MEMORANDUM OF UNDERSTANDING
Between
SAN MATEO COUNTY TRANSIT DISTRICT
And
THE CITY OF MENLO PARK

This Memorandum of Understanding ("MOU"), effective January 1, 2019, is entered into by and between the San Mateo County Transit District ("DISTRICT") and the City of Menlo Park ("RECIPIENT").

WHEREAS, the Lifeline Transportation Program ("LTP") was established by the Metropolitan Transportation Commission ("MTC") to fund operating and capital projects that result in improved mobility for low income residents in the San Francisco Bay Area and the City/County Association of Governments of San Mateo ("C/CAG") is responsible for the administration of the LTP in San Mateo County, and

WHEREAS, the RECIPIENT applied to C/CAG for funding under the LTP for the Menlo Park Crosstown Shuttle ("PROJECT"); and

WHEREAS, C/CAG has awarded $494,346 in LTP funds to the RECIPIENT for the Crosstown Shuttle through the use of State Transit Assistance ("STA") funds for the PROJECT; and

WHEREAS, C/CAG has requested that the DISTRICT, as the only eligible recipient of STA funds in San Mateo County, file claims on behalf of the RECIPIENT to allow for the implementation of the PROJECT; and

WHEREAS, because STA funds cannot be used for the purchase of bus passes restricted to persons of low income, DISTRICT will swap STA funds for DISTRICT local sales tax funds and pass-through the sales tax funds to RECIPIENT to use for the PROJECT; and

WHEREAS, the DISTRICT will retain $6,000 of the $494,346 of LTP grant funding in compensation for DISTRICT administrative costs; and

WHEREAS, the RECIPIENT has secured and will provide in full the local match for the PROJECT as stated in its application, which is included in Appendix A and is incorporated in this MOU by reference; and
WHEREAS, the DISTRICT and the RECIPIENT desire to enter into the following formal contract pursuant to the aforementioned funding for implementation of said PROJECT.

NOW, THEREFORE, BE IT RESOLVED that the DISTRICT and the RECIPIENT agree to the following:

I. PURPOSE
The purpose of this MOU is to memorialize the understanding between the DISTRICT and the RECIPIENT pursuant to which the DISTRICT passes-through STA funds to the RECIPIENT specifically intended for the implementation of the PROJECT. The funds the DISTRICT passes-through to the RECIPIENT for the foregoing purpose is specifically contingent upon the DISTRICT’s receipt of the STA funds. The DISTRICT will serve as the recipient and pass-through agent of the STA funds and the RECIPIENT will serve as the project manager for the PROJECT and be responsible for ensuring that the PROJECT is coordinated with the DISTRICT and any other applicable project partner. The RECIPIENT will also be responsible for obtaining any required approvals from the District as contained in the District’s concurrence letter for the PROJECT attached in Appendix B.

II. COMPLIANCE
A. The RECIPIENT shall comply with the provisions of the California Code of Regulations, Title 21, Division 3 California State Transportation Agency Subchapter 2.5, State Transit Assistance Program. The RECIPIENT shall also comply with the provisions of Subchapter 2 Transportation Development (commencing with Section 6600), except for Article 3 (commencing with Section 6620) and those other provisions that are, by their terms, applicable only to local transportation funds or are superseded by the provisions of Subchapter 2.5, State Transit Assistance Program.

B. The RECIPIENT shall comply with any and all laws, statutes, ordinances, rules, regulations, or requirements of the federal, state, or local government, and any agency thereof, which relate to or in any manner affect the performance of this MOU.

C. Those requirements imposed upon the DISTRICT as the PROJECT "Sponsor" are hereby imposed upon the RECIPIENT and RECIPIENT shall comply with all such requirements.

III. SCOPE OF WORK
A. The RECIPIENT shall perform the PROJECT in accordance with the grant application, which is attached in Appendix A to this MOU.

B. The RECIPIENT shall comply with any and all reporting required by the DISTRICT and/or C/CAG. Copies of all reports and notices will be forwarded to the DISTRICT no later than 15 days prior to the due dates.
C. The sales conducted as part of the PROJECT shall not be subject to any discount, including but not limited to, the 3% percent vendor discount.

IV. FINANCIAL

A. The DISTRICT has no obligation to provide funds in excess of the $494,346 amount awarded to the RECIPIENT from the LTP, unless there is approval of additional grant funding for the PROJECT and both parties execute a written amendment to this MOU to reflect any additional funding.

B. The DISTRICT agrees to provide DISTRICT Sales Tax funds equal to the amount of LTP STA funds allocated for implementation of the PROJECT to the RECIPIENT on a reimbursement basis.

C. The DISTRICT shall retain $6,000 of the $494,346 of LTP grant funding in compensation for DISTRICT administrative costs. This amount shall be included as an eligible program expense on the RECIPIENT’s first invoice.

D. The DISTRICT shall not be required to provide funds to the RECIPIENT until after the LTP STA funds are received by the DISTRICT.

E. The DISTRICT agrees to make payments to the RECIPIENT on a quarterly basis in arrears of the RECIPIENT’s incurring of expenses related to the PROJECT.

1. The RECIPIENT shall submit quarterly invoices to the LTP Program Administrator at C/CAG within thirty (30) days after the end of each quarter for which payment is sought covering costs for PROJECT activities accomplished through the end of such quarter, not covered by previously submitted invoices.

2. Each quarterly invoice for these payments shall be supported by the following information: a brief narrative progress report, the total costs expended for the PROJECT during the preceding quarter, the dollar amount of funds requested for reimbursement, the total costs expended for the PROJECT to date, the total amount paid by the DISTRICT under this MOU to date, copies of invoices and other expense records justifying the request for reimbursement, and any additional supporting data required by the DISTRICT and/or C/CAG. The amount of funds requested for reimbursement in each quarterly invoice shall not exceed the proportion of LTP funds to the total cost of the PROJECT.

3. Following review and approval of the RECIPIENT’s invoice by C/CAG’s LTP Program Administrator, the invoice will be forwarded by C/CAG to the DISTRICT for payment.

4. Payment shall be made to the RECIPIENT by the DISTRICT within thirty (30) days following receipt of an approved invoice from C/CAG.

F. Auditing: The RECIPIENT agrees to grant the DISTRICT, the State of California, C/CAG, and/or their authorized representatives access to the RECIPIENT’s books and records for the purpose of verifying that funds are properly accounted for and proceeds are expended in
accordance with the terms of this agreement. All documents shall be available for
inspection at any time while the PROJECT is underway and for the retention period specified
in below Section IV.H.

G. If, as a result of any audit, it is determined that reimbursement of any costs was in excess of
that represented as a basis for payment, RECIPIENT agrees to reimburse the DISTRICT for
those costs within 60 days of written notification by the DISTRICT. The RECIPIENT will also
be responsible for any other costs resulting from such overpayment, as specified below in
Section IV.J.

H. The RECIPIENT will be solely responsible for maintaining all applicable records for a
minimum of three (3) years following final payment to the RECIPIENT or four (4) years
following the fiscal year of the last expenditure under this MOU, whichever is longer, in
accordance with generally accepted accounting principles. For capital assets, applicable
records shall be maintained for three years from the date of the asset's disposition,
replacement, or transfer. Copies of the RECIPIENT's audits, if any, performed during the
course of the PROJECT and at PROJECT completion shall be forwarded to the DISTRICT no
later than one hundred eighty (180) days after the close of the fiscal year.

I. The RECIPIENT agrees to use funds received pursuant to this MOU only for the PROJECT.

J. In the event the RECIPIENT fails to comply with the terms and conditions of this MOU or any
requirements of the LTP, STA, and/or C/CAG, the RECIPIENT shall be wholly responsible for
any consequences associated with non-compliance, including but not limited to, repayment
of funds, including any penalties and/or interest on the funds.

V. AMENDMENT
This MOU can be amended, modified, or supplemented only in writing signed by both
parties.

VI. NOTICES
A. All notices and communications deemed by either party to be necessary or desirable shall
be in writing and may be given by personal delivery to a representative of the parties or by
mailing the same postage prepaid, addressed as follows:

If to the DISTRICT:
San Mateo County Transit District
Attn: Chief Officer, Planning, Grants and Transportation Authority
1250 San Carlos Avenue
San Carlos, CA 94070-1306
If to the RECIPIENT:
City of Menlo Park
Attn: Nicholas Yee, Transportation Demand Management Coordinator
701 Laurel Street
Menlo Park, CA 94025

B. The address to which mailings may be made may be changed from time to time by notice mailed as described above. Any notice given by mail shall be deemed given on the day after that on which it is deposited in the United States Mail as provided above.

VII. ASSIGNMENT AND TRANSFER
Neither party shall assign, transfer, or otherwise substitute its interest in this MOU, nor its obligations, without the prior written consent of the other party.

VIII. DISPUTE RESOLUTION
The parties agree that any dispute arising from this MOU that is not resolved within 30 days by the parties' representatives responsible for the administration of this MOU will be set forth in writing to the attention of the DISTRICT's Chief Officer, Planning, Grants and Transportation Authority and the RECIPIENT's Transportation Demand Management Coordinator for resolution. In the event resolution cannot be reached, the parties may submit the dispute to mediation by a neutral party mutually agreed to by the parties hereto prior to initiating any formal action in court.

IX. TERMINATION
Either party may terminate this MOU without cause upon thirty (30) days prior written notice. If the DISTRICT terminates this MOU without cause, the RECIPIENT will be entitled to payment for costs incurred up through the effective date of termination up to the maximum amount payable for the quarter in which the MOU is terminated.

X. INDEMNIFICATION
A. With the exception of claims arising from the District's sole negligence or wrongful conduct, the RECIPIENT shall defend, indemnify, and hold harmless the DISTRICT, its officers, directors, representatives, agents and employees from and against all claims, injury, suits, demands, liability, losses, damages and expenses, whether direct or indirect (including any and all costs and expenses in connection therewith), incurred by reason of any negligent or otherwise wrongful act or failure to act of the RECIPIENT, its officers, directors, employees, agents, or contractors or any of them in connection with this MOU or RECIPIENT's administration of the PROJECT. In the event of early termination, the RECIPIENT shall also defend, indemnify, and hold harmless the DISTRICT, its officers, directors, representatives, agents and employees from and against all claims, suits, or demands from the State of California for reimbursement of STA funds attributable to PROJECT costs incurred subsequent to termination.
B. This indemnification shall survive termination or expiration of this MOU.

XI. Term

A. This MOU shall remain in effect until December 31, 2020. It is understood by the parties that upon termination of the PROJECT or this MOU, the provisions of Section IV, Section X and Appendices A and B shall remain in full force and effect until all applicable grant obligations have been satisfied.

IN WITNESS WHEREOF, the parties have executed this MOU on the dates set forth below.

City of Menlo Park

By: [Signature]

Date: 1/24/19

San Mateo County Transit District

By: [Signature]

Jim Hartnett

General Manager/CEO

Date: [Signature]

Approved as to Form:

Joan Cassman

Date: [Signature]
March 22, 2018

Jeffrey Lacap  
C/CAG of San Mateo County  
555 County Center, 5th Floor  
Redwood City, CA 94063

RE: Call for Projects: Lifeline Transportation Program FY 18/19 & FY 19/20

Dear Mr. Lacap,

The City of Menlo Park is respectfully submitting the attached application for the Menlo Park Shuttle Program under the 5th Cycle Lifeline Transportation Program Call for Projects, dated February 9, 2018. The attached application includes a completed application form and relevant attachments.

We are excited for the opportunity to continue our partnership with C/CAG, MTC, and SamTrans to provide community transportation for Menlo Park residents. While the Menlo Park Shuttle Program is composed of four routes, this application is for the Crosstown Shuttle (current "Midday" Shuttle) and Shoppers' Shuttle. As described in the application, we have proposed continued operations of the Shoppers' Shuttle while modifying the "Midday" Shuttle. The Midday Shuttle split into M1-Menlo Midday and M2-Bellevue Haven Shuttles in March 2017, but will be recombined into a more robust, all-day single route that will be known as the Crosstown Shuttle.

The City would like to thank you for the opportunity to respond to this Call for Projects. We look forward to the opportunity to continue to partner in developing a Countywide transportation system that serves all travel modes and users.

Sincerely,

[Signature]

Nicholas Yee  
Transportation Demand Management Coordinator
A. GENERAL PROJECT INFORMATION

1. Project Sponsor

Name of the organization: City of Menlo Park
Contact person: Nicholas Yee, Transportation Demand Management Coordinator
Address: 701 Laurel Street, Menlo Park, CA 94025
Telephone number: 650-330-6754
E-mail address: ngyee@menlopark.org
DUNS Number¹: 958191975

2. Other Partner Agencies

<table>
<thead>
<tr>
<th>Agency</th>
<th>Contact Person</th>
<th>Address</th>
<th>Telephone</th>
</tr>
</thead>
<tbody>
<tr>
<td>UCAG</td>
<td>Jeffrey Lacap</td>
<td>555 County Center 5th Fl., Redwood City, CA 94063</td>
<td>650-599-1455</td>
</tr>
<tr>
<td>SaraTrans</td>
<td>Michael Stevenson</td>
<td>1250 San Carlos Ave, San Carlos, CA 94070</td>
<td>650-508-7979</td>
</tr>
<tr>
<td>SMCTA</td>
<td>Jennifer Williams</td>
<td>1250 San Carlos Ave, San Carlos, CA 94070</td>
<td>650-508-6343</td>
</tr>
</tbody>
</table>

3. Project Type: Check one. [X] Operating [ ] Capital [ ] Both

For operating projects, please check one of the following: [ ] New [X] Continuing

4. Project Name: Menlo Park Crosstown Shuttle; Menlo Park Shoppers' Shuttle

5. Brief Description of Project (50 words max.):

The Menlo Park Crosstown Shuttle (Attachment 1) is a proposed expansion to the current "Midday Shuttle" (M1-Midday Midtown and M2-Belle Haven routes in Attachment 2), which has been providing the Belle Haven community and other neighborhoods with reliable local transit since 1998. The shuttle primarily serves the low-income community by providing all-day access to essential destinations not otherwise available.

The Menlo Park Shoppers' Shuttle (Attachment 3) has been providing residents with on-demand, door-to-door service since 2001. This service is a crucial lifeline service offering those with mobility issues (especially many low-income seniors) in areas without SamTrans or shuttle service access to shopping, banks, pharmacies, and other everyday errands.

These shuttle services are crucial for low-income and senior Menlo Park residents. The continuity of service is dependent on the generous contributions of grant funding, of which is uncertain. Funding for the Crosstown and Shoppers' Shuttles through the City/County Association of Governments.

¹ Provide your organization’s nine-digit Dun & Bradstreet (D&B) Data Universal Numbering System (DUNS) Number. To search for your agency’s DUNS Number or to request a DUNS Number via the Web, visit the D&B website: http://fedgov.dnb.com/webform. To request a DUNS Number by phone, contact the D&B Government Customer Response Center at 1-866-705-3711.
Lifeline Transportation Program Cycle: Funding Application

(C/CAG) and San Mateo County Transportation Authority (TAS) is at risk due to the program being oversubscribed for the first time in the program's history.

6. Budget Summary:

<table>
<thead>
<tr>
<th>Menlo Park Crosstown Shuttle</th>
<th>Amount ($)</th>
<th>% of Total Project Budget</th>
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</thead>
<tbody>
<tr>
<td>Amount of Lifeline funding requested (includes $6,000 for SamTrans admin fees)</td>
<td>$500,000</td>
<td>40%</td>
</tr>
<tr>
<td>Amount of local match proposed: (60 percent via C/CAG or TAS)</td>
<td>$680,000</td>
<td>60%</td>
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<td>Total project budget</td>
<td>$1,180,000</td>
<td>100%</td>
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</table>

<table>
<thead>
<tr>
<th>Menlo Park Shoppers' Shuttle</th>
<th>Amount ($)</th>
<th>% of Total Project Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amount of Lifeline funding requested (includes $6,000 for SamTrans admin fees)</td>
<td>$100,500</td>
<td>80%</td>
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<tr>
<td>Amount of local match proposed: (70 percent via City of Menlo Park)</td>
<td>$35,500</td>
<td>20%</td>
</tr>
<tr>
<td>Total project budget</td>
<td>$136,000</td>
<td>100%</td>
</tr>
</tbody>
</table>

B. PROJECT ELIGIBILITY

Lifeline Eligibility

Does the project result in improved mobility for low-income residents of the Bay Area?

[X] Yes. Continue.  [ ] No. Stop. The project is not eligible to receive Lifeline funds.

Does the project address a transportation gap and/or barrier identified in one of the following planning documents? (Additional details to be provided in question #3)

[X] Yes. Continue.  [ ] No. Stop. The project is not eligible to receive Lifeline funds.

Check all that apply:

[X] Community-Based Transportation Plan (CBTP)

[X] Other substantive local planning effort involving focused outreach to low-income populations

[X] Countywide or regional welfare-to-work transportation plan

[X] Coordinated Public Transit-Human Services Transportation Plan

[X] Other documented assessment of need within the designated communities of concern

Please specify:

As required by State Transit Assistance (STA) funding requirements, the Menlo Park Crosstown Shuttle is a regionally coordinated transportation service that improves the public transit options for the general public and the City’s minority and low-income residents in particular.

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The Crosstown Shuttle service is primarily coordinated with SamTrans-Caltrain and a significant portion of its route serves the Belle Haven neighborhood of Menlo Park. Additionally, the Shoppers' Shuttle offers service to the Belle Haven neighborhood and other parts of Menlo Park for residents with lower mobility. This offers a door-to-door service where walking to a transit stop is too far or transit options do not exist at all, enabling mobility for many otherwise home-bound residents, particularly seniors.

Belle Haven has been identified by the Metropolitan Transportation Commission (MTC) as a Community of Concern for both its minority and low-income population. The "Communities of Concern: East Palo Alto/ North Fair Oaks" map from MTC's Plan Bay Area 2017 is included here as Attachment 4.

The City of Menlo Park has led development of the Belle Haven Community Visioning Process and Neighborhood Action Plan, beginning in 2013, to strengthen neighborhood capacity toward achieving the goals of creating a safe, healthy and vibrant community.

Elements of the Belle Haven Vision Plan influenced Connect Menlo, an update to the City of Menlo Park's General Plan Land Use and Circulation Elements. One of the goals of the General Plan, adopted in November 2016, focuses on preserving equality in the Belle Haven neighborhood, as it is a primary location for potential change in Menlo Park in the coming decades including expanded housing, including affordable units, and community-serving retail and office development (Attachment 5).

Is the service open to the general public or open to a segment of the general public defined by age, disability, or low income?

[X] Yes. Continue.   [ ] No. Stop. The project is not eligible to receive Lifeline funds.

Section 5307 Eligibility

Is the project designed to transport welfare recipients and eligible low-income individuals to and from jobs and activities related to their employment, including transportation projects that facilitate the provision of public transportation services from urbanized areas and rural areas to suburban employment locations?

[X] Yes. The project may be eligible to receive Section 5307 funds.

[ ] No. The project is not eligible to receive Section 5307 funds, but may be eligible to receive STA funds.

For "transportation services" projects: Is the project a "development" or "maintenance" project as defined by the Federal Transit Administration (FTA)? Check one.

If one of the boxes below is checked, the project may be eligible to receive Section 5307 funds:

[ ] Development project (New project that was not in service as of the date MAP-21 became effective October 1, 2012; includes projects that expand the service area or hours of operation for an existing service)

[ ] Maintenance project (Projects and services that received funding under the former FTA Section 5316 JARC program)

http://www.menlopark.org/DocumentCenter/Home-View/1301
State Transit Assistance (STA) Eligibility
Is the project for improving existing public transportation services (including community transit services) and encouraging regional transportation coordination?
[X] Yes. The project may be eligible to receive STA funds.
[ ] No. The project is not eligible to receive STA funds.

C. CIVIL RIGHTS
1. Civil Rights Policy: The following question is not scored. If the response is satisfactory, the applicant is eligible for Lifeline funds; if the response is not satisfactory, the applicant is not eligible.

Describe the organization's policy regarding Civil Rights (based on Title VI of the Civil Rights Act) and for ensuring that benefits of the project are distributed equitably among low income and minority population groups in the project's service area. MTC requires compliance with applicable EEO requirements of Title VI.

The City of Menlo Park strictly abides by the provisions of Title VI of the Civil Rights Act which specifically prohibits discrimination by government agencies that receive federal funds. Along these lines, the Menlo Park City Council adopted Resolution 2340 (Attachment 6), to ensure that its contractors, subcontractors, and suppliers on projects, like that proposed here, also operate in a nondiscriminatory manner.

To promote the benefits of the Menlo Park Cc:strown Shuttle and the Menlo Park Shoppers' Shuttle and to ensure equitable distribution of these benefits among low-income and minority population groups in the shuttle's service area, the City conducts targeted marketing campaigns specifically to these groups.

The City is committed to continuing to promote services using bilingual marketing materials to ensure that the benefits of the shuttle services are distributed equitably to the community. Attachments 7 and 8 are samples of English and Spanish marketing materials that were utilized in the past to promote the service to the community.

Attachments 1 and 3 represent the current standardized Menlo Park branding. The City's longtime Shuttle Program Coordinator retired in 2015, necessitating the current coordinator to reestablish the deep community trust and rapport with increased marketing and outreach efforts. Marketing materials like Attachments 7 and 8 will be updated to the current branding standards, along with adding Spanish to brochures in Attachments 1 and 3. Other ways to engage the community equitably include adding Spanish to new, larger shuttle stop schedules, along with offering regular community informational presentations about shuttles in both English and Spanish.

2. Demographic Information: The following question is for administrative purposes only and is not a factor in determining which projects are selected to receive an award. (Please contact your Lifeline Program Administrator for assistance if you do not have this demographic information readily available, or visit http://factfinder2.census.gov)

Does the proportion of minority people in the project's service area exceed 58 percent (i.e., the regional average minority population?)
[X] Yes  [ ] No
Note: this question's response is dependent upon what is considered the project's service area.

The Cross town Shuttle (fixed-route shuttle) and the Shoppers' Shuttle (on-demand shuttle) serve most of Menlo Park, a diverse city that includes both low-income areas and those not considered low-income. However, the majority of those who utilize the shuttle services are initially boarding within low-income areas or at low-income housing developments. This includes the Belle Haven neighborhood, Mid-Pen Housing Corporation's Sequoia Bella Haven senior housing, Veteran's Affairs (complex on Willow Road) veteran housing, and the Cross Place and Parridge/Kennedy Apartments, which are subject to U.S. Department of Housing and Urban Development residency requirements.

The Belle Haven neighborhood of Menlo Park — U.S. Census Tract 6117 — is both low-income and has a high minority population. According to the 2016 American Community Survey (ACS) data, the median household income within the Belle Haven neighborhood is less than half ($34,856 versus $136,043) of that for the City at large. Additionally, the minority population for Belle Haven is approximately 60 to 65 percent (remaining population is "White alone" or "Hispanic or Latino. White alone"). Because of its large percentage of minority residents, many of whom are also economically disadvantaged, MTC designates Belle Haven as a Community of Concern.

The Cross town and Shoppers' Shuttles are primarily serving the low-income community by providing access to essential destinations and services not commonly available within low-income areas. This includes the City's downtown civic center, medical offices, community centers, shopping centers, Menlo Park Caltrain station, and free regional shuttles at the Palo Alto Caltrain station. This is especially important given that according to 2016 ACS data, 10 percent of Belle Haven households are zero-vehicle households (Attachment 9). The City actively works with its regional transit/shuttle partners to ensure reciprocal marketing of transit services so that the shuttles work as components of a regional network, rather than independently.

D. PROJECT NARRATIVE

Please provide a narrative to describe the project addressing points #1-13 below:

Project Need/Goals and Objectives

I. Describe the unmet transportation need that the proposed project seeks to address and the relevant planning effort that documents the need. Describe how project activities will mitigate the transportation need. Capital or operations projects (sponsored by public transit operators or in partnership with non-profits or cities) that support a segment but are not traditional fixed route projects may be given extra points under this criterion. Describe the specific community this project will serve, and provide pertinent demographic data and/or maps.

The Menlo Park Crosstown Shuttle will be an all-day shuttle connecting Sharon Heights with the Belle Haven neighborhood, via downtown Palo Alto and downtown Menlo Park. This is an expansion of the free, formerly "Midday Shuttle", which was expanded in March 2017 to add all-day service to Belle Haven (M2-Belle Haven route) and a midday service to Sharon Heights (MU-Menlo Midday route). These services continually strive to fulfill the transportation needs of the community, especially those lower-income and senior residents. The service operates along a fixed route throughout the City, including the City's Belle Haven neighborhood — where the proportion of minority and low-income residents exceed regional averages (see Attachment 1).

The Menlo Park Shoppers' Shuttle is an existing service that augments the fixed-route community shuttle service that the Crosstown Shuttle does. This is a free on-demand, door-to-door service that takes residents to destinations for shopping, medical uses, pharmacies, banks, and other errands in...
Menlo Park twice a week, and in Redwood City once a week. This service is a lifeline for those with mobility issues, especially where SamTrans or shuttle service is too far of a walk or is not provided in their neighborhoods. Like the Cresstown Shuttle, this shuttle services a good portion of Menlo Park, in particular the Belle Haven neighborhood and many low-income senior residential complexes (see Attachment 3).

As aforementioned, the Belle Haven neighborhood has been identified by the MTC as a Community of Concern for both its minority and low-income population as shown in the "Communities of Concern: East Palo Alto/North Fair Oaks" map from MTC's Plan Bay Area 2040 (Attachment 4). Based on 2016 ACS Data, Belle Haven has approximately a 60 to 63 percent minority population, with an average household income of $34,856, and 10 percent of households are zero-vehicle households (Attachment 9).

Elements of the Belle Haven Vision Plan influenced Connect Menlo, an update to the City of Menlo Park's General Plan Land Use and Circulation Elements. The General Plan, adopted in November 2016, focuses on preserving equality in the Belle Haven, as it is a primary location for potential change in Menlo Park in the coming decades including expanded housing, including affordable units, and community-serving retail and office development (Attachment 5).

2. What are the project's goals and objectives? Provide a baseline and post-implementation estimate of the number of service units that will be provided (e.g., one-way trips, vehicle loads, bus shelter, persons trained). Estimate the number of low-income persons that will be served by this project per day, per quarter and/or per year (as applicable).

The project's goals and objectives are to continue to meet the community's transportation needs and improve upon the service where possible and feasible.

The new Cresstown Shuttle aims to provide nine roundtrips between the Menlo Park Senior Center in Belle Haven and Sharon Heights, via downtown Menlo Park, downtown Palo Alto, Stanford Shopping Center, and Stanford Medical Center. This will offer all-day shuttle service for both east and west Menlo Park, which currently offers twelve and four trips, respectively. Cycle 4's estimates for daily trips were at 75. It is currently at 60 and the City hopes as the ridership rebounds, it surpasses 75 and increases to 100 per day. This is because of increased frequency, new destinations, and connectivity with regional transit and shuttle services at the Palo Alto Caltrain station.

The Shoppers' Shuttle aims to continue four hours of daily service on Tuesdays to Redwood City, and Wednesdays and Saturdays to Menlo Park (and nearby Palo Alto destinations). At its peak a couple years ago, daily ridership was at 10 to 15 roundtrip journeys while it is currently at 5 to 10 roundtrip journeys. The City hopes as the ridership rebounds, it returns to peak level, at 10 to 15 roundtrip journeys. Increased outreach to the community to build trust and relationship with riders will be key, as the Shuttle Program Coordinator is having more in-person meetings with residents at senior complexes in both English and Spanish, along with reaching out to the residents and the relevant gap and/or barrier is identified. Indicate the priority given to the project in the plan. (For more information about CBTPs, visit http://www.mtc.ca.gov/planning/cbtp/)

Community-Identified Priority

3. How does the project address a transportation gap and/or barrier identified in Community-Based Transportation Plan (CBTP) and/or other substantive local planning effort involving focused inclusive engagement to low-income populations? Indicate the name of the plan(s) and the page number where the relevant gap and/or barrier is identified. Indicate the priority given to the project in the plan. (For more information about CBTPs, visit http://www.mtc.ca.gov/planning/cbtp/)

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While a community-based transportation plan (CBTP) has not been developed for the Belle Haven community, one has been completed for neighboring East Palo Alto. Because these adjacent communities are similar in many respects—land use, demographics, transportation needs, etc.—it is reasonable to apply the findings of the East Palo Alto CBTP in the Belle Haven neighborhood.

Transportation needs identified in the East Palo Alto CBTP that are applicable to the Belle Haven community and that are mitigated by this project include:

**"Improve bus and shuttle stops to make it easier and safer for people to use transit."

- Crosstown Shuttle
  - Has clearly marked, designated stops.
  - For added convenience, flag down stops are also permitted along the route where legal and safe to stop.
  - Simon seats (Attachment 10) are installed at high ridership bus stops along the route, particularly those serving the senior population.
  - The current shuttle stop 8.5x14 schedule holder and shuttle stop signs can be seen in Attachment 10. They will be replaced by a 22x24 schedule holder (Attachment 14), new shuttle stop sign (Attachment 12), and the addition of a painted shuttle stop marker on the ground (Attachment 13). This will increase the visibility of the shuttle stop, while increasing legibility and offering Spanish on the posted schedule.
  - Shoppers' Shuttle
    - Although it does not serve bus stops, this door-to-door service makes it easier for seniors with mobility issues. Having a more convenient, safer option for getting to transit allows for continued independence as they age in place.

**"Improve the affordability of transportation services."

- Both the Crosstown and Shoppers' Shuttle do not charge a fare.

**"Provide feeder services to existing bus and shuttle services."

- The Crosstown Shuttle connects with the following transit services:
  - Caltrain (in Menlo Park, Palo Alto)
  - Dumbarton Express DB, DB1
  - Palo Alto Crosstown, Embarcadero Shuttles
  - SamTrans 53, 84, 85, 86, 190, 281, 286, 296, ECR
  - Stanford Health Care, OHANNON, TECH, V4 Shuttles
  - Stanford University Marquasset Shuttles
  - VTA 23, 35, 322
  - Shoppers' Shuttle
    - Not relevant as it is a door-to-door service.

**"Increase public awareness about transportation options."

- The Crosstown and Shoppers’ Shuttles
  - The City of Menlo Park makes significant effort to market these shuttle as well as other alternative transportation options.
  - As previously mentioned, the City also actively works with its regional transit/shuttle partners to ensure reciprocal marketing of transit services so that the shuttle work as components of a regional network, rather than independently.

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1 [https://nsc.ca.gov/sites/default/files/CBTP%20East%20Palo%20Alto%202004.pdf](https://nsc.ca.gov/sites/default/files/CBTP%20East%20Palo%20Alto%202004.pdf)
Lifeline Transportation Program Cycle 5 Funding Application

"Improve connections between land use and transit":
- Both the Crosstown and Shoppers' Shuttles connect residential properties to commercial, retail, and open spaces.

"Enhance community health and safety through transportation improvements":
- Both the Crosstown and Shoppers' Shuttles provide convenient and safe weekday (and Saturdays on the Shoppers' Shuttle) access to pharmacies, medical and dental offices as well as community service centers, parks and athletic facilities.

How does the project address a gap and/or barrier identified in a countywide or regional welfare-to-work transportation plan, the Bay Area's 2017 Coordinated Public Transit-Human Services Transportation Plan (Coordinated Plan), and/or other documented assessment of needs within designated communities of concern? Indicate the name of the plan(s) and the page number where the relevant need is identified. The Coordinated Plan is available at http://www.mtc.ca.gov/planning/pubs/.

Per the Lifeline Transportation Program Cycle 5 Guidelines, Appendix 2 Evaluation Criteria, priority should be given to projects that directly address transportation gaps and/or barriers identified through a CBTP or other substantive local planning effort involving focused inclusive engagement to low-income populations; however, other projects may also be considered, such as those that address transportation needs identified in countywide or regional welfare-to-work transportation plans, the Coordinated Plan, or other documented assessment of needs within designated communities of concern.

The Crosstown and Shoppers' Shuttles serve the Belle Haven community as well as other pockets of low-income individuals, seniors, and families in other neighborhoods of Menlo Park. The Crosstown Shuttle was originally created to link with Caltrain and SamTrans, but the new expanded service will also connect with the Dumbarton Express, City of Palo Alto Shuttle, Stanford Health Care Shutles, and Stanford University Marguerite Shuttle. Additionally, both the Crosstown and Shoppers' Shuttles offer low-income residents free transportation options to the Menlo Park library, hospitals, medical offices, pharmacies, banks, shopping areas, and senior centers which provide brown bags and low cost/free lunch programs. This addresses some of the barriers identified with the Bay Area's 2018 Coordinated Public Transit-Human Services Transportation Plan (page 5)\(^4\), including:

- "Spatial Gaps":
  - Both the Crosstown and Shoppers' Shuttles offer service, where SamTrans service is too far of a walk away, has long headways, has no midday service, or is not offered.

- "Healthcare access":
  - The Crosstown Shuttle offers access to many pharmacies, medical offices/clinics, Menlo Park Veterans Affairs Medical Center, Stanford Medical Center, and the Palo Alto Medical Foundation. It additionally connects with the Stanford Health Care Shuttles, which offer free service to the Palo Alto Veterans Affairs Medical Center and the Stanford Eye/Ear Clinics.

\(^4\) https://mtc.ca.gov/sites/default/files/MTC_Coordinated_Plan.pdf
Lifeline Transportation Program Cycle 5 Funding Application

- The Shoppers’ Shuttle offers access to many pharmacies, medical offices/clinics, Stanford Medical Center, Palo Alto Medical Foundation, Sequoia Hospital, Kaiser Permanente Redwood City, and the Stanford Medicine Outpatient Center.
- “Fares are unaffordable.”
  - Both the Crosstown and Shoppers’ Shuttles are free to riders. The Shoppers’ Shuttle offers service similar to para transit at no cost, mobilizing low-income and low-mobility residents who would have barriers with conventional transportation options.
- “Transfers.”
  - The Crosstown Shuttle offers connections with Caltrain, SamTrans, VTA, as well as other regional shuttle providers in Palo Alto. Transit services are close yet far, given that Menlo Park is in San Mateo County and Palo Alto is in Santa Clara County despite being contiguous neighbors.
  - The Shoppers’ Shuttle offers service to Redwood City and class destinations in Palo Alto. This eliminates the need for transfers on transit to destinations within a close distance to Menlo Park.

4. Is the project located in the community in which the CBTP and/or other substantive local planning effort involving inclusive outreach to low-income populations was completed? If not, please include justification for applying the findings from the CBTP and/or other substantive local planning effort in another low-income area. For more information, visit [https://mtc.ca.gov/our-work/plans-projects/equity-accessibility/community-based-transportation-plans](https://mtc.ca.gov/our-work/plans-projects/equity-accessibility/community-based-transportation-plans).

A map of communities of concern (CoC) is included in the Equity Analysis Report for Plan Bay Area 2040, which is available at: [http://2040.planbayarea.org/sites/default/files/2017-07/Equity_Report_final2017.pdf](http://2040.planbayarea.org/sites/default/files/2017-07/Equity_Report_final2017.pdf)

As previously stated, the Crosstown and Shoppers’ Shuttles are not located in a community in which a CBTP was completed. However, a significant portion of both routes service area is located in the Belle Haven neighborhood, which is immediately adjacent to East Palo Alto, a community where a CBTP was completed in 2004. Because these neighboring communities are similar in many respects – land use, demographics, transportation needs, etc. – it is reasonable to apply the findings of the East Palo Alto CBTP to Menlo Park’s Belle Haven neighborhood.

The Crosstown and Shoppers’ Shuttles do provide service to a MTC Community of Concern, the Belle Haven neighborhood, as indicated in Attachment 4.

The City’s efforts of improving the Belle Haven community have gone from community engagement to implementation in the last five years. Elements of the Belle Haven Vision Plan influenced Convec Menlo, an update to the City of Menlo Park’s General Plan Land Use and Circulation Elements. The General Plan, implemented in November 2016, focuses on preserving equality in the Belle Haven neighborhood, as it is a primary location for potential change in Menlo Park in the coming decades including expanded housing, including affordable units, and community-serving retail and office development (Attachment 5).

Implementation Plan and Project Management Capacity

5. For operating projects: Provide an operational plan for delivering service, including a project schedule. For fixed route projects, include a route map.
Lifeline Transportation Program Cycle 5 Funding Application

For capital projects: Provide an implementation plan for completing a capital project, including a project schedule with key milestones and estimated completion date.

The proposed service schedule and route map for the Crosstown Shuttle is included here as Attachment 1, with Attachment 2 showing the current service schedule and route map for the M1-Mill Valley and M2-Belle Haven Shuttles (the former "Midday Shuttle"). Additionally, Attachment 3 is a brochure for the Shoppers' Shuttle, which has no map but a list of possible destinations for riders.

A letter of concurrence from SamTrans is included here as Attachment 15.

6. Describe any proposed use of innovative approaches that will be employed for this project and their potential impact on project success.

The ongoing success of the Crosstown and Shoppers' Shuttles service has been more the result of proven traditional approaches rather than innovation. While the City aims for innovation when worthy and practical, traditions such as simplicity and community relations have proved most fruitful.

The service relies on convenience, easy-to-use schedules and brochures, friendly drivers, and utilizing clean, comfortable, and accessible shuttle buses. The service is routinely marketed and monitored, and customer feedback is encouraged and always welcome.

The biggest aspect is building trust and rapport with the riders and community as a whole in an age when technology ironically disconnects a lot of us from the in-person touch. The success of the shuttle for many years was due to the program coordinator chatting with the senior community on a weekly basis at their housing complexes, activity centers, or on the shuttles. To build on this, the City plans to have regular discussions with resident service coordinators at senior housing to best educate them on the shuttle services, how to coordinate group trips, etc. Additionally, the City also plans 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.

7. Is the project ready to be implemented? What, if any, major issues need to be resolved prior to implementation? When are the outstanding issues expected to be resolved?

The "Midday Shuttle" (the future Crosstown Shuttle) has been successfully operating for the past 20 years while the Shoppers' Shuttle has been successfully operating for the past 17 years. Consequently, there are no implementation issues.

One issue is that the our shuttle provider, MV Transportation, is experiencing staffing issues which has affected service on our M2-Belle Haven Shuttle (part of the future Crosstown Shuttle) and M3-Mill Valley Shuttle. Due to a driver shortage, these two-shuttle routes have been reduced to one vehicle since November 2017. This has affected both Menlo Park shuttles, along with Community Action of which we are a part of, a joint contract managed by Michael Stevenson at SamTrans. Our contract administrator is working with MV Transportation to resolve the issue, prior to fiscal year 2018-19. One other related issue to work out, other than restoring full service, will be restoring faith in the shuttle system after an extended period of irregular service.

Another major issue as alluded to in the beginning of this application is the uncertainty of funding from C/CAG-TA for the Crosstown and Shoppers' Shuttles. For the first time in their grant call history, there is an oversubscription for shuttle funding.
The Crosstown Shuttle requires about $1.18 million in funding as broken down in Section E-1. The breakdown is 40 percent from the Lifeline grant program and 60 percent from the C/CAG-TA grant program. In anticipation of full funding, we originally were going to request approximately $473,000 from Lifeline. However, with the uncertainty of C/CAG-TA funding, they may only fund a portion of the City’s request. Because of that, the City respectfully asks for the maximum allowance of $500,000 to make up for any funding that the City cannot cover to make up the difference.

The Shoppers’ Shuttle requires about $126,000 in funding, as broken down in Section E-1. The breakdown is an 80 percent ask from the Lifeline grant program, with the City of Menlo Park covering 20 percent. This shuttle was requested to be funded through the C/CAG-TA, but may possibly not be funded at all. This shuttle is very unique to San Mateo County, with the City being one of the few in the county offering paratransit-style shuttle service to many low-income seniors/residents with mobility issues. Loss of this service would be a major loss to the senior community, who depend on the service to preserve independence and mobility.

The City understands the funding as at risk because of performance numbers not being stellar the last couple of years. From a qualitative standpoint, this makes sense to not award the full request of funding. However, from a qualitative standpoint, these are services that are literally lifelines, ones that enrich the quality of life of residents, from taking them to buy groceries, attend medical appointments, and to run any other errands.

There is a correlation in lower performance numbers and the absence of the former longtime Shuttle Program Coordinator between her retirement in 2013 and the hiring of the current coordinator in mid-2016 (see Section D-3). The reduction in marketing, outreach, and the trusted resource to ask questions would no doubt cause ridership to fluctuate. However, the residents should not be penalized for losing service that had a small dip from 13 to 20 years of otherwise successful service. Having the full funding and the return of a dedicated Shuttle Program Coordinator will not only ensure ridership returns to previous numbers, but exceed it as this expanded service will mobilize residents like never before.

5. Describe and provide evidence of your organization’s ability to provide and manage the proposed project. Identify previous experience in providing and coordinating transportation or related services for low-income persons. Describe key personnel assigned to this project and their qualifications.

The City of Menlo Park has been successfully operating a shuttle program having numerous routes and schedules for the past 25 years. Since the program’s beginning in 1989, in daily operation, were administered by Debbie Helming, the City’s Transportation Systems Manager, until her retirement in 2013. Nicholas Yee, the City’s Transportation Demand Management Coordinator, is her direct replacement and has been overseeing the shuttle program: daily operations since 2013 with Menlo Park’s Assistant Public Works Director, Nicole Nagy, overseeing the program: overall management.

One challenge will be rebuilding the relationships that Ms. Helming held with many in the community, including many low-income residents. She was literally a friend of the senior community, chatting with them on a weekly basis at their housing complexes, activity centers, or on the shuttles. While this has waned in the last couple of years due to her retirement, Mr. Yee hopes to rebuild that rapport. The City plans 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, he plans to offer monthly ‘town hall meetings’ at senior housing complexes.
9. Indicate whether your organization has been or is a current recipient of state or federal transportation funding. If your organization has previously received Lifeline funding, please indicate project name and grant cycle and briefly describe project progress/outcomes including the most recent service utilization rate.

The City has long proven that it is a worthy and responsible recipient of state and federal transportation funding. It is currently, and has been for many decades, the recipient of such funds for various transportation projects, such as street resurfacing. Currently it is a recipient of Lifeline funding for the Midday Shuttle (aka the current M1-Menlo Midday and M2-Belle Haven Shuttles or the future Crosstown Shuttle) under Cycle 4.

The Midday Shuttle has continued to be successful in attracting riders, averaging 15,000 to 20,000 riders annually. FY16-17 only had about 12,000 riders, but at this point in time FY17-18 is projected to have about 15,000 riders based on current ridership. With the future Crosstown Shuttle, the City expects ridership to rise and exceed past numbers as it serves additional destinations and closes gaps in regional transit connectivity.

The Shopper's Shuttle has been a successful shuttle over the years, but it requires careful nurturing unlike fixed-route shuttles. The shuttle has averaged 7,000-3,000 riders annually. However, FY16-17 only had about 950 riders while at this point in time FY17-18 is projected to have about 1,100 riders based on current ridership. The nurturing comes from heavily marketing this shuttle, especially with print materials, word-of-mouth, and in-person presentations. Unlike typical shuttles, there is no physical presence on the street. With a senior or Spanish-focused demographic, it is especially crucial that not only printed materials are available, but also bilingual materials and reliable in-person informational sessions to ensure that potential new riders are aware of this service. The return of a dedicated Shuttle Program Coordinator ensures that marketing can return to its former levels, which will help ridership return to peak levels.

Coordination and Program Outreach

10. Describe how the project will be coordinated with the community, public and/or private transportation providers, social service agencies, and private non-profit organizations serving low-income populations.

The region's transportation providers continuously adjust their services to meet the needs of those they serve. The City routinely monitors the maps and schedules of the transit options offered by these agencies and also regularly meets with some to discuss efforts to offer coordinated regional transportation. These partners include, but are not limited to Caltrain, Dumbarton Express, City of East Palo Alto, Mountain View Transportation Management Association, City of Palo Alto Shuttles, Palo Alto Transportation Management Association, City of Redwood City, SamTrans, Stanford Health Care, Stanford University MWorks, and VTA.

Local partners include major citywide civic institutions, senior residences, and businesses. Information—digital, print, and in-person presentations—is shared with these partners to share with residents, many low-income and minority populations included, about the shuttle services the City offers.
Identify project stakeholders and describe how project sponsor will continue to involve and inform key stakeholders throughout the project. Describe plans to market the project, and ways to promote public awareness of the program.

The City continues to develop community-wide marketing campaign as well as its campaign targeted directly at the City’s low-income and minority population. Examples of these ongoing efforts include online content (webpage, digital newsletter, social media) and previously described printed materials such as Attachments 1, 2, 3, 4 and 8.

The City’s connection with a number of organizations in the Belle Haven neighborhood has 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, Beachwood School and the Belle Haven Child Development Center. Several local businesses, including Mi Tierra Linda, El Rancho Supermarket, Mi Taqueria and businesses in the Belle Haven Placa have also supported the Crosstown and Shoppers’ Shuttles service by providing information to customers. The City will continue to empower them to disseminate information by providing them with new flyers and brochures in English and Spanish to share with their customers.

Cost-Effectiveness and Performance Indicators

Demonstrate how the proposed project is the most appropriate way in which to address the identified transportation need, and is a cost effective approach. Identify performance measures to track the effectiveness of the project in meeting the identified goals. At a minimum, performance measures for service-related projects would include documentation of new “units” of service provided with the funding (e.g., number of trips, service hours, workshops held, car loans provided), cost per unit of service (e.g., cost per trip), and a quantitative summary of service delivery procedures employed for the project. For capital-related projects, milestones and reports on the status of project delivery should be identified.

The performance measures of the Midday Shuttle (combined old Midday, M1-Mend Midday, M2-Belle Haven Shuttles) service are summarized on a monthly basis and reported on a quarterly basis. The route served 11,600 riders last fiscal year (2016-2017). The most recent annual report is included here as Attachment 16, which indicates that the cost per passenger in the last year was $24.31 per passenger.

The performance measures of the Shoppers’ Shuttle service is summarized on a monthly basis and reported on a quarterly basis. The route served 933 riders last fiscal year (2016-2017). The most recent annual report is included here as Attachment 16, which indicates that the cost per passenger in the last year was $51.19 per passenger.
Lifeline Transportation Program Cycle 5 Funding Application

Please note that ridership is back on the upward trend, especially given recent marketing and outreach efforts. As of January 2018, both the Midday and Shoppers' Shuttles’ ridership has increased after declining in FY13-16 and bottoming out in FY16-17. In recent months, there is a correlated effect of increased marketing and outreach and an uptick in ridership. Ridership on both lines have increased by as much as 50 percent. Ridership will take a little time to recover, but the City wants to demonstrate that it is committed to increasing ridership, which in turn will lower costs and bring these shuttles back to the successes they previously had before a performance bump in the road.

13. Describe a plan for ongoing monitoring and evaluation of the service, and steps to ensure that original goals are achieved.

The City plans to continue monitoring and evaluating the Crosstown and Shoppers’ Shuttles service as it currently does. This includes daily ridership counts, quarterly operation audits and annual passenger surveys.

The City will also continue to work with SamTrans in the future to coordinate efforts to provide maximum services to low income residents.

E. BUDGET

Project Budget/Sustainability

1. Provide a detailed line-item budget describing each cost item including start-up, administration, operating and capital expenses, and evaluation in the format provided below. If the project is a multi-year project, detailed budget information must be provided for all years. Please show all sources of revenue, including anticipated fare box revenue.

Please note that the following numbers for the Crosstown Shuttle are based on actual projections. The City of Menlo Park understands that the maximum potential award for the Crosstown Shuttle would be $500,000. Although funding from C/CAG or the TA is not yet certain, it anticipates that the rest of the costs for the Crosstown Shuttle will be funded through a combination of mostly C/CAG or TA funds and any remaining balance from the City of Menlo Park.

<table>
<thead>
<tr>
<th>Crosstown Shuttle</th>
<th>Year 1</th>
<th>Year 2</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>REVENUE</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lifeline Program Funds (40%)</td>
<td>$235,124.11</td>
<td>$237,959.08</td>
<td>$473,083.19</td>
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<tr>
<td>C/CAG or TA (60%)</td>
<td>$348,186.16</td>
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<tr>
<td><strong>TOTAL REVENUE</strong></td>
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<tr>
<td><strong>EXPENDITURES</strong></td>
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<tr>
<td>Vehicle Operating Costs</td>
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<tr>
<td>Menlo Park Admin. Costs</td>
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<td>$59,740.00</td>
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<td>SunTrans Admin. Costs</td>
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<tr>
<td>Marketing Costs</td>
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<td>$11,130.00</td>
<td>$21,630.00</td>
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<tr>
<td><strong>TOTAL EXPENSES</strong></td>
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<td>$590,397.71</td>
<td>$1,173,707.98</td>
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</tbody>
</table>
Lifeline Transportation Program Cycle 5 Funding Application

<table>
<thead>
<tr>
<th>Shoppers' Shuttle</th>
<th>Year 1</th>
<th>Year 2</th>
<th>TOTAL</th>
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<tbody>
<tr>
<td><strong>REVENUE</strong></td>
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<td>Lifeline Program Funds (80%)</td>
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<td>City of Menlo Park (20%)</td>
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<tr>
<td><strong>EXPENDITURES</strong></td>
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<tr>
<td>Vehicle Operating Costs</td>
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<tr>
<td>Menlo Park Admin. Costs</td>
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<tr>
<td>Marketing Costs</td>
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<tr>
<td><strong>TOTAL EXPENSES</strong></td>
<td>$62,072.02</td>
<td>$64,171.35</td>
<td>$126,243.37</td>
</tr>
</tbody>
</table>

1 If the project includes indirect expenses, the applicant must have a federally approved indirect cost rate. And please note that SamTrans will require $8,000 in administrative fees to be budgeted in your project cost for passing through funds.

Clearly specify the source of the required matching funds. Include letter(s) of commitment from all agencies contributing towards the match. If the project is multi-year, please provide letters of commitment for all years.

The Crossmen Shuttle's proposed budget includes up to a 60 percent funding match provided by a grant from C/CAG-TA Shuttle Program. This competitively awarded grant program call for projects occurs every two years. However, exact funding is not certain yet which is why the City of Menlo Park is respectfully asking for the maximum amount of $50,000 through Lifeline, which would constitute about 40 percent of the two-year budget.

The Shoppers' Shuttle's proposed budget request from the current C/CAG-TA Shuttle Program grant may be in jeopardy as this program is oversubscribed for the first time in history, along with many competitive shuttles vying for the funding. Thus to mitigate any potential service gap for this shuttle should C/CAG-TA funding not become available, the City requires up to 80 percent of its two-year budget through Lifeline with the City covering the remaining balance.

For both shuttles, the C/CAG-TA Shuttle Program grant provides some promise of continued funding, although the very nature of the grant being competitive means no award can be guaranteed. Consequently a letter of future commitment from the grant's administering agency cannot be provided at this time while their decision committees are still evaluating applicants.
2. Describe efforts to identify potential funding sources for sustaining the service beyond the grant period if needed.

The City continuously seeks to identify potential funding sources to extend, expand or otherwise improve upon its existing service. Announcements from the usual grant administering agencies, such as CCoAG, SMCTA, MTC, CARB and others, will be monitored and evaluated for qualifying opportunities. Other potential funding sources include developer fees, or partnerships with the future Menlo Park Transportation Management Association, community organizations, and neighboring jurisdictions to raise funds or reduce costs.

While it is difficult to predict what new funding sources might be available beyond the 12-month period, the City will work to leverage the limited amount that may be available from existing sources, such as City fees on new commercial development to support shuttle services, public-private partnerships, the City's share of the County Transportation Sales Tax (Measure T), and the City's share of the County Vehicle Registration Fee (Measure M).

F. STATE AND FEDERAL COMPLIANCE

By signing the application, the signatory affirms that: 1) the statements contained in the application are true and complete to the best of their knowledge; and 2) the applicant is prepared to comply with any and all laws, statutes, ordinances, rules, regulations or requirements of the federal, state, or local government, and any agency thereof, which are related to or in any manner affect the performance of the proposed project, including, but not limited to, Transportation Development Act (TDA) statutes and regulations, 49 U.S.C. Section 5307, FTA Circular C 9030.1E, the most current FTA Master Agreement, and the most current Certifications and Assurances for FTA Assistance Programs.

For further information, see the Lifeline Transportation Program Cycle 5 Guidelines (MTC Resolution No. 4309), available at https://mtc.ca.gov/files/default/files/Lifeline_Transportation_Program_Cycle_5_Guidelines.pdf

Signature

[Signature]

Date

3-22-2018

Printed Name

Nicholas Yee
COMMUNITY SHUTTLES

Effective July 1, 2018

Crosstown Shuttle

<table>
<thead>
<tr>
<th>Inbound to Menlo Heights</th>
</tr>
</thead>
<tbody>
<tr>
<td>Run 1</td>
</tr>
<tr>
<td>--------------------------</td>
</tr>
<tr>
<td>Menlo Park Senior Center</td>
</tr>
<tr>
<td>V.A. Medical Center</td>
</tr>
<tr>
<td>Menlofield &amp; Ringwood</td>
</tr>
<tr>
<td>Menlo Park Library</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Outbound to Menlo Park Senior Center</th>
</tr>
</thead>
<tbody>
<tr>
<td>Run 1</td>
</tr>
<tr>
<td>--------------------------</td>
</tr>
<tr>
<td>Menlo Commons</td>
</tr>
<tr>
<td>Stanford Medical Center</td>
</tr>
<tr>
<td>Palo Alto Medical Foundation</td>
</tr>
<tr>
<td>Menlo Park Senior Center</td>
</tr>
</tbody>
</table>
**Riding the Shuttle**

Welcome aboard! You may board at any posted stop, or you may flag down the driver to stop at a non-posted stop, so long as it is safe to stop.

**ALL MENLO PARK SHUTTLES ARE**
- **FREE** and open to everyone
- Wheelchair accessible
- Have a rack for two bicycles

### M1-Menlo Midday

Operating Monday through Friday, 9:30am-3:00pm

### M2-Belle Haven

Operating Monday through Friday, 6:30am-6:00pm

**SHOPPERS' SHUTTLE**

The Shoppers' Shuttle is a special shuttle that picks you up at your house and takes you to your shopping, medical, and other destinations in Menlo Park City and Menlo Park Park. This FREE service only runs Tuesdays, Wednesdays, and Saturdays, from 9:30am-1:30pm. This service must be reserved in advance. To schedule a ride, please call:

- **Tuesdays to Menlo Park City** 460-330-2286
- **Wednesdays, Saturdays to Menlo Park** 460-330-2288

**FOR MORE INFORMATION**

- **MV Transportation** (Bus and shuttle assistance)
  - 460-350-4320
- **MV Transportation Division**
  - menlo-park-shuttles@mvtransport.com
- **Menlo Park Senior Center**
  - (includes seniors-only services)
- **Little House Activity Center** (includes Meals on Wheels)
  - 460-325-3025
- **Avenues for All ADOS**
  - 460-600-3411
- **Caltrain & Metra**
  - 460-600-4287
- **Stanford Marquardts School**
  - 460-723-9162

**Regional Transit Information**

**City of Menlo Park Community Shuttles** are generously funded through grants from our partners.

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**MENLO PARK COMMUNITY SHUTTLES**

Effective July 10, 2017

<table>
<thead>
<tr>
<th><strong>M1 Menlo Midday</strong></th>
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<tbody>
<tr>
<td><strong>Outbound to Pub Alb</strong></td>
<td><strong>Inbound to Pub Alb</strong></td>
</tr>
<tr>
<td><strong>Menlo Park</strong></td>
<td><strong>Menlo Park</strong></td>
</tr>
<tr>
<td><strong>M1</strong></td>
<td><strong>M1</strong></td>
</tr>
<tr>
<td><strong>Menlo Park</strong></td>
<td><strong>Menlo Park</strong></td>
</tr>
<tr>
<td><strong>M2 Belle Haven</strong></td>
<td><strong>M2 Belle Haven</strong></td>
</tr>
<tr>
<td><strong>Menlo Park</strong></td>
<td><strong>Menlo Park</strong></td>
</tr>
</tbody>
</table>

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**M2 Belle Haven**

- **Menlo Park**
  - **Menlo Park Senior Center**: 6:40, 7:25, 8:00, 8:55, 9:48, 10:22, 11:55, 12:35, 1:21, 2:08, 3:03, 3:56
  - **G获胜 Library**: 7:15, 8:00, 8:45, 9:30, 10:15, 11:00, 12:03, 12:43, 1:30, 2:17, 3:12, 4:08
  - **Crane Plaza**: 7:27, 8:12, 8:57, 9:42, 10:27, 11:12, 12:05, 12:45, 1:32, 2:19, 3:14, 4:10

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**M1 Menlo Midday**

- **Menlo Park**
  - **Menlo Park Caltrain**: 9:31 (M2 to M1), 10:21 (M2 to M1), 11:11 (M2 to M1), 12:01 (M2 to M1), 1:01 (M2 to M1), 2:01 (M2 to M1), 3:01 (M2 to M1)
  - **Menlo Park Senior Center**: 7:15, 8:00, 8:45, 9:30, 10:15, 11:00, 11:45, 12:30, 1:15, 2:00, 2:45, 3:30

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**A M2 Inbound to M1 Outbound Transfers**

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<td>12:50 (M1) Menlo Park Caltrain</td>
</tr>
<tr>
<td>1649</td>
<td>12:55 (M1) Menlo Park Caltrain</td>
</tr>
</tbody>
</table>

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**Shuttle stops here once for both inbound and outbound.**
RESERVING A RIDE

The Shoppers’ Shuttle is a free service, but must be reserved at least a day in advance. It operates 9:30 am-1:30 pm on Tuesdays to Redwood City and Wednesdays and Saturdays around the Menlo Park area.

The reservation system is a recorded voicemail messaging service. You will be asked to leave your name, address and phone number. If you would like the shuttle driver to call you before he arrives at your residence, please let us know when leaving your message.

- Tuesdays to Redwood City: 650-330-2286
- Wednesdays to Menlo Park: 650-330-2288
- Saturdays to Menlo Park: 650-330-2289

FOR MORE INFORMATION

Riders in need of immediate assistance or for lost and found can call MV Transit at 650-692-1003, Monday through Friday from 9:30 am-3:00 pm.

CONTACT

- menlopark.org/shuttles
- 650-330-6770
- transportation@menlopark.org

SHOPPERS’ SHUTTLE

The shuttle has two spaces for wheelchairs and can comfortably accommodate walkers, and the friendly driver is ready to assist passengers with walkers and packages.

Enhancing the quality of life

City of Menlo Park
701 Laurel St
Menlo Park, CA 94025
650-330-6770
menlopark.org/shuttles
**SHOPPERS’ SHUTTLE**

The Shoppers’ Shuttle is a very special shuttle that operates in Menlo Park. Not only is this a free service, but it also picks you up at your home to take you to your destinations.

A reservation must be made at least one day before your trip. The shuttle travels to Redwood City on Tuesdays, and around Menlo Park on Wednesdays and Saturdays.

How does it work? The shuttle will begin picking up passengers at 9:30 am to take them to their destinations. Patrons have about 2 hours at the destination, then will be picked up to go back home starting at 12:30 pm.

Our friendly drivers can also assist carrying your packages and groceries to your door!

**MENLO PARK DESTINATIONS**

The Shoppers’ Shuttle travels around the Menlo Park area on Wednesdays and Saturdays. The following are sample destinations:

- Banks
- Downtown Menlo Park
- Grocery stores
- Library/Burgess Park
- Medical appointments*
- Menlo Medical Clinic*
- Palo Alto Medical Foundation*
- Pharmacies
- Sharon Heights Shopping Center
- Stanford Medical Center*
- Stanford Shopping Center

**REDWOOD CITY DESTINATIONS**

The Shoppers’ Shuttle travels to Redwood City on Tuesdays. The following are sample destinations:

- Costco
- Jo-Ann Boardwalk Plaza
- K-Mart
- Kaiser Permanente*
- Kohl’s
- Marshalls
- Michaels
- Old Navy
- Peninsula Boardwalk Plaza
- Sequoia Station
- Sequoia Hospital*
- Stanford Medicine Outpatient Center*
- Target
- Whole Foods
- Woodside Plaza

*If you make a medical appointment, make sure you allocate enough buffer time.
Commission and City Council members concluded that while most of the General Plan remained valid, the Land Use, Circulation, and Housing Elements required updating. A series of community forums in 1984 led to updates of those elements by 1986, and a subsequent update of the Housing Element in 1992.

In 1988 the City initiated another General Plan update largely to incorporate new standards for development that could be used to conduct traffic analyses. This was a six year undertaking with updated Land Use and Circulation Elements adopted in 1994. The Open Space/Conservation, Noise, and Safety Elements were consolidated and updated in 2013. Updating of the Housing Element follows a separate State-mandated cycle, and an update was adopted in 2014 for the 2015-2023 planning period.

A variety of additional plans and studies have supplemented the General Plan since the 1994 update, including:

- Center City Design Plan (1996–1998)
- Willow Road Land Use Plan (1997)
- Smart Growth Initiative (1999)
- Land Use and Circulation Study (2000)
- Imagine a Downtown (2005)
- El Camino Real and Downtown Vision Plan (2008)
- City Sidewalk Master Plan (2008)
- El Camino Real/Downtown Specific Plan (2012)
- Belle Haven Vision Plan (2013)

In addition, the City first adopted a Climate Action Plan (CAP) in 2009 designed to help reduce local greenhouse gas (GHG) emissions. In 2011 the City Council adopted a GHG reduction target of 27 percent below 2005 levels by 2020. The CAP strategies, updated periodically (including in 2015), focus on areas such as energy use, transportation, solid waste, and recycling to help meet emission reduction goals.

In Menlo Park, the Land Use and Circulation Elements are part of this document while the Housing and a combined Open Space/Conservation, Noise and Safety Elements are maintained as stand-alone documents.
The 2014-2016 update of the Land Use and Circulation Elements, identified as ConnectMenlo, was initiated with a broad and comprehensive public outreach program, and guided by a General Plan Advisory Committee comprised of Council members, representatives of various City Commissions, and community members.

**Focus Areas**

The City Council identified the area generally between US 101 and the Bay adjoining the Belle Haven Neighborhood, where the transition from traditional industrial uses was well underway, as the primary location for potential change in the city over the coming decades. This is an area with a unique opportunity to foster a sustainable environment that balances growth, creates a sense of place, enhances the quality of life, and minimizes impacts.

**Community Engagement**

A combination of in-person and survey-based public engagement and community workshops led to a community vision in the form of Guiding Principles (see following section) for maintaining and enhancing the quality of life in Menlo Park in the face of unprecedented growth and desirability of the city as a place to live and do business. Through ConnectMenlo, it became clear that area property owners, major companies, their employees, and nearby residents shared a strong vision for creating "live/work/play" environments with a comfortable and attractive mixture of employment, housing, and retail and service uses.

**Community Benefits**

As embodied in the Guiding Principles, the Menlo Park community also concluded that any new significant development should be required to provide tangible community amenities as part of the right to proceed. Of course, these live/work/play environments must also be carefully planned to complement and not detract from the highly-valued residential character of Menlo Park's many and diverse neighborhoods, nor the well-established live/work/play environment in the downtown.
Citywide Equity

Menlo Park neighborhoods are protected from unreasonable development and unreasonable cut-through traffic, share the benefits and impacts of local growth, and enjoy equal access to quality services, education, public open space, housing that complements local job opportunities with affordability that limits displacement of current residents, and convenient daily shopping such as grocery stores and pharmacies.

Healthy Community

Everyone in Menlo Park enjoys healthy living spaces, high quality of life, and can safely walk or bike to fresh food, medical services, employment, recreational facilities, and other daily destinations; land owners and occupants take pride in the appearance of property; Menlo Park achieves code compliance and prioritizes improvements that promote safety and healthy living; and the entire city is well-served by emergency services and community policing.

Competitive and Innovative Business Destination

Menlo Park embraces emerging technologies, local intelligence, and entrepreneurship, and welcomes reasonable development without excessive traffic congestion that will grow and attract successful companies and innovators that generate local economic activity and tax revenue for the entire community.

Corporate Contribution

In exchange for added development potential, construction projects provide physical benefits in the adjacent neighborhood (such as Belle Haven for growth north of US 101), including jobs, housing, schools, libraries, neighborhood retail, childcare, public open space, high speed internet access, and transportation choices.
Menlo Park children and young adults have equal access to excellent childcare, education, meaningful employment opportunities, and useful training, including internship opportunities at local companies.

Menlo Park provides thoroughly-connected, safe and convenient transportation, adequate emergency vehicle access, and multiple options for people traveling by foot, bicycle, shuttle, bus, car, and train, including daily service along the Dumbarton Rail Corridor.

Menlo Park neighborhoods are complete communities, featuring well integrated and designed development along vibrant commercial corridors with a live-work-play mix of community-focused businesses that conveniently serve adjacent neighborhoods while respecting their residential character.

Menlo Park provides safe and convenient access to an ample amount of local and regional parks and a range of public open space types, recreational facilities, trails, and enhancements to wetlands and the Bay.

Menlo Park is a leader in efforts to address climate change, adapt to sea-level rise, protect natural and built resources, conserve energy, manage water, utilize renewable energy, and promote green building.

Youth Support and Education Excellence

Great Transportation Options

Complete Neighborhoods and Commercial Corridors

Accessible Open Space and Recreation

Sustainable Environmental Planning
RESOLUTION NO. 2349

A resolution adopting provisions regarding nondiscrimination in the performance of City construction, supply and service contracts.

SECTION I - DEFINITIONS

For the purposes of this resolution, the following definitions shall apply to the following terms:

"Contractor" means any person or persons, firm, partnership, corporation, or combination thereof, who submits a bid and/or enters into a contract with officers empowered by law to enter into contracts on the part of the City for public works or improvements to be performed, or for goods, supplies or services to be purchased, at the expense of the City or to be paid out of moneys deposited in the treasury or out of trust moneys under the control or collected by the City.

"Subcontractor" means any person or persons, firm, partnership, corporation, or any combination thereof, who enters into a contract or agreement with the contractor to perform a substantial specified portion of the contract for public works, improvements, supplies, goods or services let or awarded for or on behalf of the City in accordance with the plans and specifications of such contract. Such term shall also include any contractor who enters into a contract with any subcontractor for the performance of 20 per cent or more of the subcontract.

"Supplier" means any person or persons, firm, partnership, corporation, or any combination thereof, who submits a bid or enters into a contract with the City for the supplying of goods, materials, equipment, furnishings or supplies.

SECTION II - NONDISCRIMINATORY EMPLOYMENT PROVISIONS IN CITY CONTRACTS

A. There shall be in each franchise and in all contracts hereafter negotiated, let or awarded by the City of Menlo Park the following provision:

The contractor in the performance of this contract shall not discriminate on the ground of race, color, creed, national origin or ancestry against any employee of, or applicant for employment with, the contractor; such contractor shall also include a similar provision in all subcontracts let or awarded thereunder.
B. Each bidder shall enclose with his bid a certificate stating:

That he is currently in compliance with all federal, state and city laws covering nondiscrimination; that he will pursue an affirmative course of action as required by the affirmative action guidelines as stated in Section III of the Resolution, and that if awarded the contract he will not discriminate according to those conditions stated in this section. Furthermore, that he will participate, if requested, in a preaward review of his qualifications under this section.

C. The requirements of this section shall apply only to contracts in excess of five thousand dollars for services or for a combination of services and supplies.

SECTION III - AFFIRMATIVE ACTION GUIDELINES

A. Preaward phase of contract:

1. Prior to the submittal of formal bids for a project to be constructed or for services to be provided all prospective bidders must submit to the City Manager's office the following:

   A) Certificate of Nondiscrimination (described in Section IIA)

   B) A questionnaire furnished by the City setting forth those steps already taken or to be taken by the proposed contractor to implement his affirmative action program through:

   1) Recruit minority persons in its location, for all levels of jobs.

   2) Select methods assuring equal employment opportunity for all persons.

   3) Establish a training program for new persons hired where necessary to assure ample opportunity for the less qualified to more fully qualify.

   4) Provide adequate opportunity for upgrading and further training to assure equal opportunity in advancement and promotion.

   5) Provide counseling service for all who may need help to advance, especially newer employees.

   6) Educate supervisors regarding nondiscrimination practices.

   C) A minority employment program (M.E.P.) which shall include:

      1) The estimated total number by job classification of personnel who shall be used by the contractor and each
subcontractor in performance of the contract. These members shall include the estimated breakdown of minority persons to be used in each classification; to the extent possible, the contractor shall estimate the minority breakdown by month for the life of the contract. No estimate furnished under this subparagraph shall be construed as a hiring quota.

2) An agreement to take these additional steps to help assure an effective affirmative action program in the field of minority employment.
   a) Recruiting for needed help in the local areas inhabited by minority members, including open advertising.
   b) All company recruitment advertisements to include the phrase "AN EQUAL OPPORTUNITY EMPLOYER".
   c) Use of government furnished Equal Employment posters in both English and Spanish to be displayed in conspicuous places so that both employees and applicants will see and have access to them.
   d) Training those less qualified to assure adequate promotional opportunities for all.
   e) Provide necessary counseling for upgrading, including use of outside training facilities.
   f) Assigning a person full-time or part-time as an Equal Employment Opportunity Coordinator to assure that the proposed M.W.P. is being fulfilled, and to assure that all supervisors are aware of their responsibilities.
   g) Notification by bidder and his subcontractors to their respective labor unions of the Notice of Non-discrimination advising them of the contractor’s commitment and obtain their concurrence in the program as well as outlining their responsibilities in the equal employment program.
   h) Assuring that all subcontractors are in compliance with all federal and California state laws and regulations relating to nondiscrimination.
   i) To develop apprenticeship programs with union cooperation where the contract is of sufficient duration.
   j) Upon request, furnishing the City a copy of the latest Federal Form EEO-1, or equivalent form.
   k) Upon request, the bidder and subcontractors to make themselves available for counseling individuals and groups in the minority community who wish aid and assistance in writing contracts,
preparing bids, securing bonds, and generally encour- 
aging those employed minorities to bid for and get subcontracting work.

1) To seek out licensed and insured minority group subcontractors to bid on items not as yet contracted for, including the following items:

   1) Installation of temporary electrical power
   2) Painting of street barricades
   3) Job debris removal
   4) Clean up (janitorial)
   5) Any other items which become apparent as the job develops

a) Providing the name and address of all suppliers whose supplies and/or equipment exceed 20% of the total supply cost of each contract and sub-contract for the performances of the contract.

b) To press in future negotiations with labor unions for agreement on a meaningful affirmative action clause in the collective bargaining agreement to support the principles of these guidelines.

2) Bidders shall submit the certificate, questionnaire and the M.E.P. to the City Manager by the time and date specified in order to be defined as a "responsible bidder". The bid of any bidder not submitting any such plan or submitting a plan not approved shall be discarded in the same process as other unacceptable or nonresponsible bids, or a bid of a nonqualified bidder.

3) The City Manager will analyze the M.E.P. submitted by each bidder with the objective of determining if the program submitted for the contractor and his subcontractor or suppliers presents a reasonable effort to further minority employment. If there are questions on the proposed M.E.P., the City Manager will address such questions to the particular bidder. Information on possible available resources where the bidder and subcontractors may turn for assistance will be available through the City Manager's office. He shall not be responsible for service or lack of service rendered by the resources recommended.
4) Revision of a proposed M.E.P. shall be allowed within a time period specified by the City Manager.

5) M.E.P.'s must be approved on or before the date specified for final prequalification or the bidder will not be classified as a "responsible bidder". The City Manager shall have the sole discretion to determine the responsibility of each bidder and the qualification thereof under this resolution.

B. Award phase of contract:

Once the award of the contract to the successful bidder has been made by the City, the M.E.P., already approved by the City, becomes an integral part of that contract.

C. Post award phase of contract:

1) No contractor shall be deemed in material breach of its M.E.P. when it has made a reasonable and substantial effort to comply with its M.E.P.

2) The contractor shall post in conspicuous places, available to employees and applicants for employment, notices to be provided, setting forth the law prohibiting discrimination and advising anyone who feels he is being discriminated against to advise the F.M.P.C.

3) The contractor shall make written progress reports on the performance of his M.E.P. at intervals established by the City Manager. The contractor, however, is encouraged to submit written reports as often and when he deems it relevant to his M.E.P.

4) A written record of all meetings, conferences, progress meetings and reports thereof and of all Minority Employment Program activities will be maintained at the jobsite and will be available for inspection at all reasonable times by the City Manager.

5) The City Manager shall monitor the performance of the M.E.P. until completion of the contract.

A) It is the intent of the enforcement process to assure not only compliance with the nondiscrimination policy but also to encourage and support the development of a philosophy of fair employment of minority groups in construction and services through the initiative of contractors and suppliers receiving City of Manio Park contracts.
B) Enforcement procedures should include site inspections throughout the length of the contract and according to the changing work schedule requiring different work crews.

C) Site inspections and other compliance checks should be conducted by assigned City staff, coordinated with other standard City inspections to minimize work disruption and to emphasize positive contacts.

D) Site inspections will be conducted in such a manner as to avoid interference with work crews.

6. The contractor may appeal any ruling of the City Manager under the M.E.P. to the City Council. The action of the City Council on the matter will be final.

I, MARGARET E. SNOWDEN, City Clerk of the City of Menlo Park, do hereby certify that the above and foregoing Resolution was duly and regularly passed and adopted at a regular meeting by said Council on the 23rd day of June, 1970.

AYES: Councilmen: Belangie, Bonde, Calloway, Horstkorte, Lawson

NOES: None

ABSENT: None

I further certify that the foregoing copy of Resolution is a true and correct copy of said resolution on file in the office of the City Clerk, City Hall, Menlo Park, California.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed the official Seal of said City, this 24th day of June, 1970.

[Signature]
Transportación de Mediodía de Menlo Park
Menlo Park Midday Shuttle
Servicio de Autobús GRATIS / FREE Shuttle Service

Viaje GRATIS a:
Catch a FREE ride to:
- Downtown Menlo Park/Centro de Menlo Park
- Menlo Park Library/Biblioteca de Menlo Park
- Caltrain Station/Estación de Caltrain
- Safeway
- Trader Joe's
- Stanford Shopping Center
- Stanford Medical Center

Un servicio GRATIS para los residentes de Menlo Park financiado por
A FREE service to the residents of Menlo Park funded by

Transportación de Mediodía de Menlo Park
Menlo Park Midday Shuttle
Servicio de Autobús GRATIS / FREE Shuttle Service

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- Stanford Medical Center

Un servicio GRATIS para los residentes de Menlo Park financiado por
A FREE service to the residents of Menlo Park funded by

Attachment 7

(650) 330-6770 • www.menlopark.org

Page A-36
The City of Menlo Park and Belle Haven Community School invite parents, students and staff to ride the Menlo Park Midday Shuttle. It's a safe, reliable, and convenient way to travel—and best of all, it's FREE!

Monday through Friday, the shuttle transports Belle Haven residents to destinations throughout Menlo Park, including the Belle Haven Community School. The vehicle accommodates strollers, is wheelchair-accessible and conveniently stops at all SamTrans and Menlo Park stops.

La Ciudad de Menlo Park y la escuela Belle Haven invita a los padres y estudiantes a usar el autobús de mediodía de Menlo Park. ¡Es una manera segura, confiable y conveniente para viajar — y lo mejor de todo, es GRATIS!

El autobús transporta residentes de Belle Haven de lunes a viernes y a los destinos a lo largo de Menlo Park, incluyendo la escuela Belle Haven. El vehículo tiene capacidad para carriolas, sillas de ruedas y convenientemente se detiene en todas las paradas de SamTrans y Menlo Park.

For more information or to see if the Menlo Park Midday Shuttle travels in your area, contact us at:

(650) 330-6770

shuttleprogram@menlopark.org

menlopark.org
**MENLO PARK MIDDAY SHUTTLE**

**AUTOBÚS DE MEDIODÍA DE MENLO PARK**

FREE Shuttle Service / Servicio de Autobús GRATIS

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**Monday Through Friday**

**To Stanford Medical Center**

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<th>Time</th>
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**To Menlo Park Library & Menlo Park Senior Center**

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</tbody>
</table>

**Wednesday & Saturday: SHOPPER SHUTTLE**

**Shopping made easy!** Every Wednesday and Saturday the Shopper's Shuttle will take you to Sharon Heights Safeway, downtown Menlo Park or Stanford Shopping Center. Call 650-330-6770 for more information.

**Ir de compras de forma fácil!** Cada miércoles y sábado el Shopper's Shuttle lo llevará a Sharon Heights Safeway, el centro de Menlo Park o Stanford Shopping Center. Llame al 650-330-6770 para más información.

*Passenger Pick-at Home | Recoger pasajeros en su casa*
10:00 a.m. Pick-up begins | Empieza la recogida
*Passenger Drop-off | Recoger pasajeros en su casa*
10:40 a.m. Sharon Heights Safeway
11:00 a.m. Stanford Shopping Center
11:20 a.m. Downtown Menlo Park

*Pick-up Return Trip Home | Viaje de vuelta a casa*
11:45 a.m. Sharon Heights Safeway
12:40 p.m. Downtown Menlo Park
1:30 p.m. Stanford Shopping Center

*Arrives | Llegada*
1:20 p.m. Drop-off at homes | Vuelta a casa

*These are approximate times | Estos son tiempos aproximados*

This service is for residents who are not otherwise served by the Midday route.
Este servicio es para los residentes que de otro modo no están siendo servidos por la ruta del mediodía.

menlopark.org | (650) 330-6770 | shuttleprogram@menlopark.org
Midday Shuttle
Menlo Park FREE Shuttle Service

Menlo Park Senior Center
Gunnison Ave

Menlo Park Library

VA Medical Center
Palo Alto Medical Center

Little House

Palo Alto Caltrain Station

Cabrillo Drive

Other stops: 1500 El Camino Real, 600 El Camino Real, 800 El Camino Real, 1600 El Camino Real, 2500 El Camino Real

For further information regarding Menlo Park Midday Shuttle Service: 650-324-7355, Menlo Park Transit, transit@menlopark.org

The schedule is subject to change without notice.

Midday Shuttle Schedule

Monday - Friday

<table>
<thead>
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<th>Time</th>
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CROSSTOWN
To Menlo Park Senior Center
Monday to Friday

M1

WILLOW ROAD
To Willow Rd. Business Parks
Monday to Friday

M4

SHUTTLE INFORMATION
FREE to everyone

Wheelchair accessible

Bicycle rack available

CITY OF MENLO PARK
CONTACT INFORMATION

650-330-6770
menlopark.org/shuttles
ROTATING TRANSIT TUBE

• LARGE DISPLAY AREA WITH A LOW CROSS SECTION
• STYLISH DESIGN WITH UNMATCHED ADA ACCESS

Make an impact on your Transit System by providing information where it is needed most... at the bus stop, in a proven way to increase ridership.

- Transit Tubes display a large amount of information in a low profile section ideal for areas where space is at a premium.
- Rotates on dual bearings - never require lubrication or maintenance.
- No sharp corners - safer for public environments.
- Rugged non-rusting aluminum & stainless steel construction.
- Available with interchangeable braille & tactile route numbers.
- Full 360° viewing area with no screens.
- Mounts on U-channel, round or square bus stop poles with no drilling or special tools required.
- Available in a wide variety of custom powdercoat finish colors.

TRANSPORT TUBE SIZES

<table>
<thead>
<tr>
<th>Size</th>
<th>Display Size</th>
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<tr>
<td>RTT-11</td>
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<tr>
<td>RTT-14</td>
<td>24&quot; Wide x 14&quot; Tall</td>
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<tr>
<td>RTT-17</td>
<td>24&quot; Wide x 17&quot; Tall</td>
</tr>
<tr>
<td>RTT-22</td>
<td>24&quot; Wide x 22&quot; Tall</td>
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INSTALLS ON ALL TYPES OF POLES

- Available with interchangeable braille & tactile route identifiers.
- Large enough to display an entire System Map.
- Standard mount for permanent mounting.
- Installs on all types of poles.
- Suitable for bus shelters or any flat surface.

TRANSIT INFORMATION PRODUCTS
A Division of Metre & 422301 LLC
6000 Loma Vista Dr., Ste. B, Carlsbad, CA 92008
(925) 676-8900 • FAX (925) 676-3030
www.transitproducts.com
March 13, 2018

Mr. Nicholas Yee:
Transportation Demand Management Coordinator
City of Menlo Park
701 Laurel Street
Menlo Park, CA 94025

RE: Application for Funding under San Mateo County Fifth Cycle Lifeline Transportation Program for FY2019 and FY2020

Dear Mr. Yee:

This letter is written to confirm that the San Mateo County Transit District (District) will assist your agency by applying for and passing through Lifeline Transportation Program (LTP) funding that the City of Menlo Park (City) is not eligible to receive directly. We understand that the City will utilize the LTP funds for the Menlo Park CROSSTOWN SHUTTLE and SHOPS' SHUTTLE, should the LTP funding request be approved by the San Mateo County Association of Governments (C/CAG).

Our assistance carries with it the following responsibilities and requirements by the City:

1. Lifeline funds will be reduced by an amount equal to any San Mateo County Transportation Authority funds that are awarded for the same project(s);
2. Execution of a Memorandum of Understanding with the District that will contain terms and conditions associated with the LTP. Ultimately, the City is responsible for all requirements of the funding passed through by the District. In the event the City fails to comply with such terms and conditions, the City will be wholly responsible for any consequences associated with non-compliance, including but not limited to repayment of funds to the grant agencies;
3. Completion of any required applications and ongoing reporting requirements. The District will submit applications and reports prepared by the City of the City’s behalf;
4. Remittal of invoices for payment will need to be approved by C/CAG before forwarding them to the District for reimbursement, and reimbursement by the District will be contingent upon receiving required reports from the City in a timely manner;
5. Allocation of $6,000 by the City from either the pass-through funds or some other local source to pay for the District’s administrative costs associated with the pass-through assistance.

Thank you for coordinating with the District. We look forward to working with you and this valuable program to support mobility by low-income residents.

Sincerely,

Mark Ross
Director, Bus Transportation

SAN MATEO COUNTY TRANSIT DISTRICT
1250 San Carlos Ave. – P.O. Box 3005
San Carlos, CA 94070-1306 (650) 508-6200
### Midday Shuttle Annual Report

Information is combined for old Midday, new M1 Munic Midday, new M2-Belle Haven

<table>
<thead>
<tr>
<th>Reporting Period</th>
<th>July 1, 2016 - June 30, 2017</th>
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<tbody>
<tr>
<td>Total Operating Costs</td>
<td>$280,282.94</td>
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<tr>
<td>(Operating, Administrative, Marketing)</td>
<td>$280,282.94</td>
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<thead>
<tr>
<th>Performance Indicators</th>
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<tbody>
<tr>
<td>Revenue Service Hours</td>
<td>3,066</td>
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<tr>
<td>Passengers</td>
<td>11,599</td>
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<tr>
<td>Operating Cost/Passenger</td>
<td>$24.31</td>
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<tr>
<td>Operating Cost/Revenue Hour</td>
<td>$91.43</td>
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<tr>
<td>Average Weekday Ridership</td>
<td>44 passengers</td>
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### Shoppers' Shuttle Annual Report

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<thead>
<tr>
<th>Reporting Period</th>
<th>July 1, 2016 - June 30, 2017</th>
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<tbody>
<tr>
<td>Total Operating Costs</td>
<td>$48,135.00</td>
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<tr>
<td>(Operating, Administrative, Marketing)</td>
<td>$48,135.00</td>
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<table>
<thead>
<tr>
<th>Performance Indicators</th>
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<tbody>
<tr>
<td>Revenue Service Hours</td>
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<tr>
<td>Passengers</td>
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<tr>
<td>Operating Cost/Passenger</td>
<td>$51.59</td>
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<tr>
<td>Operating Cost/Revenue Hour</td>
<td>$77.14</td>
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<tr>
<td>Average Weekday Ridership</td>
<td>6 passengers</td>
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</tbody>
</table>
March 13, 2018

Mr. Nicholas Yee  
Transportation Demand Management Coordinator  
City of Menlo Park  
701 Laurel Street  
Menlo Park, CA 94025

RE: Application for Funding under San Mateo County Fifth Cycle Lifeline Transportation Program for FY 2019 and FY 2020

Dear Mr. Yee:  

This letter is written to confirm that the San Mateo County Transit District (District) will assist your agency by applying for and passing through Lifeline Transportation Program (LTP) funding that the City of Menlo Park (City) is not eligible to receive directly. We understand that the City will utilize the LTP funds for the Menlo Park Cross Town Shuttle and Shoppers' Shuttle should the LTP funding request be approved by the San Mateo County Association of Governments (C/CAG).

Our assistance carries with it the following responsibilities and requirements by the City:

- Lifeline funds will be reduced by an amount equal to any San Mateo County Transportation Authority funds that are awarded for the same project(s).
- Execution of a Memorandum of Understanding with the District that will contain terms and conditions associated with the LTP. Ultimately, the City is responsible for all requirements of the funding passed through by the District. In the event the City fails to comply with such terms and conditions, the City will be wholly responsible for any consequences associated with non-compliance, including but not limited to repayment of funds to the grant agencies.
- Completion of any required applications and ongoing reporting requirements. The District will submit applications and reports prepared by the City on the City’s behalf.
- Remittal of invoices for payment will need to be approved by C/CAG before forwarding them to the District for reimbursement, and reimbursement by the District will be contingent upon receiving required reports from the City in a timely manner.
- Allocation of $6,000 by the City from either the pass-through funds or some other local source to pay for the District's administrative costs associated with the pass-through assistance.

Thank you for coordinating with the District. We look forward to working with you and this valuable program to support mobility by low income residents.

Sincerely,

Margo Ross  
Director, Bus Transportation