by this reference made a part hereof.

2. Payments. In consideration of the services rendered in accordance with all terms, conditions and specifications set forth herein, C/CAG shall make payment to CITY in an amount not to exceed one million eighty-five thousand six hundred ninety-nine dollars ($1,085,699) over the two year funding cycle, and not to exceed $542,849.50 per year. Payments shall be made on a cost reimbursement basis and the funds will be paid based upon the receipt of quarterly invoices for the actual costs incurred by the CITY for the Shuttle Program identified in Exhibits A-1 and A-2. Invoices shall be reimbursed in the amount of seventy five percent (75%) of the actual costs reflected in the invoices submitted by CITY. The CITY shall be required to provide a twenty five percent (25%) match for the C/CAG funds. Documentation such as invoices for shuttle services as well as proof of payment by CITY must accompany all requests for reimbursement. In the event that C/CAG makes any advance payments, CITY agrees to refund any amounts in excess of the amount owed by C/CAG at the time of termination of this Agreement. The Parties understand that funding is predicated upon the C/CAG Board of Directors approving the requisite shuttle funding in each fiscal year through the annual budget adoption process.

3. Relationship of the Parties. The terms of this Agreement shall in no way be construed to create a partnership, joint venture or any other joint relationship between C/CAG and CITY. The Parties and their respective employees are not employees of the other but rather are and
shall always be considered independent contractors when performing services under this Agreement for the other Party.

4. Non-Assignability. CITY shall not assign this Agreement or any portion thereof to a third party without the prior written consent of C/CAG, and any attempted assignment without such prior written consent in violation of this Section automatically shall terminate this Agreement.

5. Contract Term. This Agreement shall be in effect as of July 1, 2020 and shall terminate on June 30, 2022; provided, however, C/CAG may terminate this Agreement at any time for any reason by providing 30 days’ notice to CITY. Termination to be effective on the date specified in the notice. In the event of termination under this paragraph, CITY shall be paid for all services provided to the date of termination.

6. Quarterly Progress Reports. CITY shall prepare and submit to C/CAG quarterly progress reports by January 31, April 30, July 31 and October 31 of each year during the entire term of the project. Reports shall be presented in the form provided as Exhibit B, “Quarterly/Annual Shuttle Program Progress Report Form,” which is attached to this Agreement and incorporated herein by this reference. The reports shall describe project performance and expenditures during the previous quarter.

The reports shall include a description of the actions expected to be taken and any projected changes in the service plan during the next quarter, and any other information requested by C/CAG. Additionally, each progress report shall include information on any potential issues that may impact any of the performance measures set forth in Exhibit B as well as the ability of CITY to meet the conditions outlined in this Agreement.

7. Annual Report. By October 1 of each year, CITY shall provide C/CAG with an annual report summarizing the quarterly reports from the prior fiscal year (July 1 – June 30) and detailing information including, but not limited to, the following:

   a) Total costs for the project, including an accounting of all C/CAG funds expended in connection with the project, and reflecting any unexpended C/CAG funds that may remain.

   b) A compilation of data collected during the project, and changes/additions to the scope of the project.

8. Indemnity and Hold Harmless. City shall indemnify and save harmless C/CAG and its officers, agents, employees, and servants from all claims, suits, or actions of every name, kind, and description resulting from this Agreement, the performance of any work or services required of City under this Agreement, or payments made pursuant to this Agreement brought for, or on account of, any of the following: (A) injuries to or death of any person, including City or its employees/officers/agents; (B) damage to any property of any kind whatsoever and to whomsoever belonging; (C) any sanctions, penalties, or claims of damages resulting from City’s failure to comply, if applicable, with the requirements set forth in the Health Insurance Portability and Accountability Act of 1996 (HIPAA) and all Federal regulations promulgated thereunder, as amended; or (D) any other loss or cost, including but not limited to that caused by the concurrent active or passive negligence of C/CAG and/or its officers, agents, employees, or servants. However, City’s duty to indemnify and save
harmless under this Section shall not apply to injuries or damage for which C/CAG has been found in a court of competent jurisdiction to be liable by reason of its own negligence or willful misconduct. The duty of City to indemnify and save harmless as set forth by this Section shall include the duty to defend as set forth in Section 2778 of the California Civil Code.

This indemnification provision will survive termination or expiration of this Agreement.

9. The C/CAG logo shall be displayed on any vehicles or equipment operated or obtained through funds made available through this Agreement.

10. Insurance: CITY or its subcontractors performing the services on behalf of CITY shall not commence work under this Agreement until all Insurance required under this section has been obtained and such insurance has been approved by the C/CAG Staff. CITY shall furnish the C/CAG Staff with Certificates of Insurance evidencing the required coverage and there shall be a specific contractual liability endorsement extending the CITY coverage to include the contractual liability assumed by CITY pursuant to this Agreement. These Certificates shall specify or be endorsed to provide that thirty (30) days notice must be given, in writing, to C/CAG of any pending change in the limits of liability or of non-renewal, cancellation, or modification of the policy.

Workers’ Compensation and Employer Liability Insurance: CITY shall have in effect, during the entire life of this Agreement, Workers’ Compensation and Employer Liability Insurance providing full statutory coverage.

Liability Insurance: CITY shall take out and maintain during the life of this Agreement such Bodily Injury Liability and Property Damage Liability Insurance as shall protect CITY, its employees, officers and agents while performing work covered by this Agreement from any and all claims for damages for bodily injury, including accidental death, as well as any and all operations under this Agreement, whether such operations be by CITY or by any subcontractor or by anyone directly or indirectly employed by either of them. Such insurance shall be combined single limit bodily injury and property damage for each occurrence and shall be not less than $1,000,000 unless another amount is specified below and shows approval by C/CAG Staff. Required insurance shall include:

<table>
<thead>
<tr>
<th></th>
<th>Required Amount</th>
<th>Approval by C/CAG Staff if under $ 1,000,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. Comprehensive General Liability</td>
<td>$ 1,000,000</td>
<td></td>
</tr>
<tr>
<td>b. Workers’ Compensation</td>
<td>$ Statutory</td>
<td></td>
</tr>
<tr>
<td>c. Motor Vehicle Liability</td>
<td>$ 1,000,000</td>
<td></td>
</tr>
</tbody>
</table>

C/CAG and its officers, agents, employees and servants shall be named as additional insured on any such policies of insurance, which shall also contain a provision that the insurance afforded thereby to C/CAG, its officers, agents, employees and servants shall be primary insurance to the full limits of liability of the policy, and that if C/CAG, or its officers and
employees have other insurance against a loss covered by such a policy, such other insurance shall be excess insurance only.

In the event of the breach of any provision of this section, or in the event any notice is received which indicates any required insurance coverage will be diminished or canceled, the C/CAG Chairperson, at his/her option, may, notwithstanding any other provision of this Agreement to the contrary, immediately declare a material breach of this Agreement and suspend all further work pursuant to this Agreement.

11. Non-discrimination. CITY and its subcontractors performing the services on behalf of CITY shall not discriminate or permit discrimination against any person or group of persons on the basis of race, color, religion, national origin or ancestry, age, sex, sexual orientation, marital status, pregnancy, childbirth or related conditions, medical condition, mental or physical disability or veteran’s status, or in any manner prohibited by federal, state or local laws.

12. Compliance with All Laws. CITY shall at all times comply with all applicable laws and regulations, including without limitation those regarding services to disabled persons, including any requirements of Section 504 of the Rehabilitation Act of 1973.

13. Sole Property of C/CAG: Any system or documents developed, produced or provided under this Agreement shall become the sole property of C/CAG.

14. Access to Records. C/CAG, or any of its duly authorized representatives, shall have access to any books, documents, papers, and records of CITY which are directly pertinent to this Agreement for the purpose of making audit, examination, excerpts, and transcriptions.

CITY shall maintain all required records for three years after C/CAG makes final payments and all other pending matters are closed.

15. Notices. All notices hereby required under this agreement shall be in writing and delivered in person or sent by mail, and addressed as follows:

City/County Association of Governments of San Mateo County
555 County Center, 5th Floor
Redwood City, CA 94063
Attention: Sandy Wong, Executive Director

Notices required to be given to CITY shall be addressed as follows:

City of Menlo Park
701 Laurel Street
Menlo Park, CA 94025
Attention: Starla Jerome-Robinson, City Manager

16. Merger Clause. This Agreement constitutes the sole agreement of the parties hereto with regard to the matters covered in this Agreement, and correctly states the rights, duties and obligations of each party as of the document’s date. Any prior agreement, promises, negotiations or representations between the parties not expressly stated in this document are not binding.
17. Governing Law. This Agreement shall be governed by the laws of the State of California and any suit or action initiated by either party shall be brought in the County of San Mateo, California.

IN WITNESS WHEREOF, the parties hereto have affixed their hands on the day and year listed below.

City of Menlo Park

By ________________________________  ________________________

City of Menlo Park Legal Counsel

By ________________________________  ________________________

City/County Association of Governments (C/CAG)

By ________________________________  ________________________

C/CAG Legal Counsel

By ________________________________  ________________________
Exhibit A
CCAG & San Mateo County Transportation Authority
Measure A Local Shuttle Program FY 2021 & FY 2022
Route Description and Information

Route Name: Marsh Road Shuttle
Sponsor Agency: City of Menlo Park
Shuttle Contract Holder (if applicable): PCJPB / Commute.org
Contact person/Title: Nicholas Yee - TDM Coordinator
Email / phone: ngyee@menlopark.org | 650-330-6754

1) Financial Information for the 2-year funding period
   a) COST

<table>
<thead>
<tr>
<th></th>
<th>FY 2021</th>
<th>FY 2022</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Operating Costs (i.e. Contract Service cost)</td>
<td>$287,737</td>
<td>$290,704</td>
<td>$578,441</td>
</tr>
<tr>
<td>Admin Costs (personnel expenses)</td>
<td>$19,000</td>
<td>$20,140</td>
<td>$39,140</td>
</tr>
<tr>
<td>Direct Costs (printing, marketing materials, etc.)</td>
<td>$3,500</td>
<td>$3,710</td>
<td>$7,210</td>
</tr>
<tr>
<td>Fuel Surcharge (if applicable)</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
</tr>
<tr>
<td>Other Costs (specify)</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
</tr>
<tr>
<td><strong>Total Costs</strong></td>
<td>$310,237</td>
<td>$314,554</td>
<td>$624,791</td>
</tr>
</tbody>
</table>

b) FUNDING SOURCES

<table>
<thead>
<tr>
<th></th>
<th>FY 2021</th>
<th>FY 2022</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Measure A Shuttle program</td>
<td>$232,678</td>
<td>$235,916</td>
<td>$468,594</td>
</tr>
<tr>
<td>City of Menlo Park Local Match</td>
<td>$31,259</td>
<td>$32,338</td>
<td>$63,597</td>
</tr>
<tr>
<td>Developer Fees</td>
<td>$46,300</td>
<td>$46,300</td>
<td>$92,600</td>
</tr>
<tr>
<td>Other (list)</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
</tr>
<tr>
<td><strong>Total Funding</strong></td>
<td>$310,237</td>
<td>$314,554</td>
<td>$624,791</td>
</tr>
</tbody>
</table>

2) Service Description
   a) Hours of Operation

<table>
<thead>
<tr>
<th></th>
<th>Sunday</th>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
<th>Friday</th>
<th>Saturday</th>
<th>Total vehicle service hours (hh:mm):</th>
</tr>
</thead>
<tbody>
<tr>
<td>(PM) Start time - End time</td>
<td>Veh 1: 3:11 PM to 6:11 PM, Veh 2: 3:39 PM to 6:27 PM</td>
<td>29:00</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(Other) Start time - End time</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total vehicle service hours (hh:mm)</strong></td>
<td>0</td>
<td>11:50</td>
<td>11:50</td>
<td>11:50</td>
<td>11:50</td>
<td>0</td>
<td>59:10</td>
<td></td>
</tr>
</tbody>
</table>

Route schedule is attached (if available):

b) Start and end dates of service (if not July 1, 2021 - June 30, 2022)
   July 1, 2020 - June 30, 2022

c) Frequency of service/headways
   30 min. headway
   AM: 7 runs, PM: 6 runs

d) # Miles for one complete service loop
   (including service and deadhead miles, but excluding deadhead from originating yard)
   112.7 mi.
   (for 2 vehicles)

e) Daily service miles (including service and deadhead miles, but excluding deadhead from originating yard)

f) Service type: commuter, community, fixed route, on-demand, door to door, other (describe)
   Commuter

g) Number and size of vehicles (e.g. 2@ 24 passenger capacity)
   2 @ 28 passenger

h) Passenger Fare structure, if applicable (e.g. $2 adults, $20 monthly pass, $5 on-demand service, etc.)
   Free

i) Route: Map is attached: Yes / No (if not available, describe route below)

Service from Menlo Park Caltrain, via Marsh Rd, to Bohannon Dr, Constitution Dr, Chrysler Dr, and Jefferson Dr area business parks along with housing complexes along Haven Ave.

j) Website/URL where the shuttle schedule is posted: menlopark.org/shuttles

k) Customer Feedback. The phone number, email, website and/or other contact information by which passengers can request information, comment, or complain.

<table>
<thead>
<tr>
<th>Phone:</th>
<th>Email:</th>
<th>Website:</th>
</tr>
</thead>
<tbody>
<tr>
<td>650-330-6770</td>
<td><a href="mailto:transportation@menlopark.org">transportation@menlopark.org</a></td>
<td>menlopark.org/shuttles</td>
</tr>
</tbody>
</table>

l) Marketing Plan: Attach a detailed Marketing Plan
The M3-Marsh Road shuttle is FREE and open to everyone. Stanford Health Care’s Bohannon Line also provides all day service to the Bohannon Drive area.

**FOR MORE INFORMATION**

Menlo Park Shuttles  
650-330-6770  
menlopark.org/shuttles  
caltrain.com

Regional Transit  
Dial 5-1-1  
650-736-8000  
511.org  
bohshuttle.stanfordchildrens.org

**Sign up for text alerts:** smctd.com/shuttles/shuttle_text_alerts  
**Live Shuttle Tracker:** peninsula shuttles.com

The M3-Marsh Road Shuttle is funded through generous grants from our partner agencies:

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### Caltrain Arrivals in Menlo Park

<table>
<thead>
<tr>
<th>From San Francisco</th>
<th>From San Jose</th>
<th>Shuttle Connection</th>
</tr>
</thead>
<tbody>
<tr>
<td>#206: 6:50</td>
<td>#207: 6:41</td>
<td>Run 1 Dep. 6:59</td>
</tr>
<tr>
<td>#310: 7:17</td>
<td>#211: 7:56</td>
<td>Run 2 Dep. 7:34</td>
</tr>
<tr>
<td>#216: 7:48</td>
<td>#221: 7:56</td>
<td>Run 3 Dep. 8:01</td>
</tr>
<tr>
<td>#320: 8:17</td>
<td>#325: 8:29</td>
<td>Run 4 Dep. 8:34</td>
</tr>
<tr>
<td>#326: 8:48</td>
<td>#227: 8:44</td>
<td>Run 5 Dep. 8:56</td>
</tr>
<tr>
<td>#330: 9:17</td>
<td>#233: 9:17</td>
<td>Run 6 Dep. 9:34</td>
</tr>
<tr>
<td>#134: 9:56</td>
<td>#135: 9:50</td>
<td>Run 7 Dep. 10:01</td>
</tr>
</tbody>
</table>

### Caltrain Departures from Menlo Park

<table>
<thead>
<tr>
<th>Shuttle Connection</th>
<th>To San Jose</th>
<th>To San Francisco</th>
</tr>
</thead>
<tbody>
<tr>
<td>Run 1 Arr. 3:44</td>
<td>#156: 3:59</td>
<td>#159: 3:51</td>
</tr>
<tr>
<td>Run 2 Arr. 4:12</td>
<td>#258: 4:24</td>
<td>#261: 4:19</td>
</tr>
<tr>
<td>Run 3 Arr. 5:11</td>
<td>--</td>
<td>#269: 5:23</td>
</tr>
<tr>
<td>Run 4 Arr. 5:27</td>
<td>#264: 5:34</td>
<td>#268: 5:41</td>
</tr>
<tr>
<td>Run 5 Arr. 6:11</td>
<td>--</td>
<td>#375: 5:45</td>
</tr>
<tr>
<td>Run 6 Arr. 6:27</td>
<td>#274: 6:34</td>
<td>#278: 6:41</td>
</tr>
<tr>
<td></td>
<td>#385: 6:45</td>
<td></td>
</tr>
</tbody>
</table>

Shuttle operates Monday to Friday. No service on federal holidays or their observed days. Exceptions: service on Columbus Day and Veterans Day; no service on the Friday after Thanksgiving.
Detailed Marketing Plan – Marsh Road Shuttle

The City of Menlo Park Shuttle Program offers marketing in a variety of ways, such as print schedules and maps, website, public outreach, and signage at stops. The Marsh Shuttle is one of the five shuttle routes in Menlo Park, in which a unified system is now more apparent as the result of a brand refresh a few years ago. This included refreshing print materials with a new font and color scheme, along with a route designation for most shuttle lines. These route designations added a line color and a route number to each line (except the Shoppers’ Shuttle). This allows for both a unification of all the lines under the Menlo Park brand, along with allowing riders to refer to a line by various names (e.g. M3-Marsh Road Shuttle can be the M3, Marsh Road Shuttle, or the purple line).

Shuttle Stop Infrastructure

Signs, including maps and schedules, are posted at various shuttle stop locations. The City is continuing to add new signs and markings at shuttle stops that currently do not have a refreshed ‘shuttle stop experience’.

The new shuttle signs have better readability, such as the universal bus symbol, colorful route symbols, and a cleaner font. All the shuttle stops will receive a spray painted marking on the street pavement, with highly visible white paint to clearly mark stops for both the shuttle bus driver and passengers that may not be able to locate a shuttle stop sign. The stencil for the marking has a large 50”x17” image area for increased visibility.

Digital Communications

The City offers two digital communications. The City maintains a webpage for the shuttle program which includes schedule and route map information at: www.menlopark.org/shuttles. Visitors can print or download PDF versions of schedules and route maps, or they can request a print copy via phone or email.

The City also partners with Caltrain and Commute.org on a text alert system for shuttles, which notifies riders who have signed up/subscribed to specific route service alerts. This enables the City to easily notify riders directly of service disruptions in real time.

Trip Planning and Tracking

The City has created General Transit Feed Specification (GTFS) data that is uploaded to Google Maps, Bing Maps, and Apple Maps, along with being available for download on the City’s website for third party developers. This enables riders to discover shuttle routes as first/last mile connections to transit options. General visibility of these services on trip planners, along with information about being a free system, will hopefully encourage and offer alternatives to single-occupancy driving.
Another online tool the City, in partnership with Caltrain and Commute.org, is an online real-time tracking of the shuttle vehicles available at www.peninsulashuttles.com. Riders are able to choose shuttles to track in real time, by being able to view their location on a map along with approximate arrival times to stops.

**Outreach**

The City takes pride in the personal relationships it has developed with residents, businesses, and civic institutions in Menlo Park. These relationships build a sense of trust and partnership that is mutually beneficial for all parties involved, in essence building a stronger community in Menlo Park.

The City will continue its partnerships with the businesses in the Marsh Road area business parks. The City aims to have discussions with transportation coordinators at businesses when possible to educate them on the shuttle services, along with the prospect of the upcoming Transportation Management Association. Additionally, the Shuttle Program Coordinator will offer, if requested, ‘town-hall meetings’ at businesses to educate employees about how to ride system and to answer any questions or concerns they may have.
CCAG & San Mateo County Transportation Authority
Measure A Local Shuttle Program FY 2021 & FY 2022
Route Description and Information

Route Name: Crosstown Shuttle
Sponsor Agency: City of Menlo Park
Shuttle Contract Holder (if applicable): PCJPB / Commute.org
Contact person/Title: Nicholas Yee - TDM Coordinator
Email/phone: ngyee@menlopark.org | 650-330-6754

1) Financial Information for the 2-year funding period

<table>
<thead>
<tr>
<th></th>
<th>FY 2021</th>
<th>FY 2022</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Operating Costs</td>
<td>$383,612</td>
<td>$387,687</td>
<td>$771,299</td>
</tr>
<tr>
<td>Admin Costs</td>
<td>$19,000</td>
<td>$20,140</td>
<td>$39,140</td>
</tr>
<tr>
<td>Direct Costs</td>
<td>$6,000</td>
<td>$6,360</td>
<td>$12,360</td>
</tr>
<tr>
<td>Fuel Surcharge (if applicable)</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
</tr>
<tr>
<td>Other Costs (specify)</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
</tr>
<tr>
<td><strong>Total Costs</strong></td>
<td><strong>$408,612</strong></td>
<td><strong>$414,187</strong></td>
<td><strong>$822,799</strong></td>
</tr>
</tbody>
</table>

b) FUNDING SOURCES

<table>
<thead>
<tr>
<th>Funding Source</th>
<th>FY 2021</th>
<th>FY 2022</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Measure A Shuttle program</td>
<td>$306,459</td>
<td>$310,640</td>
<td>$617,099</td>
</tr>
<tr>
<td>Lifeline Cycle 5 (remaining funds from FY18-20)</td>
<td>$102,153</td>
<td>$102,153</td>
<td>$204,306</td>
</tr>
<tr>
<td>Lifeline Cycle 6 or City of Menlo Park Local Match</td>
<td>$103,547</td>
<td>$103,547</td>
<td>$207,094</td>
</tr>
<tr>
<td>Other (list)</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
</tr>
<tr>
<td>Other (list)</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
</tr>
<tr>
<td><strong>Total Funding</strong></td>
<td><strong>$408,612</strong></td>
<td><strong>$414,187</strong></td>
<td><strong>$822,799</strong></td>
</tr>
</tbody>
</table>

2) Service Description

a) Hours of Operation

<table>
<thead>
<tr>
<th>Route</th>
<th>Start time - End time</th>
<th>Vehicle 1: 6:56 AM - 3:36 PM (includes 30 min unpaid lunch)</th>
<th>Vehicle 2: 10:32AM - 6:25 PM (includes 30 min unpaid lunch)</th>
</tr>
</thead>
<tbody>
<tr>
<td>(AM) Start time - End time</td>
<td>Sunday</td>
<td>40:50</td>
<td>35:15</td>
</tr>
<tr>
<td>(Midday) Start time - End time</td>
<td>Monday</td>
<td>15:42</td>
<td>15:42</td>
</tr>
<tr>
<td>(PM) Start time - End time</td>
<td>Tuesday</td>
<td>15:42</td>
<td>15:42</td>
</tr>
<tr>
<td>(Other) Start time - End time</td>
<td>Wednesday</td>
<td>15:42</td>
<td>15:42</td>
</tr>
<tr>
<td>Total vehicle service hours (hh:mm)</td>
<td>Thursday</td>
<td>15:42</td>
<td>15:42</td>
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<tr>
<td></td>
<td>Friday</td>
<td>15:42</td>
<td>15:42</td>
</tr>
<tr>
<td></td>
<td>Saturday</td>
<td>0</td>
<td>78:30</td>
</tr>
</tbody>
</table>

b) Start and end dates of service (if not July 1, 2021 - June 30, 2022)

July 1, 2020 - June 30, 2022

1 hr to 2 hr headways
Inbound: 5 full runs, 3 short runs
Outbound: 4 full runs, 2 short runs

Midday: 2 shuttles only: 119.2 mi.
Incl. extra run: 123.7 mi.

1 hr to 2 hr headways
1 @ 20 passenger

Community

Free

f) Service type: commuter, community, fixed route, on-demand, door to door, other (describe)

Community

Number and size of vehicles (e.g. 2@ 20 passenger capacity)
2 @ 20 passenger

h) Passenger Fare structure, if applicable (e.g. $2 adults, $20 monthly pass, $5 on-demand service, etc.)

Free

i) Route: Map is attached: Yes / No (If not available, describe route below)

Full run: Serving Menlo Park Senior Center, VA Medical Center, Menlo Medical Clinic, Menlo-Atherton High School, Menlo Park Library, Crane Place senior housing, downtown Menlo Park, Safeway, Little House, Partridge/Kennedy senior housing, Stanford Shopping Center, Hoover Pavilion, Palo Alto Medical Foundation, downtown Palo Alto
Short run: Serving Menlo Park Senior Center, VA Medical Center, Menlo Medical Clinic, Menlo-Atherton High School, Menlo Park Caltrain

j) Website/URL where the shuttle schedule is posted: menlopark.org/shuttles

k) Customer Feedback. The phone number, email, website and/or other contact information by which passengers can request information, comment, or complain.

Phone: 650-330-6770
Email: transportation@menlopark.org
Website: menlopark.org/shuttles

l) Marketing Plan: Attach a detailed Marketing Plan
The M1-Crosstown Shuttle is FREE and open to everyone. The shuttle is wheelchair accessible and can accommodate two bicycles. Runs with “x” are timed with Caltrain departures or arrivals.

**FOR MORE INFORMATION**

Menlo Park Shuttles  
650-330-6770  
menlopark.org/shuttles  
caltrain.com

Regional Transit  
Immediate Shuttle Assistance  
Dial 5-1-1  
MV Transportation  
511.org  
650-692-1003

**Sign up for text alerts:** smctd.com/shuttles/shuttle_text_alerts  
**Live Shuttle Tracker:** peninsulashuttles.com

The M1-Crosstown Shuttle is funded through generous grants from our partner agencies:

---

### Inbound to Palo Alto

<table>
<thead>
<tr>
<th></th>
<th>RUN 1x</th>
<th>RUN 2x</th>
<th>RUN 3</th>
<th>RUN 4</th>
<th>RUN 5</th>
<th>RUN 6</th>
<th>RUN 7</th>
<th>RUN 8x</th>
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<tbody>
<tr>
<td>Menlo Park Senior Center</td>
<td>6:56</td>
<td>8:05</td>
<td>8:17</td>
<td>10:52</td>
<td>11:50</td>
<td>1:29</td>
<td>2:29</td>
<td>4:50</td>
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<tr>
<td>Belle Haven Library</td>
<td>7:01</td>
<td>8:10</td>
<td>8:21</td>
<td>10:56</td>
<td>11:54</td>
<td>1:33</td>
<td>2:33</td>
<td>4:54</td>
</tr>
<tr>
<td>V.A. Medical Center</td>
<td>7:08</td>
<td>8:19</td>
<td>8:32</td>
<td>11:03</td>
<td>12:00</td>
<td>1:39</td>
<td>2:39</td>
<td>5:03</td>
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<tr>
<td>Menlo Medical Clinic</td>
<td>7:14</td>
<td>8:25</td>
<td>8:36</td>
<td>11:07</td>
<td>12:04</td>
<td>1:43</td>
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<td>5:09</td>
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<tr>
<td>Middlefield &amp; Ringwood</td>
<td>7:17</td>
<td>8:28</td>
<td>--</td>
<td>--</td>
<td>--</td>
<td>--</td>
<td>--</td>
<td>5:12</td>
</tr>
<tr>
<td>Menlo Park Senior Center</td>
<td>7:23</td>
<td>8:34</td>
<td>8:58</td>
<td>11:29</td>
<td>12:26</td>
<td>2:05</td>
<td>3:05</td>
<td>5:18</td>
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<tr>
<td>Safeway</td>
<td>--</td>
<td>--</td>
<td>9:02</td>
<td>11:33</td>
<td>12:30</td>
<td>2:09</td>
<td>3:09</td>
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</table>

### Outbound to Belle Haven

<table>
<thead>
<tr>
<th></th>
<th>RUN 1x</th>
<th>RUN 2</th>
<th>RUN 3</th>
<th>RUN 4</th>
<th>RUN 5</th>
<th>RUN 6</th>
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<tbody>
<tr>
<td>Palo Alto Caltrain</td>
<td>7:45</td>
<td>10:01</td>
<td>12:05</td>
<td>1:05</td>
<td>3:21</td>
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<tr>
<td>Stanford Shopping Center</td>
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<td>12:11</td>
<td>1:11</td>
<td>3:27</td>
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<tr>
<td>Hoover Pavilion</td>
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<td>12:13</td>
<td>1:13</td>
<td>3:29</td>
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<td></td>
</tr>
<tr>
<td>P.A. Medical Foundation</td>
<td>10:13</td>
<td>12:17</td>
<td>1:17</td>
<td>3:33</td>
<td>--</td>
<td></td>
</tr>
<tr>
<td>University &amp; Partridge</td>
<td>10:21</td>
<td>12:25</td>
<td>1:25</td>
<td>3:41</td>
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<td></td>
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<tr>
<td>Little House</td>
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<td>12:28</td>
<td>1:28</td>
<td>3:44</td>
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<td></td>
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<tr>
<td>Safeway</td>
<td>10:29</td>
<td>12:33</td>
<td>1:33</td>
<td>3:49</td>
<td>--</td>
<td></td>
</tr>
<tr>
<td>Menlo Park Caltrain</td>
<td>7:45</td>
<td>10:04</td>
<td>12:38</td>
<td>1:38</td>
<td>3:54</td>
<td>5:50</td>
</tr>
<tr>
<td>Downtown (Santa Cruz/Crane)</td>
<td>10:38</td>
<td>12:42</td>
<td>1:42</td>
<td>3:58</td>
<td>--</td>
<td></td>
</tr>
<tr>
<td>Crane Place</td>
<td>10:41</td>
<td>12:45</td>
<td>1:45</td>
<td>4:01</td>
<td>--</td>
<td></td>
</tr>
<tr>
<td>Menlo Medical Clinic</td>
<td>7:53</td>
<td>10:56</td>
<td>1:00</td>
<td>2:00</td>
<td>4:18</td>
<td>5:58</td>
</tr>
<tr>
<td>V.A. Medical Center</td>
<td>8:01</td>
<td>11:01</td>
<td>1:05</td>
<td>2:05</td>
<td>4:26</td>
<td>6:06</td>
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<tr>
<td>Belle Haven Library</td>
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<td>1:10</td>
<td>2:10</td>
<td>4:41</td>
<td>6:21</td>
</tr>
<tr>
<td>Menlo Park Senior Center</td>
<td>8:12</td>
<td>11:10</td>
<td>1:14</td>
<td>2:14</td>
<td>4:45</td>
<td>6:25</td>
</tr>
</tbody>
</table>

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### Shoppers’ Shuttle

Are you looking for a ride, but are not near a shuttle or need a little extra assistance? The FREE, wheelchair-accessible Shoppers’ Shuttle is here to serve you!

The Shoppers’ Shuttle is a special door-to-door shuttle that picks you up at your house and takes you to your shopping, medical, and other destinations in Menlo Park, Redwood City, and parts of Palo Alto.

This FREE service only runs Tuesdays, Wednesdays, and Saturdays, from 9:30 AM to 1:30 PM. This service must be reserved in advance. To schedule a ride, please call:

- **Service to Redwood City**  
650-330-2286 (Tuesdays)

- **Service to Menlo Park & Palo Alto**  
650-330-2288 (Wednesdays)  
650-330-2289 (Saturdays)

The M1-Crosstown Shuttle operates Monday to Friday. No service on federal holidays or their observed days. Exceptions: service on Columbus Day and Veterans Day; no service on the Friday after Thanksgiving.
Detailed Marketing Plan – Crosstown Shuttle

The City of Menlo Park Shuttle Program offers marketing in a variety of ways, such as print schedules and maps, website, public outreach, and signage at stops. The Crosstown Shuttle is one of the five shuttle routes in Menlo Park, in which a unified system is now more apparent as the result of a brand refresh a few years ago. This included refreshing print materials with a new font and color scheme, along with a route designation for most shuttle lines. These route designations added a line color and a route number to each line (except the Shoppers’ Shuttle). This allows for both a unification of all the lines under the Menlo Park brand, along with allowing riders to refer to a line by various names (e.g. M1-Crosstown Shuttle can be the M1, Crosstown Shuttle, or the blue line).

Shuttle Stop Infrastructure

Signs, including maps and schedules, are posted at various shuttle stop locations. The City is continuing to add new signs and markings at shuttle stops that currently do not have a refreshed ‘shuttle stop experience’.

The new shuttle signs have better readability, such as the universal bus symbol, colorful route symbols, and a cleaner font. All the shuttle stops will receive a spray painted marking on the street pavement, with highly visible white paint to clearly mark stops for both the shuttle bus driver and passengers that may not be able to locate a shuttle stop sign. The stencil for the marking has a large 50”x17” image area for increased visibility.

For stops on the M1-Crosstown Shuttle, large rotating schedule holders are being installed. This offers a 22”x24” layout versus the current 8.5”x14” layout. This larger size is aimed at the senior population that may not have smartphones or have trouble reading. There will be a larger font, possibility for adding Spanish translations, and an emphasis on transit connections and accessibility to local and regional civic, retail, and medical destinations.

Brochures

Print materials are distributed at key locations throughout the City. These locations include the Belle Haven Library, City Hall, civic buildings, Little House Activity Center, Menlo-Atherton High School, Menlo Medical Clinics, Menlo Park Chamber of Commerce, Menlo Park Library, Palo Alto Medical Foundation, senior apartments, and more. An upcoming version of the M1-Crosstown Shuttle brochure will be sized at 17”x22” (from the current 11”x17”) in order to allow for more space to make readability easier for the targeted senior demographic. There will be a larger font, possibility for adding Spanish translations, and an emphasis on transit connections and accessibility to local and regional civic, retail, and medical destinations.
Outreach

The City takes pride in the personal relationships it has developed with residents, businesses, and civic institutions in Menlo Park. These relationships build a sense of trust and partnership that is mutually beneficial for all parties involved, in essence building a stronger community in Menlo Park.

The City will continue its community-wide marketing campaign as well as its campaign targeted directly at the City’s low-income and minority population. The City’s connection with a number of organizations in the Belle Haven neighborhood have assisted in building and expanding awareness of the City’s shuttle service. Through a community liaison, the City has been working with the Belle Haven Elementary School, the Peninsula Boys and Girls Club, Beechwood School and the Belle Haven Child Development Center. Several local businesses including Mi Tierra Linda, El Rancho Supermarket, Mi Taqueria and others have also supported the M1-Crosstown Shuttle by providing information to customers. Additionally, the City will look into more bilingual and/or Spanish language posters for these businesses to post in order to promote the shuttles.

The City will also continue its public outreach with the senior demographic, especially as many Baby Boomers begin to turn 65-years old, and is anticipated to be an area of focus for the coming year. The City aims to have discussions with resident service coordinators at senior housing complexes on a regular basis to best educate them on the shuttle services, how to coordinate group trips, etc. Additionally, the Shuttle Program Coordinator aims to offer monthly ‘town-hall meetings’ at senior housing complexes to educate new riders, offer friendly reminders on how to use the system, and to answer any questions or concerns they may have.

Digital Communications

The City offers two digital communications. The City maintains a webpage for the shuttle program which includes schedule and route map information at: www.menlopark.org/shuttles. Visitors can print or download PDF versions of schedules and route maps, or they can request a print copy via phone or email.

The City also partners with Caltrain and Commute.org on a text alert system for shuttles, which notifies riders who have signed up/subscribed to specific route service alerts. This enables the City to easily notify riders directly of service disruptions in real time.

Trip Planning and Tracking

The City has created General Transit Feed Specification (GTFS) data that is uploaded to Google Maps, Bing Maps, and Apple Maps, along with being available for download on the City’s website for third party developers. This enables riders to discover shuttle routes as first/last mile connections to transit options. General visibility of these services on trip
planners, along with information about being a free system, will hopefully encourage and offer alternatives to single-occupancy driving.

Another online tool the City, in partnership with Caltrain and Commute.org, is an online real-time tracking of the shuttle vehicles available at www.peninsulashuttles.com. Riders are able to choose shuttles to track in real time, by being able to view their location on a map along with approximate arrival times to stops.
Recommendation
Staff recommends that the City Council adopt Resolution No. 6543 (Attachment A) in support of the Citywide shuttle program, for the San Mateo County shuttle program fiscal years 2020-21 and 2021-22 to continue funding for operations and administration of the program and authorize the city manager to enter into necessary funding agreements and any subsequent amendments within the budgeted amounts with grant agencies.

Policy Issues
This project is consistent with the 2016 general plan goal and policies to support local and regional transit that is efficient, frequent, convenient and safe. These policies seek to promote the use of public transit and to promote the use of alternatives to the single-occupant automobile. The grant requires an adopted resolution of support by the City Council as part of the application.

Background
The City of Menlo Park manages an extensive shuttle program that provides transit service to many residents, employees and visitors. The program is primarily funded by grants provided by the San Mateo City/County Association of Governments (C/CAG), San Mateo County Transportation Authority (SMCTA) and Metropolitan Transportation Commission (via the San Mateo County Transit District.) These funds are typically made available following the successful completion of a competitive application process, an executed agreement between parties, and a demonstrated adherence to the agreement requirements.

On January 13, C/CAG and the SMCTA issued a joint call for shuttle projects for fiscal years 2020-21 and 2021-22. The program includes $10,000,000 for this two-year funding cycle, and direct costs for operations, marketing, and administration of shuttles are eligible for funding. The City’s shuttle program is currently supported by a grant through this program, expiring June 30, of which a successful application for this grant cycle will ensure continuation of funding. Applications are due February 21, and C/CAG and the SMCTA require a City Council resolution as part of the application submission. Prior notice was submitted to C/CAG and the SMCTA of the resolution’s delayed submission date, and after adoption it will be submitted as soon as possible.

The shuttle program provides “around town” transportation to many residents, employees and visitors. The program includes the following services:
The M1-Menlo Midday shuttle provides a midday, fixed-route service between Sharon Heights and downtown Menlo Park. It serves several senior housing facilities, Stanford Medical Center, Stanford Shopping Center, Palo Alto Medical Foundation, downtown Palo Alto, Draeger’s and the Caltrain station.

The M2-Belle Haven shuttle provides an all-day, fixed-route service between Belle Haven and downtown Menlo Park. It serves several senior housing facilities, Menlo Park Senior Center, the Belle Haven library, the Veterans Affairs Medical Center, the main library, Caltrain station, Little House and Safeway.

The M3-Marsh Road shuttle provides fixed-route, peak-hour service between the Caltrain station and the business parks and office complexes along Marsh Road, Bohannon Drive and the Bayfront Area.

The M4-Willow Road shuttle provides fixed-route, peak-hour service between the Caltrain station and the business parks and office complexes along Willow Road and O’Brien Drive.

The Shoppers’ Shuttle is a door-to-door service, which operates three days per week providing transportation for those not near a shuttle route or that have limited mobility. Destinations include Little House, Menlo Park Senior Center, downtown Menlo Park, the main library, Safeway, Caltrain station, Stanford Shopping Center, and retail destinations in Menlo Park and Redwood City.

### Analysis

By applying for funds through the San Mateo County shuttle program call for projects, the City of Menlo Park is seeking to ensure the continuation of the City’s shuttle program. The City’s proposed application includes continuation of the current services, with schedule and route adjustments to the community shuttles based on current performance results.

The effectiveness of the City’s shuttle program is measured by two performance metrics, the average number of riders and the cost per rider, as compared to benchmarks for the type of service. The table below summarizes these metrics for each route. The benchmarks for service are set bi-annually by C/CAG and the SMCTA based on operations of the current routes in San Mateo County and shuttle management best practice information.

<table>
<thead>
<tr>
<th>Shuttle route</th>
<th>Passengers per service hour</th>
<th>Service benchmark</th>
<th>Cost per rider</th>
<th>Service benchmark</th>
</tr>
</thead>
<tbody>
<tr>
<td>M1-Menlo Midday</td>
<td>1.1</td>
<td>Above 10</td>
<td>$74.31</td>
<td>Less than $10.00</td>
</tr>
<tr>
<td>M2-Belle Haven</td>
<td>6.3</td>
<td>Above 10</td>
<td>$14.11</td>
<td>Less than $10.00</td>
</tr>
<tr>
<td>M3-Marsh Road</td>
<td>17.4</td>
<td>Above 15</td>
<td>$6.60</td>
<td>Less than $8.00</td>
</tr>
<tr>
<td>M4-Willow Road</td>
<td>26.1</td>
<td>Above 15</td>
<td>$6.90</td>
<td>Less than $8.00</td>
</tr>
<tr>
<td>Shoppers’</td>
<td>2.3</td>
<td>Above 2</td>
<td>$36.45</td>
<td>Less than $20.00</td>
</tr>
</tbody>
</table>

Note: Fiscal year 2018-19 data are presented as the most recent complete fiscal year.

1 Entire route suspended as of September 2018; benchmarks reflect poor ridership, drivers not complying with schedules, and ridership data from only two months of the fiscal year.

As shown in Table 1, the program’s cost effectiveness (cost per rider) and ridership (passengers per hour) exceed the County’s standards for commuter shuttles (M3-Marsh Road and M4-Willow Road.) The
performance of the M1-Menlo Midday, M2-Belle Haven and Shoppers’ shuttles do not meet the cost effectiveness and/or ridership benchmarks, reflecting challenges over the past two years. The City’s shuttle vendor, MV Transportation, has had a driver shortage since October 2017 leading to many service disruptions. However, the City’s agreement with MV Transportation is part of a joint contract with Commute.org and is administered through SamTrans. Therefore, any changes to the contract requires all three parties to meet and confer. While this driver shortage has been a common occurrence recently amongst many Bay Area transit operators, it has affected the Menlo Park shuttle system as follows:

- The M1-Menlo Midday shuttle had experienced poor ridership due to drivers not complying with schedules, which is reflected in the benchmarks, and has been completely suspended since September 2018.
- The M2-Belle Haven shuttle has had one of its two regularly scheduled vehicles suspended since October 2017.
- The M3-Marsh Road shuttle had one of its two regularly scheduled vehicles suspended since October 2017 due to the driver shortage, but the second vehicle was resumed in April 2019.

Proposed service changes
As described in a 2018 staff report to City Council requesting funding for the fiscal year 2018-20 grant cycle, staff planned to combine the M1-Menlo Midday and M2-Belle Haven shuttles into a new M1-Crosstown shuttle route that would allow crosstown travel with no transfers. However, the challenges arising from the driver shortages required postponing the implementation of this new service. Given the unstable situation, marketing was kept at a minimum to prevent promoting services potentially at risk of daily or more permanent service suspensions, which would further erode trust and confidence in the shuttles.

With the fiscal year 2020-22 grant application, staff’s goal is to increase ridership and better serve residents, employees and visitors of Menlo Park. With driver staffing levels becoming more stable, restoration of the second vehicle on the M2-Belle Haven shuttle route and resuming the M1-Menlo Midday shuttle is planned for spring 2020, with hopes to continue these services with the new grant cycle in fiscal year 2020-22 contingent on driver availability. More information will be posted to the City’s shuttle website (Attachment B) to announce service increases as the information is finalized.

Per the grant requirements for existing shuttles that do not meet the performance benchmarks, the City of Menlo Park consulted with SamTrans staff for technical assistance to improve the shuttle service. Through this technical assistance, SamTrans recommended continuing to operate two distinct community shuttle routes to minimize the length of travel time to key destinations. These two routes will increase reliability, accessibility, and connectivity for Belle Haven and Sharon Heights and promote independence, quality of life and health with one-seat rides to Stanford Shopping Center, Hoover Pavilion, and the Palo Alto Medical Foundation and connections at Palo Alto Caltrain to the new Stanford Hospital and Stanford University via the Marguerite shuttle, Stanford Eye / Ear Institutes via the Stanford Healthcare TECH shuttle, and multiple regional transit connections.

In spring 2020, the future M1-Crosstown shuttle (renamed from the M2-Belle Haven) will extend the current M2-Belle Haven back to Palo Alto, adding destinations at Stanford Shopping Center, Hoover Pavilion, Palo Alto Medical Center, and the Palo Alto Caltrain station. Additional proposed changes include “short-turn” runs, which will allow quick turnarounds in the morning and afternoon peak periods. This will offer Belle Haven residents timed connections with Caltrain and an additional option for students at Menlo-Atherton High School. All other runs will operate the entire route to Palo Alto to serve the typical midday demographic focused on connectivity with various destinations across town. The goal is to have this shuttle serve residents of all ages and needs.
The future M2-Sharon Heights shuttle (renamed from the M1-Menlo Midday) is anticipated to return in spring 2020 connecting Sharon Heights with Downtown Menlo Park, Stanford Shopping Center, Hoover Pavilion, Palo Alto Medical Center, and the Palo Alto Caltrain station. The main change will be eliminating the one-way loop the shuttle drove to travel on Sand Hill Road and Santa Cruz Avenue. The M2-Sharon Heights shuttle will run in both directions on Santa Cruz Avenue to better serve residents along that corridor and supplement midday service for the peak-only SamTrans Route 286.

Proposed program budget
Similar to the last call for projects, the shuttle program requires a local match of at least 25 percent of the total program cost. The match can come from other grant sources or local City funds. The City’s program is currently funded through a variety of sources, including grants from C/CAG, SMCTA, the Metropolitan Transportation Commission’s Lifeline Grant Program, and the City’s Development Shuttle Fee. Table 2 below indicates the estimated program budget for fiscal years 2020-21 and 2021-22, since the San Mateo County shuttle program is administered in a two-year cycle.

<table>
<thead>
<tr>
<th>Shuttle route</th>
<th>Fiscal year 2018-19 budget</th>
<th>Fiscal year 2019-20 budget</th>
<th>Fiscal year 2020-21 proposed budget</th>
<th>Fiscal year 2021-22 proposed budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>M1-Crosstown</td>
<td>$580,300</td>
<td>$587,400</td>
<td>$594,600.00</td>
<td>$602,200</td>
</tr>
<tr>
<td>M2-Sharon Heights</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>M3-Marsh Road</td>
<td>$274,400</td>
<td>$278,000</td>
<td>$310,200.00</td>
<td>$314,600</td>
</tr>
<tr>
<td>M4-Willow Road</td>
<td>$152,000</td>
<td>$154,600</td>
<td>$164,700.00</td>
<td>$167,500</td>
</tr>
<tr>
<td>Shoppers’</td>
<td>$59,100</td>
<td>$60,200</td>
<td>$68,300.00</td>
<td>$69,600</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$1,065,800</strong></td>
<td><strong>$1,080,200</strong></td>
<td><strong>$1,137,800.00</strong></td>
<td><strong>$1,153,900</strong></td>
</tr>
</tbody>
</table>

Note: The M1-Crosstown and M2-Sharon Heights shuttles are two branches of a single line on the grant application.
1 M1-Crosstown was known as the M2-Belle Haven in fiscal year 2018-20, simply a route rename and no service loss.
2 M2-Sharon Heights was known as the M1-Menlo Midday in fiscal year 2018-20, simply a route rename and no service loss.

If awarded, the San Mateo County shuttle program will fund up to 75 percent of program cost in fiscal years 2020-21 and 2021-22, with remaining program funds coming from sources outlined in Table 3 and 4 below. Staff recommends not applying for grant funding for the Shoppers’ shuttle at this time, as this route does not meet the benchmarks to be competitive in the call for projects and did not receive funding in the last round of the program. The City would need to continue to fund it at 100 percent of costs to maintain the service. This fiscal year, funding from the Measure A program for transportation programs was used to fund this service.

At the time staff prepared this report, some of the other funding sources available for the shuttle program are uncertain, as grant applications also would need to be submitted for these programs during the next call for projects cycles. As such, staff has prepared two funding allocation scenarios: one where the City continues to be awarded potential funds from the Metropolitan Transportation Commission (MTC) Lifeline grant program (Table 3) and one without (Table 4.) Lifeline funding, which the City will apply for when the call is released later in 2020, is applicable only to the M1-Crosstown and M2-Sharon Heights shuttles, as it mobilizes elderly and low-income neighborhoods in Menlo Park. Lifeline would fund up to 40 percent of the M1-Crosstown and M2-Sharon Heights shuttles, with the other 60 percent coming from the San Mateo
County shuttle program grant funding. If the City does not receive Lifeline funding, the City would contribute 25 percent with the remaining 75 percent coming from the San Mateo County shuttle program grant funding.

The local match the City would need to provide for the Shuttle Program differs, contingent on it receiving Lifeline funding or not. Table 3, which anticipates Lifeline funding, shows the City would need to contribute up to $121,700 in fiscal year 2020-21 and $124,900 in fiscal year 2021-22 toward the shuttle program, for a total of $246,600 during the fiscal year 2020-22 grant cycle. This amount is consistent with the amount currently budgeted in fiscal year 2018-20. Table 4, which anticipates no Lifeline funding, shows the City would contribute $270,400 in fiscal year 2020-21 and $275,400 in fiscal year 2021-22 toward the shuttle program, totaling $545,800 during the fiscal year 2020-22 grant cycle to maintain the proposed service levels. If the Lifeline application is not successful, staff would return to the City Council for direction on service levels, alternative funding sources, or other strategies to fund the shortfall.

<table>
<thead>
<tr>
<th>Funding source</th>
<th>SMCTA and C/CAG request</th>
<th>MTC Lifeline</th>
<th>Developer fees²</th>
<th>Local match³</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fiscal year 2020-21</td>
<td>$713,000</td>
<td>$237,800</td>
<td>$65,300.00</td>
<td>$121,700.00</td>
<td>$1,137,800</td>
</tr>
<tr>
<td>Fiscal year 2021-22</td>
<td>$722,900</td>
<td>$240,900</td>
<td>$65,300.00</td>
<td>$124,900.00</td>
<td>$1,153,900</td>
</tr>
<tr>
<td>Two year total</td>
<td>$1,435,900</td>
<td>$478,700</td>
<td>$130,600.00</td>
<td>$246,600.00</td>
<td>$2,291,700</td>
</tr>
</tbody>
</table>

1 Metropolitan Transportation Commission Lifeline funding will either be a two-year or three-year cycle.
2 The City collects approximately $65,300 per year from developer-required contributions to the City’s shuttle program.
3 The local match from the City includes 100 percent of the cost for the Shoppers’ shuttle (approximately $60,000 annually) as the City will not apply for grant funding.
4 These amounts are off by $100 due to rounding other amounts in the table.

Table 4:

<table>
<thead>
<tr>
<th>Funding source</th>
<th>SMCTA and C/CAG request</th>
<th>Developer fees¹</th>
<th>Local match²</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fiscal year 2020-21</td>
<td>$802,200</td>
<td>$65,300.00</td>
<td>$270,400.00</td>
<td>$1,137,800³</td>
</tr>
<tr>
<td>Fiscal year 2021-22</td>
<td>$813,200</td>
<td>$65,300.00</td>
<td>$275,400.00</td>
<td>$1,153,900</td>
</tr>
<tr>
<td>Two year total</td>
<td>$1,615,400</td>
<td>$130,600.00</td>
<td>$545,800.00</td>
<td>$2,291,700³</td>
</tr>
</tbody>
</table>

1 The City collects approximately $65,300 per year from developer-required contributions to the City’s shuttle program.
2 The local match from the City includes 100 percent of the cost for the Shoppers’ shuttle (approximately $60,000 annually) as the City will not apply for grant funding.
3 These amounts are off by $100 due to rounding other amounts in the table.

If the City is able to receive all requested grant funding and local matches, the following is the budgeted shuttle service for fiscal year 2020-22:

- The M1-Crosstown shuttle will connect the Belle Haven neighborhood and Palo Alto via Willow Road and downtown Menlo Park, with two 20-passenger vehicles operating between 7 a.m. and 6 p.m.
- The M2-Sharon Heights shuttle will connect the Sharon Heights neighborhood and Palo Alto via Santa
Cruz Avenue and downtown Menlo Park, with one 20-passenger vehicle operating between 9 a.m. and 4 p.m.

- The M3-Marsh Road shuttle will connect the Menlo Park Caltrain and the Marsh Road business parks, with two 28-passenger vehicles operating between 7 a.m. and 10 p.m. and 3 p.m. and 6:30 p.m.
- The M4-Willow Road shuttle will connect the Menlo Park Caltrain and the Willow Road business parks, with one 28-passenger vehicle operating between 7 a.m. and 10 p.m. and 3 p.m. and 6:30 p.m.
- The Shoppers’ Shuttle will provide door-to-door service, with one 20-passenger vehicle operating between 9:30 a.m. and 1:30 p.m. Service to Redwood City will be available on Tuesdays, with service around Menlo Park and parts of Palo Alto available on Wednesdays and Saturdays.

**Impact on City Resources**

The estimated total annual cost of the M1-Crosstown, M2-Sharon Heights, M3-Marsh Road, M4-Willow Road, and Shoppers’ shuttle services is $1,137,800 in fiscal year 2020-21 and $1,153,900 in fiscal year 2021-22. The funding for the City’s share of 25 percent comes from the City’s Development shuttle fee, Measure A funds, and the MTC Lifeline Grant Program (this program provides a maximum of 40 percent for the M1-Crosstown and M2-Sharon Heights shuttles.)

**Environmental Review**

This proposed action is categorically exempt under the current California Environmental Quality Act Guidelines as this is a service already operated by the City.

**Public Notice**

Public notification was achieved by posting the agenda, with the agenda items being listed, at least 72 hours prior to the meeting.

**Attachments**

A. Resolution no. 6543 supporting the City’s shuttle program
B. Hyperlink: menlopark.org/shuttles

Report prepared by:
Nicholas Yee, Transportation Demand Management Coordinator

Report reviewed by:
Kristiann Choy, Acting Transportation Manager
RESOLUTION NO. 6543

RESOLUTION OF THE CITY COUNCIL OF THE CITY OF MENLO PARK
SUPPORTING THE CITY’S SHUTTLE PROGRAM AND SUBMITTING AN
APPLICATION FOR SAN MATEO COUNTY SHUTTLE PROGRAM FUNDING

WHEREAS, there is a need for “around town” transportation to serve many residents, employees and visitors; and

WHEREAS, City of Menlo Park manages an extensive shuttle program to provide commuter service to and from the Menlo Park Caltrain station and community shuttle service to link residents to vital community services and destinations; and

WHEREAS, the cost of the City’s shuttle program is estimated to be $2,291,700 over fiscal years 2020-21 and 2021-22; and

WHEREAS, the City wishes to sponsor the City’s shuttle program; and

WHEREAS, the City seeks up to $1,615,400 for the Program in fiscal years 2020-21 and 2021-22; and

WHEREAS, June 7, 1988, the voters of San Mateo County approved a ballot measure to allow the collection and distribution by the San Mateo County Transportation Authority (TA) of a half-cent transactions and use tax in San Mateo County for 25 years, with the tax revenues to be used for highway and transit improvements pursuant to the transportation expenditure plan presented to the voters (Original Measure A); and

WHEREAS, November 2, 2004, the voters of San Mateo County approved the continuation of the collection and distribution by the TA the half-cent transactions and use tax for an additional 25 years to implement the 2004 transportation expenditure plan beginning January 1, 2009 (New Measure A); and

WHEREAS, the Board of Directors of the City/County Association of Governments (C/CAG) of San Mateo County at its February 14, 2002 meeting approved the Congestion Relief Plan and subsequently reauthorized the Congestion Relief Plan in 2007, 2010, 2015, and 2019; and

WHEREAS, a component of the C/CAG Congestion Relief Plan is to support local and employer based shuttle Programs; and

WHEREAS, the TA and C/CAG issued a joint call for projects for the San Mateo County shuttle program on January 13, 2020; and

WHEREAS, the TA and C/CAG require a governing board resolution from the City in support of the City’s application for $1,615,400 from the San Mateo County shuttle program for the City’s shuttle program; and

NOW, THEREFORE, BE IT RESOLVED that the City Council of the City of Menlo Park

ATTACHMENT A
1. Directs staff to submit an application for funding from the San Mateo County Shuttle Program for $1,615,400 for the City’s Shuttle Program.

2. Authorizes the City Manager to execute a funding agreement with the San Mateo County Transportation Authority to encumber any Measure A local shuttle program funds and/or City/County Association of Governments Local Transportation Services Program funds awarded.

3. Let it be known the City commits to the completion of the City’s shuttle program if awarded the requested funds from San Mateo County shuttle program.

I, Judi A. Herren, City Clerk of Menlo Park, do hereby certify that the above and foregoing City Council Resolution was duly and regularly passed and adopted at a meeting by said City Council on the twenty-fifth day of February, 2020, by the following votes:

AYES:

NOES:

ABSENT:

ABSTAIN:

REUSED:

IN WITNESS WHEREOF, I have hereunto set my hand and affixed the Official Seal of said City on this twenty-fifth day of February, 2020.

Judi A. Herren, City Clerk