EAST PALO ALTO
COMMUNITY-BASED TRANSPORTATION PLAN

PREPARED FOR
City / Council Association of Governments (C/CAG)

BY
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August 27, 2004

Approved by the City of East Palo Alto City Council on October 4, 2005

Acknowledgements

This report is the culmination of the collaboration of many individuals who provided input and were a vital part of the planning process.

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Table of Contents

EXECUTIVE SUMMARY **ES-1**

1 **INTRODUCTION** **1-1**
- Background 1-1
- East Palo Alto Community-Based Transportation Plan 1-1

2 **LAND USE, DEMOGRAPHIC & TRANSPORTATION OVERVIEW** **2-1**
- Land Use Profile Highlights 2-1
- Demographic Profile Highlights 2-1
- Transportation Profile Highlights 2-2
- Lifeline Transportation Analysis and Findings 2-3

3 **OUTREACH AND IDENTIFICATION OF COMMUNITY NEEDS** **3-1**
- Summary of Outreach Strategies 3-1
- Identification of Transportation Gaps and Needs 3-3

4 **RECOMMENDED STRATEGIES** **4-1**
- Evaluation and Prioritization of Potential Improvements 4-1
- Recommended Transportation Improvements 4-3

5 **ACTION PLAN** **5-1**
- Implementation Process and Stakeholder Commitment 5-1
- Recommended Transportation Strategies 5-1
- Recommendations for Use of Job Access Reverse Commute Funds 5-6
- Next Steps 5-8

APPENDICES

APPENDIX A - STAKEHOLDER COMMITTEE **A-1**
- Stakeholder Committee Purpose and Membership A-1

APPENDIX B - DETAILED LAND USE PROFILE, DEMOGRAPHIC PROFILE, TRANSPORTATION PROFILE, LIFELINE TRANSPORTATION AND OTHER STUDIES **B-1**
- Land Use & Development B-1
- Demographic Profile B-1
- Transportation Profile B-2
- Lifeline Transportation Analysis and Findings B-33
- Related Studies and Plans B-38

APPENDIX C - OUTREACH **C-1**
- Community-Based Organization Survey Materials C-2
- Website, Fliers and Mailers C-13
- Community Workshop Materials C-19
- Newspaper Articles C-58
- Memorandum #1 - Outreach Findings C-61

APPENDIX D - FUNDING **D-1**
- Existing Government Programs D-1
- Potential Future Government Funding Sources D-7
- Private Funding Sources D-8

List of Figures

Figure 1-1 Transit Service in East Palo Alto 1-3
Figure 2-1 Lifeline Transportation Network in East Palo Alto..... 2-5
Figure B-1 Bicycle Network in East Palo Alto B-7
Figure B-2 Transit Service in East Palo Alto B-18
Figure B-3 Routes 280 and 281 Service Maps B-22
Figure B-4 Routes 296, 297 and 397 Service Maps B-22
Figure B-5 Dumbarton Express Service Map B-23
Figure B-6 Bus Stop Locations in East Palo Alto..... B-25
Figure B-7 East Palo Alto Caltrain Shuttle Service Map B-30
Figure B-8 Lifeline Transportation Network in East Palo Alto..... B-34

List of Tables

Table ES-1 Summary of Recommended Transportation Improvements ES-4
Table ES-2 Potential Next Steps ES-7
Table 2-1 Criteria for Selection as a Lifeline Network Route 2-7
Table 2-2 Hours of Operation Compared with Lifeline Route Objectives 2-8
Table 2-3 Frequency of Service Compared with Lifeline Route Objectives 2-8
Table 3-1 Initial 25 Stated Transportation Needs 3-4
Table 3-2 Final Definition of Transportation Gaps and Needs 3-5
Table 4-1 Community-Based Transportation Plan Improvements to Meet Needs. 4-3
Table 4-2 Evaluation of Potential Transportation Improvements 4-4
Table 4-3 Community-Based Transportation Plan Needs and Strategies 4-5
Table 5-1 Summary of Recommended Transportation Improvements 5-3
Table 5-2 Transportation Improvement Projects Eligible for JARC Funding 5-7
Table 5-3 Examples of Potential JARC Funding Scenario 5-8
Table 5-4 Potential Next Steps 5-9
Table B-1 Level of Service B-4
Table B-2 Travel Time to Go to work in East Palo Alto in 2000 ..... B-10
Table B-3 Poverty Status by Means of Transportation to Work in 1999 ..... B-13
Table B-4 Market Segmentation for East Palo Alto B-15
Table B-5 Fixed Route Service Characteristics B-19
Table B-6 SamTrans Fixed Route Performance Characteristics B-20
Table B-7 Connecting Service B-21
Table B-8 Shuttle Service and Performance Characteristics B-29
Table B-9 Criteria for Selection as a Lifeline Transportation Network Route B-36
Table B-10 Hours of Operation Compared with Lifeline Route Objectives B-37
Table B-11 Frequency of Service Compared with Lifeline Route Objectives B-37

List of Charts

Chart B-1 Ratio Pedestrian/Population in San Mateo County, October 2002 ... B-6
Chart B-2 Ratio Bicycle/Population in San Mateo County, October 2002 ..... B-8
Chart B-3 Commute Patterns to Work in 2000 ..... B-9
Chart B-4 Mode Split in East Palo Alto and in San Mateo County in 2000 .... B-10
Chart B-5 Time Leaving Home to Go to Work in East Palo Alto in 2000 ..... B-11
Chart B-6 Means of Transportation by Time Leaving Home to Go to Work ... B-12
Chart B-7 Redi-Wheels Ridership in East Palo Alto B-31

Executive Summary

The East Palo Alto Community Based Transportation Plan was developed as a collaborative effort between the City of East Palo Alto, its residents and Community Based Organizations (CBOs), and regional and local agencies serving the city. Creation of this plan was driven by community and stakeholder agency input to identify transportation needs in East Palo Alto and develop strategies to close the gaps.

The Metropolitan Transportation Commission (MTC) is sponsoring the Community Based Transportation Planning Program to target planning efforts in low income communities in the Bay Area. The program advances the findings of the *Lifeline Transportation Network Report* and *Environmental Justice Report*, as adopted by the Commission and incorporated into the 2001 *Regional Transportation Plan*. As the Congestion Management Agency (CMA) for the county, the San Mateo City/County Association of Governments (C/CAG) volunteered to participate in the first year of pilot community-based transportation plans. C/CAG requested the San Mateo County Transit District (SamTrans) to facilitate the planning process and provide technical assistance in developing the plan. On June 3, 2003, the City Council for East Palo Alto approved the city's participation in the planning process and agreed to appoint a stakeholder committee to guide development of this Community Based Transportation Plan.

The Outreach Process

The outreach process was designed to solicit in-depth input from community members and the agencies that serve them.

- A Stakeholder Agency Committee was formed, based on recommendations of the City Council, and eighteen active members provided guidance and input to the planning process and work products.
- Four community workshops were broadly noticed, including postcards in English and Spanish sent to every household and business in the city. A total of 56 residents and business owners attended the workshops which included a presentation of existing transportation conditions in the city and small breakout groups to identify transportation needs and gaps and potential solutions. One workshop was conducted in Spanish.
- Fifteen community based organizations responded to an extensive survey as to the transportation needs of their clients and recommenced transportation improvements.
- SamTrans staff made presentations to and received input from the East Palo Alto Transportation Advisory Committee and Senior Advisory Committee.
- SamTrans also set up a telephone hotline, created an information page and e-mail capability on its web site, and provided postage paid comment cards at the workshops.

Transportation Needs and Recommended Strategies

Community and stakeholder agency input resulted in the identification of 25 statements of transportation gaps and needs. The Stakeholder Agency Committee carefully consolidated these statements into the following definition of transportation gaps and needs in East Palo Alto.

- *Improve bus and shuttle stops to make it easier and safer for people to use transit.*
- *Enhance transportation systems to make travel easier to primary destinations.*
- *Improve the affordability of transportation services.*
- *Provide feeder services to existing bus and shuttle services (particularly at night).*
- *Increase public awareness about transportation options.*
- *Improve connections between land use and transit.*
- *Enhance community health and safety through transportation improvements.*
- *Increase coordination between transportation systems and services, both public and private.*
- *Enhance off-peak (weekend and late night) transportation services, both connecting to existing transportation as well as to primary destinations.*

The Stakeholder Committee next evaluated the broad array of suggested transportation improvements for their potential to address transportation needs. Prioritization of the possible transportation improvements was accomplished by electronic voting, tallied separately by public agency votes and CBO votes, as well as combined totals. The Committee recommends the thirteen strategies summarized in Table ES-1. The strategies are grouped based on the Committee's assessment as to likely implementation in the short term (within two years), mid-term (two to five years) or long-term (beyond five years).

In 2003, the City of East Palo Alto received a congressionally directed Job Access Reverse Commute (JARC) grant for $700,000. These funds provide an opportunity to jump start implementation of this Community Based Transportation Plan. Eight of the 13 recommended transportation strategies are eligible for JARC 50% funding and there are several potential sources of matching funds that can be pursued by East Palo Alto.

Action Plan

The success of this Community Based Transportation Plan will depend on moving forward with timely implementation of the recommended strategies. Next steps in the planning process are disseminating the draft plan for comments and conducting three community outreach meetings, followed by presentations of the draft final to the East Palo Alto City Council, and C/CAG

and SamTrans Board of Directors. Following completion of the final Community Based Transportation Plan, it is recommended that the City constitute an Implementation Committee comprised of representatives of stakeholder agencies and community leaders. The charge of the Committee would be to lead and support implementation of the transportation strategies, determine how to monitor and measure the success of projects and sustain successful projects. Proposed actions and responsibilities for the next six months are shown in Table ES-2.

Table ES-1
Summary of Recommended Transportation Strategies

	Possible Lead Agency	Estimated Cost	Potential Funding	Description	Planning & Implementation Partners
Short Term Solutions					
Improve Transit Scheduling and Connectivity	SamTrans	SamTrans staff time or $25,000 for consultant	FTA Sec 5303; C/CAG Local Transportation Support Program; SamTrans	A comprehensive transit study would be conducted to improve the spatial (having buses and shuttles stop at same location) and temporal (e.g. timed transfers) connectivity of shuttles and fixed route transit and improve dissemination of transit information.	-City of East Palo Alto -CBOs -VTA -Dumbarton Consortium -City of Menlo Park -Stanford University
Subsidize Monthly Transit Passes for Low Income Riders	East Palo Alto	$27,600/yr for 100 adult residents	LIFT; Community Dev. Block Grants; C/CAG Local Transportation Support Program; City of EPA; foundations	Subsidizing monthly SamTrans passes would make transit more affordable for low income residents and increase their mobility. Subsidized passes could be made available at pass vendor outlets or through the Human Services Agency to individuals furnishing proof of low income status.	-SamTrans -Human Service Agency (HSA)
Provide Demand Response Service	East Palo Alto	$125,000/yr for off-peak periods; $5,000 for marketing	JARC; C/CAG Local Transportation Support Program; TFCA; LIFT	Demand response service, especially at night, could provide more direct service and increase safety by reducing the need to walk long distances to a bus stop or providing a ride directly to a destination.	-CBOs -Private organizations
Provide More Bus Pass Vendor Outlets	SamTrans	Staff time	C/CAG Local Transportation Support Program; SamTrans	Additional bus pass vendor outlets would increase the convenience of purchasing monthly passes for frequent riders, thereby reducing their transit costs.	-City of East Palo Alto
Provide a City TSM Coordinator	East Palo Alto	$64,000/yr	EPA General Funds; LIFT; C/CAG Local Transportation Support Program; JARC	A Transportation Systems Management Coordinator would administer, promote and coordinate various transportation programs and services to benefit East Palo Alto residents, employers, and local workers.	-City of Menlo Park -City of Palo Alto -Peninsula Congestion Relief Alliance

Table ES-1 continued					
Summary of Recommended Transportation Strategies					
Enhanced Transit Information in Spanish	SamTrans	$9,000/yr	JARC, C/CAG Local Transportation Support Program; City of East Palo Alto; SamTrans	This program would pay for translating and printing all the schedules for bus and shuttle routes that serve East Palo Alto. It would also pay for a translator for one public meeting per year.	-City of East Palo Alto -CBOs
Implement a TOD Program	East Palo Alto	Staff time	EPA General Funds; C/CAG Local Transportation Support Program	A Transit Oriented Development (TOD) Program would encourage the adoption of policies to favor new and redevelopment projects that integrate transportation and land use and encourage residents and employers to walk, bike and take transit.	-C/CAG -SamTrans -Local Developers -CBOs -Neighborhood Groups
Relocate School Bus Stops	Ravenswood Unified School District	$15/linear foot for sidewalk if needed	City of East Palo Alto; C/CAG Local Transportation Support Program; Safe Routes to School; Ravenswood Unified School District	Existing school bus stops on major thoroughfares would be assessed to determine if shifting stops to lower-volume side streets would create a safer environment for school children.	-City of East Palo Alto
Provide Community Shuttle Service at Night	East Palo Alto	$100,000/yr	JARC; C/CAG Local Transportation Services program or Local Support Program; TFCA; LIFT; development impact fees.	A nighttime shuttle service would augment existing community shuttles and fixed route transit with service from 10 PM to 5 AM.	-CBOs -Private organizations -Local employers -Neighboring cities

Table ES-1 continued					
Summary of Recommended Transportation Strategies					
Medium Term Solutions					
Provide Transit Transfer Sites	East Palo Alto SamTrans	$60,000 capital; $5,000/yr maintenance	JARC; advertising; TLC;CDBG; C/CAG Local Support Program; SamTrans capital/op; City of East Palo Alto; development transportation mitigation funds	Providing shelters and enhancing the amenities and information at four bus stops where transfers frequently occur will improve the passenger experience and safety.	-CBOs -Adjacent Property Owners
Increase Frequency of Fixed Route Transit	SamTrans East Palo Alto	Peak: $330,000 capital for additional bus plus $130,000/yr operating cost Off Peak: $83,000/yr operating cost	JARC; C/CAG Local Transportation Service Program or Local Transportation Support Program; TFCA; development transportation mitigation funds	Increasing the frequency of fixed route transit service would make travel easier to primary destinations. Increasing frequency from 30 to 20 minutes in the peak would require an additional bus plus operating costs; increasing frequency on weekday evenings from 60 minutes to 30 minutes would not require purchase of a bus. As an alternative, increasing shuttle frequency would necessitate at least one additional shuttle at an approximate cost of $45 to $55 per hour.	-Local shuttle operators such as Menlo Park, Palo Alto, Stanford, and local employers
Extend SamTrans Routes 297/397 into Neighborhoods or Extend Hours of Route 296	SamTrans	$24,000/yr	JARC; C/CAG Local Transportation Support Program; development transportation mitigation funds	Extend routes 297 and 397 into East Palo Alto neighborhoods, similar to route 296. Extending the hours of route 296 would cost approximately $52,000 annually.	None
Long Term Solution					
Provide a Transit Center in East Palo Alto	East Palo Alto	$450,000	JARC; TLC/HIP; CDBG; C/CAG Local Transportation Support Program	To construct shelters with lighting, seating, real-time information, closed-circuit television cameras; driveway, concrete pads, parking spaces.	-SamTrans -Local developers

Table ES-2
Potential Next Steps

Action	Timeline	Lead Agency/Partners
1. Distribute Draft Community Based Transportation Plan for comments and conduct community outreach meeting to present the plan and receive input.	August – September 2004	SamTrans, East Palo Alto, C/CAG, MTC
2. Present Final Draft Plan to East Palo Alto City Council, C/CAG Board of Directors, and SamTrans Board of Directors.	October 2004	SamTrans, East Palo Alto, C/CAG, MTC
3. Prepare and distribute Final Plan.	October 2004	SamTrans, East Palo Alto, C/CAG, MTC
4. Develop project funding and implementation steps for short-term strategies.	October 2004	City of East Palo Alto
5. Constitute a Plan Implementation Committee of agency stakeholders and community leaders and hold first bi-monthly meeting.	Beginning October 2004	City of East Palo Alto
5. Develop applications for discretional grant funding for recommended strategies.	Immediately	City of East Palo Alto
6. Consideration by C/CAG and SamTrans of recommended service improvements for incorporation into short range transit plans, future service expansion plans, and other planning, funding and implementation decisions.	Beginning October 2004	C/CAG, SamTrans, MTC
7. Finalize Job Access Reverse Commute (JARC) funding program of projects.	November 2004	East Palo Alto
8. Begin implementation of funded strategies.	January 2005	Project Leads

Chapter 1: INTRODUCTION

Background

The Community Based Planning Program targets transportation planning efforts in low income communities in the Bay Area. This Metropolitan Transportation Commission (MTC) program advances the findings of the *Lifeline Transportation Network Report* and *Environmental Justice Report* as adopted by the Commission and incorporated into the *2001 Regional Transportation Plan (RTP).*

Program objectives are:

- **Facilitate community participation in prioritizing transportation needs and identifying potential solutions.**
- **Cultivate collaboration between the community, transit agencies, congestion management agencies and MTC.**
- **Build community capacity through Community Based Organization involvement in the planning process.**

The county congestion management agencies (CMAs) serve as the lead agencies for implementing the planning process in each county. MTC Guidelines specify that recommended service improvements will be forwarded to the CMAs and transit policy boards for consideration and subsequent incorporation into short range transit plans, future service expansion plans, and other planning, funding and implementation decisions.

East Palo Alto Community-Based Transportation Plan

For FY 2004, MTC sponsored five pilot community-based transportation plans. As the CMA for San Mateo County, the San Mateo City/County Association of Governments (C/CAG) volunteered to participate in the pilot program and requested that the San Mateo County Transit District (SamTrans) facilitate the planning process and provide technical assistance in developing the plan. On June 3, 2003, the City Council for East Palo Alto approved the city's participation in the planning process and agreed to appoint a Stakeholder Committee to guide the process.

East Palo Alto has historically been a lower income community. Well over 90% of East Palo Alto residents can be considered people of color, and 65% of the population over five years of age speaks a language other than English at home. The city has the lowest per capita income, lowest median household income, and the highest percentage of individuals living below the poverty level of any city in the county. Unemployment rates are higher in

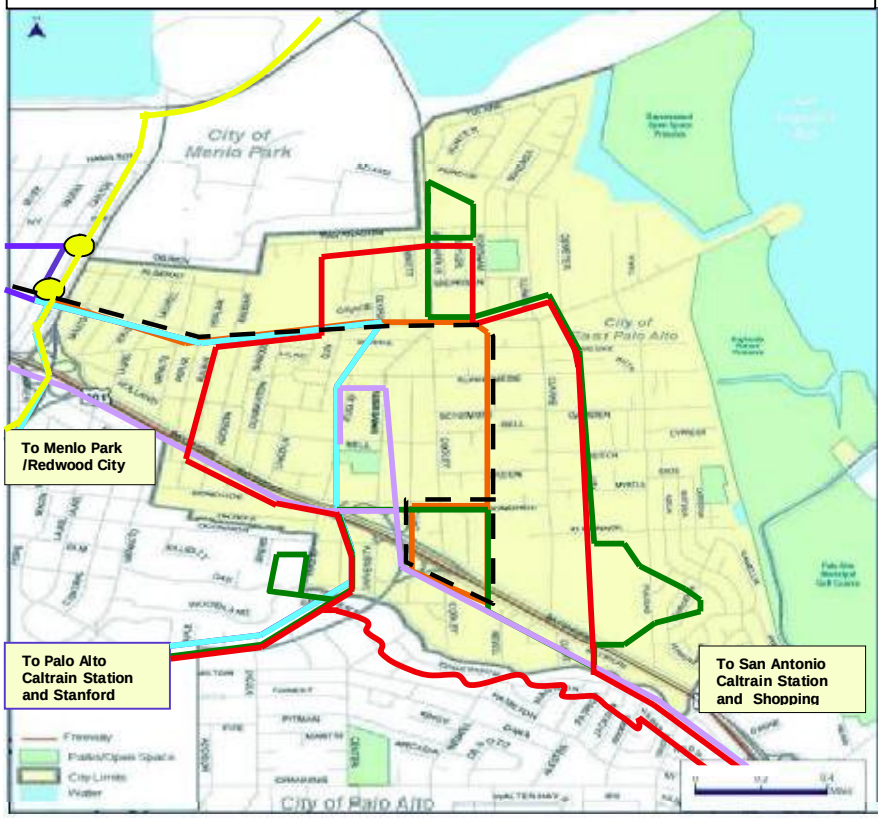
East Palo Alto than the rest of the county, although the broader economic profile of the city has improved in recent years.

Figure 1-1 shows the major highways, streets, and transit and shuttle routes serving East Palo Alto. SamTrans Routes 280, 281, and 296 and the Dumbarton Express service were identified as Lifeline Transit routes by MTC in 2001. Today three additional SamTrans routes serve East Palo Alto – Routes 297, 397 and REX.

The strategy pursued to develop this plan recognizes the importance of building partnerships to develop and implement workable solutions to improve mobility for East Palo Alto residents. To that end, the City of East Palo Alto, community-based organizations (CBOs), MTC, C/CAG, SamTrans, and other stakeholder agencies have worked collaboratively throughout the planning process. Building on the *Lifeline Transportation Network Report*, this plan documents transportation gaps and needs and potential solutions as reported through outreach efforts conducted between December 2003 and February 2004. The plan prioritizes transportation improvements to address these needs and proposes an action plan upon which to move forward.

The Stakeholder Committee formed to guide the planning process was actively involved in each step of the plan's development. A list of the Committee members is provided in Appendix A.

Figure 1-1: Transit Service in East Palo Alto



Transit Lines

280 Stanford Shopping Center – Palo Alto Caltrain Station – East Palo Alto – Ravenswood Shopping Center

281 Stanford Shopping Center – Palo Alto Caltrain Station – East Palo Alto – Onetta Harris Community Center

296 Redwood City – Atherton – Menlo Park – East Palo Alto

297 **397** San Francisco – SFO – Redwood City Caltrain Station – East Palo Alto – Palo Alto Caltrain Station

C The East Palo Alto shuttle connects East Palo Alto with the Palo Alto Caltrain Station

S The Senior Shuttle serves seniors in East Palo Alto (route varies)

REX Ravenswood Shopping Center – Redwood Shores – Millbrae BART

DB Dumbarton Express has two stops near East Palo Alto on Willow Road

Chapter 2: Land Use, Demographic & Transportation Overview

This chapter provides highlights of the detailed land use, demographic and transportation information provided in Appendix B. It also presents an analysis and recommendations for MTC's Lifeline Transportation Network as it pertains to East Palo Alto.

Land Use Profile Highlights

- **Incorporated in 1983, the City of East Palo Alto is located in the southeastern part of San Mateo County. Most of the city's 2.5 square miles of land lie between U.S. Highway 101 to the west and the San Francisco Bay on the city's eastern edge. The Dumbarton Bridge, which connects to Bayshore Avenue along East Palo Alto's northeastern city boundary, provides a major connection between the Peninsula cities and the East Bay.**

- **East Palo Alto is characterized primarily by residential use, with retail commercial uses generally located along Highway 101 and University Avenue. Over the past 10 years, substantial portions of East Palo Alto have been redeveloped or zoned for redevelopment.**

Demographic Profile Highlights[1]

- **East Palo Alto's population increased by 26% to 29,500 between 1990 and 2000. The population is projected to increase by over 50% to nearly 45,000 residents by 2030, substantially outpacing the county as a whole.[2]**

- **East Palo Alto is a relatively young community, with 35% of the population under the age of 18, as compared to 23% for the county. Only 5% of residents are over 65 years of age, as compared to 12.5% for the county.**

- **Well over 90% of East Palo Alto residents can be considered people of color, with over 80% of the total population represented by Black/African American or Hispanic/Latino persons in the 2000 Census.**

- **Almost 65% of the population 5 years of age and over speaks a language other than English at home, and over 40% of this age group speaks English less than "very well." Over 54% of East Palo Alto's population speaks Spanish.**

- **East Palo Alto has historically been a lower income community. The 2000 Census shows that the city has the lowest per capita income ($13,774) in the San Mateo County, the lowest median household income ($45,006**

compared to $70,819 in the county) and the lowest median family income ($44,342 compared to $80,737 in the county.)

- **East Palo Alto has the highest percentage of individuals living below the poverty level in the county, at 16.2%, compared to 5.8% for the county as whole.**
- **In 2000, the average household size in East Palo Alto was 4.2 people compared to 2.74 for San Mateo County as a whole.[3]**
- **In 2000, 10.4% of households in East Palo Alto did not have a vehicle available, as compared to 6.1% of households in San Mateo County without a vehicle available.**
- **Unemployment rates are higher in East Palo Alto than the rest of San Mateo County, although the broader economic profile of the city has been improving in recent years.**

Transportation Profile Highlights[4]

- **Lying between Highway 101 and the Dumbarton Bridge, East Palo Alto is subject to high volumes of cut-through traffic, mainly via University Avenue. As East Palo Alto's main thoroughfare, University Avenue is significantly impacted and experiences significant delays during peak hours. Nine intersections in the city currently operate at a Level of Service D ("approaching unstable conditions") or lower during the PM and Saturday peak periods.[5]**
- **East Palo Alto has the highest ratio of pedestrians to population in the county. While crosswalks and pedestrian signals are provided at most key intersections, some streets do not have sidewalks or only have a sidewalk on one side of the street.**
- **East Palo Alto has the second highest ratio of bicycle trips to population in the county.[6] Only three streets have bicycle lanes.**
- **More than one-half of East Palo Alto workers worked outside the county in 2000, compared to 42% for the county as a whole.**
- **Over 300 East Palo Alto employed residents who work in Santa Clara County take the bus to work; another 175 East Palo Alto residents who take the bus to jobs in San Mateo County.**
- **Almost twice as many East Palo Alto workers carpool (23.4%) as compared to the county as a whole (12.8%).**

- **While the majority of workers drive alone to work (64%), this is lower than the county (72.3%).**

- **A lower proportion of East Palo Alto residents ride transit to work (6.2%) than for the county as a whole (7.3%).**

- **Market research conducted by SamTrans shows high potential to increase transit ridership in East Palo Alto, with two-thirds of residents falling into market segments that are considered the easiest to capture. These market segments have lower sensitivities to factors such as "value of time" and "privacy and comfort" which are difficult to provide with public transit. While the other one-third of residents are sensitive to "privacy and comfort," they also have a low sensitivity to "value of time."[7]**

- **Six SamTrans bus routes directly serve East Palo Alto and provide connections to other transit modes and many major destinations in other cities. The Dumbarton Express from the East Bay runs adjacent to the city.**

- **East Palo Alto has 64 bus stops; 16 bus stops have benches, two stops have shelters, 19 stops have trash cans, and one stop has a public telephone. Current SamTrans policy requires 200 daily passenger boardings to warrant a shelter where possible. SamTrans and the City are partnering with Viacom Outdoor to install two shelters in exchange for advertising rights.**

- **Three shuttles operate in East Palo Alto. The Caltrain Shuttle connects city employees and residents to the Palo Alto Caltrain Station; the Weekend Shuttle follows the same route on weekends but with more limited service. The East Palo Alto Senior Shuttle provides midday service to popular destinations for seniors, with different routes on different days.**

- **Ravenswood City School District provides school bus service to 3,500 students or 70% of the students in East Palo Alto and Menlo Park.**

- **The City of East Palo Alto offers a van and shuttle bus to bring seniors to a nutrition program and for planned events and trips.**

- **There is only one taxi company with a business license in East Palo Alto. A one-way taxi fare to Palo Alto costs between $10 and $15.**

Lifeline Transportation Analysis and Findings

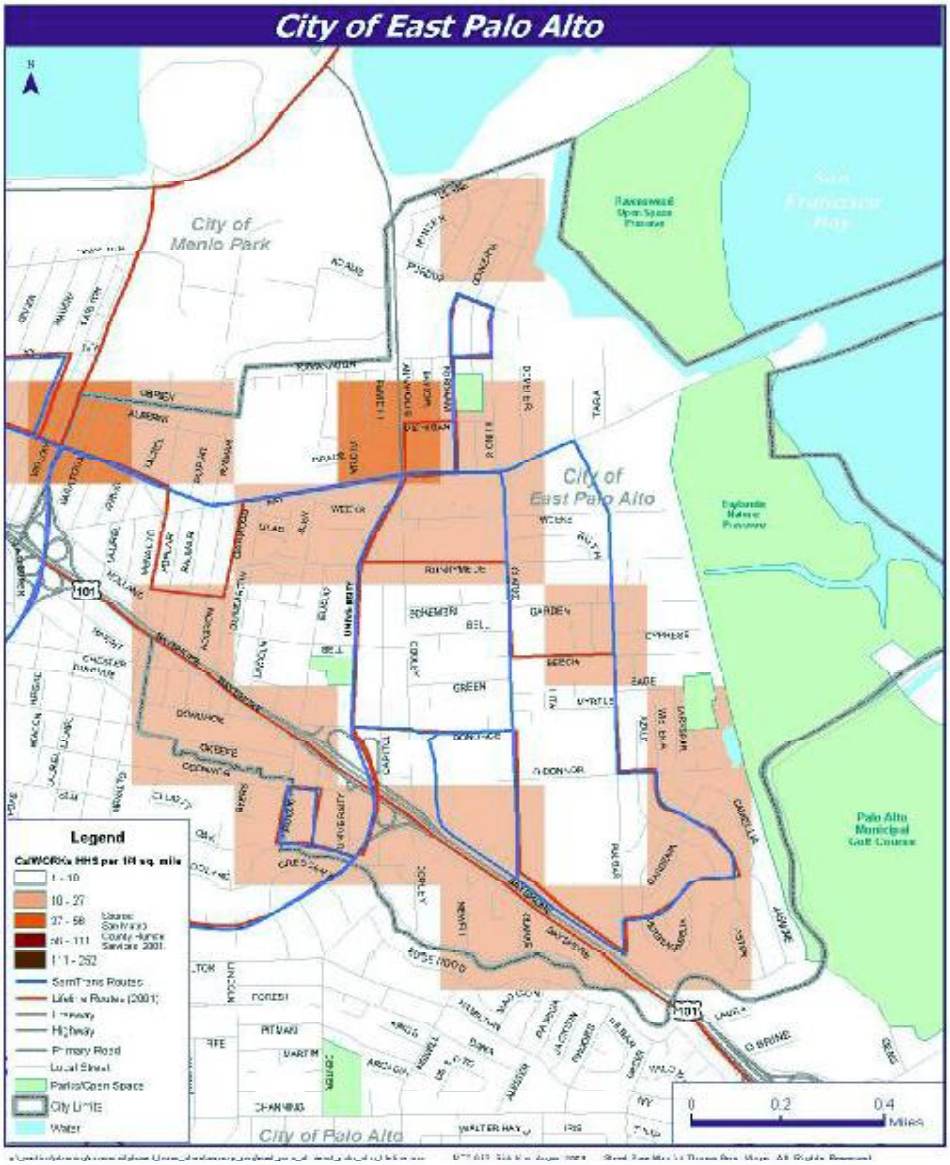
In the *Lifeline Transportation Network Report*, the Metropolitan Transportation Commission (MTC) identifies a "safety net" of lifeline transportation services intended to meet the travel needs of low-income communities. The report identifies a series of routes that are considered critical to meeting the needs of low-income communities because they provide:

- **Direct service to a neighborhood with a high concentration of CalWORKs[8] households;**
- **Service directly to areas with high concentrations of essential destinations;**
- **Core trunk line service as identified by the transit operator; or**
- **A key regional link.**

The report identifies Lifeline Transit Network spatial and temporal gaps; gaps can be identified as low-income neighborhoods or key destinations that are not currently served.

Lifeline Transportation Network service objectives are measured by the service frequencies and the service hours that Lifeline transit routes would need to operate effectively to meet the mobility needs of low-income transit-dependent individuals. MTC staff established these objectives to serve as a benchmark against which lifeline transit routes could be compared to identify temporal gaps and to assist in prioritizing gaps most important to fill. Furthermore, the report states that "this does not imply that all resulting gaps must be filled by increases in fixed route service."[9]

Figure 2-1: Lifeline Transportation Network in East Palo Alto and Concentration of CalWORKs Households



Lifeline Transportation Findings for East Palo Alto

Three SamTrans bus routes – the 280, 281 and 296 – and the Dumbarton Express service were identified as Lifeline transit routes in MTC's *Lifeline Transportation Network Report (2001)*. Based on the service objectives in the Lifeline Network Plan, two other routes, SamTrans 297, 397, and express route REX (which commenced revenue service on August 23, 2004) could potentially be identified as Lifeline routes; none of these route directly served East Palo Alto at the time the plan was completed in 2001. These routes provide service for specific time periods and would inherently not meet the Lifeline report's operating hours objectives.

Figure 2-1 shows how these routes serve East Palo Alto's CalWORKs households and key destinations. All six routes connect with Caltrain and VTA. Routes 397 and REX also connect with BART at the Millbrae Intermodal Station. The Dumbarton Express (DB/DB1) runs adjacent to East Palo Alto (on Willow Road) and connects the Peninsula with the East Bay and in particular to BART in Union City. Dumbarton Express service is only available during the week.

Table 2-1 compares the characteristics of the SamTrans routes that serve East Palo Alto and the Dumbarton Express service to the Lifeline Network service objectives. Each route meets some but not all objectives. All routes "serve CalWORKS clusters" and "serve essential destinations." However, none of these routes is a "trunk line route" and only the Dumbarton Express is a "regional link."

Tables 2-2 and 2-3 compare hours of operation and frequency of service for the four designated Lifeline routes. SamTrans weekday service on the 280, 281 is quite close to meeting the Lifeline service hours objectives; however morning and particularly evening service would need to be expanded to meet the Lifeline objectives. Weekday Dumbarton Express service does not meet the weekday evening objective of 10 PM and no weekend service is provided.

SamTrans Routes 280, 281, and 296 meet the Lifeline frequency objective of 30 minutes for weekday commute and weekday midday service and 60-minute headway objective for Sunday service. The weekday nighttime frequency is not met on Route 296 which has 60-minute headways or Route 281 which has 40 to 60 minute headways. Route 280 meets the weekday night 30-minute headway until 8 PM.

The Dumbarton Express has 20-minute headways during weekday commute periods but falls off to 60 to 100 minute headways in the weekday midday and does not operate at all on weekends.

Table 2-1: Criteria for Selection as a Lifeline Transportation Network Route

			Criteria for Selection as a Lifeline Transportation Network route					
	Route	Route Description	Serves CalWORKS Cluster	Serves Essential Destinations	Operator Trunk line Route	Regional Link	Connection to Other Lifeline Transportation Services	Connection to Other Transportation Services (No Lifeline)
SamTrans Bus Routes	280	EPA-Stanford Shopping Center	Yes	Yes	No	No	Caltrain, VTA 22, SamTrans 281, 296 & 390, DB	VTA 35, 86, 300, SamTrans 297 & 397, KX, Marguerite, EPA Shuttles
	281	EPA-Stanford Shopping Center	Yes	Yes	No	No	Caltrain, VTA 22, SamTrans 280, 296 & 390, DB	VTA 35, 86, 300, SamTrans 297 & 397, KX, Marguerite, Menlo Park Midday, Willow Road Employer, EPA Shuttles
	296	EPA-Redwood City Caltrain	Yes	Yes	No	No	Caltrain, VTA 22, SamTrans 270, 280, 281, 390, 391	SamTrans 271, 274, 295, 297 & 397, KX, Marguerite, Menlo Park Midday, Willow Road Employer Shuttles
AC Transit	Dumbarton Express	Union City-Palo Alto	Yes	Yes	No	Yes	BART, Caltrain, SamTrans 280, 281, VTA 22	VTA 35, 86, 300, SamTrans 297 & 397, KX, Marguerite, EPA Shuttles
	Dumbarton Express 1*	Union City-Palo Alto	Yes	Yes	No	Yes	BART, Caltrain, SamTrans 280, 281, VTA 22	VTA 35, 86, 300, SamTrans 297 & 397, KX, Marguerite, EPA Shuttles

*** DB1 operates in the peak direction only**

Table 2-2: Hours of Operation Compared with Lifeline Route Objectives

		Weekday	Meet Operation Objectives for Lifeline Routes	Saturday	Meet Operation Objectives for Lifeline Routes	Sunday	Meet Operation Objectives for Lifeline Routes
	Suburban Transit Operators/Routes	6AM – 10PM		6AM – 10PM		8AM – 10PM	
SamTrans Bus Routes	280 Direction: East Palo Alto	6:10AM - 10:06PM	Yes	8:31AM-6:01PM	No/ Need to start service at 6AM and extend until 10PM	9:01AM - 5:01PM	No/ Need to start at 8AM and extend service until 10PM
	280 Direction: Stanford Shopping Center	5:35AM - 10:39PM	Yes	8:07AM – 5:37PM	No/ Need to start service at 6AM and extend until 10PM	8:37AM-4:37PM	No/ Need to extend service until 10PM
	281 Direction: East Palo Alto	6:30AM-9:55PM	Yes	8:44AM – 5:44PM	No/ Need to start service at 6AM. and extend until 10PM	9:10AM - 5:10PM	No/ Need to start at 8AM and extend service until 10PM
	281 Direction: Stanford Shopping Center	5:57AM-9:30PM	No/ Need to extend hours to 10PM	7:46AM-6:16PM	No/ Need to start service at 6AM and extend until 10PM	8:46AM - 4:42PM	No/ Need to extend service until 10PM
	296 Direction: East Palo Alto	6:34AM-9:35PM	No/ Need to extend service until 10PM	9:34AM-6:34PM	No/ Need to start service at 6AM and extend until 10PM	9:34AM - 6:34PM	No/ Need to start at 8AM and extend service until 10PM
	296 Direction: Redwood City Caltrain	5:48AM-11:18PM	Yes	8:44AM-5:44PM	No/ Need to start service at 6AM and extend until 10PM.	8:44AM-5:44PM	No/ Need to extend service until 10PM
AC Transit	Dumbarton Express DB/DB1 Palo Alto-Union City	6:20AM-8:05PM	No/ Need to extend hours to 10PM	No Weekend Service	Need to provide service	No Weekend Service	Need to provide service
	Dumbarton Express DB/DB1 Union City-Palo Alto	5:20AM-6:45PM	No/ Need to extend hours to 10PM				

Table 2-3: Frequency of Service Compared with Lifeline Route Objectives (In Minutes)

	Weekday Commute	Weekday Midday	Weekday Night	Saturday	Sunday
	In Minutes				
Suburban Transit Operators/Routes	30	30	30	30	60
280	30	30	30-60	30	60
281	30	30	40-60	30	60
296	30	30	60	60	60
DB/DB1	20	60-100	N/A	N/A	N/A

Lifeline Transportation Recommendations

Lifeline Transportation provides a safety net for low income persons with mobility needs. Samtrans' routes 297 and 397 owl service meets this objective by providing nighttime service between the Palo Alto Caltrain Station and the Transbay Terminal in San Francisco. As such, inclusion of Routes 297 and 397 in the Lifeline Network is recommended.

However, it is also recommended that MTC revisit the Lifeline route objectives to recognize the cost effectiveness of alternative transit options in creating a mobility safety net. Providing fixed route all-day and nighttime service on 30-minute frequencies for weekdays and Saturdays and 60-minute frequencies on Sundays is not within the financial capacity of many transit operators and, importantly, may not be the most cost-effective means of providing Lifeline service. Meeting Lifeline objectives for fixed route service may divert resources from more productive service for low income populations. It may even deter transit operators from providing limited but important service such as that provided by Routes 297 and 397 because it does not meet the Lifeline frequency or service hour objectives.

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[1] Unless otherwise noted, demographic data is from Census 2000 data found at www.census.gov.

[2] ABAG Projections 2003

[3] "San Mateo County Census and Housing Data Sourcebook" produced by City/County Association of Governments, Environmental Services Agency, and San Mateo Planning & Building Division.

[4] The source of Transportation Profile Highlights' demographic data is the Census 2000 Trip-to-Work Information (Census Transportation Planning Package) unless otherwise noted.

[5] City of East Palo Alto's General Plan, December 1999

[6] Based on counts conducted at different locations in the county – Source: MTC Bicyclist and Pedestrian Data Collection and Analysis Project : Final Report (2003)

[7] The market research was derived from a statistically representative sample of East Palo Alto residents.

[8] CalWORKs: California Work Opportunity and Responsibility to Kids Act. CalWORKs is a welfare program that gives cash aid and services to eligible needy California families. http://www.dss.cahwnet.gov/cdssweb/california_169.htm

[9] Lifeline Transportation Network Plan (2001), Page 20.

Chapter 3 – Outreach and Identification of Community Transportation Needs

The backbone of this Community-Based Transportation Plan is the input and support of the community. East Palo Alto and SamTrans staff partnered to involve residents, business owners, and community-based organizations in the identification of transportation gaps and needs and potential transportation improvements. This chapter documents the outreach strategies that were employed to develop this plan and the transportation gaps and needs that were identified.

Summary of Outreach Strategies

Beyond identifying transportation needs, the Outreach Plan approved by the Stakeholder Committee had the goals of informing the community, developing potential solutions to meet those needs, and securing broad community support for implementing transportation improvements. Community workshops were the primary vehicle employed to work with residents and business owners. The results of the community workshops were augmented by a workshop with the Stakeholder Committee. The workshops and other strategies are described below.

1. **Community Workshops**
   In January 2004, three community workshops were held at three different times and locations. A fourth workshop for Spanish-speaking residents was added at the request of the Stakeholder Committee.
   - **East Palo Alto Senior Center**
     12:30 PM, Wednesday January 7, 2004
   - **East Palo Alto City Hall**
     6:30 PM, Wednesday, January 7, 2004
   - **Ravenswood Family Health Center**
     10 AM, Saturday, January 10, 2004
   - **St. Francis of Assisi Church**
     7 PM, Thursday, January 29, 2004

   A total of 56 residents and business owners attended the workshops and provided input. Each two-hour workshop opened with an introduction as to the purpose of the Community-Based Transportation Plan, the role of the workshop, and summary information about existing transportation conditions in East Palo Alto. Workshops participants then formed breakout groups and were asked to identify transportation needs and issues facing East Palo Alto residents and employees and potential solutions to address these needs. Each breakout group elected a facilitator who then reported back to the larger group.

2. **City-wide Mailing**
   A notice was sent to every household and business in East Palo Alto. The notice was in the form of a postcard with information in both Spanish and English. It provided information about when and where the community workshops would be held, as well as how to get more information or provide input.

3. **Press Releases**
   One press release was sent out to inform community members about the public workshops being held. Two newspaper articles were written about the planning process and publicized the public workshops.

4. **Survey of Community Based Organizations**
   A survey was distributed to 40 community based organizations (CBOs) and 23 churches serving East Palo Alto. The survey asked these organizations and churches what transportation needs existed for their East Palo Alto constituents and what improvements they would recommend to address those needs. Fourteen CBOs and one church responded to the survey. This represents a 35% response rate for CBOs and a 4% response rate for churches. The overall response rate was 24%.

5. **Web site**
   SamTrans placed an informational web page on its website. This site presents information about the planning process, community workshops, upcoming meetings, the Existing Conditions Report, and the draft and final reports It also provides an e-mail address for more information about the plan.

6. **Telephone Hotline**
   SamTrans set up a direct project hotline with a menu in both Spanish and English. The message informs callers about the planning process, community workshops, and presentations of the draft plan. Callers also had the ability to leave a message.

7. **Comment Cards**
   At the community workshops, SamTrans provided comment cards that participants could take home and send in later if they thought of additional ideas. They were also encouraged to take these and give them to people who were unable to attend the workshops.

8. **Presentations to East Palo Alto City Council and Advisory Committees**
   SamTrans staff made two presentations to the East Palo Alto City Council to provide information about the CBTP planning process and request city participation and designation of a Stakeholder Committee. SamTrans staff also made presentations to the East Palo Alto Transportation Advisory Committee and Senior Advisory Committee.

Identification of Transportation Gaps and Needs

Distilling the results of the community workshops, the Stakeholder Committee workshop and the CBO survey to reach a statement of transportation needs was a multiple step process.

In addition to the four community workshops held in January, the Stakeholder Committee dedicated its second meeting to conducting a similar workshop to identify additional needs and potential solutions. The detailed results of the community and Stakeholder Committee workshops and the CBO survey are included in Appendix C.

The results of the outreach efforts were initially presented to the Stakeholder Committee at the third Stakeholder Committee meeting. The stated transportation needs that were identified through the workshops and CBO survey were organized into 24 statements of transportation needs and associated potential solutions in Technical Memorandum #1. The Stakeholder Committee reviewed these needs and added one additional transportation need facing the community (direct access to Community Colleges). These initial 25 statements of transportation gaps and needs are shown in Table 3-1.

Table 3-1

	Initial 25 Stated Transportation Needs
1	More bus shelters on major streets
2	More Amenities at Bus Stops
3	Assess appropriateness of bus stop locations
4	More transit service west of Highway 101
5	Reroute existing bus service
6	Provide better connections to late night bus service
7	More frequency of bus service
8	Extend hours of transit service
9	Better scheduling
10	Cost of transit
11	More bus pass vendor outlets in East Palo Alto
12	More marketing of transportation services in English and Spanish
13	Use smaller buses on some routes
14	Clean fuel bio-diesel buses
15	City staff dedicated to transportation issues
16	Transit Oriented Developments
17	A transit center in East Palo Alto
18	Transit transfer sites
19	Improve Existing Shuttle Services and Add Shuttle Service
20	Add weekend service and a bus stop in East Palo Alto to the Dumbarton Express
21	Improved bicycle network in East Palo Alto
22	Improved pedestrian environment in East Palo Alto
23	Reliable taxi service in East Palo Alto
24	To relocate some school bus stops off the busy streets
25	Establish direct connections to community colleges

Stakeholder Committee members noted that there were too many identified needs to attempt prioritization and suggested that the needs be consolidated into broader categories. With careful consolidation, the nine transportation gaps and needs contained in Table 3-2 were identified. These revised categories were sent to the Stakeholder Committee via e-mail along with the associated potential transportation solutions that were suggested by the community and Stakeholder Committee. The Stakeholder Committee was asked to review these consolidated need categories and then rank the potential improvements for each need.

At the fourth Stakeholder Committee meeting, the Stakeholder Committee met to formally approve the nine categories as adequately describing the transportation needs facing the East Palo Alto community. These nine categories are described below. Potential transportation solutions associated with these needs are shown in Table 4-1 and detailed in Chapter 4.

Table 3-2

Final Definition of Transportation Gaps and Needs in East Palo Alto
Improve bus and shuttle stops to make it easier and safer for people to use transit.
Enhance transportation systems to make travel easier to primary destinations.
Improve affordability of transportation services.
Provide feeder services to existing bus and shuttle services (particularly at night).
Increase public awareness about transportation options.
Improve connections between land use and transit.
Enhance community health and safety through transportation improvements.
Increase coordination between transportation systems and services, both public and private.
Enhance off-peak (weekend and late night) transportation services, both connecting to existing transportation as well as to primary destinations.

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

Workshop participants noted that there is a need for more bus shelters in East Palo Alto along major streets to protect riders from inclement weather, provide more comfort, and increase the feeling of safety at the bus stops.

Workshop participants felt that more amenities could be added at bus stops to make the stops safer, cleaner, and more comfortable. Certain amenities could also improve the information provided to bus riders. Amenities that were suggested by participants in the outreach process included: more trash cans and trash pick-up service; more seating (benches, SIMME seats); more visible signs for bus stops; more transit information at bus stops (route map, schedule, general transit info); improved lighting; and improved waiting and boarding areas (concrete ADA pads, bulb-outs).

Workshop participants also noted that certain bus stop locations along current SamTrans routes may not be optimally located to conform to changed land uses and are not situated to maximize transit ridership.

Participants stated that there is a need for transit transfer sites in East Palo Alto. Currently there are no officially designated transit transfer sites. Such sites should be located where transfers currently occur and would provide amenities for passengers that wait for their transfers, such as shelters, improved lighting, posted transit information, etc. Participants stated that there is a need for a transit center in East Palo Alto.

2. **Enhance transportation systems to make travel easier to primary destinations**

Workshop participants stated that there is a need to improve transportation to primary destinations for East Palo Alto residents. Participants suggested that improvements to the existing fixed route service coverage and route alignments were needed, as well as increasing the hours and frequency for fixed route services. They also felt that coordination between transportation services needed to be improved.

The Stakeholder Committee was informed by SamTrans staff that increasing frequency for fixed route transit is very expensive and would likely not be implemented in the near term due to severe financial constraints faced by SamTrans. The Stakeholder Committee recommended carrying the potential solution to "increase frequency of service" forward, but with a closer examination of costs for increasing

frequency in peak periods, and to also consider less costly feeder services such as shuttles.

Transportation service for youth was a concern for some workshop participants, particularly for after-school hours and for those school-age children living west of Highway 101. Currently there are 15 passenger vans that bring youth directly to programs and activities. Opportunities to coordinate and expand such services may exist.

3. Improve affordability of transit

Participants stated that the cost of making a trip was too high in some cases and they felt that instituting transfers between SamTrans routes would be a good solution to lowering the cost of transportation for individual riders. Although there are currently transfer policies between SamTrans and VTA for monthly pass holders, SamTrans riders without monthly passes must pay for each leg of their trip. For single rides that use both SamTrans and VTA, tickets must be purchased from each operator. Suggestions included free transfers within SamTrans service and a day pass that might also include VTA.

4. Provide feeder services to existing bus and shuttle services (particularly at night)

Workshop participants said that they wanted more transportation options to connect with SamTrans' 397 "owl service." Route 397 is a trunkline service that extends from the Transbay Terminal in San Francisco to the Palo Alto Caltrain station. Currently SamTrans' 297 and 397 routes share stops in East Palo Alto along Bay Road and University Avenue. Some riders have to walk long distances to and from bus stops late at night which makes them feel unsafe.

5. Increase public awareness about transportation options

Workshop participants stated that there is a need to increase public awareness of transportation options in East Palo Alto. One area of concern was that East Palo Alto needed more monthly bus pass sale locations. Participants also stated that there is a need to provide more marketing of transportation services in English and Spanish in East Palo Alto.

Some workshop participants said that the City of East Palo Alto needs a city employee to monitor transportation issues and market transportation services in East Palo Alto. Some cities call these staff members "Transportation Systems Management (TSM) Coordinators" or "Mobility

Managers." Examples of duties for TSM Coordinators in other cities include: meeting with local employers to encourage non-auto forms of commuting, disseminating transit information to residents and businesses, applying for transportation grants for special transportation projects, as well as representing the City at regional and local transportation meetings.

Some workshop participants stated that more information needed to be provided at transit stops.

6. Improve connections between land use and transit

Participants stated that there is a need for a Transit Oriented Development program that would develop policies or guidelines for new development in East Palo Alto. Such a program would help the city to make transit friendly decisions on future projects.

Participants also stated that is a need for a transit center in East Palo Alto. Currently, there is no transit center in the city.

7. Enhance community health and safety through transportation improvements

Workshop participants expressed a need to improve community health and safety through transportation improvements. They said that bicycle and pedestrian facilities were lacking in many areas. They also felt that lighting needed to be improved, particularly at some bus stops. Participants stated that a transit center at a busy activity center could improve public safety by providing a safer alternative to a bus stop.

Workshop participants stated they would like to see smaller buses on local streets due to the potential for conflicts with other drivers, pedestrians, and bicyclists. They also would like to see clean-fuel vehicles used to provide public transportation.

Workshop participants were also concerned that school children being dropped off by school buses on busy streets were being placed at risk and suggested moving the school bus stops to side streets.

8. Increase coordination between transportation systems and services, both public and private

Workshop participants felt that coordination between transportation systems and services could be improved. Participants stated that

coordination between VTA and SamTrans schedules for fixed route transit should be improved, as should coordination between bus service and local shuttle services.

Taxi service is often not an option because many cab companies will not serve East Palo Alto and only one taxi company has a license in the city. It was voiced that the city should take the lead in negotiating with more taxi companies to serve the city.

The Dumbarton Express transbay route is on the periphery of East Palo Alto and there is a desire for a stop in the center of the city.

9. Enhance off-peak (weekend and late night) transportation services, both connecting to existing transportation as well as to primary destinations

Participants stated that it is difficult to get to primary destinations and to connecting transit services during off-peak hours, and particularly at night. Participants stated that there needs to be more reliable taxi service. They also suggested that late night bus service should extend more into residential neighborhoods than it currently does. Participants also stated that a demand response feeder service or shuttle could help residents connect with mainline transportation services.

Chapter 4: RECOMMENDED STRATEGIES

The community outreach process and workshop sessions with the Stakeholder Committee identified both transportation needs and a broad array of potential transportation solutions. All suggested solutions were evaluated for their potential to address the transportation needs, and the top ranked solutions were expanded into thirteen recommended strategies.

Evaluation and Prioritization of Potential Transportation Solutions

As described in Chapter 3, the input from the community workshops, CBO survey, Stakeholder Committee and the analysis of existing transportation conditions were distilled into nine transportation needs for East Palo Alto. A total of 29 potential transportation solutions were proposed to meet the nine gaps and needs.

As a first step toward evaluating the range of potential strategies, the Stakeholder Committee agreed upon the following evaluation criteria.

Financial

- **Cost effective – Is the cost reasonable as compared to the number of people who benefited? A low cost program that reaches relatively few people can have a high cost per person reached.**
- **Funding availability and sustainability – Are funding sources identifiable and likely to be available given competition with other projects? Projects should have stable sources of funding to ensure that they can continue if successful.**

Implementation

- **Ease of implementation – Can the project or program be easily implemented given existing transportation services and likely providers of new service?**
- **Do-able within a reasonable timeframe – Short term results, as long as they are sustainable will generate community support and begin to immediately address transportation gaps and barriers.**
- **Potential for partners – Partnerships can increase available funding opportunities, speed implementation, and generate broader support for programs and projects.**

Transportation

- **Broad impact to improve mobility – A transportation solution that services many is better than one that services a few.**
- **Compatible with existing service and plans – Transportation solutions will be easier to implement and more effective if they are supportive of existing services and plans.**

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

Community

- **Addresses populations(s) with the greatest need – Populations or communities with the greatest barriers to mobility should be targeted.**
- **Strong community support – The success of any transportation solution requires the support of community based organizations (CBOs) and local politicians, as well as those who directly benefit from the service.**
- **Environmental benefits – Mobility strategies that shift trips away from single occupant vehicles can contribute to a healthier environment.**

Each potential transportation solution was then evaluated as to how well they met the financial, implementation, transportation, and community criteria. Potential improvements were also assessed as to whether they could likely be implemented in the short term (less than two years), mid-term (two to five years), or long term (beyond five years).

Prioritization of the many suggested transportation solutions to address each need was then accomplished by electronic voting by the Stakeholder Committee. To ensure fairness and balanced representation, the Stakeholder Committee determined that prioritizing the potential transportation solution must be a "transparent process" that distinguishes between community-based organizations working in East Palo Alto and countywide and regional agencies that serve East Palo Alto residents. Voting results were therefore tallied separately by public agency votes and CBO votes, as well as combined vote totals.

The results of the Committee's rankings were presented and discussed at the March 17, 2004 Stakeholder Committee meeting. The Committee then selected one or more transportation solutions to meet each need. Thirteen transportation solutions were selected on which to focus.

Table 4-1 arrays the various proposed transportation solutions against the nine statements of need and was used for the electronic voting by the Stakeholder Committee. Table 4-2 summarizes the evaluation each potential solution against the criteria; the Stakeholder Committee used this information to assist in their voting. Table 4-3 shows how the top 13 ranked solutions selected by the Stakeholder Committee meet each of the nine transportation gaps and needs.

INSERT TABLES 4-1,

Insert 4-2

Insert 4-3

Recommended Transportation Improvement Strategies

Each of the thirteen transportation strategies recommended for implementation by the Stakeholder Committee is detailed on the following pages. The intent is to provide one-page stand alone project descriptions that can be incorporated into planning and funding initiatives. Each strategy includes:

- **The transportation needs addressed by the project.**
- **A brief project description.**
- **The potential transportation and community impacts of implementing the project.**
- **Implementation requirements as to recommended project lead agencies and potential partnerships.**
- **Potential funding sources and a preliminary cost estimate.**

Strategy #1: Provide Enhanced Transit Transfer Sites

Transportation Needs Addressed:

- **Improve bus and shuttle stops to make it easier and safer for people to use transit.**
- **Increase public awareness about public transportation.**
- **Increase coordination between transportation systems and services, both public and private.**
- **Enhance community health and safety through transportation improvements.**

Project Description:

This transit improvement would enhance the amenities at bus stops where transfers frequently occur. These amenities would ideally include shelters, lighting, trash receptacles, information boards or kiosks, newspaper racks, bicycle racks, and public phones. Posted information about transit and other transportation services would be expanded and also provided in Spanish. Landscaping and signage would increase the site's visibility. The Stakeholder Committee suggested the following locations as potential transfer site candidates:

- **Newbridge & Willow**
- **University & Woodland**
- **University & Bay**
- **Home Depot / IKEA area**

Potential Transportation and Community Impacts

Providing shelters and enhancing the amenities and information at bus stops where transfers frequently occur will improve the passenger experience at those stops. The visibility of a transfer site will also improve the image of transit. These benefits help attract new and retain existing riders.

Implementation Requirements

Lead Agencies: SamTrans and the City of East Palo Alto.

Potential Roles and Partnerships:
Landscaping – City of East Palo Alto.
General maintenance – City of East Palo Alto, Community-Based Organizations, and adjacent property owners.
Design and construction oversight – SamTrans, City of East Palo Alto.

Financial

Potential Funding Sources:
Job-Access Reverse Commute (JARC); advertising revenues; Transportation For Livable Communities (TLC) planning and capital grant program; Community Development Block Grants (CDBG); C/CAG Local Transportation Support program; SamTrans capital / operating funds; City of East Palo Alto general funds; development transportation mitigation funds.

Preliminary Cost Estimate: It would cost $60,000 for construction of four transfer sites plus approximately $5,000/year for maintenance. The cost will vary depending on the amenities provided. Examples of estimated costs: Shelter with bench: $8,000; concrete shelter pad: $1,800; trash receptacle: $900; new pole and sign: $100; telephone: $500; general information board: $2,000; bicycle racks: $300 per rack; sidewalks $15 per linear foot. Maintenance costs would likely range from $750 to $1,200 annually per site depending on the level of use.

Stragegy #2: Improve the Scheduling and Connectivity of Transit Services

Transportation Needs Addressed:

- **Enhance transportation systems to make travel easier to primary destinations.**
- **Provide feeder services to existing bus and shuttle services, particularly at night.**
- **Increase coordination between transportation systems and services, both public and private.**

Project Description:

A comprehensive transit study would be conducted to include fixed route bus, shuttle, and school bus services in East Palo Alto, with the goal of improving the spatial connectivity (e.g. having shuttles and buses stop at same location for transfers) and temporal connectivity (e.g. timed transfers) of the various services. The study would examine service characteristics (frequency, operating hours), ridership data, market research data, and major trip generators. A task force of city staff and community-based organizations would work with SamTrans staff to develop recommendations to adjust service and improve the dissemination of transit information to better meet the needs of current and potential transit users in East Palo Alto.

Potential Transportation and Community Impacts

Enhancing the connectivity of transportation services in East Palo Alto could reduce waiting, walking, and total trip time for transit users. It could also better connect riders with their origins and destinations.

Implementation Requirements

Lead Agency: SamTrans

Potential Roles and Partnerships:
The City of East Palo Alto (shuttles), Community-Based Organizations (CBOs), Santa Clara Valley Transportation Authority (fixed route bus service at the Palo Alto Caltrain Station), the Dumbarton Express Consortium (SamTrans, AC Transit and VTA), the City of Palo Alto (shuttles), the City of Menlo Park (shuttles), and Stanford University (shuttles).

Financial

Potential Funding Sources:
SamTrans operating funds; FTA Section 5303 Technical Assistance; C/CAG Local Transportation Support program.

Preliminary Cost Estimate:
The costs for the study would be staff time for SamTrans, East Palo Alto, and other participating agencies. If a consultant were to produce the study, the cost could be $25,000 or more.

Strategy #3: Increase the Frequency of Transit Service

Transportation Needs Addressed:

- **Enhance transportation systems to make travel easier to primary destinations.**
- **Enhance off-peak (weekend and late night) transportation services, both connecting to existing transportation as well as to primary destinations.**

Project Description:

The frequency of fixed route transit and/or shuttle routes that connect with fixed route transit would be increased. Stakeholders and members of the community generally believe that increasing frequency during the evenings and weekends is more important than increasing peak period frequency. The peak period frequency for fixed route buses that serve East Palo Alto is 30 to 40 minutes on average. Weekday nighttime service and Saturday and Sunday fixed route service frequency is 30 to 60 minutes. The MTC Lifeline Transit objective is for 30-minute frequency at all times.

This project would best be undertaken following the comprehensive transit study described in Strategy #2 (Improve the Scheduling and Connectivity of Transit Services).

Potential Transportation and Community Impacts

Enhancing the frequency of transit service in East Palo Alto could reduce wait times and therefore total trip time for transit riders. Improving service frequency should attract more transit riders but would not likely offset increased operating costs.

Implementation Requirements

Lead Agencies: SamTrans (fixed route transit), City of East Palo Alto (shuttles).

Potential Roles and Partnerships:
There may be opportunities to partner with other local shuttles (Menlo Park, Palo Alto, Stanford University, local employers) to increase service frequency by combining shuttle routes.

Financial

Potential Funding Sources:
Job-Access Reverse Commute (JARC) federal earmark; C/CAG Local Transportation Services program or Local Transportation Support program; regional Transportation Fund for Clean Air (TFCA) funds; development transportation mitigation funds.

Preliminary Cost Estimate:
Increasing peak period SamTrans service frequency from 30 minutes to 20 minutes would require an additional bus at a cost of $330,000 and an additional driver at a cost of $130,000 annually. Current shuttle service costs $45 to $55 per hour.

Off-peak service would cost approximately $83,000 for increasing to 30 minute service on weekday evenings and nights for Route 280. This would add seven new scheduled runs.

Strategy #4: Subsidized Monthly Transit Passes for Low Income Riders

Transportation Need Addressed:

- **Improve affordability of transportation services.**

Project Description:

Subsidizing monthly SamTrans passes for low income riders would make transit more affordable for low income persons and increase their mobility. It would be necessary to set up an administrative structure to determine eligibility, distribute passes, monitor use, and ensure the use of passes is not abused. Subsidized passes could be made available at monthly pass vendor outlets or through the Human Services Agency (HSA) to those individuals furnishing proof of low-income status. One option to establish eligibility would be through HSAs Electronic Benefit Transfer (EBT) cards that are used to purchase food stamps. Canada College offers a successful example for subsidizing monthly transit passes; the college subsidizes bus passes for the first 200 students that apply ($17 for a $40 pass) and funds the program through student fees.

Potential Transportation and Community Impacts

The upfront cost of a monthly transit pass is too high for some low-income individuals and forces them to purchase tickets for individual trips at $1.25 per trip. The breakeven cost of a monthly pass is eight round trips but the benefit of purchasing a pass may be outweighed by the upfront cost of the pass. The definition of low income is annual income below $36,800 or 200% if the federal poverty level for a family of four. To qualify for Section 8 rental assistance in San Mateo County, a family of three must earn below $51,000. The 2000 US Census shows that East Palo Alto has the lowest per capita income ($13,774) in San Mateo County, the lowest median income ($45,006) and the lowest median family income ($44,342). In 1991, about one in five East Palo residents received some form of aid from the Human Services Agency.

Implementation Requirements

Lead Agencies: The City of East Palo Alto, the San Mateo County Human Services Agency (HSA), and SamTrans.

Potential Roles and Partnerships:
The City of East Palo Alto and HAS could partner with SamTrans to develop and administer the Subsidized Transit Pass Program. Responsibilities would be assigned depending on the scope of the program.

Financial

Potential Funding Sources:
To ensure equity for low-income individuals in other parts of the county, SamTrans will not discount monthly passes just the East Palo residents. Potential funding sources are Low-Income Flexible Transportation (LIFT) funds; Community Development Block Grants; C/CAG Local Transportation Support program; private foundations and service clubs; and the City of East Palo Alto.

Preliminary Cost Estimate:
The cost of the program will depend on the amount of subsidy and the number of participants. A demonstration project could cap the number of monthly participants. For example, if monthly $40 adult monthly passes were offered at $17, similar to Canada College, and the program was capped at 100 residents per month initially, the annual cost would be $27,600, exclusive of administration costs.

Strategy #5: Provide Demand Response Transit Service

Transportation Needs Addressed:

- **Provide feeder service to existing bus and shuttle services (particularly at night).**
- **Enhance off-peak (weekend and late night) transportation services, both connecting to existing transportation services as well as to primary destinations.**
- **Increase coordination between transportation systems and services, both public and private.**
- **Enhance community health and safety through transportation improvements.**

Project Description:

A demand response transportation service could provide more direct transportation service for East Palo Alto residents by reducing the need for existing transit riders to walk long distances to a bus stop or by providing a ride directly to their destination. Providing the service during off-peak periods, such as nights and/or weekends, would meet four stated needs. Shuttles or taxis could be used to provide the service, and the service could be structured partially as a fixed-ride system. However, many taxi companies will not provide service to East Palo Alto and only one taxi company currently holds a license with the city. Strong promotion of the program will be integral to its success.

Potential Transportation and Community Impacts

East Palo Alto's suburban setting makes it difficult for fixed-route transit to provide the frequency and service coverage to serve riders' desire for timely door-to-door trips. Demand responsive transportation service could reduce overall trip time and accommodate trips that can not be serviced by fixed route bus or shuttle services. Importantly, providing this service at night would improve the safety of those who must walk to or from transit stops. It would increase transportation options for those who work late-swing or midnight shifts.

Implementation Requirements

Lead Agencies: City of East Palo Alto. This program could be administered by the city, similar to the shuttle program.

Potential Roles and Partnerships:

There may be an opportunity to partner with some community-based organizations and private organizations that currently provide private transportation to their patrons. It may be possible to partner with one of these organizations to help provide funding for the program (i.e. the local funding match) or to help promote the program.

Financial

Potential Funding Sources:

Job-Access Reverse Commute (JARC) federal earmark; C/CAG Local Transportation Services program or Local Transportation Support program; regional Transportation Fund for Clean Air program (TFCA); Low-Income Flexible Transportation (LIFT).

Preliminary Cost Estimate: A demand response shuttle service would cost approximately $60 per hour; the costs are higher than a shuttle service due to the dispatching component. Covering only critical off-peak hours (8 PM to 1 AM) on weekdays would cost approximately $75,000 annually. Adding off-peak service would cost an additional $50,000 annually for weekends. Providing off-peak service for weekday and weekend off-peak hours would cost $375,000 over a three year period. The program should also be supported by at least $5,000 for marketing the service. Taxi service could be subsidized on a trip basis; the city would need to determine eligible trips and the proportion of the trip cost that would be subsidized.

Strategy #6: Provide More Bus Pass Vendor Outlets

Transportation Needs Addressed:

- **Increase public awareness about transportation options.**
- **Improve affordability of transportation services.**

Project Description:

Additional bus pass vendor outlets in East Palo Alto would increase the convenience of purchasing monthly SamTrans passes. Currently there is only one bus pass vendor outlet in the city. This transportation improvement would seek to add at least one additional outlet in a safe, central location. City Hall was suggested as a possible location for the outlet, perhaps in the Library or revenue collections for the Water District.

Potential Transportation and Community Impacts

Monthly passes offer substantial savings for frequent bus riders. Large supermarkets typically sell transit passes, however East Palo Alto does not have a supermarket and a pharmacy is the only vending Outlet. Providing additional bus pass vendor outlets would increase the convenience of acquiring a monthly pass by providing another location and perhaps different hours of availability.

Implementation Requirements

Lead Agencies: SamTrans and the City of East Palo Alto

Potential Roles and Partnerships:
SamTrans will look to the City of East Palo Alto to help identify and secure an agreement with a suitable facility to serve as a bus pass vendor outlet. The East Palo Alto Chamber of Commerce is another potential partner to identify potential pass sales outlets.

Financial

Potential Funding Sources:
SamTrans operating funds; C/CAG Local Transportation Support program.

Preliminary Cost Estimate:
The cost of setting up a bus pass vendor outlet is minimal and is already budgeted into SamTrans' annual operating costs as part of its vendor pass program. Vendor outlets earn 3% of the pass sales to help them defray the costs for administering the program.

Strategy #7: Provide Transportation System Management (TSM) Coordinator

Transportation Needs Addressed:

- **Increase public awareness about transportation options.**
- **Increase coordination between transportation systems and services, both public and private.**

Project Description:

A TSM coordinator could conduct many duties and services not currently provided by other existing city staff, SamTrans, or the Peninsula Congestion Relief Alliance. Some examples of duties that TSM Coordinators in neighboring jurisdictions have include: developing and administering shuttle programs; administering transportation subsidy programs; disseminating transportation information such as schedules and route and schedule changes; promoting commute alternative transportation options with local businesses; reviewing development applications for Transportation Demand Management (TDM) measures; representing the city in transportation-related meetings; providing public transit tours for seniors to familiarize them with transit; and writing grants and implementing transportation-related improvements.

Potential Transportation and Community Impacts

A TSM Coordinator could be the focal point for promoting, improving and coordinating transportation services that are available to East Palo Alto residents and employees. A TSM coordinator could also act as a liaison to outside agencies, acting as a transportation advocate on behalf of the City.

Implementation Requirements

Lead Agency: City of East Palo Alto

Potential Roles and Partnerships:

The City of East Palo Alto may be able to partner with a neighboring city, such as Menlo Park or Palo Alto, to share a TSM coordinator or hire an additional TSM coordinator. As the countywide TSM agency, the Peninsula Traffic Congestion Relief will be an important resource and partner for city based TSM efforts.

Financial

Potential Funding Sources:

City of East Palo Alto general funds; Low Income Flexible Transportation (LIFT); C/CAG Local Transportation Support program; Job-Access Reverse Commute (JARC) federal earmark.

Preliminary Cost Estimate:

The cost of hiring a full time TSM Coordinator, including benefits, would be approximately $64,000 annually. A half-time employee would be approximately $25,000 annually.

Strategy #8: Enhanced Transit Information in Spanish

Transportation Need Addressed:

- **Increase public awareness about transportation options.**

Project Description:

Individual SamTrans route maps would be provided in Spanish to augment the system map and general information guide that are currently provided in Spanish. Local shuttle maps and schedules should also be published in Spanish. The program could include outreach efforts targeting Spanish speakers to inform them about existing and future transportation services.

Potential Transportation and Community Impacts

Providing additional transportation information in Spanish and English will increase awareness about public transportation and generate additional ridership. According to the US Census 2000, almost 60% of East Palo Alto's residents are Hispanic and Latino. Over 54% of the population in East Palo Alto speaks Spanish at home, and over 40% of the population over 5 years old speaks English "less than well."

Implementation Requirements

Lead Agencies: SamTrans (fixed route transit) and the City of East Palo Alto (shuttles)

Potential Roles and Partnerships:
It may be possible to secure translation assistance from some Community Based Organizations (CBOs) that serve the Hispanic / Latino community. It may also be possible to partner with CBOs to hold focus groups from time to time with Spanish speakers to assess what materials would be most helpful to those riding transit.

Financial

Potential Funding Sources:
Job-Access Reverse Commute (JARC) federal earmark; Transportation Fund for Clean Air (TFCA); C/CAG Local Transportation Support program; City of East Palo Alto general funds; SamTrans operating funds.

Preliminary Cost Estimate:
The cost of translating and producing timetables for routes serving East Palo Alto would cost approximately $500 per piece. Other brochures and materials, such as community shuttle timetables, would cost approximately the same amount. It would cost approximately $600 annually to print the timetables in Spanish for each route, with the exception of Route 397, which would cost approximately $1,000 per year. Making translators available at public meetings and outreach events costs approximately $100 per hour for a minimum of two hours. It would cost approximately $9,000 annually to translate and print all the schedules for bus and shuttle routes that serve East Palo Alto, as well as pay for a translator for one public meeting per year.

Strategy#9: Implement a Transit Oriented Development (TOD) Program

Transportation Need Addressed:

- **Improve connections between land use and transit.**

Project Description:

A Transit Oriented Development (TOD) program would encourage the adoption of policies that favor new and redevelopment projects that support transit use. These policies would provide incentives for mixed use development, incorporating transit friendly improvements in projects, sponsoring improvements to the local transportation system (e.g. lower parking requirements or increased Floor Area Ratios), and provide funds to support local transit service or the use of transit by employees. TOD policies would likely need to be incorporated into the East Palo Alto General Plan.

Potential Transportation and Community Impacts

Over the past 10 years, substantial portions of East Palo Alto have been redeveloped or have been rezoned for development. Numerous major developments have been completed or are in various stages of development. At the same time, the city experiences significant traffic congestion during peak hours due to cut-through traffic between Dumbarton Bridge and Highway 101. A TOD program has the ability to stimulate development that is conducive to transit, thereby encouraging the use of transit, walking, and cycling as modes and reducing the impact of development on the existing transportation network.

Implementation Requirements

Lead Agency: City of East Palo Alto

Potential Roles and Partnerships:

The City of East Palo Alto may be able to partner with financial institutions, developers, transit agencies, neighborhood groups, the San Mateo City/County Association of Governments (the county's Congestion Management Agency), and Community Based Organizations to help develop TOD policies.

Financial

Potential Funding Sources:

City of East Palo Alto general funds (to support policy development); Transportation for Livable Communities (TLC) and Housing Improvement Program (HIP) funds are available for construction of TOD projects. Community Development Block Grants (CDBG) are a source of federal funding for local urban renewal in low-income communities and could be used to construct approved Transit Oriented Developments. C/CAG Local Transportation Support program funds could be used to help cover administrative costs associated with this strategy.

Preliminary Cost Estimate:

The cost would likely be minimal but the work task would need to be added to the workplan of existing City employees.

Strategy #10: Develop a Transit Center in East Palo Alto

Transportation Needs Addressed:

- **Improve connection between land use and transit.**
- **Enhance community health and safety through transportation improvements.**
- **Improve bus and shuttle stops to make it easier and safer for people to use transit.**
- **Increase coordination between transportation systems and services, both public and private.**

Project Description:

A transit center would provide a central location in East Palo Alto where transit users could transfer between transportation modes in a safe environment. Necessary features of a transit center would include: a circulation plan that would allow buses, shuttles, and taxis to enter and exit the site safely; two or three bus bays to facilitate loading and unloading of passengers; and adequate shelter and amenities for patrons who are waiting to transfer.

Potential Transportation and Community Impacts

Providing a central location for transportation services in East Palo Alto would improve the connectivity between modes of transportation (fixed route, shuttles, taxis, school buses, and bikes). By providing a safe, comfortable gathering place to wait for a bus, a shuttle or a taxi, the transit center would stimulate transit use by improving riders' feelings of safety and comfort. The transit center would be an ideal location to disseminate transportation and other community information to residents.

Implementation Requirements

Lead Agency: City of East Palo Alto

Potential Roles and Partnerships:
SamTrans could partner with the City of East Palo Alto and the developer of a potential site to provide a transit center.

Financial

Potential Funding Sources:
Transportation for Livable Communities (TLC) and Housing Improvement Program (HIP) grants would be ideal funding sources for planning and/or construction of a transit center. Community Development Block Grant (CDBG) funds may also be used for this project, as it would enhance low-income workers' transportation experience and access to jobs. The Job-Access Reverse Commute (JARC) federal earmark funds could be applied to this project. C/CAG's Local Transportation Support program could provide a small infusion of funds for tasks related to this strategy.

Preliminary Cost Estimate:
The cost of a transit center would vary depending on the size of the facility and its amenities. If the facility was incorporated into a planned development (for example, a supermarket site) the cost could be substantially reduced and the match could possibly be provided by the developer. It would cost approximately $450,000 to provide shelters with lighting, seating, closed-circuit television cameras, and real-time information displays; driveway and minimal parking spaces; three concrete bus bays.

Strategy #11: Relocate School Bus Stops

Transportation Needs Addressed:

- **Enhance community health and safety through transportation improvements.**
- **Improve bus and shuttle stops to make it easier and safer for people to use transit.**

Project Description:

Existing school bus stops on major thoroughfares would be assessed to determine if shifting stops to lower-volume side streets would create a safer environment for school children.

Potential Transportation and Community Impacts

The Ravenswood School District transports approximately 3,500 students each school day or about 70% of kindergarten through eighth grade students. Community members expressed concern about children being picked up and dropped off by school buses on major thoroughfares such as Bay Road and University Avenue. This sometimes leads to school children crossing the street in an unsafe manner. Moving existing school bus stop locations to more appropriate locations and side streets would enhance the safety of school children riding the bus.

Implementation Requirements

Lead Agency: Ravenswood Unified School District

Potential Roles and Partnerships:
Ravenswood Unified School District could partner with the City of East Palo Alto to improve drop-off locations and crosswalks adjacent to school bus stops.

Financial

Potential Funding Sources:
Ravenswood school district could experience increased operating costs associated with rerouting school buses. Improvements to the bus stop location would likely have to be paid for by the City of East Palo Alto through general funds, C/CAG's Local Transportation Support program, or through a Safe Routes to School grant.

Preliminary Cost Estimate:
The cost of rerouting the school buses would likely be minimal. The cost of improving school bus stops would vary depending on the improvement. Some likely improvements for side streets may include sidewalks (approximately $15 per linear foot) or SIMME seats (pole with seating: $400 to $800 each).

Strategy #12: Extend SamTrans Bus Routes and Hours

Transportation Needs Addressed:

- **Enhance transportation systems to make travel easier to primary destinations.**
- **Enhance off-peak (weekend and late night) transportation services, both connecting to existing transportation as well as to primary destinations.**

Project Description:

Improvements to SamTrans fixed route transit service were recommended that would extend service coverage into neighborhoods and extend hours of service. Extending service coverage in the neighborhood east of University Avenue is of particular interest. Extending SamTrans Routes 297/397 into residential neighborhood in the off-peak period or extending the hours of Route 296 would increase direct service available to residents in those neighborhoods.

This project would ideally be undertaken following the comprehensive transit study described in Strategy #2 (Improve the Scheduling and Connectivity of Transit Services).

Potential Transportation and Community Impacts

Extending SamTrans Routes 297/397 into the neighborhoods or extending the hours of Route 296 would provide more direct service to neighborhood residents. However, deviating the routes into the neighborhood would increase overall trip time for passengers and could potentially have a negative effect on ridership.

Implementation Requirements

Lead Agencies: SamTrans

Potential Roles and Partnerships:
None

Financial

Potential Funding Sources:
Job-Access Reverse Commute (JARC) federal earmark; developer transportation impact fees; C/CAG Local Transportation Support program; SamTrans operating funds.

Preliminary Cost Estimate:
Deviating Route 297's eight scheduled runs into the neighborhood east of University Ave. (similar to Route 296) would cost approximately $10,000 per year. It would also add three minutes to the existing trip time of 35 minutes (8% increase). Certain stops on University Avenue would also no longer be served and this could impact existing ridership. Deviating Route 397 as described above would cost approximately $14,000 for the seven scheduled runs. It would also add three minutes to the existing trip time of 2 hours and five minutes. Extending the hours of Route 296 until midnight would cost approximately $51,850 assuming that the additional service would be handled by an overtime bus operator.

Strategy #13: Provide Community Shuttle Service at Night

Transportation Needs Addressed:

- Provide feeder service to existing bus and shuttle services (particularly at night).
- Enhance off-peak (weekend and late night) transportation services, both connecting to existing transportation services as well as to primary destinations.
- Enhance transportation systems to make travel easier to primary destinations.

Project Description:

Providing a community shuttle at night would augment existing community shuttle operations and fixed route service. SamTrans fixed route service stops running on routes through the neighborhoods at around 10 PM and the late night service on Routes 297/397 stays on the main thoroughfares. Riders wishing to use Routes 297/397 have to find some means to get to or from the main thoroughfares to catch the bus. A shuttle that runs through the neighborhoods could pick up passengers and drop them off at designated transit stops. The shuttle service could also be structured as a hybrid fixed-route and demand response service.

Potential Transportation and Community Impacts

Providing nighttime shuttle service in East Palo Alto would help residents connect with mainline transportation services. This would shorten the walk at night, as well as door-to door travel times for riders using the service late at night. Providing this service at night would improve safety and provide a transit option for individuals working late-swing or midnight shifts.

Implementation Requirements

Lead Agency: City of East Palo Alto

Potential Roles and Partnerships:

There may be an opportunity to partner with some community-based organizations (CBOs) and private organizations that currently provide private transportation to their patrons. It may be possible to secure some funding from one of these organizations or help in promoting the program. It may also be possible to partner with a neighboring community or local employer that provides existing shuttle service to extend the hours and route of service. SamTrans could administer the program as part of its shuttle program, provided that outside funding is secured to cover any additional expenses for monitoring a nighttime program.

Financial

Potential Funding Sources:

Job-Access Reverse Commute (JARC) federal earmark; C/CAG's Local Transportation Services program or Local Transportation Support program; regional Transportation Fund for Clean Air (TFCA) funds; Low-Income Flexible Transportation (LIFT); development transportation impact fees.

Preliminary Cost Estimate:

The current cost for shuttle service ranges from approximately $45 per hour to $55 per hour depending on the number of hours that the shuttle service is operating. If a new shuttle service were to operate for 8 hours each weekday (10 PM to 6 AM) for 255 service days per year, it would cost approximately $100,000 annually to run the service. If the service focused on a time period when frequency is not as high on fixed route transit (8 PM to 12 AM), the cost would be approximately $50,000 per year.

Chapter 5 – Action Plan

The success of this Community Based Transportation Plan will depend on moving forward with timely implementation of the recommended strategies to close transportation gaps. This chapter lays out a plan of action to establish an implementation process and timeline, secure commitments by lead agencies and project partners, and pursue required funding.

Implementation Process and Stakeholder Commitment

The planning process was crafted to ensure appropriate agencies were represented and actively involved, and members of the community and CBOs were afforded opportunities to provide in-depth input. The implementation process will require continued commitment by the City of East Palo Alto and the advisory committees to the City Council, C/CAG, MTC, SamTrans, and other stakeholder agencies serving East Palo Alto.

The East Palo Alto City Council may choose to staff and request participation on a Plan Implementation Committee (PIC) by stakeholder agencies and community leaders. The PIC members could be requested to meet bi-monthly and dedicate agency resources to lead and support implementation of the strategies. The PIC could also determine how best to monitor and measure the success of projects and how to sustain successful projects. The East Palo Alto City Council, Transportation Advisory Committee and other agency stakeholders should be updated quarterly on implementation efforts and included appropriately in project implementation.

Recommended Transportation Strategies

The thirteen recommended transportation strategies detailed in Chapter 4 are summarized in Table 5-1. The strategies are grouped based on the Committee's assessment as to likely implementation in the short-term (within two years), mid-term (two to five years) or long-term (beyond five years). Recommended lead agencies and partners are shown for each strategy. Detailed information on the potential funding sources listed is provided in Appendix D.

The short term program of projects includes eight of the thirteen strategies. Four low cost strategies would improve the ease and utilization of existing transit services: improving scheduling and connectivity, subsidizing monthly SamTrans passes, providing more bus pass vendor outlets, and producing enhanced transit information in Spanish.

Two new transit services are recommended – demand response service and nighttime shuttle service – and might be combined to provide the strongest

service characteristics of both types of service and as an opportunity to save money for other programs. Such a service could operate on a fixed route for part of the service time and could operate as an on-demand transit service when ridership is generally low. Some programs take reservations for door-to-door service. The S.C.O.O.T. shuttle program in San Carlos is an example of a shuttle-route that operates both a fixed route and reservation system. Combining the solutions could also allow for increased frequencies during the off-peak hours by providing two shuttles instead of just one.

A TSM Coordinator or other dedicated staff from the city is important to the successful planning and implementation of the strategies. The TSM Coordinator could work with SamTrans staff on the study to improve the scheduling and connectivity of existing services, establish additional bus pass vendor outlets and produce and disseminate transit information in Spanish. The TSM Coordinator could also administer the transit pass subsidy program, write grants for funding, administer existing and proposed local shuttles, develop the TOD Program, work with the school district to relocate school bus stops, and participate in planning for the bus transfer sites and bus transit center.

The Stakeholder Committee designated three strategies for likely implementation in the medium term or within two to five years. Increasing frequency and extending SamTrans bus routes are costly strategies. As required under the Community-Based Transportation Program Guidelines, these strategies should be considered as part of the development of the next SamTrans Short Range Transit Plan. Development of the transit transfer sites will likely require at least two years due to potential issues with property easements and the time required for design, procurement and construction.

Development of a transit center in East Palo Alto has been discussed for many years. This longer term project will require a collaborative community planning process with the participation of SamTrans and securing capital funding. The estimated cost of $450,000 assumes the transit center would be incorporated into a planned development (for example, a supermarket site). The cost would be considerably higher if land acquisition is required.

Table 5-1
Summary of Recommended Transportation Strategies

	Possible Lead Agency	Estimated Cost	Potential Funding	Description	Planning & Implementation Partners
Short Term Strategies					
Improve Transit Scheduling and Connectivity	SamTrans	SamTrans staff time or $25,000 for consultant	FTA Sec 5303; C/CAG Local Transportation Support Program; SamTrans	A comprehensive transit study would be conducted to improve the spatial (having buses and shuttles stop at same location) and temporal (e.g. timed transfers) connectivity of shuttles and fixed route transit and improve dissemination of transit information.	-City of East Palo Alto -CBOs -VTA -Dumbarton Consortium -City of Menlo Park -Stanford University
Subsidize Monthly Transit Passes for Low Income Riders	East Palo Alto	$27,600/yr for 100 adult residents	LIFT; Community Dev. Block Grants; C/CAG Local Transportation. Support Program; City of EPA; foundations	Subsidizing monthly SamTrans passes would make transit more affordable for low income residents and increase their mobility. Subsidized passes could be made available at pass vendor outlets or through the Human Services Agency to individuals furnishing proof of low income status.	-SamTrans -Human Service Agency (HSA)
Provide Demand Response Service	East Palo Alto	$125,000/yr for off-peak periods; $5,000 for marketing	JARC; C/CAG Local Transportation Support Program; TFCA; LIFT	Demand response service (shuttle or taxi), especially at night, could provide more direct service and increase safety by reducing the need to walk long distances to a bus stop or providing a ride directly to a destination.	-CBOs -Private organizations
Provide More Bus Pass Vendor Outlets	SamTrans	Staff time	C/CAG Local Transportation Support Program; SamTrans	Additional bus pass vendor outlets would increase the convenience of purchasing monthly passes for frequent riders, thereby reducing their transit costs.	-City of East Palo Alto
Provide a City TSM Coordinator	East Palo Alto	$64,000/yr	EPA General Funds; LIFT; C/CAG Local Transportation Support Program; JARC	A Transportation Systems Management Coordinator would administer, promote and coordinate various transportation programs and services to benefit East Palo Alto residents, employers, and local workers.	-City of Menlo Park -City of Palo Alto -Peninsula Congestion Relief Alliance

Table 5-1 continued					
Summary of Recommended Transportation Strategies					
Enhanced Transit Information in Spanish	SamTrans	$9,000/yr	JARC; C/CAG Local Transportation Support Program; City of East Palo Alto; SamTrans	This program would pay for translating and printing all the schedules for bus and shuttle routes that serve East Palo Alto. It would also pay for a translator for one public meeting per year.	-City of East Palo Alto -CBOs
Implement a TOD Program	East Palo Alto	Staff time	EPA General Funds; C/CAG Local Transportation Support Program	A Transit Oriented Development (TOD) Program would encourage the adoption of policies to favor new and redevelopment projects that integrate transportation and land use and encourage residents and employers to walk, bike and take transit.	-C/CAG -SamTrans -Local Developers -CBOs -Neighborhood Groups
Relocate School Bus Stops	Ravenswood Unified School District	$15/linear foot for sidewalk if needed	City of East Palo Alto; C/CAG Local Transportation Support Program; Safe Routes to School; Ravenswood Unified School District	Existing school bus stops on major thoroughfares would be assessed to determine if shifting stops to lower-volume side streets would create a safer environment for school children.	-City of East Palo Alto
Provide Community Shuttle Service at Night	East Palo Alto	$100,000/yr	JARC; C/CAG Local Transportation Services program or Local Support Program; TFCA; LIFT; development impact fees.	A nighttime shuttle service would augment existing community shuttles and fixed route transit with service from 10 PM to 6 AM.	-CBOs -Private organizations -Local employers -Neighboring cities

Table 5-1 continued					
Summary of Recommended Transportation Strategies					
Medium Term Strategies					
Provide Transit Transfer Sites	East Palo Alto SamTrans	$60,000 capital; $5,000/yr maintenance	JARC; advertising; TLC;CDBG; C/CAG Local Support program; SamTrans capital/op; City of East Palo Alto; development transportation mitigation funds	Providing shelters and enhancing the amenities and information at four bus stops where transfers frequently occur will improve the passenger experience and safety.	-CBOs -Adjacent Property Owners
Increase Frequency of Fixed Route Transit	SamTrans East Palo Alto	Peak: $330,000 capital additional bus plus $130,000/yr operating cost Off Peak: $83,000 operating cost	JARC; C/CAG Local Transportation Service program or Local Transportation Support Program; TFCA; development transportation mitigation funds	Increasing the frequency of fixed route transit service would make travel easier to primary destinations. Increasing frequency from 30 to 20 minutes in the peak would require an additional bus plus operating costs; increasing frequency on weekday evenings from 60 minutes to 30 minutes would not require purchase of a bus. As an alternative, increasing shuttle frequency would necessitate at least one additional shuttle at an approximate cost of $45 to $55 per hour.	-Local shuttle operators such as Menlo Park, Palo Alto, Stanford, and local employers
Extend SamTrans Routes 297/397 into Neighborhoods or Extend Hours of Route 296	SamTrans	$24,000/yr	JARC; C/CAG Local Transportation Support Program; development transportation mitigation funds	Extend routes 297 and 397 into East Palo Alto neighborhoods, similar to route 296. Extending the hours of route 296 would cost approximately $52,000 annually.	None
Long Term Strategies					
Provide a Transit Center in East Palo Alto	East Palo Alto	$450,000	JARC; TLC/HIP; CDBG; C/CAG Local Transportation Support Program	To construct shelters with lighting, seating, real-time information, closed-circuit television cameras; driveway, concrete pads, parking spaces.	-SamTrans -Local developers

Recommendations for Use of Job Access Reverse Commute (JARC) Funds

In 2003, the City of East Palo Alto received a congressionally directed Job Access Reverse Commute (JARC) grant for $700,000. JARC is a national grant program, administered by the Federal Transit Administration (FTA), with the purpose of filling gaps in employment transportation. Its primary beneficiaries are low-income families.

The JARC funds provide an opportunity to jump start implementation of East Palo Alto's Community Based Transportation Plan strategies. JARC funds must be programmed for expenditure by the end of FY05 (September 2005). Projects require a 50% local match and are eligible for both capital and operating costs.

Table 5-2 shows the eight recommended transportation strategies that are likely to be eligible for JARC funding and estimated costs. The costs assume projects, other than for infrastructure, would be funded for a period of three years.

- **Strategy #1: Provide Enhanced Transit Transfer Sites**
- **Solution #3: Increase the Frequency of Transit Service**
- **Solution #5: Provide Demand Response Transit Service**
- **Solution #7: Provide Transportation System Management (TSM) Coordinator**
- **Solution #8: Provide Enhanced Transit Information in Spanish**
- **Solution #10: Develop a Transit Center in East Palo Alto**
- **Solution #12: Extend SamTrans Bus Routes and Hours**
- **Solution #13: Provide Community Shuttle Service at Night**

Table 5-2

Transportation Improvement Projects Eligible for JARC Funding

Recommended Strategies	Estimated Three Year Cost	Matching Requirement	Potential Matching Fund Source (1)	1st Year Matching Funds	Project Description
Transit Transfer Site					
Construction	$60,000	$30,000	Advertising, TLC, CDBG, City, C/CAG	$30,000	Construct four transit transfer sites
Maintenance	$15,000	$7,500	Advertising, City, C/CAG	$2,500	Maintain transit transfer sites for three years
Increase Frequency of Transit					
Peak (Capital and Operating Cost) (2)	$720,000	$360,000	C/CAG, TFCA, SamTrans	$230,000	Additional bus; increase of service from 30 to 20 minutes for one route for three years
Off-Peak Frequency of Transit	$249,000	$124,500		$41,500	Increase off-peak period frequencies for Route 280 during the week for three years
Demand Response Service	$380,000	$190,000	C/CAG, TFCA, LIFT	$63,333	Off-peak service for weekdays (5 hrs) and weekends (8 hrs) for three years
TSM Coordinator	$192,000	$96,000	C/CAG, LIFT, City	$32,000	TSM Coordinator for three years
Enhanced Transit Information in Spanish	$27,000	$13,500	C/CAG, TFCA, SamTrans, City	$4,500	Translating / printing of 8 schedules for three years; one translator for public meeting each year for three years
Extend SamTrans Bus Routes/Hours (3)	$72,000	$36,000	C/CAG, SamTrans	$12,000	Extend routes 297, 397 into neighborhood for three years
Nighttime Shuttle Service	$305,000	$152,500	C/CAG, TFCA, LIFT	$50,833	Off-peak shuttle service for weekdays (4 hours) and weekends (8 hours) for three years
Subtotal	*$2,020,000*	*$1,010,000*		*$466,667*	
Transit Center (4)	$450,000	$225,000	TLC, CDBG, City	$225,000	Construct transit center (shared development)
Total	*$2,470,000*	*$1,235,000*		*$691,667*	

(1) C/CAG's Congestion Management Plan has two funding programs; the Local Transportation Service program only pays for operating expenses of transit programs while the Local Transportation Support Program has fewer restrictions.
(2) Capital cost of $330,000 is for new bus for peak periods only. Shuttle service is also an option at $45 to $55 per hour to add another shuttle. This would cost approximately $125,000 per year depending on the route.

(3) This solution also includes an alternative of extending route 296's hours later into the evening at an approximate cost of $52,000 per year but was not included in this table

(4) Must be used for construction and no more than $140,000 for PS&E. Maintenance cost is not included.

Table 5-3 below shows one example of how the city might apply the JARC funds to begin implementation of the recommended strategies.

Table 5-3
Example of Potential JARC Funding Scenario

	Total Cost	JARC
Transit Transfer Sites		
Construct 4 Sites	$60,000	$30,000
Maintain for 3 years	$15,000	$7,500
TSM Coordinator (3 years)	$256,000	$128,000
Enhanced Transit Information in Spanish (5 years)	$45,000	$22,500
Transit/Shuttle Services (3 years)	$550,000	$275,000
Transit Center	$450,000	$225,000
Total	$1,376,000	$688,000

The City of East Palo Alto can submit a program of projects to be funded with JARC funds to the Federal Transit Administration (FTA) through SamTrans. To expedite project implementation, one strategy would be for the City to commit to the matching funds while it pursues discretionary funding sources. Of course, the City must be prepared to provide the matching funds if a project advances and discretionary sources do not materialize.

Next Steps

Table 5-4 shows suggested next steps for consideration by the Stakeholder Committee.

Table 5-4
Potential Next Steps

Action	Timeline	Lead Agency/Partners
1. Distribute Draft Community Based Transportation Plan for comments and conduct three community meetings to present the plan and receive input.	August 2004	SamTrans, East Palo Alto, C/CAG, MTC
2. Present Final Draft Plan to East Palo Alto City Council, C/CAG Board of Directors, and SamTrans Board of Directors.	November 2004	SamTrans, East Palo Alto, C/CAG, MTC
3. Prepare and distribute Final Plan.	November 2004	SamTrans, East Palo Alto, C/CAG, MTC
4. Develop project funding and implementation steps for short-term strategies.	November 2004	City of East Palo Alto
5. Constitute a Plan Implementation Committee of agency stakeholders and community leaders and hold first bi-monthly meeting.	Beginning November 2004	City of East Palo Alto
5. Develop applications for discretional grant funding for recommended strategies.	Immediately	City of East Palo Alto
6. Consideration by C/CAG and SamTrans of recommended service improvements for incorporation into short range transit plans, future service expansion plans, and other planning, funding and implementation decisions.	Beginning September 2004	C/CAG, SamTrans, MTC
7. Finalize Job Access Reverse Commute (JARC) funding program of projects.	December 2004	East Palo Alto
8. Begin implementation of funded strategies.	January 2005	Project Leads

Appendix A– Stakeholder Committee

Stakeholder Committee Purpose and Membership

The purpose of the East Palo Alto Community Based Transportation Plan Stakeholder Committee was to provide oversight and direction for the planning process and review and approval of work products.

The East Palo Alto City Council requested organizations and agencies to designate a representative to the Stakeholder Committee. There were 18 active members of the Stakeholder Committee, representing public agencies, elected boards and commissions, and Community Based Organizations (CBOs) that provide services to East Palo Alto residents and businesses.

The names, titles, and contact information for the Stakeholder Committee are provided in Table A-1.

Table A-1
Stakeholder Committee

Name	Title	Agency/Organization	Address	City	State	Zip Code	Telephone	Fax	e-mail Address
Ken Alsman	Executive Director	Ravenswood Shore Business	1057 Ramona St.	Palo Alto	CA	94301	(650) 533-8070	(650) 323-9041	kenfam1@aol.com
Duane G. Bay	Council Member	City of East Palo Alto	2415 University Ave.	Palo Alto	CA	94303	(650) 261-6608		dgbay@pobox.com
Suzanne Bourguignon	Environmental Planner	BAAQMD	939 Ellis St.	San Francisco	CA	94109	(415) 749-5093	(415) 749-4741	sbourguignon@baaqmd.gov
Patricia Crawford	Reginal Manager	San Mateo Human Services Agency	2500 Middlefield Rd.	Redwood City	CA	94063		(650) 363-4461	rswanson@co.sanmateo.ca.us
Midge Dorn		Public Works & Transportation Commission	225 Donohoe Ave.	East Palo Alto	CA	94303	(650) 325-6802		dorntax@bigfoot.com
Ron Galatolo	Chancellor	SMC Community College Dist.	3401 CSM Dr.	San Mateo	CA	94402	(650) 358-6755	(650) 574-6566	galatolo@smccd.net
Dr. Floyd Gonella	Superintendent	Ravenswood City School Dist.	2160 Euclid Ave.	East Palo Alto	CA	94303	(650) 329-2800	(650) 329-6778	olga@ravenswood.k12.ca.us
Corinne Goodrich	Manager, Special Projects	San Mateo County Transit Dist.	1250 San Carlos Ave.	San Carlos	CA	94070	(650) 508-6369	(650) 622-8084	goodrichc@samtrans.com
James Harris	Unit Director	Mid Peninsula Boys & Girls	2031 Pulgas Ave.	East Palo Alto	CA	94303	(650) 330-1090	(650) 330-1299	jharris@bgcp.org
Lee Hawkins	Director	EPA Senior Center	550 Bell St.	East Palo Alto	CA	94303	(650) 329-5901	(650) 688-1823	leehawk5@pacbell.net
Bernardo Huerta		One East Palo Alto	2577 Gonzaga St.	East Palo Alto	CA	94303	(650) 323-1420		bnaudnaud@aol.com
Robert Jones	Executive Director	EPA Can Do	855 Runnymede St.	East Palo Alto	CA	94303	(650) 473-9838	(650) 473-0913	epacando@aol.com
Lawrence King		Opportunities Industrilization Centers West	1200 O'Brien Dr.	Menlo Park	CA	94025			
Goro Mitchell	Executive Director	Community Development Institute	321 Bell St.	East Palo Alto	CA	94303	(650) 327-5846	(650) 327-4430	goro@cdi-usa.org
Arthur Morris	Deputy Director	Health Service Agency	225 37th Ave.	San Mateo	CA	94403	(650) 573-2761	(650) 573-2116	amorris@co.sanmateo.ca.us
Rich Napier		C/CAG	555 County Ctr, 5th Floo	Redwood City	CA	94063	(650) 363-4100		rnapier@co.sanmateo.ca.us
Gretchen Nicholas		San Mateo Human Services Agency	400 Harbor Blvd, Bldg C	Belmont	CA	94002	(650) 802-6542		gnicholas@co.sanmateo.ca.us
Maxine Sykes		Family Support Center of the Mid Peninsula	1798-B Bay Rd.	East Palo Alto	CA	94303			maxine@fscmp.org
Sharon Willliams	Executive Director	Opportunities Industrilization Centers West	1200 O'Brien Dr.	Menlo Park	CA	94025	(650) 330-6411	(650) 330-6403	swilliams@oicw.org

Appendix B
Detailed Land Use, Demographic & Transportation Profile

Land Use & Development

Incorporated in 1983, the City of East Palo Alto is located in the southeastern part of San Mateo County. Most of the city's 2.5 square miles of land lie between U.S. Highway 101 to the west and the San Francisco Bay on the city's eastern edge. The Dumbarton Bridge, which connects to Bayshore Avenue along East Palo Alto's northeastern city boundary, provides a major connection between the Peninsula cities and the East Bay.

East Palo Alto is characterized primarily by residential use. Retail commercial uses are generally located along Highway 101 and University Avenue. A number of industrial uses are located between residential areas and open space areas along the eastern and southern city boundaries. Over the past 10 years, substantial portions of East Palo Alto have been redeveloped, or zoned for redevelopment. Numerous major developments or redevelopment projects are currently in various stages of completion.

City revenues have improved over the past 10 years owing to new retail and commercial development. The recently opened IKEA store has enhanced the city's sales tax and property tax receipts.

Demographic Profile

The 2000 Census population for East Palo Alto was 29,500, an increase of 25.8% from 1990. The Association of Bay Area Governments (ABAG) projects that the city population will increase by almost 30% to 38,200 by 2025.

East Palo Alto is a relatively young community. The 2000 U.S. Census shows 35% percent of the population as less than 18 years of age, compared to 23% for the county as a whole. Persons over 65 years of age represent only 5% of the population in East Palo, while seniors represent 12.5% of the total county population.

Well over 90% of East Palo Alto residents can be considered people of color, with over 80% of the total population represented by Black / African American or Hispanic / Latino persons according to the 2000 Census. Almost 65% of the population 5 years of age and over speaks a language other than English at home, and over 40% of this age group speaks English less than "very well." Over 54% of East Palo Alto's population speaks Spanish.

East Palo Alto has historically been a lower income community. Census 2000 data shows that the city has the lowest per capita income ($13,774) in the county, the lowest median household income ($45,006 compared to $70,819 in the county) and the lowest median family income ($44,342), compared to $80,737 in San Mateo County. East Palo Alto also has the highest percentage of individuals living below the poverty level in the county, at 16.2% compared to 5.8% for the county as whole. In 2000, 10.4% of households in East Palo Alto did not have a vehicle available, as compared to 6.1% of households in San Mateo County without a vehicle.

Unemployment rates are higher in East Palo Alto than the rest of San Mateo County, although the broader economic profile of the city has been improving in recent years. The unemployment rate was 7.8% in 2000 as compared to 10.6% in 1990. In March 2004, the unemployment rate increased to 11.2%, as compared to 6.5% for the county.[1]

Transportation Profile

Roadways and Facilities

Major highways and arterial roads serving East Palo Alto include:

- U.S. Highway 101 – an eight-lane freeway that runs north to San Francisco and south to San Jose. Access to East Palo Alto from Highway 101 can be achieved by either the University Avenue interchange of the Embarcadero Road interchange.

- The Dumbarton Bridge (State Route 84), a six-lane bridge with a wall-separated bicycle/pedestrian lane that connects Alameda County (and the rest of the East Bay) with the Peninsula.

- Bayfront Expressway (State Route 84) – an east/west roadway on the north end of the city that connects to the Dumbarton Bridge. This roadway connects with Highway 101 via Willow Road

- University Avenue – a north/south arterial street that runs down the center of East Palo Alto and connects El Camino Real to the Bayfront Expressway and the Dumbarton Bridge.

- Willow Road – an east/west arterial on the north end of East Palo Alto that connects the Bayfront Expressway with Highway 101.

[1] Source: State of California Employment Development Department; http://www.calmis.ca.gov/

- Dumbarton Rail Bridge – Part of the Dumbarton Rail Bridge burned down in 1998 but there is an effort underway to rebuild the bridge and operate passenger rail service that would connect the East Bay to the Caltrain rail line.

Local access to East Palo Alto is provided by:

- East Bayshore Road – a two-lane frontage collector street located just north of US 101. This roadway provides direct access to Gateway 101 from Highway 101, Embarcadero Road interchange.

- Bay Road – an east/west collector and arterial street located to the north of the project site. It runs from Cooley Landing on San Francisco Bay to US 101 at Willow Avenue.

- Newbridge Street – This collector street is the main connection between East Palo Alto and Menlo Park. It is a two-lane road that connects Bay Road to Willow Road.

- Donohoe Street – an east/west collector street directly to the north of Gateway 101.

- Cooley Avenue – a north/south collector street that runs from University Avenue to East Bayshore Road.

- Clarke Avenue – a two-lane north/south collector street extending from East Bayshore Road to Bay Road.

- Pulgas Avenue - a two-lane north/south collector street extending from East Bayshore Road to Bay Road.

Clarke Avenue and Pulgas Street were identified in May 2000 as having daily vehicle volumes that were excessively high for residential streets, at 6,200 and 5,600 vehicles per day respectively. These compare to a planning threshold for traffic of 4,000 daily vehicles.[2]

Traffic Volumes and Level of Service

A large amount of cut-through traffic travels through East Palo Alto between the Dumbarton Bridge and Highway 101, mainly via University Avenue. Local circulation in East Palo Alto is affected by regional traffic traveling west from the East Bay in the morning and by traffic traveling east (heading back to the East Bay) in the afternoon. In recent years, traffic has increased on

[2] Fehr and Peers Associates, *Commuter Mitigation/Traffic Calming Study, City of East Palo Alto, California*, 10 April 2001.

both University Avenue in East Palo Alto and, to an extent, on Embarcadero Road. To the north, Willow Road in Menlo Park is intended to serve as the primary travel corridor for the Dumbarton Bridge to Highway 101. Embarcadero Road is also used as a travel corridor to the South for east/west traffic.

On an average weekday, 73,000 vehicles cross the Dumbarton Bridge.[3] Travel is concentrated in peak hours, with 68% or 6,150 westbound trips occurring during the two-hour morning peak. Alameda County accounts for 78% of bridge traffic, with 63.3% of vehicle trips originating in the San Leandro/Hayward/Fremont area. Almost all of the westbound trips have destinations in the San Mateo, Menlo Park and Palo Alto areas.

East Palo Alto's main thoroughfare, University Avenue, is significantly impacted by traffic congestion related to Dumbarton Bridge trips. University Avenue experiences significant delays during peak hours. At the junction of University Avenue and Route 84 (the Dumbarton Bridge), daily traffic volumes reach approximately 29,500 vehicles (two-way volume).[4] The University Avenue interchange on Highway 101 has an annual average daily traffic southbound volume (AADT) of 14,200 during the peak hour and an AADT northbound volume of 13,600 during this hour. The Willow Road interchange on Highway 101 carries 13,600 vehicle trips heading South and carries 12,600 vehicle trips heading north during the peak hour.[5]

Level of Service

The level of traffic congestion is measured by Level of Service (LOS). The performance is measured using a volume-to-capacity (V/C) ratio.

Table B-1 Level of Service

LOS	Volume/Capacity
A	0 – 0.60
B	0.61 - 0.70
C	0.71 - 0.80
D	0.81 - 0.90
E	0.91 - 1.00
F	≥ 1.00

The East Palo Alto General Plan calculates LOS from average daily traffic (ADT) volumes. The minimum performance criteria that is deemed acceptable for volumes and capacities in East Palo Alto roadway system is LOS D. The following intersections in East Palo Alto are currently operating at a level of service D or lower during the PM peak and during the Saturday peak hour:

- Clarke Avenue/Bay Road
- Cooley Avenue/Donohoe Street
- East Bayshore Road/Embarcadero Road

[3] Caltrans, *2002 AADT Statewide Count Report,* www.dot.ca.gov
[4] Caltrans, *2002 AADT Statewide Count Report*; www.dot.ca.gov
[5] Source: 2001 Traffic Volumes, Annual Average Daily Traffic – Caltrans http://www.dot.ca.gov/hq/traffops/saferesr/trafdata/2001all.htm

- Pulgas Avenue/East Bayshore Road
- University Avenue/Woodland[6]
- University Avenue/Bay Road
- University Avenue/Bayfront Expressway
- University Avenue/Donohoe Street
- Willow Road/Newbridge Street

Traffic Calming Measures

Although Willow Road (State Route 84) is intended to serve as the primary corridor for Dumbarton Bridge traffic, many vehicles use University Avenue through East Palo Alto. This high demand on University Avenue results in stop-and-go conditions between U.S. 101 and Bay Road, especially in the PM peak period. Some drivers try to avoid this segment of University Avenue by exiting the freeway at Embarcadero Road, turning onto East Bayshore Road, and using either Pulgas Avenue or Clarke Avenue to get to Bay Road. Some vehicles continue north on Clarke Avenue to avoid the University Avenue/Bay Road intersection and use Notre Dame Avenue or Purdue Avenue as a "cut-through" route.

Over the last several years, residents on Pulgas and Clarke Avenues have complained about the volume and speed of traffic on their streets. According to residents on Glen Way, Runnymede Street, and Euclid Avenue west of University Avenue, the congestion on the University Avenue has impacted their neighborhood. These residents indicate that "through" traffic (i.e., traffic from outside this neighborhood) uses their streets to bypass the congested segment of University Avenue and the long queues at the University Avenue/Bay Road intersection.[7]

The City of East Palo Alto has implemented some traffic calming measures on various streets in East Palo Alto that have been impacted. Such measures have included street closures and speed bumps.

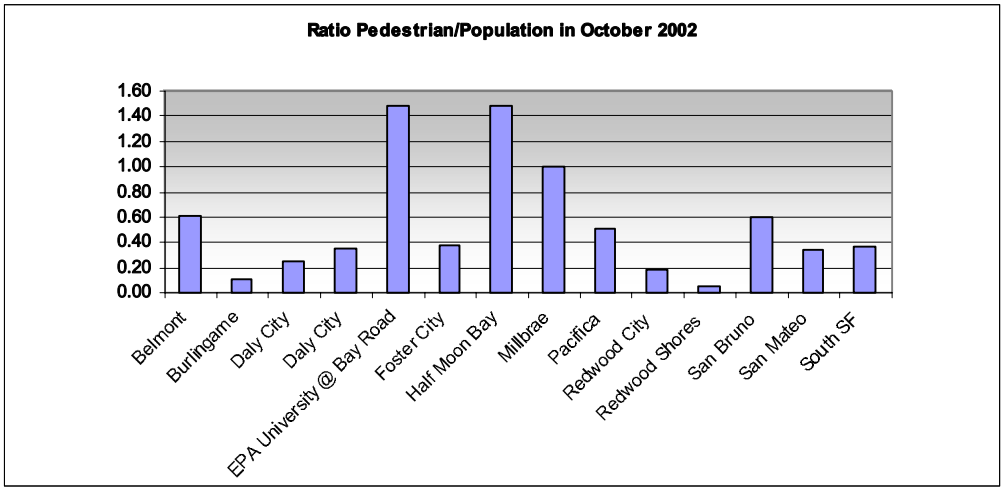
Pedestrian Facilities

Crosswalks and pedestrian signals are provided at most key intersections within East Palo Alto. In general, sidewalks in most residential areas in East Palo Alto are approximately three feet wide. This is the minimum Americans with Disabilities Act (ADA) standard for sidewalks.[8] Some streets do not have sidewalks or only have a sidewalk on one side of the street.

[6] East Palo Alto Public Works Department
[7] Source: Commuter Mitigation/Traffic Calming Study, Fehr & Peers Associates, Inc, 2000.
[8] *ADA Standards for Accessible Design* (July 1994). U.S. Department of Justice; http://www.usdoj.gov/crt/ada/adahom1.htm

A pedestrian survey conducted by MTC in October 2002 reveals that there are twice as many pedestrians per capita[9] in East Palo Alto as compared to the average of all San Mateo County cities. The cities of East Palo Alto and Half Moon Bay have the highest ratio of pedestrians to population in the county (see Chart 2.1).[10]

Chart B-1: Ratio Pedestrian/Population in San Mateo County, October 2002



Bicycle Facilities

Three streets in East Palo Alto have bicycle lanes:

- University Avenue from Palo Alto to the Bayfront Expressway
- Bay Road from University Avenue to Oakwood Drive
- On Newbridge Street from University Avenue to Willow Road

There are also bicycle lanes on Willow Road from Menlo Park to Bayfront Expressway in Menlo Park. These bicycle lanes connect with an off-street bike path parallel to the Bayfront Expressway and ultimately over the Dumbarton Bridge.[11] According to the General Plan, Bell Street, Clarke Avenue, Fordham Avenue and Illinois Street are bicycle routes.

East Palo Alto has the second highest ratio of bicycle trips to population in San Mateo County. On October 9, 2002, a count of bicyclists on University Avenue at Bay Road showed 24 bicyclists during the morning and 45

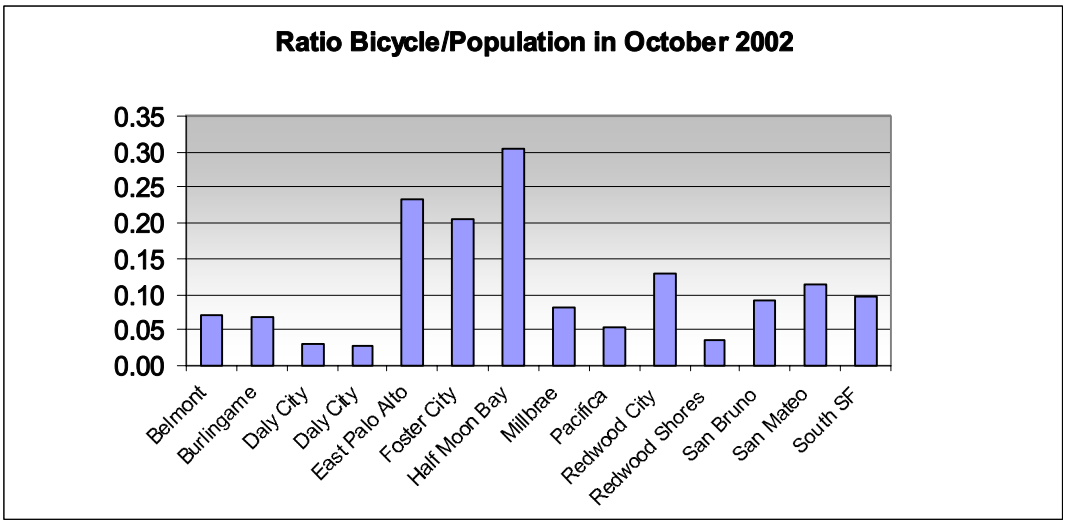
[9] Based on counts conducted at different locations in the county – Source: MTC Bicyclist and Pedestrian Data Collection and Analysis Project : Final Report (2003)
[10] Ratios calculated by dividing the pedestrian count by the city population and multiplied by 100.
[11] Source: City of East Palo Alto General Plan, Transportation Element; Figure C-5, page 21. An on-site visit by SamTrans staff revealed that Pulgas Avenue does not have a bicycle lane, contrary to a statement in the General Plan.

bicyclists during the afternoon hours. The total count of 69 bicyclists is higher than the San Mateo County average of 44.5 bikes[12] for selected intersections.

Figure B-1: Bicycle Network

[12] Source: MTC Bicyclist and Pedestrian Data Collection and Analysis Project : Final Report (2003)

Chart B-2: Ratio Bicycle/Population in San Mateo County, October 2002



Travel Characteristics of East Palo Alto Residents

The Census Transportation Planning Package 2000 (CTPP 2000) from the US Census Bureau provides a comprehensive view of travel characteristics by place of residence, by place of work, and for worker-flows between home and work.

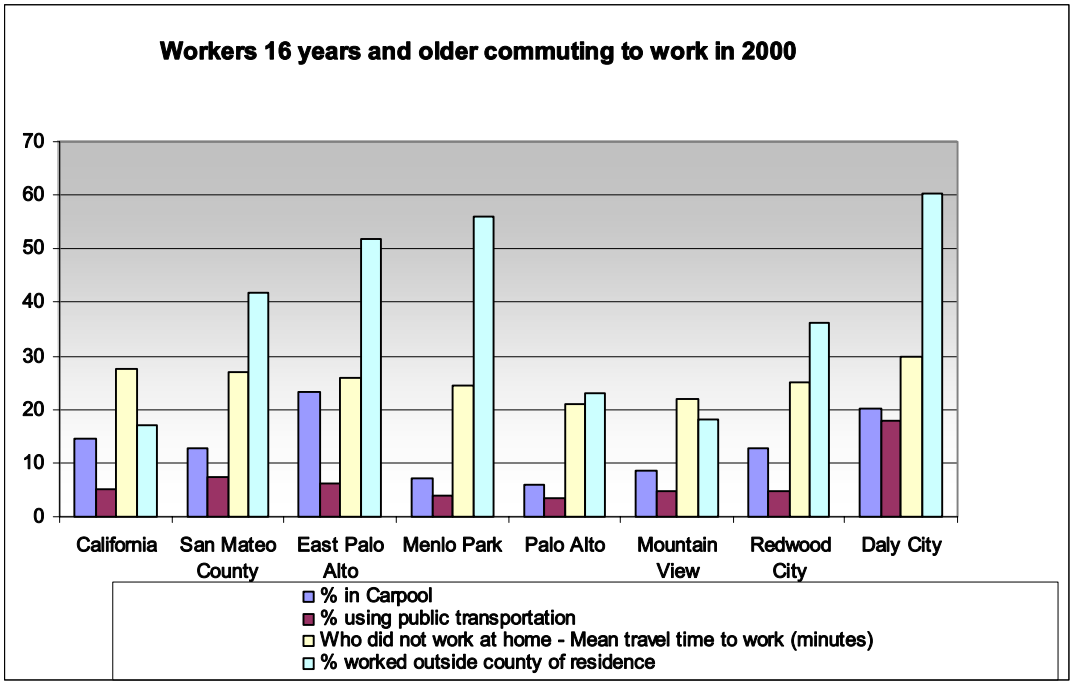
In 2000, 52% of East Palo Alto workers worked outside San Mateo County, compared to 42% for San Mateo County population.

The mean travel time to work for East Palo Alto residents was 25.9 minutes in 2000, as compared to 27 minutes in San Mateo County.

The proportion of East Palo Alto residents who carpool is higher than the countywide average; 23.4% of workers carpooled to work, as compared to 12.8% countywide. The proportion of East Palo Alto residents using any form of public transportation (6.2%) was one point lower than the county average (7.3%).[13]

[13] Public Transportation includes bus, streetcars, subway, rail and taxi

Chart B-3: Commute patterns to work in 2000[14]



Similar to other cities on the Peninsula and in the Bay Area, the vast majority of trips to work by East Palo residents are by private vehicle. In 2000, 87.5% of commute trips originating in East Palo Alto were by car, truck or van, compared to 85% in San Mateo County. In 2000, 64% of East Palo Alto workers drove alone to work while 72.3% of San Mateo County workers drove alone to work.

In 2000, East Palo Alto workers made 69% of their one-way work trips in less than 30 minutes, 20% of work trips were between 30 and 44 minutes, 5% of work trips were between 45 and 59 minutes (20% on public transportation and 80% by other means). Finally 6% of the trips to work were 60 minutes or more. The longer the travel time is, the higher the share of trips by public transportation; 20% of the trips between 45 and 59 minutes were made by public transportation while only 2% of the trips less than 30 minutes were made by public transportation.

[14] Source: Census 2000 Summary File 4 (SF 4)

Chart B-4: Mode Split in East Palo Alto and in San Mateo County in 2000[15]

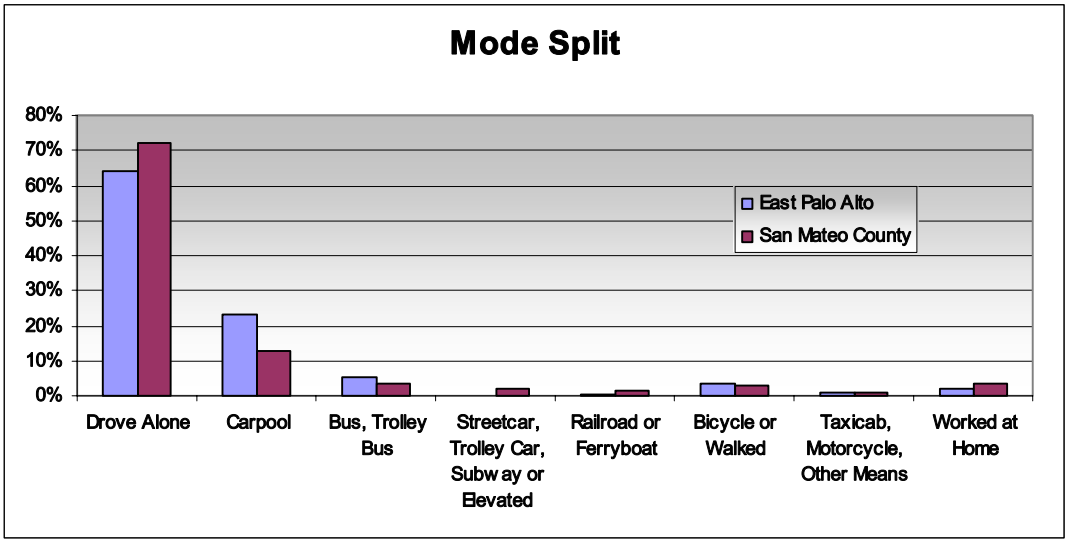


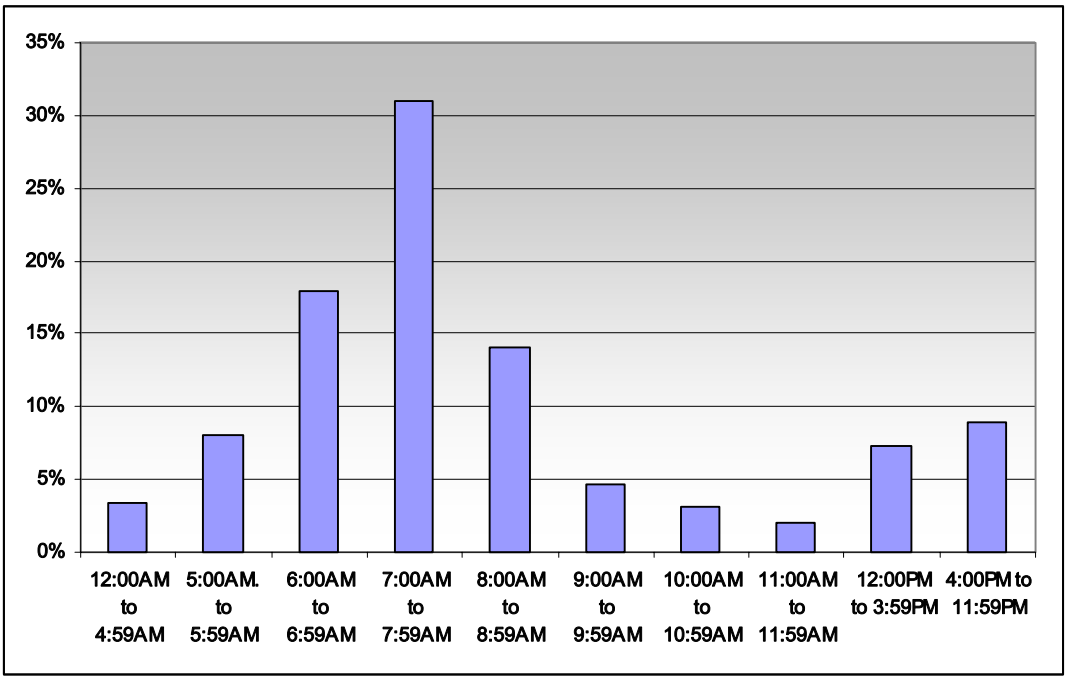
Table B-2: Travel Time to Go to work in East Palo Alto in 2000[16]

	East Palo Alto	Proportion
Total:	10,795	100%
Less than 30 minutes:	7,430	69%
Public transportation	137	2%
Other means	7,293	98%
30 to 44 minutes:	2,118	20%
Public transportation	241	11%
Other means	1,877	89%
45 to 59 minutes:	547	5%
Public transportation	111	20%
Other means	436	80%
60 or more minutes:	700	6%
Public transportation	199	28%
Other means	501	72%

[15] Source: Census 2000 Summary File 4 (SF 4). Universe: All workers

[16] **Source: Census 2000 Summary File 4 (SF 4). Universe: All workers**

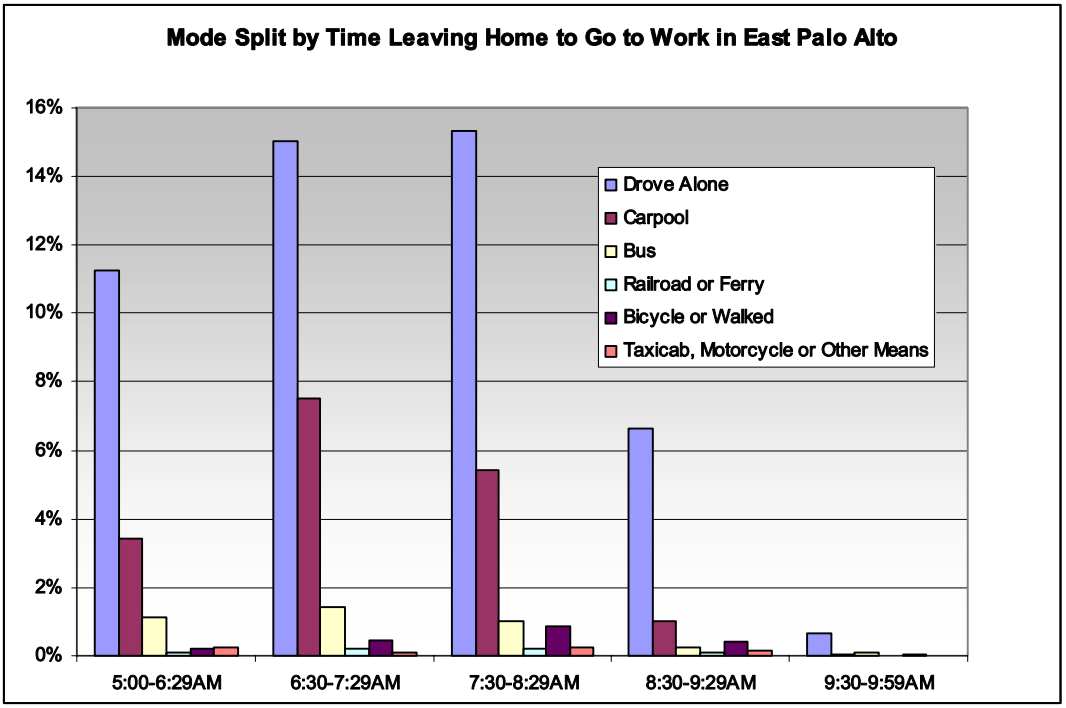
Chart B-5: Time leaving home to go to work in East Palo Alto in 2000[17]



According to the 2000 census, 63% of East Palo Alto residents left home to go to work during the peak morning travel period of 6AM and 8:59AM. More precisely, 18% left home to go to work between 6AM and 6:59AM, 31% left home to work between 7AM and 7:59AM and 14% between 8AM and 8:59AM.

[17] Census 2000 Summary File 4 (SF 4). Universe: All workers

Chart B-6: Means of transportation by time leaving home to go to work[18]



The peak hours for all modes of travel were between 6:30AM and 8:29AM. According to the 2000 census, 30% of workers who drove alone left home between 6:30 and 8:29AM, with 15% for each hour interval (6:30-7:29AM and 7:30-8:29AM). The highest proportions of carpoolers (7.5%) and bus passengers (1.5%) left home to go to work between 6:30 and 7:29AM. More workers who used their bicycle or walked left home between 7:30 and 8:29AM. Train passengers left home at the same time as the workers who drove alone (between 6:30 and 8:29AM).

[18] Source: CTTP 2000 – Table 1-021. Universe: All workers

Table B-3: Poverty Status by Means of Transportation to Work in 1999 in East Palo Alto[19]

	Total	Below Poverty	With Incomes Between 100% and less than 150% of Poverty	With Incomes Equal to or Greater than 150% of Poverty
Total	100%	9.6%	10.4%	80.0%
Drove Alone	64.0%	54.0%	54.8%	66.4%
Carpool	23.4%	30.3%	27.4%	22.1%
Bus	5.4%	7.1%	12.2%	4.3%
Railroad or Ferry	0.6%	0.0%	0.0%	0.8%
Bicycle or Walked	3.3%	3.8%	2.6%	3.3%
Taxicab, Motorcycle or Other Means	1.0%	0.4%	0.9%	1.1%
Worked at Home	2.0%	4.3%	1.7%	1.8%

In 2000, 54% of workers below poverty level drove alone, compared to 64% of the total working population in the city. East Palo Alto residents below poverty level and with incomes between 100% and 150% of poverty carpooled more (30.3% and 27.4%), compared to the city average (23.4%). They also took the bus more than the city average. No workers below poverty level or with incomes between 100% and 150% of poverty took the train in 2000.

Transportation Market Research

Countywide Market Research Findings

Market research conducted for the SamTrans Strategic Plan identified distinct groups within the population that share the same set of values when making their transportation mode choices. The individuals in a particular cluster are most likely to share similar attitudes toward local travel choices. Conversely, people in different clusters are most likely to hold different views. Traditional transit planning has often divided service populations into those that depend on transit for some or all of their mobility (so called "transit dependent") and those that choose to ride (so called "choice riders").

[19] Source: CTTP 2000 – Table 1-036. Universe: Workers for whom poverty status has been determined

The market segmentation that underlies SamTrans' Strategic Plan rejects the choice rider/transit dependent distinction as irrelevant or perhaps even counter-productive to an effective long-term strategy. For example, many low-income households that spend an enormous share of their household income on a car are considered choice riders because they own a car. Furthermore, this false segmentation provides no insights into the motivations that lead to 97 percent of daily trips in San Mateo County being made in cars.

The eight market segments for SamTrans' service area are described below. "Diligent Chargers" have a high need for privacy, reliability and productive use of time; they comprise 25 percent of the total service population in the county, comprising the largest market segment.

"**Intrepid Amblers**" have lower sensitivity on nearly all attitudes than other segments, except for productive use of time. Intrepid Amblers are the least concerned of the eight market segments about value of time, and are willing to tradeoff other needs for a low-cost travel option. Based on attitudes, this segment appears to be an easier market to attract and comprises about 17 percent of the overall service population in San Mateo County.

"Rigid Flyers" are very demanding travelers, and have sensitivities that are difficult to address with traditional transit services. On the other hand, Rigid Flyers are willing to pay more than most other groups in order to have their needs met. This segment accounts for about 8 percent of SamTrans' service population.

"Brave Runabouts" place a high premium on saving time, similar to Rigid Flyers, but they are relatively undemanding on most other factors. Brave Runabouts comprise 23 percent of the total market in the county.

"Shy Cruisers" are somewhat similar to Rigid Flyers in that they are demanding travelers with sensitivities that are difficult to address with traditional transit services. Shy Cruisers comprise only 4 percent of the population.

"Tense Trekkers" are characterized by a very high need for privacy, reliability and productive use of time. They need to be many different places throughout the day, and tend to travel at very specific times, but are unwilling to pay a premium to have their needs met. Tense Trekkers comprise about 10 percent of the population.

"Solo Ramblers" are characterized by a very high need for privacy, comfort and personal safety. They are relatively indifferent to most other attitudes, with some travel outside of typical commute hours but to a limited number of locations, combined with an unwillingness to pay a premium fare. Solo Ramblers comprise about 6 percent of the population.

"Outgoing Multi-Taskers" prefer reliable travel options that allow for productive use of time. They tend to travel at very fixed times, and do not make extra trips throughout the day. While they are less sensitive to privacy and comfort than other segments, this sensitivity is still an important consideration in their choice of travel modes. They comprise about 7 percent of the overall population.

East Palo Alto Survey Findings

The City of East Palo Alto funded a sub-sample (additional surveys) of East Palo Alto residents to obtain a larger set of data for the city. The results help to understand the attitudes and preferences of East Palo Alto residents for their travel choices.

The market research shows that East Palo Alto has high potential to increase transit ridership. Residents of East Palo Alto fall into four of the market segments (Table 1). Two-thirds of East Palo Alto respondents surveyed fall into the two market segments that are considered the easiest to capture in terms of new riders – Outgoing Multi-Taskers and Intrepid Amblers. These market segments have lower sensitivities, for example, to the factors "Value of Time" and "Privacy and Comfort." The remaining one-third fall into the Tense Trekker and Solo Rambler market segments. While these segments also have lower sensitivities to "Value of Time," they find "Privacy and Comfort" more important.

Table B-4: Market Segmentation for East Palo Alto

Market Segment	No. of Respondents	Percent in East Palo Alto	Percent in County
Outgoing Multi-Tasker	49	45%	7%
Intrepid Ambler	24	22%	17%
Tense Trekker	17	16%	10%
Solo Rambler	19	17%	6%
Total	109	100%	40%

Fixed Route Transit and Amenities

Existing Fixed Route Transit Service

SamTrans routes 280, 281, 296, 297, and 397 directly serve East Palo Alto and provide connections to other transit modes and many major destinations in other cities.

SamTrans Route 397 is a countywide route that serves East Palo Alto in the late-night and early morning hours. It connects with the Palo Alto Caltrain Station, stops at University and Bay in East Palo Alto, and heads north through San Mateo County, terminating at the Transbay Terminal in San Francisco. It connects with the Redwood City Caltrain Station and the Hillsdale Caltrain Station, and also stops at San Francisco International Airport and the Millbrae Intermodal Station, where it connects with BART and Caltrain.
Route 397 does not operate during the day. Route 397 basically operates every day from 12:45AM to 2:45AM in the northbound direction; and from 1:15AM to 4:15AM for the southbound direction.

SamTrans Route 280 serves the southern residential area of East Palo Alto and the residential area just north of the University Circle development (west of Highway 101), and connects with the Palo Alto Caltrain Station and terminates at Stanford Shopping Center.
Weekday service runs from 6AM to 10PM, with 30- to 60-minute headways. Saturday service runs from 8AM to 6PM, with 30-minute headways. Sunday service runs from 9AM to 5PM, with 60-minute headways.

SamTrans Route 281 serves the northern residential area of East Palo Alto, the University Avenue corridor, connects with the Palo Alto Caltrain Station and terminates at Stanford Shopping Center.
Weekday service runs from 6AM to 10PM, with 30- to 60-minute headways. Saturday service runs from 8AM to 6PM, with 30-minute headways. Sunday service runs from 8AM to 5PM, with 60-minute headways.

SamTrans Route 296 serves East Palo Alto's residential area south of University Avenue (as well as the Gateway 101 Development). It connects with both the Menlo Park and Redwood City Caltrain stations.
Weekday service runs from 6AM to 11PM, with 30- to 60-minute headways. Saturday and Sunday service runs from 8AM to 6PM, with 60-minute headways.

SamTrans Route 297 serves East Palo Alto by connecting with the Palo Alto Caltrain Station and the Redwood City Caltrain Station. This route is similar to Route 296 but operates at night when Route 296 is no longer running (or is almost done). It is also similar to Route 397 (discussed below) but does not have a countywide range like the 397. On weekdays, Route 297 makes 8

trips (4 in each direction). On Saturdays, Route 297 makes 22 trips (11 in each direction).
Route 297 operates at nights only starting at 10:45 PM on weekdays and starting at 6:45PM on Saturdays. The last bus in the morning is at 4:45AM on weekdays, 7:45AM on Saturdays and 8:43AM on Sundays.

The Dumbarton Express also serves East Palo Alto. This route is funded through a consortium consisting of AC Transit, VTA, and SamTrans and is operated by AC Transit. The route runs adjacent to East Palo Alto (on Willow Road) and connects the Peninsula with the East Bay area, particularly to BART in Union City. It has two stops near East Palo Alto. Dumbarton Express service is available during the week. It has an Average Weekday Ridership of 873 passengers.[20]

[20] Source: FY2003 ridership figures

Figure B-2: Transit Service in East Palo Alto

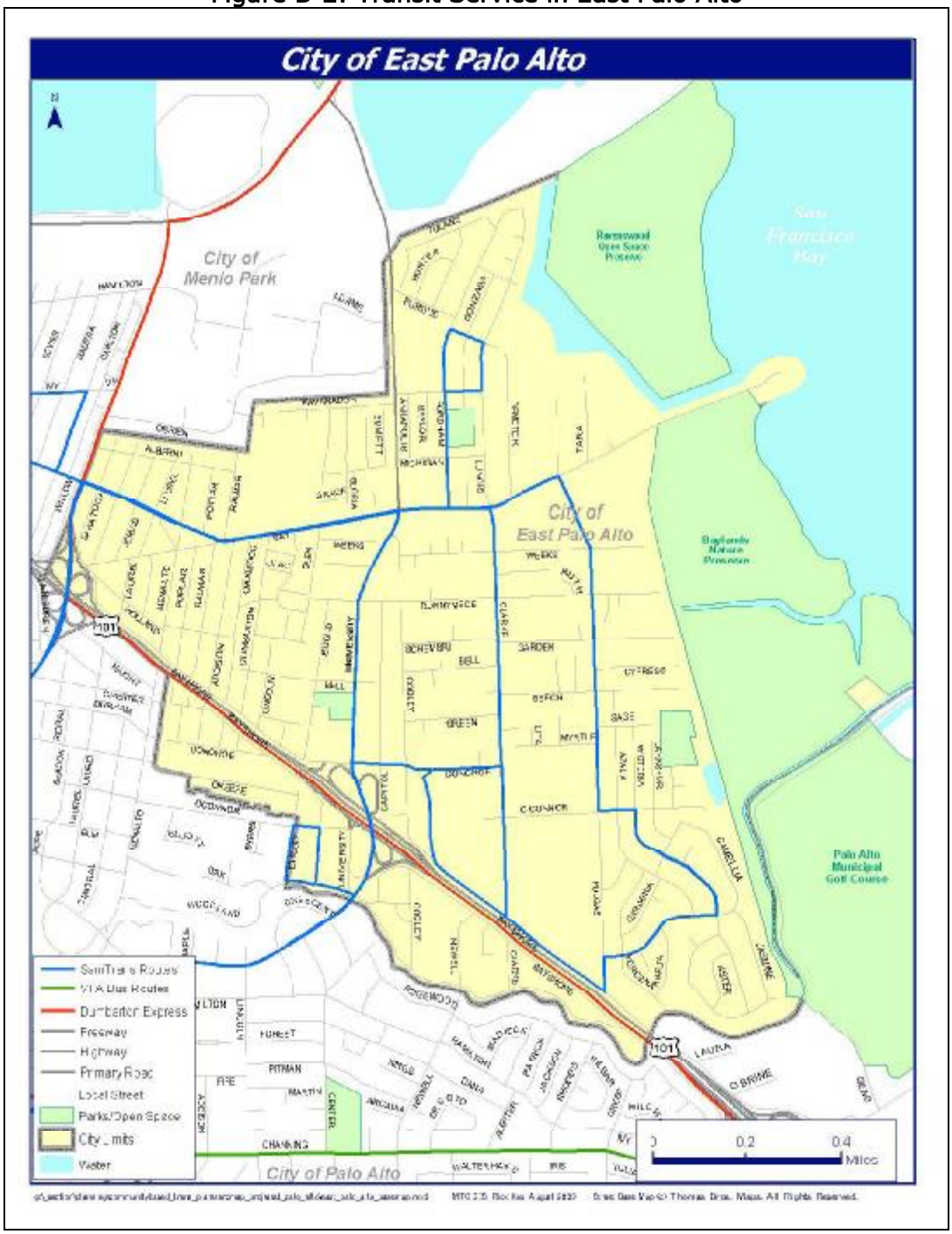


Table B-5: Fixed Route Service Characteristics

	Route 280	Route 281	Route 296	Route 297	Route 397
Trips Weekday	62	59	72	8	7
Weekday Hours	6AM-10PM	6AM-10PM	5:45AM-11:15PM	10:45-11:45PM and 3:45-4:45PM	2:45-5:45AM and 12:45-2:45AM
Frequency Weekday Commute	30 minutes	30 minutes	30 minutes	60 minutes	N/A
Frequency Weekday Midday	30 minutes	30 minutes	30 minutes	N/A	N/A
Frequency Weekday Night	30-60 minutes	40-60 minutes	60 minutes	60 minutes	60 minutes
Frequency Saturday	30 minutes	30 minutes	60 minutes	60 minutes	60 minutes
Frequency Sunday	60 minutes	60 minutes	60 minutes	60 minutes	60 minutes

The following characteristics measure the performance of the five SamTrans bus routes in East Palo Alto (Table 3-2).

Table B-6: SamTrans Fixed Route Performance Characteristics[21]

	Route 280	Route 281	Route 296	Route 297	Route 397
Average Weekday Ridership[22]	665	956	2,350	76	152
Farebox[23]	32%	53%	74%	22%	13%
Passenger Per Revenue Mile[24]	1.5	2.4	3.4	0.9	0.6
Average Passenger per Trip[25]	10.7	16.2	32.6	9.5	21.7
Net Cost per Passenger[26]	$1.78	$0.78	$0.29	$3.14	$6.28
Estimated Revenue per Mile[27]	$1.19	$2.02	$2.74	$0.80	$0.54
Variable Cost per Mile[28]	$3.73	$3.80	$3.69	$3.70	$4.06
Estimated Variable Annual Cost	$516,013	$475,993	$715,781	$169,970.6	$402,676

[21] Source: Analysis of Operating Data and Cost/Revenues by Route, SamTrans, November 2002.
[22] The Average Weekday Ridership (AWR) is the number of boardings in a weekday.
[23] The farebox recovery is the total operating revenue by the total operating cost.
[24] Passenger per Revenue Mile is the number of passengers (AWR) by Revenue Mile
[25] The Average Passenger per Trip is the AWR by the number of trips.
[26] The Net Cost per Passenger is the annual net cost by the average annual ridership
[27] Revenue per Mile is calculated by using the exact number of passengers by day, by route and by type of fare.
[28] Variable Cost per Mile requires the following cost allocation formula:
MNT = Systemwide annual maintenance, fuel, lubricants, tires, tubes, and insurance
AMO = Systemwide annual miles operated
VCM = Systemwide annual variable cost per mile = MNT/AMO
OWB = Systemwide annual operator wages and benefits
AHO = Systemwide annual hours operated
VCH = Systemwide annual variable cost per hour = OWB/AHO

Variable cost per mile for an individual route =

$$\frac{(\text{Average Weekday Miles}) \times \text{VCM} + (\text{Average Weekday Hours}) \times \text{VCH}}{\text{Average Weekday Miles}}$$

This system of distributing operating cost by function according to both miles and hours is highly accurate in determining actual cost per mile for each route.

All SamTrans routes serving East Palo Alto connect with Caltrain and VTA; Route 397 also connects with BART and San Francisco International Airport, as well as multiple Muni and AC Transit routes at the Transbay Terminal. Most of the routes connect with the Dumbarton Express as well as with different shuttles (Caltrain, Marguerite, Willow Road Employer shuttles).

Table B-7: Connecting Service

	Route	Connection to Other Lifeline Transportation Services
SamTrans Bus Routes	280	Caltrain, VTA 22,35, 86, 300 SamTrans 281, 296, 297, 390 & 397, KX, DB, Marguerite, EPA Shuttles
	281	Caltrain, VTA 22,35, 86, 300 SamTrans 280, 296, 297, 390 & 397, KX, DB, Marguerite, Menlo Park Midday, Willow Road Employer, EPA Shuttles
	296	Caltrain, VTA 22, SamTrans 270, 271, 274, 280, 281, 295, 297, 390, 391 & 397, KX, Marguerite, Menlo Park Midday, Willow Road Employer Shuttles
	297	Caltrain, SamTrans 280, 281, 390, VTA 22, DB
	397	Caltrain, SamTrans 250, 251, 262, 270, 271, 274, 280, 281, 292, 294, 295, 296, 297, 390, 391 VTA 22, 35, 86. 300, KX, PX, DB, MUNI (Transbay terminal), BART, Marguerite, Menlo Park Midday, Willow Road Employer Shuttles
AC Transit	Dumbarton Express	BART, Caltrain, SamTrans 280, 281, 297 & 397, KX, VTA 22, 35, 86, 300, Marguerite, EPA Shuttles
	Dumbarton Express 1[29]	

[29] Dumbarton Express 1 operates in the peak direction only.

Figure B-3: Routes 280 and 281 Service Maps

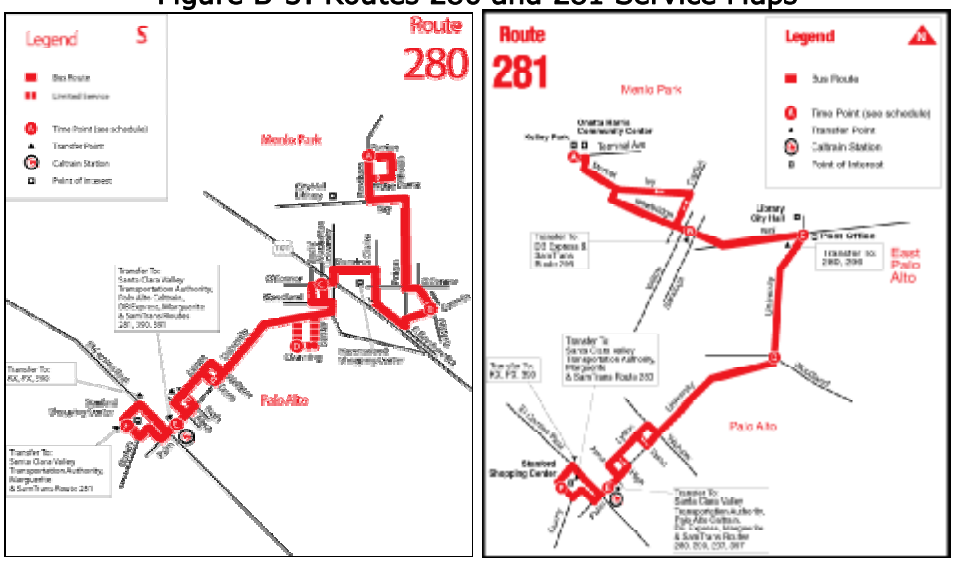


Figure B-4: Routes 296, 297 and 397 Service Maps

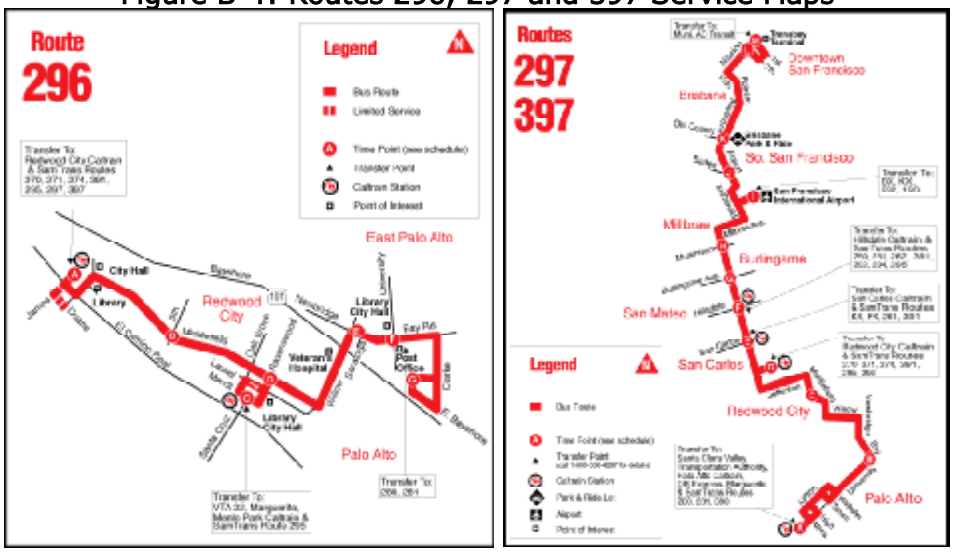
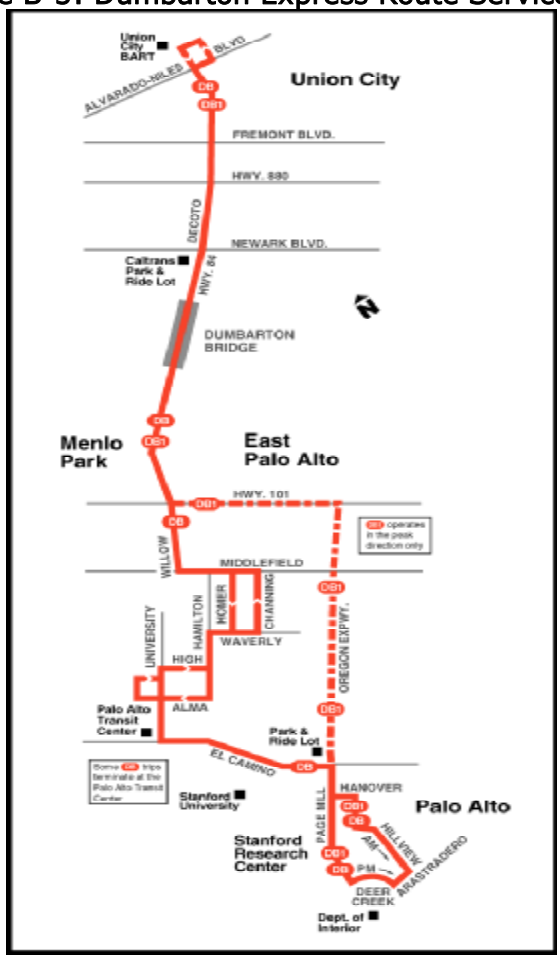


Figure B-5: Dumbarton Express Route Service Map



Scheduled New Fixed Route Transit Service

In September 2004, AC Transit will launch a new express bus route, Line U, that will pick up BART passengers at the Fremont station and Altamont Commute Express (ACE) passengers at the Centerville station in Fremont; it will drop-off passengers at the Oval on Stanford Campus. This route will travel along Willow Road but is not scheduled to make any intermediary stops near East Palo Alto. There will be three bus runs in the morning peak and three bus runs in the evening peak, all on one-hour headways. Funding for this express bus route was obtained through state funding as well as from private funding from Stanford University. Stanford staff will ride for free on the route and other passengers will pay a $3 fare.

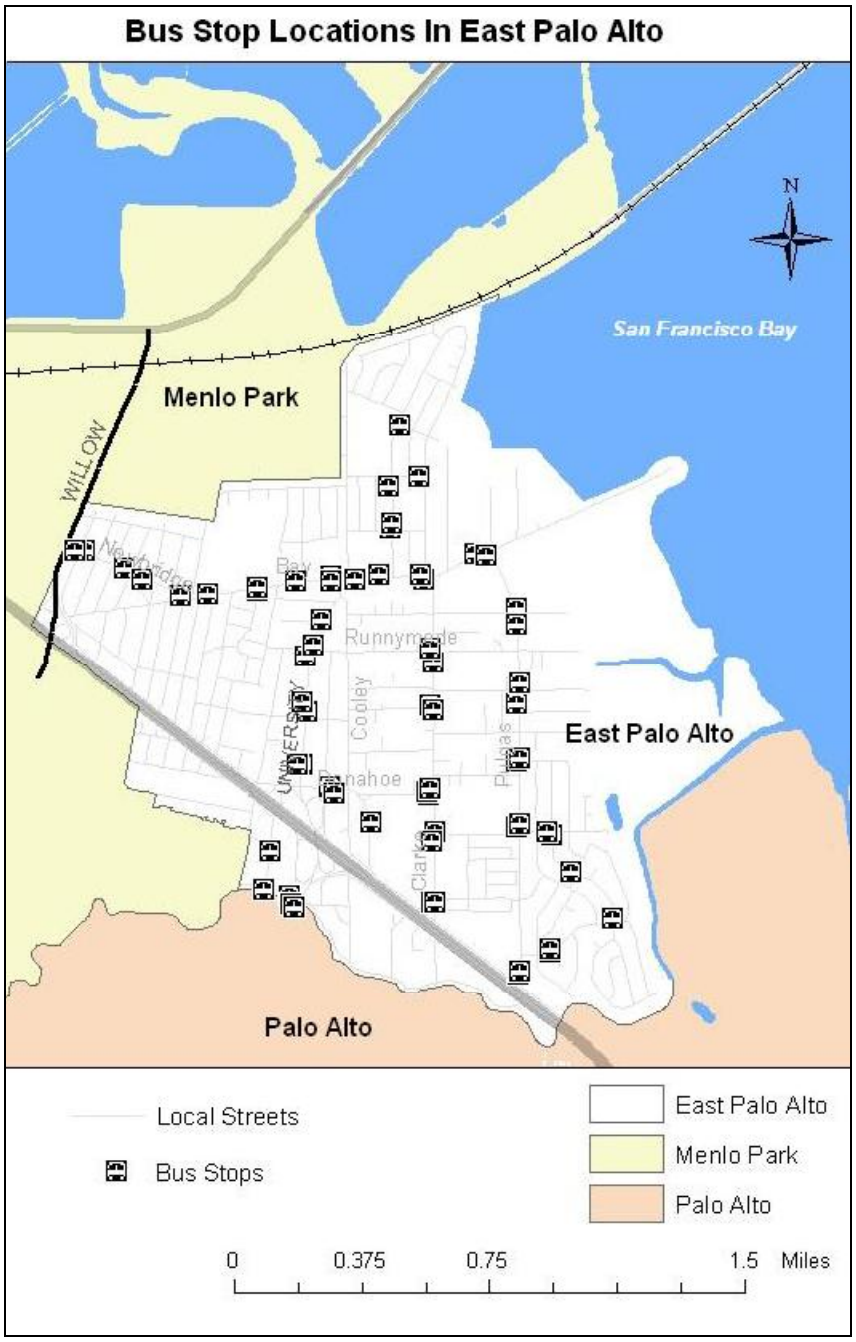
In August of 2004 SamTrans plans to implement a new express bus route, the REX, that will start in East Palo Alto, connect with the major employers in Redwood Shores, and terminate at the Millbrae Intermodal Station. The service will provide 25 new daily trips between East Palo Alto and the Millbrae Intermodal Station. The service will operate on half-hour headways from 5:12AM to 8:30AM and again from 3:45PM to 6:30PM. Service is tentatively scheduled for August 2004, depending on state funding. This bus route will operate for a minimum of three years and will be funded through state funding, as well as a Low Income Flexible Transit (LIFT) grant.

Bus Stops and Shelters

In June 2003, SamTrans staff surveyed the 64 bus stops in East Palo Alto. Approximately 61% of the bus stops are located on residential streets and 34% are located in front a local residence. These stops have signs with the corresponding bus service that stops there (sometimes mounted to a sign pole and sometimes attached to a light pole). Twenty-five percent of these bus stops in this residential setting have red curbs in front of the stop. At the time of survey, nine percent of the bus stops were obstructed by cars parked in front of them. Forty-two percent of the bus stops have fences along the sidewalk. Twenty percent of all bus stops are located at street intersections.

Sixteen of the bus stops in East Palo Alto have benches (25%), and two stops have shelters (3%). Nineteen of the bus stops have trash cans (30%). One bus stop has a public telephone available at the stop. Stops that are on arterial roads, such as University Avenue and Bay Road, vary in the amenities that they have; some have benches and trash cans, while others have just a pole and sign designating the stop. One of the two bus shelters in East Palo Alto is located at the northeast corner of Bay and University. The other one is located on Cooley Avenue at East Bayshore Road in front of the Office Depot store.

Figure B-6: Bus Stop Locations in East Palo Alto[30]



[30] Source: SamTrans Operations Technology provided bus stop coordinates

SamTrans Policy for Adding Shelters

Currently, SamTrans has installed 226 shelters at over 3,000 bus stops. The Transportation Service Policy section of the SamTrans Motor Bus System Evaluation Study (April 1997) provided some guidelines for providing bus stop amenities:

All shelters shall be established based on a priority system which includes, at least, number of boarding passengers and weather. Benches will be added at appropriate stops based on a variety of criteria. Stops with over 200 boarding a day will be considered for a bench or shelter. Major transfer points will be made as convenient as possible for easy transfers between routes. Major transfer points (with over 200 boardings a day) shall have a shelter where physically possible. All shelters shall have a system map with fare information and routes servicing the stop.

Any substantial improvement to an existing bus stop requires that the bus stop meet current Americans with Disabilities Act (ADA) standards. In most cases, this requires pouring a concrete waiting pad of specific dimensions, in addition to the main improvement (i.e. a shelter). Because many bus stop locations are physically constrained, it may not be possible to bring them up to ADA standards if they are improved.

Cost of Improving SamTrans Bus Stops

A simple bus stop may be nothing more than a pole and sign installed in the ground behind the curb. The most extensive set of improvements at a new bus stop might include a new bus turnout with reinforced concrete pavement for the bus pad, new curb, gutter, sidewalk, ADA landing pad, shelter pad and shelter, and trash receptacle.

A bus stop is considered accessible when there is a level ADA landing pad (8' deep x 5' wide) behind the curb and is contiguous with an adjacent accessible path or sidewalk. There are over 3,000 bus stops in San Mateo County. Shelters, benches and trash receptacles are amenities, and are not ADA requirements. Curb cuts are not a requirement at bus stops but are at pedestrian crossings of streets, which are typically some distance from the bus stop. SamTrans has extended sidewalks and has installed curb cuts in the past as part of bus stop improvement projects; otherwise, these improvements would be the responsibility of the local agency that owns the public right-of-way.

SamTrans does not "take land" for bus stops. Bus stops and stop improvements on public right of way are covered under an encroachment permit from the State (Caltrans for El Camino Real) or local agency. Permission to encroach or make improvements on private property (typically

behind the back of the sidewalk) is covered under a revocable license agreement. Therefore, the cost of land is never an issue for bus stops.

The following are general cost guidelines, based on recent projects, of various bus stop improvements:

Capital Improvement	Estimated Cost
1. Pole and sign	$ 100
2. Construct shelter pad and ADA pad	$ 1,800
3. Furnish and install shelter with bench	$ 5,000
4. Furnish and install bench only	$ 900
5. Furnish and install trash receptacle only	$ 900
6. Construct additional sidewalk	$ 15 per sq. foot
7. Construct new bus stop with turnout and bus pad pavement, curb, gutter, sidewalk, shelter with bench and sign, and trash receptacle	$ 43,000

The following are estimated annual maintenance costs of existing bus stop improvements:

Bus Stop Item	Annual Maintenance Cost
1. Bus stop with shelter and trash receptacle, includes regular steam cleaning and minor repairs	$ 750 - 1200
2. Bus stop with bench and trash receptacle	$ 265
3. Bus stop with trash receptacle only	$ 125
4. Bus stop with pole and sign only	no maintenance cost

East Palo Alto Bus Shelter Pilot Program

SamTrans, the City of East Palo Alto and Viacom Outdoor are partnering in a pilot program to install bus shelters in two locations: University at Woodland Avenue as well as University at Bell. The program will allow Viacom Outdoor to post approved advertising materials while maintaining shelters and providing a portion of the ad-generated revenue to the City and SamTrans.

The program is scheduled to begin in late Fall of 2004 and is the proposed model for all of San Mateo County.

Shuttles

General Shuttle Policies for SamTrans and Caltrain Shuttles

SamTrans' and Caltrain's shuttle programs are designed to serve specific commute purposes but are open to the general public. Many of the shuttles are designed to transport rail patrons between major rail stations, residential areas and workplaces in San Mateo County. Responding to community requests, shuttles are now serving other specific markets, such as connecting senior citizens with essential destinations.

SamTrans' and Caltrain's service standards and operating practices mainly describe the responsibilities of contracted shuttle service providers. During the course of operating the shuttle, the agencies reserve the right to adjust service hours, routes, schedules, fares, service areas, and operating rules so as to accommodate ridership increases or decreases, economic condition changes or changes in operating plans or requirements.

East Palo Alto's shuttles operate under these standards.

East Palo Alto Shuttles

East Palo Alto has two shuttles that operate during the week and one shuttle that serves East Palo Alto on the weekend. The East Palo Alto Caltrain Shuttle connects East Palo Alto passengers with the Palo Alto Caltrain station during the week in the peak commute periods. The East Palo Alto Senior Shuttle connects seniors with vital services, such as shopping destinations and medical facilities, during the week. The East Palo Alto Weekend Shuttle follows the same route as the weekday Caltrain shuttle.

East Palo Alto's Caltrain shuttle connects East Palo Alto to the Palo Alto Caltrain Station. The shuttle makes three trips in the morning and four trips in the afternoon. The shuttle connects East Palo Alto residents with the Palo Alto Caltrain Station during commute hours. It has six main stops but can pick up passengers anywhere along the route if they signal the driver (see route map below). The shuttle is funded jointly by SamTrans, the San Mateo County Transportation Authority, the City of East Palo Alto, and the Bay Area Air Quality Management District. Parking Company of America (PCA) operates the shuttle.

East Palo Alto's Senior Shuttle provides midday service to essential destinations and serves most destinations at least twice each day. These destinations include the Senior Center, Runnymede Gardens, Albertson's Palo Alto, the Palo Alto Medical Foundation (PAMF), K-MART, Kaiser Hospital, and various stores at San Antonio Shopping Center. The service has different routes on different days. For instance, on Mondays and Thursdays, the Senior Shuttle connects passengers with Palo Alto destinations, such as

Downtown Palo Alto, PAMF, Stanford Shopping Center, Stanford Medical Center, and Albertson's. On Tuesdays and Fridays, the Senior Shuttle brings passengers to Redwood City, which includes Sequoia Station, Kaiser Hospital, KMART, and Foods Co. On Wednesday, the shuttle provides direct access to Mountain View's San Antonio Shopping Center destinations, such as Wal-Mart, Sears, and Albertson's. PCA operates the shuttle bus.

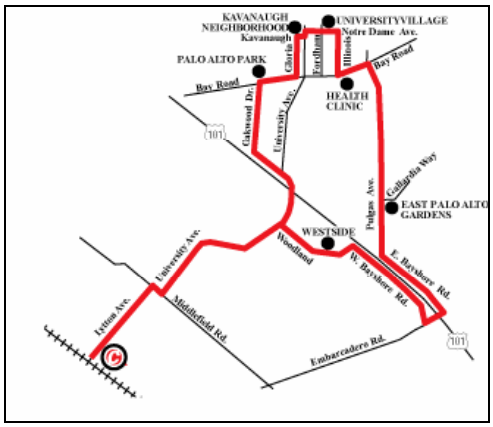
The Weekend Shuttle follows the same route as the weekday Caltrain Shuttle. It connects East Palo Alto residents with the Palo Alto Caltrain Station and bus transfer center on both Saturday and Sunday. The shuttle makes three trips in the morning and four trips in the afternoon. It has six main stops but can pick up passengers anywhere along the route if they signal the driver. PCA operates the shuttle bus.

The cost per passenger of the East Palo Alto Caltrain shuttle ($3.07) is very close to the average cost per passenger for all Caltrain shuttles ($3.05).

Table B-8: Shuttle Service and Performance Characteristics

	Caltrain Shuttle	Senior Shuttle	Weekend Shuttle
Number of Daily Trips	7	Varies	7
Average Daily Ridership	95	N/A	N/A
Average Passengers per Trip	13.5	N/A	N/A
Service Days	Monday - Friday	Monday - Friday	Saturday, Sunday
Service Hours	Mornings and Evenings	Middays	Mornings and Evenings
Frequency	30 minutes	Varies	60 minutes
Cost per Passenger	$3.07	N/A	N/A
Cost per Revenue Mile	$4.77	N/A	N/A
Estimated Revenue per Mile	N/A	N/A	N/A
Farebox Ratio	32.56%	N/A	N/A

Figure B-7: East Palo Alto Caltrain Shuttle Service Map



Paratransit

Types of Trips Served

The San Mateo County Transit District (SamTrans) provides paratransit service in San Mateo County with its Redi-Wheels program. The program provides service to individuals unable to use fixed route transit due to physical or cognitive disabilities. Trips on Redi-Wheels cost $2 each and provide door-to-door service for those individuals who have been deemed eligible to participate in the program.

SamTrans also has a "lifeline" fare assistance program. Individuals with very low incomes (verified by receiving SSI, SSDI, TANF, or Medi-Cal) can apply for the fare assistance program and pay $1, instead of $2.

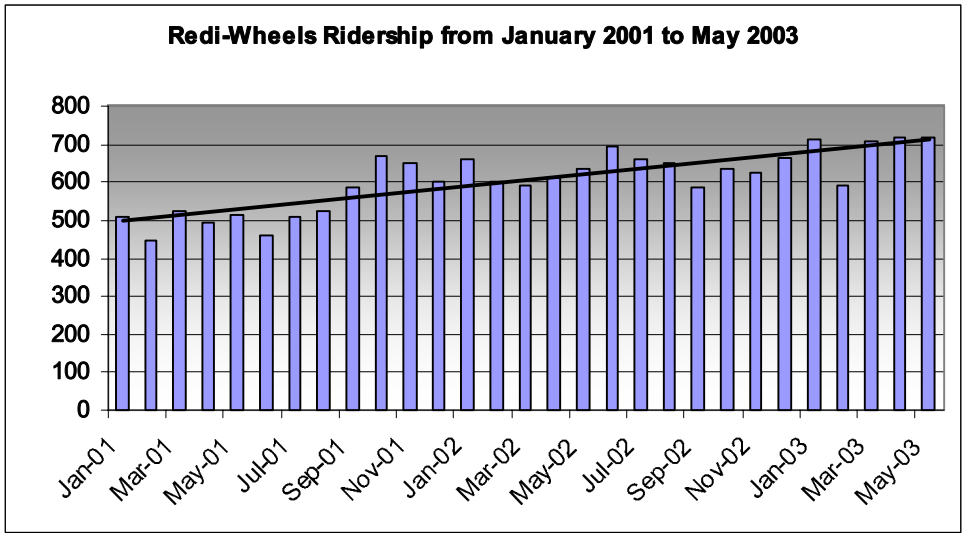
Eligibility Requirements

Only those persons whose disability prevents them from using regular bus service all or some of the time are eligible. This eligibility criterion comes from the Americans with Disabilities Act (ADA). All SamTrans buses are accessible, and many persons with disabilities are able to use the fixed-route bus service. An applicant will be eligible if any of the following three conditions are met: 1) Applicant is unable to independently board or disembark, identify correct vehicle or stop, maintain balance on the vehicle, understand directions needed to complete a trip, or perform any of the usual tasks associated with using the bus; 2) The bus service is not accessible to the applicant i.e. the bus lift cannot be deployed at the stop the applicant uses; 3) The applicant is unable to travel independently to and from the bus stop.

East Palo Alto Paratransit Ridership

Redi-Wheels ridership in East Palo Alto carried 511 passenger trips in January 2001 and 719 passenger trips in May 2003, an increase of 41%.

Chart B-7: Redi-Wheels Ridership in East Palo Alto



School Bus Service

Many students in East Palo Alto rely upon the Ravenswood City School District (RCSD) for transportation to school. RCSD serves over 5,000 students, kindergarten through eighth grades, from East Palo Alto and Menlo Park. Of those students, approximately 3,500 (70%) use the school bus service.

The school district owns the school bus vehicles. Their fleet consists of thirteen Type I buses as well as six vans. A student must be a resident of East Palo Alto and be registered as a student in the Ravenswood City School District in order to be eligible to take the bus. The service is free for the students.

Social Service Transportation

The East Palo Alto Senior Center offers a van and a shuttle bus to seniors in East Palo Alto. The Senior Center partners with the City of East Palo Alto to

transport approximately 15 seniors a day to a nutrition program at the Senior Center. The rides cost the passengers $1.00 per round trip when used for the nutrition program. The Senior Center also provides about 5 trips per month for planned events and trips where seniors need special assistance.

Taxi Service

There are multiple taxicab companies that pick up passengers in East Palo Alto. Some companies will pick-up in East Palo Alto but will not provide inter-city trips. The typical cost to take a taxicab is $2.50 per mile. This means that a trip from East Palo Alto to neighboring Palo Alto could cost anywhere from $10.00 to $15.00 for a one-way trip. Currently, there is only one taxi company with a business license in East Palo Alto.

Lifeline Transportation Analysis and Findings

In the *Lifeline Transportation Network Report*, the Metropolitan Transportation Commission (MTC) identifies a "safety net" of lifeline transportation services intended to meet the travel needs of low-income communities. The report identifies a series of routes that are considered critical to meeting the needs of low-income communities because they provide:

- Direct service to a neighborhood with a high concentration of CalWORKs[31] households;
- Service directly to areas with high concentrations of essential destinations;
- Core trunk line service as identified by the transit operator; or
- A key regional link

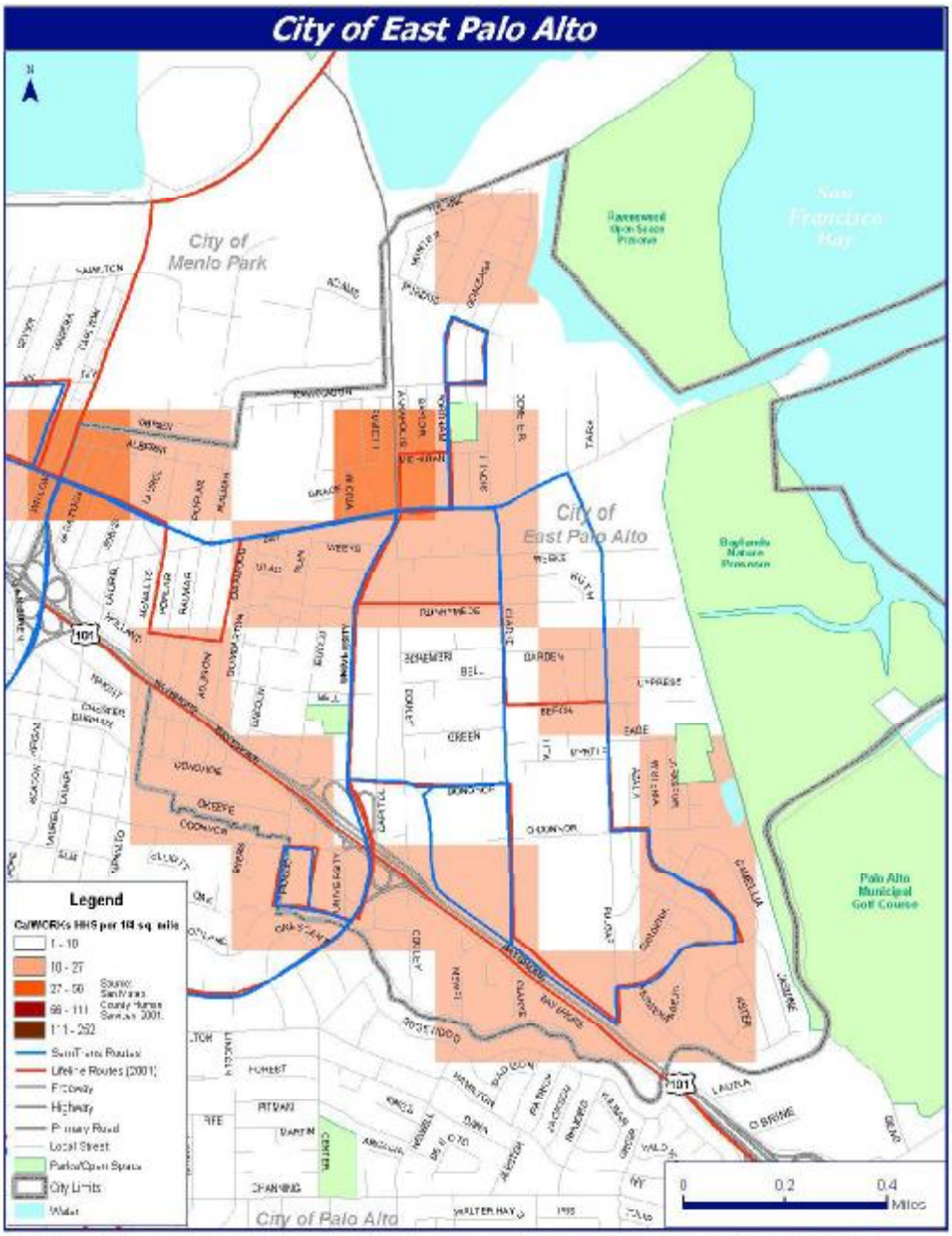
The report identifies the Lifeline Transit Network spatial and temporal gaps; gaps can be identified as low-income neighborhoods or key destinations that are not currently served.

Lifeline Transportation Network service objectives are measured by the service frequencies and the service hours that Lifeline transit routes would need to operate effectively to meet the mobility needs of low-income transit-dependent individuals. MTC staff established these objectives to serve as a benchmark against which lifeline transit routes could be compared to identify temporal gaps and to assist in prioritizing gaps most important to fill. Furthermore, the report states that "this does not imply that all resulting gaps must be filled by increases in fixed route service."[32]

[31] CalWORKs: California Work Opportunity and Responsibility to Kids Act. CalWORKs is a welfare program that gives cash aid and services to eligible needy California families. http://www.dss.cahwnet.gov/cdssweb/california_169.htm

[32] Lifeline Transportation Network Plan (2001), Page 20.

Figure B-7: Lifeline Transportation Network in East Palo Alto



Lifeline Transportation Findings for East Palo Alto

Three SamTrans bus routes – SamTrans buses 280, 281 and 296 - were originally identified as Lifeline transit routes. Based on the service objectives in the Lifeline Network Plan, two other routes, SamTrans 297 and 397 could also be identified as Lifeline routes; neither route directly served East Palo Alto at the time the plan was completed in 2001.[33] These five SamTrans routes serve East Palo Alto CalWORKs households and key destinations (Table 4-1). All five routes connect with Caltrain and VTA; Route 397 also connects with BART and San Francisco International Airport. MTC also identified Dumbarton Express (DB/DB1) as a Lifeline route. The route runs adjacent to East Palo Alto (on Willow Road) and connects the Peninsula with the East Bay area, particularly to BART in Union City. Dumbarton Express service is only available during the week.

All SamTrans routes that serve East Palo Alto meet some of the Lifeline Transit Network service objectives, but not all objectives. The following SamTrans and Dumbarton Express changes would have to made to specific routes in order to meet the Lifeline Transportation Network Plan's service objectives:

- Route 280 would have to start its service at 6AM and extend its service until 10PM on Saturdays. On Sundays it would have to start its service at 8AM and extend its service until 10PM. (see Table 4-2)
- Route 281 would have to extend its service until 10PM for each day of the week, and would have to start at 6AM on Saturdays and at 8AM on Sundays. (see Table 4-2)
- Route 296 would have to start its service at 6AM and extend its service until 10PM on Saturdays. It would also have to extend its service until 10PM on Sundays. (see Table 4-2)
- The Lifeline Transportation Network Plan's service objectives state that a non-urban transit route should run at least every 30 minutes on weekdays and Saturdays, and every 60 minutes on Sundays.[34] Route 297 would have to increase its service frequency during the weekday commute (from 60 to 30 minutes) to meet the Lifeline service objectives. All SamTrans routes would have to increase their service frequencies on weekday nights. Currently the frequency varies between 30 to 60 minutes.[35] Routes 296, 297, and 397 would have to increase its service frequency on Saturdays as well (Table 4-3).
- Dumbarton Express (DB/DB1) would have to extend its service hours to 10pm on weekdays. To meet the Lifeline Transportation Network Plan's service objectives, the Dumbarton Express would also have to operate on the weekends.

[33] The East Palo Alto Lifeline routes have been updated for the purposes of this Existing Conditions Report.
[34] Lifeline Transportation Network Plan (2001), Appendix B, Table 2, Page 4b.
[35] Route 280 does have a frequency of 30 minutes but ends up with frequencies of 60 minutes.

Table B-9: Criteria for Selection as a Lifeline Transportation Network Route

			Criteria for Selection as a Lifeline Transportation Network route					
	Route	Route Description	Serves CalWORKS Cluster	Serves Essential Destinations	Operator Trunk line Route	Regional Link	Connection to Other Lifeline Transportation Services	Connection to Other Transportation Services (No Lifeline)
SamTrans Bus Routes	280	EPA-Stanford Shopping Center	Yes	Yes	No	No	Caltrain, VTA 22, SamTrans 281, 296 & 390, DB	VTA 35, 86, 300, SamTrans 297 & 397, KX, Marguerite, EPA Shuttles
	281	EPA-Stanford Shopping Center	Yes	Yes	No	No	Caltrain, VTA 22, SamTrans 280, 296 & 390, DB	VTA 35, 86, 300, SamTrans 297 & 397, KX, Marguerite, Menlo Park Midday, Willow Road Employer, EPA Shuttles
	296	EPA-Redwood City Caltrain	Yes	Yes	No	No	Caltrain, VTA 22, SamTrans 270, 280, 281, 390, 391	SamTrans 271, 274, 295, 297 & 397, KX, Marguerite, Menlo Park Midday, Willow Road Employer Shuttles
	297	EPA-Redwood City Caltrain	Yes	Yes	No	No	Caltrain, SamTrans 280, 281, 390, VTA 22, DB	SamTrans 397, VTA 35, 86. 300, Marguerite
	397	EPA- SF Mission St	Yes	Yes	Yes	Yes	Caltrain, SamTrans 270, 280, 281, 292, 296, 390, 391 VTA 22, DB, MUNI (Transbay terminal), BART	SamTrans 250, 251, 262, 271, 274, 294, 295, 297, VTA 35, 86. 300, KX, PX, Marguerite, Menlo Park Midday, Willow Road Employer Shuttles
AC Transit	Dumbarton Express	Union City-Palo Alto	Yes	Yes	No	Yes	BART, Caltrain, SamTrans 280, 281, VTA 22	VTA 35, 86, 300, SamTrans 297 & 397, KX, Marguerite, EPA Shuttles
	Dumbarton Express 1*	Union City-Palo Alto	Yes	Yes	No	Yes	BART, Caltrain, SamTrans 280, 281, VTA 22	VTA 35, 86, 300, SamTrans 297 & 397, KX, Marguerite, EPA Shuttles

* DB1 operates in the peak direction only

Table B-10: Hours of Operation Compared with Lifeline Route Objectives

		Weekday	Meet Operation Objectives for Lifeline Routes	Saturday	Meet Operation Objectives for Lifeline Routes	Sunday	Meet Operation Objectives for Lifeline Routes
	Suburban Transit Operators/Routes	6AM – 10PM		6AM – 10PM		8AM – 10PM	
SamTrans Bus Routes	280 Direction: East Palo Alto	6:10AM - 10:06PM	Yes	8:31AM- 6:01PM	No/ Need to start service at 6AM and extend until 10PM	9:01AM - 5:01PM	No/ Need to start at 8AM and extend service until 10PM
	280 Direction: Stanford Shopping Center	5:35AM - 10:39PM	Yes	8:07AM - 5:37PM	No/ Need to start service at 6AM and extend until 10PM	8:37AM- 4:37PM	No/ Need to extend service until 10PM
	281 Direction: East Palo Alto	6:30AM- 9:55PM	Yes	8:44AM - 5:44PM	No/ Need to start service at 6AM. and extend until 10PM	9:10AM - 5:10PM	No/ Need to start at 8AM and extend service until 10PM
	281 Direction: Stanford Shopping Center	5:57AM- 9:30PM	No/ Need to extend hours to 10PM	7:46AM- 6:16PM	No/ Need to start service at 6AM and extend until 10PM	8:46AM - 4:42PM	No/ Need to extend service until 10PM
	296 Direction: East Palo Alto	6:34AM- 9:35PM	No/Need to extend service until 10PM	9:34AM- 6:34PM	No/ Need to start service at 6AM and extend until 10PM	9:34AM - 6:34PM	No/ Need to start at 8AM and extend service until 10PM
	296 Direction: Redwood City Caltrain	5:48AM- 11:18PM	Yes	8:44AM- 5:44PM	No/ Need to start service at 6AM and extend until 10PM.	8:44AM- 5:44PM	No/ Need to extend service until 10PM
AC Transit	Dumbarton Express DB/DB1 Palo Alto-Union City	6:20AM- 8:05PM	No/ Need to extend hours to 10PM	No Weekend Service	Need to provide service	No Weekend Service	Need to provide service
	Dumbarton Express DB/DB1 Union City-Palo Alto	5:20AM- 6:45PM	No/ Need to extend hours to 10PM				

Table B-11: Frequency of Service Compared with Lifeline Route Objectives (In Minutes)

	Weekday Commute	Weekday Midday	Weekday Night	Saturday	Sunday
	In Minutes				
Suburban Transit Operators/Routes	30	30	30	30	60
280	30	30	30-60	30	60
281	30	30	40-60	30	60
296	30	30	60	60	60
297*	60	N/A	60	60	60
397*	N/A	N/A	60	60	60
DB/DB1	20	60-100	N/A	N/A	N/A

- Routes 297/397 do not operate during the midday (from 8/9AM to 6/7PM). Not identified as Lifeline routes at the time of the study (routes did not go to East Palo Alto when study was undertaken, but now they do).

Related Studies and Plans

San Mateo County Welfare-to-Work Transportation Planning Project (April 2001)

The *San Mateo County Welfare to Work Transportation Plan* recommends a set of transportation improvements and implementation procedures to both improve the mobility of CalWORKs participants and other low-income individuals and connect them with employment opportunities. The Metropolitan Transportation Commission (MTC), in cooperation with the San Mateo County Human Services Agency (HSA) and the San Mateo County Transportation District (SamTrans), sponsored development of the Plan. Recommendations specifically directed to East Palo Alto included: initiating community-oriented transit service to link neighborhoods to mainline transit and key destinations, and developing 24-hour bus service.
MTC monitors implementation of the recommendations from the county plans, and sponsors a regional Welfare to Work Working Group.

MTC 2001 Regional Transportation Plan Equity Analysis and Environmental Justice Report (September 2001)

MTC developed the *Equity Analysis and Environmental Justice Report* (Environmental Justice Report) as part of their Regional Transportation Plan update. The purpose of the Environmental Justice Report is to ensure inclusion of minority and low-income communities in the transportation planning process and to ensure that communities of concern equally enjoy the benefits of the transportation network.

There are three Environmental Justice (EJ) principles which are most directly related to the development of the Regional Transportation Plan:

- Ensure the full and fair participation by all potentially affected communities in the transportation decision making process
- Prevent the denial of, reduction in, or significant delay in the receipt of benefits by low-income and minority populations
- Avoid, minimize or mitigate disproportionately high and adverse human health and environmental effects, including social and economic effects, on minority and low-income populations.

The majority of Bay Area residents, regardless of income or racial background, use the automobile to get to work and for personal travel. Just over 9% of households in the Bay Area did not have a car in 1998; that percentage is expected to decline to 7.5% by 2025. This projected increase of auto ownership can be attributed to rising incomes. Low-income households have the highest percentage of zero-auto households. About 29% of households in the $0 to $25,000 income range have no vehicles.

The difference in transportation modes is most evident between low-income and not low-income categories, and less so between minority and non-minority trip makers. Therefore, low-income households are more dependent on transit for work and for non-work trips, using transit for 16% of work trips and 8% for non-work trips. This is the highest level of transit use among the different user groups identified in this report.

Evaluation Factors Findings:

Accessibility to Jobs:[36]

- Low-income and minority communities in the core areas of the region have high levels of access due to the presence of large concentrations of jobs and well developed highway and transit network.
- Accessibility is highest in the urban core and decreases for communities in suburban and exurban locations.
- Accessibility to jobs by transit increases with the Regional Transportation Plan (RTP), and the highest number of jobs are accessible to low-income and minority communities.
- Accessibility to jobs by auto remains relatively constant for low-income and minority communities with the RTP, but decreases slightly for the rest of the region.
- Automobiles offer a higher level of access to jobs than transit for any time interval.

Travel Time:

- Projected average travel times increase from 1998 to 2025 for minority, non minority, low-income and not-low-income communities.
- Average travel times are projected to increase for low-income and minority communities at a lower rate than the region as a whole.
- Average travel times for non-work trips are slightly higher from minority and low-income areas when compared to non-minority and not-low-income areas.

Transit Travel Time to Major Job Centers from Low-Income and Minority Communities:[37]

[36] Source: Environmental Justice Report Page 4-5
[37] Source: Environmental Justice Report Page 4-13

- Transit travel times decrease in the RTP given the addition of rail extensions and other transit service improvements.
- Traditional job centers have small improvements in transit travel time savings as they are already well served by rapid rail and bus services.
- Transit travel times to new/emerging job centers improve noticeably due to new transit investments.

Accessibility by Income Quartile – Major Findings:

- The number of low-income households is projected to decline as income is expected to rise over time according to projections provided by ABAG.
- The low-income quartile has the highest level of access to jobs.
- Accessibility increases at the highest rate for the highest income quartile and the lowest rate for the lowest income quartile.

Specific Findings for East Palo Alto[38]

- The transit travel time from East Palo Alto to San José Central Business District was about 135 minutes in 1998 and is projected to be about 100 minutes in 2025.

2020 Peninsula Gateway Corridor Study (December 2003)

The 2020 Peninsula Gateway Corridor Study is a cooperative effort between the City/County Association of Governments of San Mateo County (C/CAG), the San Mateo County Transportation Authority, and the Santa Clara Valley Transportation Authority. It will study ways of optimizing existing infrastructure and look at new infrastructure to improve traffic flow and reduce the impact of congestion on the local communities, bayland and habitat in the Highway 101 corridor from SR 84 (Woodside Road) in San Mateo County to SR 85 in Mountain View as well as the approaches to the Dumbarton Bridge.

The scope of work provides a detailed work program and schedule (Task 1). Two advisory committees are part of the study to advise the Project Manager, the Technical Advisory Committee (TAC) and the Policy Advisory Committee (PAC). The PAC will provide policy advisory recommendations and will consist of elected officials from the stakeholder entities within the study area. The TAC will consist of staff and representatives from the stakeholder entities. The TAC will provide and review technical information and recommendations. Public meetings will be held in Palo Alto, East Palo Alto and Menlo Park (Task 2). Task 3 consists of data collection on existing conditions to be reviewed by both the TAC and the PAC. They will also be in charge of selecting a full range of alternatives based on: conceptual engineering sketches (Task 4); on C/CAG travel forecasting (Task 5); on

[38] Source: Source: Environmental Justice Report Page 4-14

operational analysis by using regional modeling (Task 6); and finally on environmental and social impacts (Task 7). The alternatives will be then refined for the preparation of the conceptual project cost estimates (Task 8). The alternatives will be presented in a comparison matrix (Task 9). Three public meetings will be held and the Contractor will report the public input (Task 10). A first draft study report will be delivered by the Contractor (Task 11), followed by additional public outreach (Task 12). The results of the public outreach and the comments from the draft study report will be included in the final study report (Task 13 and 14).

San Mateo County Transit District Strategic Plan and Short Range Transit Plan

SamTrans Strategic Plan

The San Mateo County Transit District is currently in the process of drafting a 20-year strategic plan called the Strategic Vision for the 21st Century. The foundation of the District's strategic plan is a comprehensive market assessment to better understand who uses the District's services now, who will be using the services in the future, and what services will best meet the needs of the users (see Market Research discussion in Chapter 2). Based on the results of that market assessment, the strategic plan sets long-term strategies and a clear picture of what the District can achieve over the next 20 years. It is intended to guide policymakers, District staff, and members of the public toward a common vision to support successful public transportation in San Mateo County. The draft report will be available for public review late 2003/early 2004.

Short Range Transit Plan

The Short Range Transit Plan (SRTP) will function as the 10-year (mid-term) implementation tool for the strategic plan. It will outline specific programs and 10-year operating plans for the programs. It will include detailed financial plans for service operation and capital acquisition (e.g. vehicles, facilities and other equipment) and will be consistent with the vision, policies, and goals outlined in the Strategic Vision for the 21st Century. The SRTP is required to be updated every two years by the regional funding agency, the Metropolitan Transportation Commission (MTC), in support of its efforts to define regional funding needs and priorities. The next SRTP is expected to be adopted by the SamTrans Board in Summer 2004.

SamTrans Five Year Bus Improvement Plan (September 1998)

The Bus Improvement Plan (BIP) is a comprehensive bus evaluation study that reviewed all SamTrans bus routes and recommended certain changes in service to achieve greater efficiency in SamTrans bus operations. The recommended changes were enacted over several years, with the modifications to key SamTrans routes made in 1999.

The BIP addressed broad SamTrans operational policies such as service standards, school service policies, and fleet size and mix. It also recommended service changes, such as expanded and improved service in "transit dependent communities." East Palo Alto was identified as one of those communities.[39]

The BIP examined 50C, 50V, and 6A which operate in East Palo Alto. These routes are now defined as 280, 281 and 296. The plan called for consolidation of 50C and 50V into a new route, with similar route coverage as routes 50C/50V east of 101. The route would have begun at Menlo Park Caltrain instead of Stanford Shopping Center. The 6A would have been modified into a new Route 5M, which would be a core route operating portions of 6A and 50C/50V along Middlefield Road, Willow Road, Bay Road and University Avenue to Palo Alto Caltrain. This route would have operated with extended hours and provided direct service to points along El Camino Real north of Redwood City.

Acute traffic congestion during peak times on Willow, Bay and University forced SamTrans to adjust service delivery. Major elements of the BIP east 101 improvements were implemented but routes 50C/280 and 50V/281 were retained as separate routes and the route alignment was streamlined. Along with continued operation of 6A/296, some portions of street alignment were flipped between the routes. Expanded service was implemented as planned by implementation of Route 297, which provides service from Palo Alto Caltrain to Redwood City Caltrain via University Avenue, Bay Road, Willow Road and Middlefield Road.

A new route line 397 started in 2002, and was not part of the BIP. It provides late night and owl service. The route alignment of 397 is similar to that envisioned for the concept Route 5M, providing a direct connection to the El Camino Real corridor.

[39] BIP, page 4

San Mateo County Strategic Plan for Accessible Transportation Services (SPATS) (July 2003)

The Strategic Plan for Accessible Transportation Services (SPATS) represents a collaboration of the San Mateo County Transportation District (SamTrans) and the San Mateo County Health Services' Aging and Adult Services Division (AAS). Transportation needs were identified through a variety of outreach activities that targeted potentially under-served populations. Potential strategies were developed with a focus on preventing premature institutionalization of seniors and people with disabilities.
The SPATS document presents immediate (FY 2004), short-term (FY 2004 – FY 2006) and long-term (FY 2006 – FY 2014) recommended actions. The recommendations pertain to SamTrans and a variety of partners, including San Mateo County, private non-profit groups, and for-profit businesses. Although there are no recommendations specifically directed at East Palo Alto, implementation of the recommendations will improve the mobility of seniors, persons with disabilities, persons who are geographically isolated, and those with language or cultural barriers.

City of East Palo Alto General Plan

According to state law, a city must prepare, update and adopt its General Plan as a tool to manage growth. The City of East Palo Alto last updated its general plan in December 1999. The General Plan is founded upon the community's vision for East Palo Alto and expresses the community's long-term goals. The plan consists of seven elements, or chapters, each addressing particular goals, policies, and plans.[40] This Existing Conditions Report focused primarily on the General Plan's Circulation Element.

The Circulation Element establishes the circulation plan components and identifies improvements required to maintain service levels. The purpose of the Circulation Element is to provide a safe, efficient and adequate transportation system in the city.

East Palo Alto has a local circulation system that includes vehicular, public transit, bicycle and pedestrian components. Five major issues emerge such as 1) supporting regional transportation facilities, 2) improving roadways, 3) increasing use of public transit and non-vehicular modes of travel, 4) improving neighborhood traffic safety and 5) increasing transportation system efficiency.[41]

The third issue, *increasing the use of public transit and non-vehicular modes of travel*, states that there is a need to increase the availability and use of

[40] East Palo Alto General Plan, Introduction, Page 1,5
[41] East Palo Alto General Plan, Circulation Element, Page 5

public transit and non-vehicular methods of travel. Circulation Goal 3.0 states: "Increase use of public transit and non-vehicular methods of travel." Policy 3.1 states: "Promote greater provision of public transit facilities and services by the San Mateo County Transit District (SamTrans)." Policy 3.2 states: "Promote greater access and public transit service between East Palo Alto and region-serving transportation centers, including airports, in adjacent communities." Policy 3.3 states: "Provide and maintain a circulation system that supports bicycle and pedestrian travel."[42]

The Circulation Element acknowledges that to increase transit ridership, transit facilities will need to serve major new development and redevelopment projects. As new development and redevelopment occur, the City will work with SamTrans to provide better bus service and connection to regional transportation centers.[43]

The Circulation Element also identifies a "Smart Shuttle" concept that would consist of a fixed route shuttle during peak commute periods and a "dial-a-ride" service for non-peak periods.[44]

In terms of rail service, the Circulation Element recognizes the presence of the Palo Alto Caltrain Station, approximately two miles west of East Palo Alto. It also refers to the Dumbarton Rail Corridor Study alternatives for the provision of regional rail service connecting the Peninsula with East Bay communities, as well as Stockton. A train station at Chilco, northeast of East Palo Alto along the Bayfront Expressway between Willow Road and University Avenue is assumed in the study. Another concept identified would be the extension of the Dumbarton Rail Corridor line along the northeast edge of East Palo Alto in a southerly direction along the eastern edge of East Palo Alto to the Oregon Expressway in Palo Alto.[45]

Enhancement of the bikeway system will occur as roadway improvements occur. Two major bikeway/pedestrian projects include the University Avenue Bicycle Lanes and the Bayfront Bicycle Trail.

The Circulation Element also identifies Transportation System Management (TSM) and Transportation Demand Management (TDM) strategies that the City could employ. TSM improvements are physical improvements to circulation infrastructure that expand capacity and increase traffic flow. TDM measures involve reducing the demand for vehicular transportation. The Circulation Element mentions strategies such as signal coordination, traffic impact fees for new development (based on established local and regional fee programs), implementation of employer TDM provisions, as well as

[42] East Palo Alto General Plan, Circulation Element, Page 6
[43] East Palo Alto General Plan, Circulation Element, Page 16
[44] East Palo Alto General Plan, Circulation Element, Page 16
[45] East Palo Alto General Plan, Circulation Element, Pages 16 – 18

programs to increase the use of transit, carpooling and non-vehicular transportation.[46]

Menlo Park Citywide Bus Study (September 1999)

The City of Menlo Park worked with different partners to provide funds for different public transportation services (three commuter shuttles to and from Caltrain, a Midday shuttle, Menlo Marguerite Shuttle). The purpose of the Citywide Bus Study was to look at service and funding options for enhancing public transportation service in Menlo Park.
One of the key findings on transit needs was that the connection to East Palo Alto was very important. A total of seven service alternatives were evaluated: three fixed route/fixed schedule options (additional shuttle service, midday shuttle service and supplemental routes), two Dial-a-Ride options and two route deviation alternatives.

Menlo Park does not receive any federal and state financing revenues; these are allocated to SamTrans as the county's transit district. However, Menlo Park has received some demonstration grants for new services but there was no dedicated funding to continue existing services.

The study states that Menlo Park has paid a lot of attention to its public transportation image, therefore the selection of buses in terms of size, visual appearance, floor height and vehicle propulsion, was very important to the city. Providing an attractively designed bus stop was important as well.

The study recommended possible service collaboration efforts between Menlo Park and East Palo Alto as: the development of an east of 101 transit hub that better serves commuter trips originating from the area east of 101; and a late night transit service from Palo Alto Caltrain station to Newbridge and Willow Streets.

East Palo Alto Citywide Bus Study (May 2000)

The East Palo Alto Citywide Bus Study discusses the existing public transportation services (SamTrans routes and Dumbarton Express).[47] The study looks at the possibility of a Dumbarton Rail service with the option of a station in East Palo Alto.

Transit needs were identified through meetings with stakeholders, community leaders, discussion groups with youth representatives, surveys, interviews with SamTrans staff, and the East Palo Alto Public Works and

[46] East Palo Alto General Plan, Circulation Element, Page 22
[47] This was prior to the BIP changes.

Transportation Committee. Some of these identified needs included a lack of a focal point for transit services in East Palo Alto. Also identified was a lack of evening and weekend transit services. The study stated a need for better transit service coverage as some areas have no public transportation services. Public transportation was deemed inadequate for school children. It also stated that transit service was inadequate for seniors not eligible for Redi-Wheels and who could not drive. Additionally, public transportation affordability was deemed an issue for many East Palo Altans, as SamTrans did not offer free transfers. Finally, the report concluded that new developments in East Palo Alto would create new demands for transit services.

Suggested improvements included a transit center in the Four Corners project at the intersection of Bay Road and University Avenue, a shuttle service extension or user-side taxi voucher program for late night connections, and the collaboration with Menlo Park's midday shuttle program to improve senior transportation services. The study also recommended that SamTrans should consider extending the evening hours of Saturday service and implementing Sunday service as well as introduce a day pass accepted by both VTA and SamTrans. A final recommended improvement would be a circulation route that directly connects major activity centers and job opportunities in East Palo Alto, Palo Alto, Menlo Park and Stanford.

East Palo Alto Environmental Justice Resource Team on Air Quality

The Bay Area Air Quality Management District is currently sponsoring an effort to study air quality in East Palo Alto. The Resource Team is made up of people from various Community-Based Organizations (CBOs), the City of East Palo Alto, the Bay Area Air Quality Management District (BAAQMD), the San Mateo County Transit District (SamTrans). The team is focusing on what sources are causing pollution and is working to identify solutions to reduce the level of air pollution in East Palo Alto. The team is being facilitated by non-profit organization Community Focus.

Appendix C – Outreach Materials and Results

Community-Based Organization Survey Materials

December 8, 2003

TO: EAST PALO ALTO COMMUNITY-BASED STAKEHOLDERS

FROM: EAST PALO ALTO COMMUNITY-BASED TRANSPORTATION PROJECT TEAM

SUBJ: SURVEY & INFORMATIONAL MATERIALS

Short-range planning is necessary for transportation improvement projects to be in place for the future. The goal of the "East Palo Alto Community-Based Transportation Project" is to develop a plan for transportation projects and services that will better serve the East Palo Alto community.

YOUR INPUT IS CRITICAL in shaping the "East Palo Alto Community-Based Transportation Plan." Your participation in completing the enclosed survey will impact the development of transportation projects affecting your clients and constituents.

Please take a couple of minutes to review the enclosed materials and complete the 15-minute survey.

- January Workshop Meeting Notice and Project Schedule – Attend the January Workshops and provide input for developing transportation projects.

- "Transportation Needs Survey" – Please complete the survey and mail in the enclosed envelope by **Tuesday, December 30th**.

For more information about the "East Palo Alto Community-Based Transportation Plan," please call SamTrans Strategic Planning at (650) 508-6347, email at eastpaloaltoplan@samtrans.com, or visit us on the web at www.samtrans.com.

East Palo Alto Community-Based Transportation Plan

Transportation Needs Survey

Developing Projects that Address Transportation Needs

Organization	Activity	Name	Job Title
University Guest Home	Day Center, Care Center	Mrs Juanita Peoples	RCA Owner
Peninsula volunteers Rosener House Adult day Services		Barbara Kalt	Director
San Mateo County Human Services Agency	Assistance	P. Campbell and C. Jordan	Supervisors
Family Support Center of the Mid-Peninsula		Toni Wallace	Executive Director
BUILD	Educational Programs	Shirin Dewani Belur	Director of Operations
New Perspectives		Stacey Nitta	High School Coordinator
OICW		Jessica D.	Receptionist
YUCA (Youth United for Community Action)		Lourdes Best	Fire Program Coordinator
San Mateo County library-EPA library	City of East Palo Alto	Joan Sykes-Miessi	Director
City of East Palo Alto		Antoinette M Pietras	Rental Board Administrator
Bayshore Christian Ministries	Church	Cinthya Ruiz	Receptionist
St Vincent de Paul Society		George Chippendale	Volunteer
St Francis of Assisi Church		Moises Rendon	Secretary

Please add me onto your database for future East Palo Alto Community-Based Transportation Plan mailings. __10___ Yes __1___ No

22% response.

A. <u>YOUR ORGANIZATION AND CLIENTS</u> – This information will give us a better idea of who you serve and what your focus areas are.

1. What is the mission / purpose of your organization and how do you serve the community? What services do you provide?

Care for the mental ill (*University Guest Home*).

Belle Haven Community Health Clinic: Primary care, clinic.

Therapeutic activity program and support services for seniors with disabilities (*Peninsula Volunteers Rosener House Adult Day Services*).

Give leadership skills classes, give word of God (*Bayshore Christian Ministries*)

St Francis of Assisi Church: Serve the people of God through liturgy and pastoral ministry.

Provide vocational training, new trade, to get certify in trade (*OICW*)

Provide essential educational, financial and community services to diverse low-income children, youth, and families in EPA and MP (*Family Support Center of the Mid-Peninsula*)

Provide free, confidential services to people 16 or older who wish to read and write better (*EPA Library*)

The Rent Stabilization program ensures the stock of affordable housing within the City. I monitor over 2600 rental units for the city and a variety of other services (*City of East Palo Alto*).

Our mission is to provide real-world entrepreneurial experience that empowers youth from under-resourced communities to excel in education, lead in their communities, and succeed professionally. We work with high school students in under-resourced communities (currently East Palo Alto, east Menlo Park, Redwood City), teaching them business an entrepreneurship skills with the goal of getting them into college (*BUILD*)

Provide family services, employment and financial assistance, health insurance, housing, drug services (*San Mateo County Human Services Agency*).

Emergency help to families in the form of food, clothing, essential furniture and appliances, rent and PG&E help. Also a one day a week hot meal, 5:30-6:30pm Bay Road EPA (*St Vincent de Paul Society*)

Youth development coordination (middle school/high school students and their families) after school programs, summer leadership/environmental programs (*New Perspectives*)

Provide training, youth programs (Fire Fellowship and Hire Learning programs), summer internships (*YUCA*).

2. How would you characterize your clients/constituents? (age, needs, ethnicity)

   Age: Youth, Adult, 18-59, all ages

   Ethnicity: Hispanic, Latino, Pacific Islanders and African American. All ethnicities

   Large families, large Latino population, socio-economically challenged, young children, elderly, low income.

   Needs: need for jobs and education, Basic reading and writing, affordable living accommodations. Older adults with disabilities, average age is 82, clients need supervision; most have memory loss. Homeless prevention, child abuse prevention, school readiness, kinder readiness. Cash, food stamps, medical, mental health, child care, alcohol/drug/employment services, community based organization referrals. Emergency help. Safe place for students. Opportunities to learn about making smart choices

3. How many clients/constituents does your organization serve on a monthly basis?

<100	4
100-200	2

200-300	1
300-400	2
>500	3

4. Does your organization provide transportation services for your clients?

___60%___ Yes

___40%___ No

If yes, what transportation services does your organization provide? Place an "X" in the appropriate space.

___29%____ A. Car

___7%___ B. Carpool

___21%____ C. Taxi

___36%____ D. Shuttle van

__7%__ E. Other ___Public Transportation (*University Guest Home*), Bus Passes (*San Mateo County Human Services Agency*)

5. Please describe and expand on transportation services provided by your organization referred to in Question #4.

Carpool: They call us or sign up (*Bayshore Christian Ministries*).

Church van (*Anonymous*).

Car donated to clients as donated to the organization. We can provide some taxi vouchers through the County of San Mateo (*Family Support Center of the Mid-Peninsula*).

Redi Wheels by SamTrans and Outreach for Santa Clara county residents. All clients are eligible because of their disabilities (*Peninsula Volunteers Rosener House Adult Day Services*).

Car: mileage allowance for working clients/work first $40.00 allowance. Taxi: vouchers for emergency, bus passes (*San Mateo County Human Services Agency*).

Only very seldom, SVdP visits the homes, the clients don't come to the agency. Most handicapped and elderly use the bus system now available. Occasional emergencies arise where time is critical and a SVdP member uses his/her car (*St Vincent de Paul Society*).

BUILD staff members and volunteers often drive students to and from class sessions (*BUILD*)

We refer patients to Redi Wheels when appropriate. We have a county shuttle Mon-Thurs to the hospital. We have limited bus tickets and taxi vouchers for urgent circumstances (*Belle Haven Community Health Clinic*).

Private car: staff drives kids home. Some kids carpool with staff. Company van (*New Perspectives*)

Shuttle van: the senior bus service through community services (*City of East Palo Alto*).

B. IDENTIFYING BARRIERS & GAPS IN PUBLIC TRANSPORTATION SERVICE

6. Which of the following best describes the top transportation barriers for your constituency? Rate each transportation issue on a scale from 1-5, and then place an "X" next to your top 3 priorities.

	Poor				Excellent
Priority	**1**	**2**	**3**	**4**	**5**
_X_ Time of day of service	20%	10%	50%	20%	0%
_XX_ Frequency of service	30%	10%	40%	10%	10%
_XX_ Where the service goes	10%	30%	20%	30%	10%
XXX Connectivity (service connects to where my constituency want to go)	0%	25%	50%	25%	0%
__ Type of service (shuttle, taxi, bus, etc.)	0%	33%	56%	11%	0%
_XX_ Access/Walking distance to transportation services	0%	10%	50%	30%	10%
_XX_ Communication of available services (language barriers)	0%	0%	50%	50%	0%
_XX_ Conditions of shelters	22%	33%	33%	11%	0%
_XX_ Crime/safety on-board buses	0%	14%	57%	14%	14%
_X__ Crime/safety around bus shelters	22%	33%	22%	22%	0%
__ School/youth	0%	0%	71%	29%	0%
XXX Seniors	20%	0%	40%	30%	10%
_XX_Other __ Bus Location*	Not rated				
__Other __ Availability of tokens for purchase for EPA helping agencies or clients**		100%			
__Other__ Availability of "go anywhere" day passenger or weekly passes**	100%				
__Other __ Availability of prorated availability passes**	100%				
__X__Other__ Illiterate Consumers***	Not rated				

*University Guest Home and OICW
** St Vincent de Paul Society
*** Belle Haven Community Health Clinic

Priority: (CBO were asked to place an "X" next to their top 3 priorities).

1. Connectivity,
   Senior transportation
2. Frequency of service
   Where the service goes
   Access/Walking distance to transportation services,
   Communication of available services (language barriers)
   Conditions of shelters
   Crime/safety on-board buses, Bus Location
3. Time of day of service
   Crime/safety around bus shelters
   Illiterate Consumers

7. Of those barriers you had identified in Question #6, please expand on what the barriers/gaps are. You will be asked about your ideas on solutions in Question #8.

The bus top is in front of 2126 University Avenue. Mrs. Peoples has asked for many years for the bus stop to be moved in front of the food place because they come and walk down to 2126 University Av, drop all the food paper in front of our business. If the bus stop was moved in front of the service food place, it will help us to keep our yard. The bus people have been so nice when a person gets on a bus. They just let the food but the bus person said to the person "I wait until you pick it up". When we have an ill person and have an appointment at the county (hospital), there is nothing they can do but to take public transportation and they get home very late. If the R.C.H. had that service, they would not get home late at night (*University Guest Home*).

The traffic on University Av is the issue, the buses and shuttles can't get around (*Bayshore Christian Ministries*).

For whatever reasons no matter how you advertise in EPA regarding services, people will still say they aren't aware of them. I am not sure what you could do to get the word out (*Family Support Center of the Mid-Peninsula*).

The SamTrans bus service has always been awful here. Many times drivers didn't even show up. Buses need to run more frequently than every 30 minutes, they should expand the duration of service especially on week ends (*EPA Library*).

East Palo Alto needs taxi service, needs more access over the ramp, and does not have enough bus shelters. Needs a Redi-wheel for the seniors. Need light at the stops, need less stop express bus (*City of East Palo Alto*).

Regular bus service is used by some volunteers from East Palo Alto and Redwood City. Connections from train from the South to buses in Menlo Park are not so good according to them. Also people in Redwood City Fair Oaks area have trouble due to language. Walking from and to bus stops is hard for seniors even though they are not paratransit eligible (*Peninsula Volunteers Rosener House Adult Day Services*).

Connectivity: transfers between counties need to be completed/ available seamlessly. Shelters: there are very few shelters for the bus stops. Seniors: easy access not available. Need better redi-wheels services, also to be expanded (*San Mateo County Human Services Agency*).

Since the SVdP volunteer does not give cash to a client and it is not practical to be carrying a pocketful of tokens, (SVdP volunteers visit the homes, clients don't come to an office), emergency help for such needs as travel to job interviews or jobs or doctors or other helping agencies cannot be given. Also the volunteer does not know how many tokens a person would need for, for example, a job interview in Burlingame, the another one in South City. It would be much more convenient to be able to provide a day pass, or even a week pass, or to be able to conveniently buy a prorated monthly pass (*St Vincent de Paul Society*).

Many of our students cannot take the bus to our office because there is no bus stop near by. Many students are also unable to take the bus to and from their homes since there are no bus stops near them (*BUILD*)

The bus stops are located ½ mile to important destinations such as campus. Two blocks away would be ok (*OICW*).

Since we are a clinic, our primary concerns are for patients form EPA, Menlo Park, being able to get here, to get to Willow Clinic, to get to Fair Oaks Clinic in RWC and to San Mateo Medical Center. I have noticed illiterate and non-English reading patients are reluctant to try to use the bus as they are unable to use the bus and concerned about being able to reach their destinations (*Belle Haven Community Health Clinic*)

Solutions: Safety is a big issue: community effort.
Time of day: access times are not always consistent. Adding more service to close gaps and make more. (*New Perspectives*)

For one the bus runs 30 minutes apart, it takes an average of an hour or more just to get somewhere. In East Palo Alto, SamTrans only runs at the outskirt of some areas for example streets like Lincoln St and Kavanaugh St. People in those areas are forced to walk further to catch a bus. Under rainy conditions it's hard to take the bus due to the lack of shelters in East Palo Alto (*YUCA*).

C. IDENTIFYING SOLUTIONS TO TRANSPORTATION BARRIER & GAPS

8. There are a number of solutions to address gaps in transportation service such as creating partnerships with organizations, transportation vouchers etc. What are some of your ideas to address these transportation barriers and gaps?

Collaboration is the true test of us working together, continue to expand them (*Family Support Center of the Mid-Peninsula*).

Run more frequently (*EPA Library*).

Discount for youth/senior bus pass, work with the city and PA (*City of East Palo Alto*).

Expanding service area for city, sponsored shuttle, more service of that nature. For seniors that don't use redi-wheels making 5310 regulations less strict. Re: mileage and local match so senior center could get buses (*Peninsula Volunteers Rosener House Adult Day Services*).

Have tokens available for sale at Drew Pharmacy, Oakwood Market, and other locations. Provide day passes and weekly passes for sale in local stores. Have the bus driver be able to accept voucher from St Vincent de Paul, just as a merchant accept a voucher for food. Accept the SVdP vouchers for prorated monthly passes at the SamTrans office in San Carlos (*St Vincent de Paul Society*).

The only solution to our problem is to change the bus route so that the bus stops near our office and our students' homes (*BUILD*).

A nice, simple, local guide would help. Something with maps, guides of what is available and how they connect, written in English and Spanish (*Belle Haven Community Health Clinic*).

Add extra bus stops (*OICW*).

Bus passes should be accessible in East Palo Alto, SamTrans can make the effort to partner up with community organizations to sell bus passes. We also need to build more shelters in the community. Buses need to run more frequently in East Palo Alto as well (*YUCA*)

D. OTHER COMMENTS – Is there anything else you'd like to inform us about transportation services?

Please look in to move the bus stop. I came in and talked to a person called Hazel. Each time I came, she soon forgot and I tried for 3 years and I stop (*University Guest Home*).

SamTrans generally provides excellent service and Redi-wheels is responsive to needs of clients. Mass transit needs to be more appealing and available. For instance, the train to San Francisco should be faster than one could drive there (*Peninsula Volunteers Rosener House Adult Day Services*).

EAST PALO ALTO COMMUNITY-BASED TRANSPORTATION PLAN
SURVEY DISTRIBUTION LIST

	Organizations which did not respond	Organizations which responded	Total
1	Aging and Adult Services	Bayshore Christian Ministries	1
2	Alianza Comunitaria	Business United in Investing, Lending and Development (BUILD)	2
3	Arbor Free Clinic	Family Support Center of the Mid-Peninsula	3
4	Belle Haven Community Health Clinic	New Perspectives	4
5	Boys & Girls Club of the Mid-Peninsula	Opportunities Industrialization Centers West (OICW)	5
6	Bread of Life: East Palo Alto	Project Read	6
7	Centro Bilingüe	Rosener House	7
8	City Team Ministries Youth Outreach	St. Vincent de Paul	8
9	East Palo Alto Senior Center	Youth United for Community Action	9
10	Ecumenical Hunger Program	San Mateo County Human Services Agency	10
11	EPA CAN DO	University Guest Home	11
12	EPA Teen Home	Rental Board Administrator	12
13	Finley's Adult Residential Home	Anonymous	13
14	Free At Last	Anonymous	14
15	Girls Club of the Mid-Peninsula		
16	Hagar Services Coalition, Inc		
17	Income Maintenance (Food Stamps)		
18	Jettie' Paradise		
19	Little House Senior Center		
20	New Sweet Home Second Step Project		
21	Onetta Harris Community Center		
22	Peninsula Bridge Program		
23	Plugged In		
24	Prenatal Advantage		
25	Raices de Mexico		
26	Start-Up		
27	SUCCESS		
28	YMCA: Peninsula Family East Palo Alto Extension	Total Organizations	40
		% Response Organizations 14 out of 40	**35%**

EAST PALO ALTO COMMUNITY-BASED TRANSPORTATION PLAN
SURVEY DISTRIBUTION LIST

	Organizations which did not respond	**Organizations which responded**	**Total**
	Churches serving East Palo Alto	***Churches serving East Palo Alto***	
1	Abundant Life Christian Fellowship	St. Francis of Assisi Church	1
2	Apostolic Assembly of The Faith in Christ Jesus		
3	Bread of Life Ministries		
4	Church of Christ		
5	Church of The Living God		
6	Community Church of East Palo Alto		
7	Faith Missionary Baptist Chruch of Christ		
8	Grace Temple Church of God in Christ		
9	Mount Olive Missionary Baptist Church		
10	New Sweet Home Church of God in Christ		
11	Open Bible Baptist Church		
12	Open Door Church of God In Christ		
13	Saint Samuel Church of God in Christ		
14	Seventh-Day Adventist Church		
15	St. Mark AME Zion Church		
16	St. Mark's Missionary Baptist Church		
17	St. John Baptist Church		
18	Sureway Ministries		
19	True Light Missionary Baptist Church		
20	Ummatul Islam Inc.		
21	Union Star MBC	Total Churches	23
22	Vietnamese Buddhist Church	**% Response Churches 1 out of 23**	**4%**
23	Zion Missionary Baptist Church		
		Total Response	15
		Total Organizations + Churches	63
		Total % Response 15 out of 63	**24%**

Website, Fliers, Mailers

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San Carlos, CA 94070-1306

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Let your voice be heard!
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www.samtrans.com

Dear East Palo Alto Resident,

In January, the City of East Palo Alto, SamTrans and other agencies will be holding three community workshops to engage the public in identifying transportation needs and potential solutions. Your input is critical in shaping the *"East Palo Alto Community-Based Transportation Plan."*

If you want your voice to be heard, we highly encourage you to attend one of the three workshops.

Estimado Residente de East Palo Alto,

En Enero, la Ciudad de East Palo Alto, SamTrans y otras agencias organizarán tres sesiones de trabajo en la comunidad para discutir e identificar con el público las necesidades de transportación y sus soluciones potenciales. Tu opinión es muy importante en la creación del "Plan de Transporte basado en la comunidad de East Palo Alto."

Si tu quieres que tu voz sea escuchada, te invitamos coordialmente para que asistas a cualquiera de las tres sesiones de trabajo.

Information
Información

(650) 508-7700, TDD only (650) 508-6448
eastpaloaltoplan@samtrans.com or www.samtrans.com

Location and times: Localidades y horarios:

East Palo Alto Senior Center
550 Bell St.
East Palo Alto
Wednesday, Jan. 7, 2004
12:30 p.m. to 2:00 p.m.

East Palo Alto City Hall
2415 University Avenue
East Palo Alto
Wednesday, Jan. 7, 2004
6:30 p.m. to 8:00 p.m.

Ravenswood Family Health Center
1798 Bay Road #A
East Palo Alto
Saturday, Jan. 10, 2004
10:00 a.m. to 11:30 a.m.

East Palo Alto Community-Based Transportation Plan

The goal of the East Palo Alto Community-Based Transportation Plan is to develop a plan for transportation projects and services that will better serve the East Palo Alto community. The Metropolitan Transportation Commission (MTC) is working with SamTrans, the City of East Palo Alto and San Mateo County City/County Association of Governments (C/CAG) to prepare a community-based transportation plan for East Palo Alto. Through a collaborative planning process with community members and agency stakeholders, this plan will present recommendations for improving transportation in the East Palo Alto community.

The plan will be available to the public and to public agencies at the local (city, school) county (SamTrans, Caltrain, C/CAG), and regional levels. The plan can be used by the City and other agencies to pursue improvements and will identify lead agencies that could implement the improvements and a potential funding scenario.

As part of the collaborative planning process, SamTrans, the City of East Palo Alto, C/CAG, and MTC will be facilitating three public community workshops to engage the public in developing the plan. The workshops will briefly outline the planning process and existing transportation services in East Palo Alto. Workshop attendees will then be invited to participate in smaller groups to identify transportation needs and potential solutions for possible incorporation in the draft plan.

Workshop Meeting Dates
Wednesday, Jan. 7, 2004
12:30 p.m. - 2 p.m.
East Palo Alto Senior Center
550 Bell St.
East Palo Alto

Wednesday, Jan. 7, 2004
6:30 p.m. - 8 p.m.
East Palo Alto City Hall
2415 University Ave.
East Palo Alto

Saturday, Jan. 10, 2004
10 a.m. - 11:30 a.m.
Ravenswood Family Health Center
1798 Bay Rd., #A
East Palo Alto

For more information, special requests or to comment on the EPA Transportation Plan, please call SamTrans Strategic Planning at (650) 508-7700, TDD only (650) 508-6448, email at eastpaloaltoplan@samtrans.com, or write to SamTrans Strategic Planning, 1250 San Carlos Ave., San Carlos, CA 94070.

Agency Stakeholder Meeting Agendas and Minutes
Oct. 29, 2003 - Agenda (PDF), Minutes (PDF)

Project Documents
Community-Based Transportation Planning Program Guidelines (PDF)
Draft Existing Conditions Report

Sponsor
Metropolitan Transportation Commission (MTC)

Participants
City of East Palo Alto
San Mateo County City/County Association of Governments (C/CAG)
San Mateo County Transit District

Related Links
MTC's web page on Lifeline Transportation Network
MTC's Community-Based Planning Program

You will need the free Acrobat Reader to view and print the PDF files.

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Plan Base de Transporte - Comunidad de East Palo Alto

La meta de la comunidad de East Palo Alto, Plan Base de Transporte, esta por desarrollar un plan de Transporte y Servicios que serviran mejor a la comunidad de East Palo Alto. La Comision Metropolitana de Transporte (MTC) esta trabajando con SamTrans, la ciudad de East Palo Alto, el Condado y Ciudad de San Mateo y la Asociacion de Gobiernos (C/CAG) para preparar un Plan Base de Transporte para East Palo Alto a travéz de un proceso colaborativo de miembros de la comunidad y principales agencias, este plan presentara recomendaciones para mejorar el transporte en la comunidad de East Palo Alto.

El plan estara disponible al público y agencias publicas. A nivel local (ciudad y escuelas) condado (SamTrans, Caltrain, C/CAG), y a niveles regionales. El plan puede ser usado por la Ciudad y otras agencias para buscar el mejoramiento e identificacion de importantes agencias que podrian implementar el mejoramie-to y potencial financiamiento.

Como parte del proceso cooperativo de planeamiento, SamTrans, la Ciudad de East Palo Alto, C/CAG, y MTC implementara tres talleres publicos comunitarios para involucrar al publico en el desarrollo del plan. Los talleres delinearan brevemente el proceso de planificación y servicios de transporte existente en East Palo Alto.

Los asistentes seran invitados a participar en pequenos grupos para identificar las necesidades de transporte y la soluciones potenciales para la posible incorporacion en el plan en estudio.

Fecha para Talleres_Reuniones

Miercoles, Enero 7, 2004
12:30 p.m. - 2 p.m.
East Palo Alto Senior Center
500 Bell Street, East Palo Alto

Miercoles, Enero 7, 2004
6.30 p.m - 8 p.m.
Alcaldia East Palo Alto
2415 University Avenue, East Palo Alto

Sabado, Enero 10, 2004
10:00 a.m. - 11 a.m.
Centro de Salud Familiar Ravenwood
1798 Bay Road # A, East Palo Alto

Para mas informacion, peticiones especiales o comentarios sobre el Plan de Transporte de East Palo Alto, por favor llame a SamTrans Plan Estrategico al (650) 508-7700, TDD solamente al (650)508-6448, correo electronico a eastpaloaltoplan@samtrans.com o escriba a SamTrans Plan Estrategico, 1250 San Carlos Avenue, San Carlos, CA 94070

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E.P.A. Transportation Plan Meetings to be Held in January

The San Mateo County Transit District in partnership with regional and local agencies is looking for innovative ideas to connect the city of East Palo Alto with new transportation options.

The Metropolitan Transportation Commission is working with SamTrans, the City of East Palo Alto and other agencies to prepare a 'Community-Based Transportation Plan (Oprima aqui para Español)' for East Palo Alto. Through a collaborative planning process with community members and agency stakeholders, this plan will present recommendations for improving transportation in the East Palo Alto community.

A series of three public workshops are scheduled in early January to discuss transportation needs and solutions in East Palo Alto. The workshops will be an opportunity for interested members of the public to identify gaps in the transportation network, along with strategies and solutions to address them.

The public workshops are scheduled as follows:

Wednesday, Jan. 7, 2004
12:30 p.m. - 2 p.m.
East Palo Alto Senior Center
550 Bell St.
East Palo Alto

Wednesday, Jan. 7, 2004
6:30 p.m. - 8 p.m.
East Palo Alto City Hall
2415 University Ave.
East Palo Alto

Saturday, Jan. 10, 2004
10 a.m. - 11:30 a.m.
Ravenswood Family Health Center
1798 Bay Rd., #A
East Palo Alto

Additional workshops will be held in spring 2004 to present the 'Community-Based Transportation Draft Plan' before submitting the plan to MTC for consideration.

For more information or to comment on the transportation plan, please contact SamTrans Strategic Planning at (650) 508-6347, TDD only (650) 508-6448, email at eastpaloaltoplan@samtrans.com, or write to SamTrans Strategic Planning Dept., 1250 San Carlos Ave., San Carlos, CA 94070.

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Community Workshop Materials

Welcome to the East Palo Alto Community-Based Transportation Plan Workshop

AGENDA
East Palo Alto Community-Based Transportation Plan
Community Workshop
January 7, 2004; 12:30 p.m.
East Palo Alto Senior Center

1) Welcome and introduction (2 minutes)
2) Purpose / overview of the plan (5 minutes)
3) Existing transit conditions (10 minutes)
4) Introduce workshop process and break into groups (10 minutes)
5) Workshop Break-out Session (40 minutes)
    - Identification of needs and issues
    - Identification of potential solutions
6) Breakout Groups Report Back (20 minutes)
7) Next steps (5 minutes)

For more information, call SamTrans Strategic Planning at (650) 508-7700, TDD only (650) 508-6448, email at eastpaloaltoplan@samtrans.com

East Palo Alto Community-Based Transportation Plan website:
http://www.samtrans.com/EPA_plan.html
SamTrans website: www.samtrans.com

East Palo Alto Community-Based Transportation Plan
Workshop #1 Meeting Notes
East Palo Alto Senior Center; January 7, 2004, 12:30PM

Facilitators:

Group 1: Jane Lockwood (SamTrans)
Marion Payet (SamTrans)

Group 2: Corinne Goodrich (SamTrans)
Erik Ólafsson (SamTrans)

Group 3: Fabian Favila (Spanish Translator, SamTrans)
Therese Knudsen (MTC)

Group 4: Douglas Kolozsvari (SamTrans)
Beth Thomas (SamTrans)

Attendance: There were 23 workshop participants from the community.

This is a summary of comments received at the public workshop held in East Palo Alto on January 7, 2004 at 12:30 p.m. at the Senior Center. The workshop's participants were asked to identify transportation needs that they felt were important to the East Palo Alto community. They were also asked to help identify potential solutions to those identified needs.

The next step in the process is to:

- Solicit any additional comments on the transportation needs and potential solutions from the East Palo Alto Community-Based Transportation Plan Stakeholder Committee.
- Following that step, costs and benefits of potential solutions will be identified.
- This information will be provided to the Stakeholder Committee, which will be asked to prioritize the needs and potential solutions for incorporation into the Draft Community-Based Transportation Plan.
- Participant recommendations will be reviewed by SamTrans, the City of East Palo Alto, the Metropolitan Transportation Commission (MTC) and the San Mateo County City/County Association of Governments (C/CAG) for feasibility and funding availability.

The goal of the East Palo Alto Community-Based Transportation Plan is to develop a plan for transportation projects and services that will better serve the East Palo Alto community.

The plan will be available to the public and to public agencies at the local (city, school) county (SamTrans, Caltrain, C/CAG), and regional levels. The plan can be used by the

City and other agencies to pursue improvements and will identify lead agencies that could implement the improvements should funding be identified.

The comments from the workshop are organized by break-out group (consisting of four to five community members) and are listed below:

Group 1

1. More frequency of service for business/Non-profit area at the end of Bay Road is needed because service does not meet business needs
   Better scheduling is needed
2. Connectivity. There is no night connection. A workshop participant is dropped off at 1:00AM at University and Donohoe and has to walk home to Wisteria Street (a little more than 1 mile): unsafe at night
   Participant Recommendations: Extend the route 297/397 into neighborhood at night or implement a night shuttle to make the connection
3. University and Bell: Non-profit center (YMCA) is being built (30,000 Sq. feet)
   Concern: No decrease of service and connection to local services such as school, business, other community centers
4. Increase bicycle routes/lanes
5. Shift workers need more service and more frequency of service
6. Use different methods to distribute news/info of bus/train service
   Participant Recommendations: Introduce service to people, do travel training, 1 free day (holiday)
7. Make transit more "youth friendly" (music, local artist to wrap buses, etc.)
8. Sidewalks: improvements wanted by some but not by all (some people want to keep their neighborhood "rural")
9. Need more bus shelters
10. Need more lighting for all bus stops and shelters
11. SamTrans needs to be more flexible. EPA is changing and it's important that the service stays flexible to those changes to meet the community's needs

Group 2

1. Covered bus stops are needed at the intersection of Woodland and University Ave. and at the intersection of Bay Road between Pulgas and Clarke
2. A new shuttle is needed from Menlo Park straight down Bay Road to the clinic
   The Bell Haven clinic has stopped pediatric service, so a new shuttle or route is needed from Bell Haven to the Health Center (down Bay Road?)
3. The Donohoe area needs more bus service
4. Van service should be provided from East Palo Alto area and stop at each interchange south on Highway 101 that has high-employment centers
5. Dumbarton Express should have a stop in East Palo Alto
6. Increase the frequency of bus Route 297 (now 1 hour apart)
7. SamTrans should convert to BioDiesel
8. Manhattan/Woodland feels unsafe and needs a shelter and lighting

9. A straight-through bus is needed from the Duck Pond along Embarcadero to Stanford
10. Traffic on University Avenue
    a. Is it caused by inadequate public transit?
    b. East Palo Alto should charge a toll for using University Avenue
    c. The high traffic adversely affects the city personality
    d. The emissions from vehicles cause health problems
11. Light Rail proposed by VTA along the south-east side of EPA will affect the city
12. There should be one transit pass for VTA and SamTrans with free transfers. The existing VTA Day Pass is very useful, and SamTrans should have the same offering
13. There should be more generous low and fixed income and student subsidies for transit passes
14. High School students in East Palo Alto need to go to Carlmont or Woodside (long distance) to go to school since the closing of Ravenswood and there is a very high drop-out rate
15. What kind of marketing has been done for the Owl Service & shuttles in East Palo Alto? It should be improved
16. There should be a route map on the bus stop sign
17. East Palo Alto needs an internal shuttle serving the shopping center, University Palms, Bayshore shopping center. Seniors need a good shuttle to get to a grocery store and be able to carry their groceries
18. East Palo Alto staff said that a new shuttle will be started in a few weeks that will run from Dumbarton (near Sun Microsystems) along New Market to the Bayshore Shopping Center.

Group 3

1. Transportation for seniors
    - Seniors need to get to grocery stores
    - Solution: Gathering point to make shopping trips (ex: senior center)
2. More stops in the community are needed (ex: the garden, the village, Hood Park, Midtown
3. Rerouting needed: Corridor not served any longer (Palo Alto Park, Oakwood, Garden, Menalto streets).
4. Seamless fare medium (i.e. TransLink): Muni, VTA, BART
   If you get in the wrong bus, do you have to pay again (concern)
5. Customer service needs to be improved, need for driver courtesy (Buses driving by people running to bus)
6. Safety
    - Lighting is a potential issue (at Camellia near Pulgas)
    - Damaged shelter not replaced at 2004 Pulgas.
    - No seating/shelters (how many % of stops have seating now?)
7. Hours of operation: Need service beyond 8-5 work shifts, early AM and evening

8. Connections: Woodland/Caltrain connection is difficult if you need to be to work by 7AM
9. Sidewalks
   No sidewalks in the area: Bell, Addison, Arden, Oakwood, Ramar and also Westside of EPA around O'Keefe
   Need sidewalks to add service
10. Need service in the west side area, if it can't be a full size bus, some other type of service. Over 3,000 people live in this area (Woodland)
11. Need information posted at bus stops (schedule, route)
12. JITNEY service for late night service is needed
13. Route deviation should be considered (more flexibility)
14. Put back stop sign on Runnymede St. near the Garden apartments

Group 4

Issues:

1. Narrow sidewalks
2. Lack of benches. For example: the Gardens
3. Schedules:
   - Pamphlet schedules not readable
   - Schedules should be at bus stops
   - Should be in both Spanish and English
4. High senior population that does not drive
5. Community shuttle schedules/maps
   - Put on web
   - Put in community newspaper
6. Areas need to get reassessed for service
   - the Gardens
   - The Village
7. Lack of bus shelters
8. Hard turn on Wisteria and O'Connor affects bus dependability (slows bus)
9. Pulgas/Camellia: no seating – hard turn (due to commercial trucks and parked cars which City may need to address that issue)

Participant Recommendations:

- Find out what service centers seniors are using (bus stop on Runnymede)
- On board survey (Gardens)
- Sound alert for buses
- Color coded signage is needed
- Run smaller buses more frequently
- Have more benches and poles, with schedule even if can't provide shelter in residential area/
- Need safety at bus stops - attractive benches
- Need shelters on major throughways (protection from sun and from rain)
- Provide service into community (residential areas) especially in late evening hours

- Work in conjunction with the VTA22 – coordinate schedules coming from major centers/routes
- Put computer on bus to collect data on origins/destinations of passengers
- Ability to call on phone to find out about next bus
- Multi-lingual drivers: basic words and phrases, customer service training
- SamTrans staff doing scheduling should ride the route
- EPA representation on PCC
- Community resident rides along with staff to assess route
- Consider walking distance to stops
- Improve outreach to students
- Redi-wheels service quality

Meeting Sign-In Sheet

Project: East Palo Alto Community-Based Transportation Plan

Meeting Date: January 7, 2004 **Meeting Time: 12:30PM**

Place/Room: East Palo Alto Senior Center

Name	Address	Phone	E-Mail
Paul Higgins	4970 El Camino Real	650-962-0189	paul@joinsteve.com
Bertha Price	810 Schembri	650-322-1595	
Dora Duffy			
Pamela Reliford	560 Bell Street	650-853-5907	preliford@cityofepa.org
Roth Cossey	2174 Poplar Avenue		
Court Skinner	310 Donohoe Street	650-323-7025	l.skinner@ieee.org
Ruby Smith			
Salani Wendt	2200 University Avenue	650-853-3119	swendt@cityofepa.org
Scarbroy	897 Bell	650-853-1329	
Midge Dorn	225 Donohoe	650-325-6802	dorntax@bigfoot.com
Herman Daw	2301 Colley Avenue	650-650-1770	
Freda Smith	104 Abelia Way	650-322-1533	fsmith@stanforded.org
Lorraine Holms		650-323-6965	
Larry Moody	821 Schembri Lane	650-328-3752	moodylarry@msn.com
Dave Tschang			sdtschang@ix.netcom.com
Bobbie Spencer	2301 Caoley Avenue #309		
Gahiji Bostic	P.O. Box19591, Stanford,		gahijibostic@yahoo.com
David Fisch	550 Bell Street	650-892-3503	d.fisch@?
Waheedah Haqz	1543 Kavanaugh St		

Meeting Sign-In Sheet

Project: East Palo Alto Community-Based Transportation Plan

Meeting Date: January 7, 2004 **Meeting Time: 12:30PM**

Place/Room: East Palo Alto Senior Center

Therese Knudson	MTC	510-464-7767	tknudson@mtc.ca.gov
Ken Alsman	1057 Ramona	650-533-8070	kenalsman@aol.com
Kathleen Alexander	Ravenswood Health Ctr.	650-330-7418	kalexander@ravenswood?
Ola Augmon	219 Verbena Drive	650-327-3590	
Georganna Hymes	140 Azalia Drive	650-325-7725	

AGENDA
East Palo Alto Community-Based Transportation Plan
Community Workshop
January 7, 2004; 6:30 p.m.
East Palo Alto City Hall

1) Welcome and introduction (2 minutes)
2) Purpose / overview of the plan (5 minutes)
3) Existing transit conditions (10 minutes)
4) Introduce workshop process and break into groups (10 minutes)
5) Workshop Break-out Session (40 minutes)
    - Identification of needs and issues
    - Identification of potential solutions
6) Breakout Groups Report Back (20 minutes)
7) Next steps (5 minutes)

For more information, call SamTrans Strategic Planning at (650) 508-7700, TDD only (650) 508-6448, email at eastpaloaltoplan@samtrans.com

East Palo Alto Community-Based Transportation Plan website:
http://www.samtrans.com/EPA_plan.html
SamTrans website: www.samtrans.com

East Palo Alto Community-Based Transportation Plan
Workshop #2 Meeting Notes
City Hall; January 7, 2004, 6:30PM

Facilitators:

Blue Group: Jane Lockwood (SamTrans)
Marion Payet (SamTrans)

Green Group: Fabian Favila (Spanish Translator, SamTrans)
Therese Knudsen (MTC)

Yellow Group: Douglas Kolozsvari (SamTrans)
Beth Thomas (SamTrans)

Red Group: Corinne Goodrich (SamTrans)
Erik Ólafsson (SamTrans)
Fernando Bravo (Spanish Translator, City of East Palo Alto)

Attendance: There were 21 workshop participants from the community.

This is a summary of comments received at the public workshop held in East Palo Alto on January 7, 2004 at 6:30 p.m. at City Hall. The workshop's participants were asked to identify transportation needs that they felt were important to the East Palo Alto community. They were also asked to help identify potential solutions to those identified needs.

The next step in the process is to:

- Solicit any additional comments on the transportation needs and potential solutions from the East Palo Alto Community-Based Transportation Plan Stakeholder Committee.
- Following that step, costs and benefits of potential solutions will be identified.
- This information will be provided to the Stakeholder Committee, which will be asked to prioritize the needs and potential solutions for incorporation into the Draft Community-Based Transportation Plan.
- Participant recommendations will be reviewed by SamTrans, the City of East Palo Alto, the Metropolitan Transportation Commission (MTC) and the San Mateo County City/County Association of Governments (C/CAG) for feasibility and funding availability.

The goal of the East Palo Alto Community-Based Transportation Plan is to develop a plan for transportation projects and services that will better serve the East Palo Alto community.

The plan will be available to the public and to public agencies at the local (city, school) county (SamTrans, Caltrain, C/CAG), and regional levels. The plan can be used by the

City and other agencies to pursue improvements and will identify lead agencies that could implement the improvements should funding be identified.

The comments from the workshop are organized by break-out group (consisting of four to five community members) and are listed below:

Blue group:

1. Representation. Outreach strategy needs to be changed
   Participant Recommendations: Spanish only workshop
   Make announcements on Spanish TV
2. Service to and from SFO late at night is difficult: more options needed (shuttle, more frequency of 397)
3. Safety issue for buses on some streets (unsafe turn on Wisteria)
   Participant Recommendations: Smaller bus, SamTrans needs to be more flexible
   Route change to Camellia (Route 280)
4. Tulip Jones Women's Club 1310 Bay Rd at Oakwood: Fence needs repair (People asked SamTrans to move the stop. SamTrans did move the stop but did not repair, now the school bus stops there)
5. Language barrier: All information should be in both English and Spanish
6. Stocking public information needs help. (often out of schedules)
   Participant Recommendations: Distribute regularly to local centers (ex: senior center)
7. Need benches and trash at bus stops
8. Dumbarton Express should make a stop at City Hall
9. Need bus shelter
   Participant Recommendations: Advertising leads to finance better amenities and maintenance
10. Need higher frequency of service to job sites after 7:00PM and also to community colleges
11. Need for mobility service for seniors from home to grocery stores
12. Need better air quality buses
    Participant Recommendations: natural gas, smaller buses
13. The 7-11 (West Bayshore) needs shuttle service
14. Need transfer/pass for SamTrans/VTA
15. Sidewalks need improvements on Bell Street

Green group:

1. Connections: the Village (residential area) needs more service
2. Streets: invest in streets, improvements needed, bike lanes are needed
3. Sidewalks: need access to bus stop (e.g. Clarke at Bell)
4. Bus stops:
   - Too far apart
   - Not enough shelters
   - Maintenance: signs, stops (keep clean, etc.)

5. Fares: want transfers/day passes
   EPA Kaiser/RWC transfers
   Joint fare medium (VTA, SamTrans, Caltrain): continuity of service and fares between SamTrans/VTA, many people live in San Mateo and in Santa Clara County
6. Safety: too many dogs on the streets of EPA, youth/adults are afraid of dogs walking around bus stops
7. Bus stop information: need information at bus stops. Ex: schedule in addition to 800# (SamTrans provides good service with its 800#)
8. Service: had negative experience, unreliable, bus did not come, then a "not in service" bus drove by
9. Customer service: drivers use cell phones, not paying attention
   Want courteous drivers but keep on schedule, especially during morning commute
10. Dumbarton Express: Need Sat/Sun service, could redevelop schedule but need service and maybe a stop in EPA
11. No connection to RWC movie theater: affects youth/jobs in the summer, and residents for recreation
12. Use smaller buses to reduce costs and increase service

<u>Yellow group:</u>

1. Pedestrian and bicycle infrastructures are needed:
   - Crossing freeway difficult
   - University Ave. overpass designed without bicycle and pedestrians in mind
   - Could connect Euclid Avenue across 101 at Newell to Shopping Center
   - Designated bike route to Woodland Ave. would bypass University Ave. and would free space for parking on University
2. Free shuttle was wonderful but they changed the schedule
   - need to revisit the scheduling because it's underutilized
3. Need aggressive publicity
   - Door to door campaign, so not reaching usual people, can use children if supervised
4. Changing demographics
   - Need to get Latino population more involved
   - Could use Spanish language radio stations and put flyers in Latin American restaurants
5. Need speed bumps on Saratoga Av. East of O'Keefe
6. Lack of transit serving area east of O'Keefe
7. Safety
   - Bus stops too far from neighborhood (safety issue)
   - Need fixed route shuttle stopping closer to East O'Keefe and Euclid
   - Route 280 does not run late enough and bus stop locations need improvements
   - Need to add lighting at stops and in neighborhood in general
8. West side of EPA is more densely populated but is underserved: leadership thinks in terms of east side

9. Need trash cans at bus stops
10. Only 2 bus shelters out of 64 stops – Would like more shelters

Participant Recommendations:

- Need to look into other locations and possible allocation of funds
- As new development occurs, developers could pay for them
- "Adopt a shelter": neighboring business could pay for installation and maintenance
- New type of shelters/seating depending on space availability

11. Use smaller buses and jitneys
    - Better for short trips and narrow streets
    - For shorter routes such as 280 and 281

Red group:

1. Need better connections between the Owl Service (fixed transit) to where people live

   Participant Recommendations:

   a. Jitney Service - where people could call ahead and have a jitney bus waiting where the fixed-route Owl Service stops
   b. Route Deviation – where a driver could have the flexibility to go two or three blocks off the fixed route to get people closer to home
   c. Subsidized Taxi Service
2. Frequency of Service:
   a. The Owl Service is one bus per hour, and that is inadequate
   b. Other bus services vary with time and date
3. SamTrans should offer transfers. Paying $1.25 for a bus ride and then having to change buses and pay the full fare all over again is not right
4. Bus stop signs should include a map of routes serving the stop and phone numbers to call for information and language assistance at every stop (like VTA does)
5. Transfers to VTA should be available from SamTrans at no or little cost
6. Translink was discussed – it is two or three years away in San Mateo County. It will enable subsidies to be allowed, easy transfers
7. Youth fares are available and children under 4 ride for free on SamTrans were discussed
8. Language barriers: It was discussed that by dialing 511 on a phone, language assistance is available to anyone with a phone for transit questions. It was discussed that this 511 service should be advertised more widely especially in non-English speaking venues in EPA (SamTrans research shows that language assistance is not available)
9. Safety: The intersection of Woodland and University Avenue was discussed as an especially unsafe area that needs more lighting. Emergency phones should be provided in some locations in EPA, better lighting, and on-board cameras on buses where discussed
10. Better access to bus stops is needed that at least follows Americans with Disabilties Act (ADA) standards. Not necessarily building sidewalks which some people don't want in EPA, but at least not having people wait in the mud for a bus

11. All bus stops should have trash cans, and benches. SIMME seats on bus stop poles were discussed
12. More bus shelters are needed at the more busy bus stops. The VIACOM deal of a private vendor supplying and maintaining bus shelters was discussed. Apparently one was approved for the Woodland/University intersection, but has yet to be installed
13. The signage on the free shuttle is inadequate and should be larger. The van drives around but people are unaware that it is the free shuttle. The shuttles in Menlo Park and Palo Alto were cited as good examples having obvious signage that identifies them and the fact that they are free

Meeting Sign-In Sheet

Project: East Palo Alto Community-Based Transportation Plan

Meeting Date: January 7, 2004 **Meeting Time: 6:30PM**

Place/Room: East Palo Alto City Hall

Name	Address	Phone	E-Mail
Rozene Henderson	192 Jasmine Way	650-326-2417	
GAHiji Bostic	926 Garden Street		gahijibostic@yahoo.com
Scott Maraich	300 E. O'keefe Street	650-323-5065	
Dorothy Lewis	147 Abelia Way	650-322-8276	
Jane Leech	2212 Clarke	650-325-4574	
Gelsomina Becks	1173 Saratoga Avenue	650-325-1011	gbecks@
Maribel Valle	1805 E. Bayshore Road #109	650-566-1243	
Luella Parker	423 Wisteria Drive	650-326-1474	
Anthony Johnson	904 Tinsley Street	650-329-1406	
Barbara Perkins	2512 Hazelwood Way	650-325-0472	bprkns@aol.com
William Webster	480 E. O'Keefe #307	650-322-9725	wbw@stanford.edu
Ola Augmon	219 Verbena Drive	650-327-3590	
Bernardo Huerta	2577 Gonzaga Street	650-323-1420	bnaudnaud@aol.com
Richard Tatum	2348 Glen Way	650-329-1449	dicktator99@yahoo.com
Norm Picker	2262 Oakwood Drive	650-323-3329	normpicker@aol.com
Nancy Edelson	1051 Alberni Street	650-325-1566	bolebantu@aol.com
Lee Gray	915 Alberni St	650-324-2351	
Midge Dorn	225 Donohoe	650-325-6802	dorntax@bigfoot.com
Dennis Parker	423 Wisteria Drive	650-326-1474	

Meeting Sign-In Sheet

Project: East Palo Alto Community-Based Transportation Plan

Meeting Date: January 7, 2004 **Meeting Time: 6:30PM**

Place/Room: East Palo Alto City Hall

Name	Address	Phone	E-Mail
Jay Farr	2200 University Avenue		
Salani Wendt	2200 University Avenue		

AGENDA
East Palo Alto Community-Based Transportation Plan
Community Workshop
January 10, 2004; 10:00 a.m.
Ravenswood Family Health Center

1) Welcome and introduction (2 minutes)
2) Purpose / overview of the plan (5 minutes)
3) Existing transit conditions (10 minutes)
4) Introduce workshop process and break into groups (10 minutes)
5) Workshop Break-out Session (40 minutes)
    - Identification of needs and issues
    - Identification of potential solutions
6) Breakout Groups Report Back (20 minutes)
7) Next steps (5 minutes)

For more information, call SamTrans Strategic Planning at (650) 508-7700, TDD only (650) 508-6448, email at eastpaloaltoplan@samtrans.com

East Palo Alto Community-Based Transportation Plan website:
http://www.samtrans.com/EPA_plan.html
SamTrans website: www.samtrans.com

East Palo Alto Community-Based Transportation Plan
Workshop #3 Meeting Notes
Ravenswood Family Health Center; January 10, 2004, 10:00AM

Facilitators: Corinne Goodrich (SamTrans)
Douglas Kolozsvari (SamTrans)
Jane Lockwood (SamTrans)
Marion Payet (SamTrans)
Beth Thomas (SamTrans)
Bob Gomez (Ravenswood Family Health Center, available to be Spanish translator)

Attendance: There were eight workshop participants from the community.

This is a summary of comments received at the public workshop held in East Palo Alto on January 10, 2004 at 10:00 a.m. at the Ravenswood Family Health Center. The workshop's participants were asked to identify transportation needs that they felt were important to the East Palo Alto community. They were also asked to help identify potential solutions to those identified needs.

The next step in the process is to:

- Solicit any additional comments on the transportation needs and potential solutions from the East Palo Alto Community-Based Transportation Plan Stakeholder Committee.
- Following that step, costs and benefits of potential solutions will be identified.
- This information will be provided to the Stakeholder Committee, which will be asked to prioritize the needs and potential solutions for incorporation into the Draft Community-Based Transportation Plan.
- Participant recommendations will be reviewed by SamTrans, the City of East Palo Alto, the Metropolitan Transportation Commission (MTC) and the San Mateo County City/County Association of Governments (C/CAG) for feasibility and funding availability.

The goal of the East Palo Alto Community-Based Transportation Plan is to develop a plan for transportation projects and services that will better serve the East Palo Alto community.

The plan will be available to the public and to public agencies at the local (city, school) county (SamTrans, Caltrain, C/CAG), and regional levels. The plan can be used by the City and other agencies to pursue improvements and will identify lead agencies that could implement the improvements should funding be identified.

The comments from the workshop are organized are listed below:

1. Taxi service
    - Issues:

- Late Night service is good but it's difficult to get a taxi on Saturday and Sunday mornings.
- Some taxi companies don't serve East Palo Alto (Pick ups)
- Dispatch system sometimes goes to other cities, it takes a long time to get taxis.

- Information: the county provides taxi vouchers (Subsidized taxis).
- Participant Recommendations:
  - List taxis on EPA.net (EPA website) to find taxis.
  - Investigate business license, status could apply pressure, and verify whether it really works here.
  - Talks between City, SamTrans and Taxi Companies. City talks to various taxi companies. City could influence franchise operation.
  - Taxi service pick up in safe places. More lighting and clean place
  - Palo Alto model for taxis (regulated by police department).

2. Woodland Area (West of Highway 101):
   a. West of 101 has more residents than rest of town: needs more transit service.
   b. Need additional transit service on Woodland, not good, not safe. Line of sight (vegetation over grown).
   c. Need safer pedestrian infrastructure: Dangerous near Charleston/Woodland Creek
   d. It's a long walk in warm weather, no lighting, not safe.
   e. Loop service at tradewinds apartments is needed.

Participant Recommendations:

- Improve lighting
- Cut back vegetation
- Provide feeder service. Shuttle service. Loop service.
- Change 280/281 routes slightly to include both frontage roads
- Combine employer shuttle with community shuttle: University Circle developer could utilize their shuttle during off peak hours to serve EPA also. More shuttles and cost sharing

(University Circle adding more restaurants in future)

3. More transfer points for transportation service are needed.
4. Extend Marguerite shuttle service: Many EPA residents work at Stanford, can we arrange with Menlo Park for new service?

Participant Recommendations: meet with Stanford, Palo Alto and Menlo Park

5. Issue: Need to disseminate information better. Solution: EPA transportation comprehensive map.
6. Posting map/routes on website
7. Helpful to post more route info at bus stops.

8. Add bus transfer at Woodland and University (shelters and bus information)
9. One entity needs to coordinate all transit service in EPA as provider makes changes in schedule without considering links-connections. Need to identify areas with lack of service. Partnership between SamTrans and the City. The City or a CBO would post the info, post the new schedules/route map provided by SamTrans. Multi agency committee.
10. Need transit centers, transfer points (5 or 6):
    a. University and Bay
    b. Willow and Newbridge
    c. Four corners
11. Issue: Often over-crowded bus for Menlo Atherton High School students.
    Participant Recommendations: Articulated bus for 296or extend hours; School-pool: carpool for schools.
12. Combine school buses and community shuttles
13. School buses should pick up on side streets and not on major streets (stop traffic and unsafe for kids).
    a. More bright signs
    b. Crossing guards
    c. School bus stops should be in area with less traffic.
    d. Pick up place for parents: ex 49ers Academy
14. Transfers. Need transfers SamTrans-SamTrans and SamTrans-VTA
15. Information: not aware of transfer policies for monthly pass holders
    Need better info/marketing
16. Need SamTrans discount for high school students (similar to Cañada College)
17. Need to be "User friendly": make the bus cool/fun
18. Need bus shelters. People wait in the rain and sun.

Participant Recommendations: Pilot program using advertising in EPA for shelters.
New developments should add new shelters and maintain them.
Ikea could advertise on shelters
New construction on University between Sacramento and Weeks: make bus shelter part of the building.

19. Get users involve: People who use the service do not give their input
20. Bike racks at bus stops
21. Solar lighting for bus shelters.

Meeting Sign-In Sheet

Project: East Palo Alto Community-Based Transportation Plan

Meeting Date: January 10, 2004 **Meeting Time: 10:00AM**

Place/Room: Ravenswood Family Health Center

Name	Address	Phone	E-Mail
Savannah Arnold	459 Wisteria Drive	650-462-5957	savannaharnold@yahoo.com
Pat Dixon	SMCTA (CAC)	650-591-5455	
Duane Bay	810 Green	650-261-6608	dgbay@pobox.com
Lily Lee	2415 University Avenue	650-853-3122	lily.lee@epa.gov
Maxine Sykes	1798 Bay Road #B	650-322-1821	maxine@fscmp.org
Bob Gomez	969 Mt. View Lane	650-330-2874	
Saprina Jackson	1982 W. Bayshore Road #321	650-324-3398	saprina_jackson@yahoo.com
Freda Smith	104 Abelia Way	650-322-1533	fsmith@stanfordmed.org

Agenda

Plan de Transportación Basado en la Comunidad de East Palo Alto

Taller de Elaboración Comunitario

29 de Enero 2004, 7:00-8:30PM

Iglesia de St Francis Assisi

1. Bienvenidos y Introducción (2 minutos)
2. Propósito/descripción del plan (5 minutos)
3. Condiciones Existentes Del Tránsito (10 minutos)
4. Introducir el Proceso del Taller y Separación en Grupos (10 minutos)
5. Sesión de Grupos Distintos (40 minutos)
    a. Identificación de las necesidades y de los asuntos
    b. Identificación de las soluciones potenciales
6. Reporte de los Grupos Distintos (20 minutos)
7. Siguiente Proceso (5 minutos)

East Palo Alto Community-Based Transportation Plan
Spanish Workshop
January 29, 2004 – 7:00PM
St Francis de Assisi Church

Facilitators: Bernardo Huerta
Fernando Bravo
Marion Payet (SamTrans)
Doug Kolozsvari (SamTrans)
Participants: 3

1. Mention that the road from Dumbarton Bridge through Purdue St toward the bay should be built but more towards the Bay than in EPA.
2. Buses for Menlo Atherton High School: over crowded. Violence on the buses so kids walk back home instead. Need increase frequency of buses.
3. Need transportation to key destinations such as East Menlo Park, Kaiser.
4. Lighting in the streets
5. Benches
6. need basic infrastructures: Lighting, sidewalks, benches
7. Drug traffic between Palo Alto and EPA. Good lighting and good sidewalks will reduce crimes in the city. Need to reduce crime so people take the bus.
8. Bus shelters
9. Trip cost is too expensive
10. Need regulations for dogs in streets. Some people let their gates open. People don't call the police because there is a fear of the police (illegal immigrants)
11. Not aware of service. Lack of information. Need more information on bus routes, on fares. They should be on bus stops.
12. They want to know where to go to catch the bus/shuttles
13. Hispanic people need to have life experience: need to show them how it works. Organize a Spanish tour to show people how to use the bus, where to find information, where to buy tickets.
14. Need more marketing: newspapers such as local daily newspaper, radio, restaurants each time the schedules change and regularly as well.
15. Mobility manager
16. Reward, gifts to promote buses: McDonald's coupons, gift certificates
17. Improve visibility of bus stop signs: Color coding bus stop signs by route
18. Free shuttle/bus tour can be organized after the mass: Sunday 11AM and 3PM or on Saturday morning.

Plan de Transportación Basado en la Comunidad de East Palo Alto

Fecha: January 29, 2004 **Hora: 7:00PM**

Lugar: Iglesia de St Francis Assisi

Nombre	Domicilio	Teléfono	E-Mail
Maria Avelar	500 Weeks St.	323-0628	
Consuela Ibarra	2623 Gonzaga		
Bob Gomez	1798 Bay Road #B	330-7428	bgomez@ravenswoodfhc.org

East Palo Alto Community-Based Transportation Plan
Workshop Input
Comment Cards/Emails

Comment Cards

Name: Alicia Williams
Address: 550 Bell Street, East Palo Alto CA 94303
Comments: The service for the Dumbarton Express would be very helpful, time saving and public friendly if it took the route on University Avenue instead of Willow Road. City employees that commute would appreciate it highly

Name: Rozene Henderson
Address: 192 Jasmine Way, East Palo Alto CA 94303
Comments: I feel the buses that we have are alright because in the summer and fall months a lot of people ride the buses, especially school children and adults that do not have cars or transportation, need to get to their destination. A lot of people ride the buses in the summer, and the buses make a lot of stop, we have to wait for them a long time to go to our destination so I feel we need them as they are and I cannot complain about them

Emails

Email from: Minette Warren [mailto:mwarren@cityofepa.org]
Sent: Wednesday, January 14, 2004 5:07 PM
To: Kolozsvari, Douglas
Cc: llee@epamail.epa.gov
Subject: RE: Comments on connections between VTA & Sam Trans

Douglas

I am a city employee who frequently depends on public transportation to get to and from work.

I work in City Hall - 2415 University Avenue
I live in Santa Clara County.
I take VTA to the Palo Alto CalTrain depot mornings and evenings.

1. I usually leave home in plenty of time to make it to East Palo Alto to start my 8 to 5pm shift. On a lot of occasions I miss the connection at the depot. Actually I should say there really is no connection between VTA and SamTrans, you just take your chances.

2. No matter what time I leave home, I cannot just make a connection, there is always a wait. The SamTrans 281 is usually pulling out when the VTA 22 (which I ride from Mtn View) pulls in, usually within seconds of each other.

Two Examples:

Yesterday morning, I left home at 5:45AM, got to Palo Alto just after 6:15AM (the VTA at Rengstorff) that I caught made two layovers, one at Showers and the other at Page Mill. When we did pull into the depot the 281 was about halfway out of it and did not stop or pause a minute to see if riders was getting of the 22 trying to make an EPA connection. I finally got to work at 7:50a.m.

This Morning I caught the 7:20 VTA (at Rengstorff, it had its layover, when it got the depot at approximately 7:41, the SamTrans 281 was sitting at the bus stop. As we were pulling up to the Depot's VTA 22 line drop-off spot parallel to the SamTrans 281, the 281 pulled off as we were exiting the 22. we asked the 22's driver to honk and try to catch it before it drove off, he did, but the SamTrans driver never looked around to see if anyone wanted the bus. The next SamTrans 281 scheduled arrival a depot time was 8:20 I believe, at any rate, I did not get to work until 8:56 because had to catch the 290 and go through Gardens Pulgas Route, get off at Clarke/Illinois and walked from Bay/University to City Hall.

I didn't mind the walk but the time lost in tardiness due to the lack of connections is a problem. I also hear other people complain abut the lack of connections between the buses. I know EPA and Palo Alto are two different transportation lines, but it's really hard to make any decent connection between the too. Mountain View is a seven minutes ride via auto from EPA and it takes almost an hour sometime over to get there via public transit. The same thing happens in the evening when we get there on SamTrans, VTA is pulling or has pulled out.

Thanks for listening
Minnie Warren

Welcome to the East Palo Alto Community-Based Transportation Plan Workshop

AGENDA
East Palo Alto Community-Based Transportation Plan
Kick-off Stakeholder Committee Meeting
January 7, 2004; 12:30-2:00 p.m.
East Palo Alto Senior Center

- Welcome and Introduction (2 minutes)
- Purpose / Overview of the Plan (5 minutes)
- Existing Transit Conditions (10 minutes)
- Introduce Workshop Process and Break into Groups (10 minutes)
- Workshop Break-out Session (40 minutes)
  - Identification of needs and issues
  - Identification of potential solutions
- Breakout Groups Report Back (20 minutes)
- Next steps (5 minutes)

East Palo Alto Community Based Transportation Plan Existing Conditions Report

The Existing Conditions Report provides general characteristics of East Palo Alto and current transportation services and infrastructure

- Profile of East Palo Alto
  - Demographic Profile
  - Commute-to-Work Information
- Transit Services in East Palo Alto
  - Existing Transit Services
  - Bus Stops
- Other Transportation Services

Profile of East Palo Alto

- Total population increased over 25% between 1990 and 2000. The population was 29,500 in 2000.
- Young community: 35% of the population is under 18.
- Over 90% of the residents are people of color.
- Almost 65% of the residents speak a language other than English at home with over 50% of the population speaking Spanish.
- Low income community: 16% of the residents live below the poverty line, as compared to 6% for the county.
- In May 2003, the unemployment rate increased to 12.5%.

Commute-to-Work Information

- In 2000, 6% of East Palo Alto workers used public transportation to get to work, as compared to 7% for San Mateo County
- As compared to 11% for the county, 23% of East Palo Alto workers carpooled to work
- In 2000, 54% of East Palo Alto workers below the poverty line drove alone, as compared to 64% of the total working population in East Palo Alto

Transit Service in East Palo Alto

- Five SamTrans Routes serve East Palo Alto.

280 Stanford Shopping Center – Palo Alto Caltrain Station – East Palo Alto – Ravenswood Shopping Center

281 Stanford Shopping Center – Palo Alto Caltrain Station – East Palo Alto – Onetta Harris Community Center

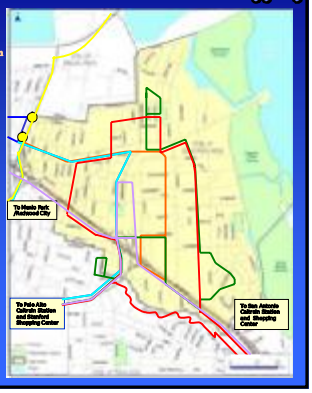
296 Redwood City – Atherton – Menlo Park – East Palo Alto

297 397 San Francisco – SFO – Redwood City Caltrain Station – East Palo Alto – Palo Alto Caltrain Station

C The East Palo Alto shuttle connects East Palo Alto with Caltrain Palo Alto Station.

S The Senior Shuttle serves seniors in East Palo Alto.

DB Dumbarton Express has two stops near East Palo Alto on Willow Road



Bus Stops

- 64 bus stops in East Palo Alto
- Over 60% of the bus stops are located on residential streets
- Two bus stops have shelters
- 25% of the bus stops have benches
- 30% of the bus stops have trash cans

Other Transportation Services

- Paratransit
  - Redi-Wheels program
  - Eligibility Requirements
  - East Palo Alto paratransit ridership increased 41% from January 2001 to May 2003

- School Bus Service
- Social Service Transportation
- Taxi Service

Workshop Process

- Break into Groups
- Workshop Break-Out Session
  - Identification of Needs and Issues
  - Identification of Potential Solutions
- Breakout Groups Report Back

Bienvenidos
al Plan de Transportación
Basado en la Comunidad
de East Palo Alto
Taller de Elaboración

Agenda

Plan de Transportación Basado en la Comunidad de East Palo Alto

Taller de Elaboración Comunitario

29 de Enero 2004, 7:00-8:30PM

- Bienvenidos y Introducción (2 minutos)
- Propósito/descripción del plan (5 minutos)
- Condiciones Existentes Del Tránsito (10 minutos)
- Introducir el Proceso del Taller y Separación en Grupos (10 minutos)
- Sesión de Grupos Distintos (40 minutos)
  - Identificación de las necesidades y de los asuntos
  - Identificación de las soluciones potenciales
- Reporte de los Grupos Distintos (20 minutos)
- Siguiente Proceso (5 minutos)

Plan de Transportación Basado en la Comunidad de East Palo Alto

Reporte de Condiciones Existentes

El Reporte de Condiciones Existentes proviene las características generales de East Palo Alto y los corrientes servicios de transportación y infraestrutura.

- Perfil de East Palo Alto
  - Perfil Demográfico
  - Información del viaje al trabajo
- Servicios de Transito en East Palo Alto
  - Servicios Existentes de Transito
  - Paradas del Autobús
- Otros Servicios de Transportación

Perfil de East Palo Alto

- La población total incrementó sobre 25% entre 1990 y 2000. La población fue de 29,500 en 2000.
- Comunidad Joven: 35% de la población tiene menos de 18 años de edad.
- Sobre 90% de los residentes son gente de color.
- Almenos de 65% de los residentes hablan un lenguaje diferente del Inglés en la casa con sobre 50% de la población hablando Español.
- Comunidad de ingresos bajos: 16% de los residentes viven bajo de la línea de pobreza, acomparado con 6% para el condado.
- En mayo 2003, el indice de desempleo incrementó a 12.5%

Información del Viaje al Trabajo

- En el año 2000, 6% de los trabajadores de East Palo Alto usaron el transporte público para llegar al trabajo, acomparado con 7% para el Condado de San Mateo.
- Acomparado con 11% para el condado, 23% de los trabajadores de East Palo Alto se transportaron juntos al trabajo.
- En el año 2000, 54% de los trabajadores de East Palo Alto bajo la línea de pobreza condujo solo, acomparado con 64% de la población trabajadora total de East Palo Alto

Servicio de Transito en East Palo Alto

- Cinco SamTrans Rutas sirven East Palo Alto.

280 Stanford Shopping Center – Palo Alto Caltrain Station – East Palo Alto – Ravenswood Shopping Center

281 Stanford Shopping Center – Palo Alto Caltrain Station – East Palo Alto – Onetta Harris Community Center

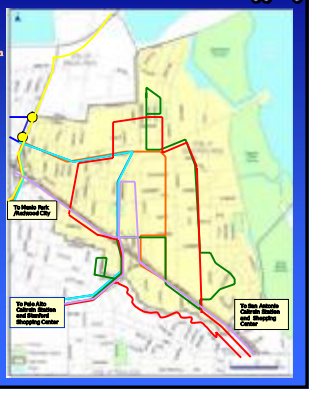
296 Redwood City – Atherton – Menlo Park – East Palo Alto

297 397 San Francisco – SFO – Redwood City Caltrain Station – East Palo Alto – Palo Alto Caltrain Station

C El autobús gratuito de East Palo Alto conecta East Palo Alto con la estación de tren Caltrain en Palo Alto y el autobús gratuito de fines de semana sigue la misma ruta.

S El autobús gratuito de los jubilados sirve a los jubilados de East Palo Alto.

DB El autobús Dumbarton Express tiene dos paradas junto a East Palo Alto por la calle Willow Road



Paradas de Autobús

- 64 paradas de autobús en East Palo Alto
- Más de 60% de las paradas de autobús estan localisadas en las calles residenciales
- Dos paradas de autobús son cubiertas
- 25% de las paradas de autobús tienen bancas
- 30% de las paradas de autobús tienen botes de basura

Otros Servicios de Transportación

- Programa Paratransit
  - Programa Redi-Wheels
  - Requisitos de la Elegibilidad
  - Los viajes del programa paratransit de East Palo Alto aumentó de 41% de Enero 2001 a Mayo 2003

- Autobúses del Districto Escolar
- Transportación del Servicio Social
- Servicio de Taxi

Proceso del Taller de Elaboración

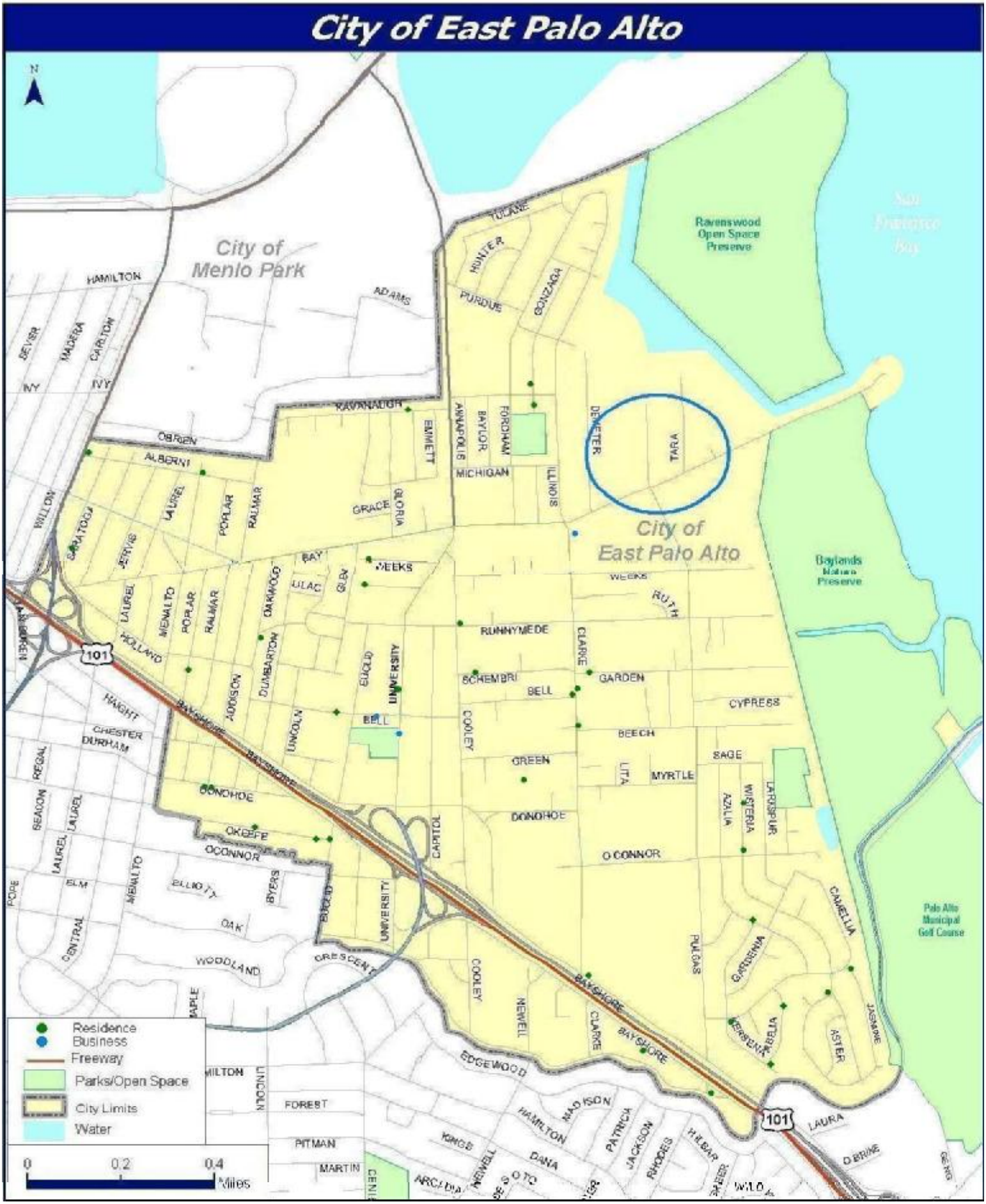
- Creación de los Grupos
- Sesión de Grupos Distintos
  - Identificación de las necesidades y de los asuntos
  - Identificación de las Soluciones Potenciales
- Reporte de los Grupos Distintos

Siguiente Proceso

- **Enero:** Evaluación preliminar- síntesis de análisis de data y de la repuesta del público.
- **Enero:** Identificación de las fallas de transportación y de las soluciones potenciales.
- **Febrero:** Consenso de tenentes interesados sobre las fallas de transportación preodidades y las soluciones potenciales.
- **Marso:** Preparar y presentar el primer Dibujo del Plan de Transportación Basado en la Comunidad
- **Fines de Abril:** Esfuerzo al público para el Ultimo Dibujo del Plan
- **Fines de Abril:** Presentación del Ultimo Dibujo del Plan al Concilio de la Ciudad, a la Asociación del Condado y de las Ciudades, y a la mesa directiva de SamTrans
- **May:** Presentación del Ultino Plan

Gracias por participar en el Plan de Transportación basado en la Comunidad de East Palo Alto

Workshop Participants' Residence or Business Locations



samTrans

Thank you for attending the workshop on the East Palo Alto Community-based Transportation Plan. Your input is very important in developing a transportation plan that works for the residents of East Palo Alto.

If you would like to make additional comments on the plan, please complete this card and mail it to us, or you may want to send your comments via e-mail to eastpaloaltoplan@samtrans.com.

Again, thank you for being part of the process.

(optional)

Name _____

Address _____

_____

Suggestions or Comments

_____

_____

_____

_____

_____

_____

_____

_____

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1/04

samTrans

Gracias por atender la publica sobre el plan basado en comunidad de transporte para East Palo Alto. Su presciencia es muy importante en desarrollar un plan del transporte que trabaje para los residentes de East Palo Alto.

Si usted quisiera hacer comentarios adicionales sobre el plan que oyó, por favor complete esta tarjeta y envíelo a nosotros por correo, o si desea enviar sus comentarios por el Internet a eastpaloaltoplan@samtrans.com.

Una vez más gracias por su participación en la publica sobre mejorando el transporte de su comunidad.

(opcional)

Nombre _____

Calle _____

_____

Suggetions o Comentarios

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1/04

C/CAG samTrans

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SAMTRANS -- STRATEGIC PLANNING
EAST PALO ALTO COMMUNITY-BASED TRANSPORTATION PLAN
PO BOX 3006

Transit Service in East Palo Alto

- Five SamTrans Routes serve East Palo Alto.

280 Stanford Shopping Center – Palo Alto Caltrain Station – East Palo Alto – Ravenswood Shopping Center

281 Stanford Shopping Center – Palo Alto Caltrain Station – East Palo Alto – Onetta Harris Community Center

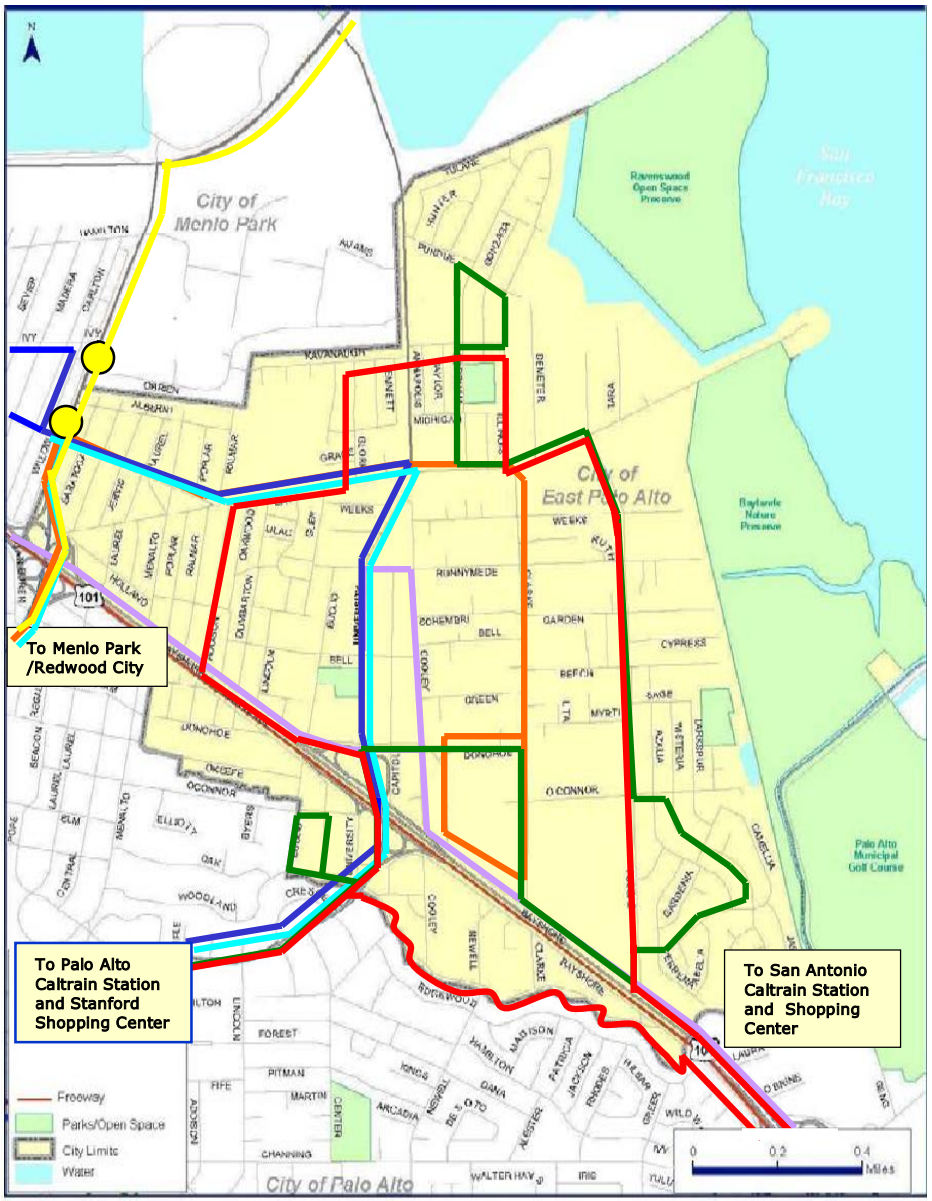
296 Redwood City – Atherton – Menlo Park – East Palo Alto

297 **397** San Francisco – SFO – Redwood City Caltrain Station – East Palo Alto – Palo Alto Caltrain Station

C The East Palo Alto shuttle connects East Palo Alto with Palo Alto Caltrain Station

S The Senior Shuttle serves seniors in East Palo Alto

DB Dumbarton Express has two stops near East Palo Alto on Willow Road



Transit Services in East Palo Alto

- Five SamTrans Routes serve East Palo Alto:

  280 Stanford Shopping Center – Palo Alto Caltrain Station – East Palo Alto – Ravenswood Shopping Center

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  296 Redwood City – Atherton – Menlo Park – East Palo Alto

  297 **397** San Francisco* – SFO* – Redwood City Caltrain Station – East Palo Alto – Palo Alto Caltrain Station

- **C** The East Palo Alto shuttle connects East Palo Alto with the Palo Alto Caltrain Station

- The Senior Shuttle serves seniors in East Palo Alto

- Dumbarton Express has two stops near East Palo Alto on Willow Road

- School Bus Service

- Paratransit: Redi-Wheels program

- Social Service Transportation

- Taxi Service

* Route 397 service only

Transit Services in East Palo Alto

	Route 280	Route 281	Route 296	Route 297	Route 397
Trips Weekday	62	59	72	8	7
Weekday Hours	6AM-10PM	6AM-10PM	5:45AM-11:15PM	10:45-11:45PM and 3:45-4:45PM	2:45-5:45AM and 12:45-2:45AM
Week End Hours	Sat 8AM-6PM Sun 9AM-5PM	Sat 8AM-6PM Sun 9AM-5PM	8AM-6PM	Sat 6:45PM-7:45AM Sun 6:45PM-8:43AM	Sat 12:45PM-4:15AM Sun 12:45AM-5:45AM
Frequency Weekday Commute	30 minutes	30 minutes	30 minutes	60 minutes	N/A
Frequency Weekday Midday	30 minutes	30 minutes	30 minutes	N/A	N/A
Frequency Weekday Night	30-60 minutes	40-60 minutes	60 minutes	60 minutes	60 minutes
Frequency Saturday	30 minutes	30 minutes	60 minutes	60 minutes	60 minutes
Frequency Sunday	60 minutes	60 minutes	60 minutes	60 minutes	60 minutes

	Caltrain Shuttle	Senior Shuttle	Weekend Shuttle
Number of Daily Trips	7	Varies	7
Service Days	Monday - Friday	Monday - Friday	Saturday, Sunday
Service Hours	Mornings and Evenings	Middays	Mornings and Evenings
Frequency	30 minutes	Varies	60 minutes

Connecting services to Caltrain, BART, VTA, Muni, AC Transit and other shuttles. The major destinations are Stanford Shopping Center, Palo Alto, Menlo Park and Redwood City Caltrain Station as well as Millbrae and Transbay Terminal

East Palo Alto Statistics

Total Land Area: 2.5 sq. miles
2000 City Population: 29,506
1990 City Population: 23,451

Sex:

Male: 15,198
Female: 14,308

Native born persons: 16,546 (56.2%)
Foreign born persons: 12,904 (43.8%)

Household Income:

Less than $10,000:	607	(8.7%)
$10,000 - $14,999:	369	(5.3%)
$15,000 - $24,999:	821	(11.8%)
$25,000 - $34,999:	921	(13.2%)
$35,000 - $49,999:	1,105	(15.9%)
$50,000 - $74,999:	1,406	(20.2%)
$75,000 - $99,999:	824	(11.9%)
$100,000 - $149,999:	566	(8.1%)
$150,000 - $199,999:	151	(2.2%)
$200,000 or more:	183	(2.6%)
Total Households:	6,953	(100%)

Main Household Income: $45,006

Education of persons 25+

Less than grade 9: 4,660 (30.7%)
Grade 9-12, no diploma: 3,195 (21.1%)
High School diploma/GED: 2,733 (18%)
College, no degree: 2,323 (15.3%)
Associate degree: 645 (4.3%)
Bachelor's degree or higher: 1,614 (10.6%)

Total Housing Units: 7,091

Occupied: 6,976 (98%)
Owner occupied: 3,033 (43%)
Renter occupied: 3,943 (57%)
Vacant: 115 (2%)

Average Household Size: 4.20

Owner occupied: 4.69
Renter occupied: 3.83

Median value owner-occupied units: $302,100

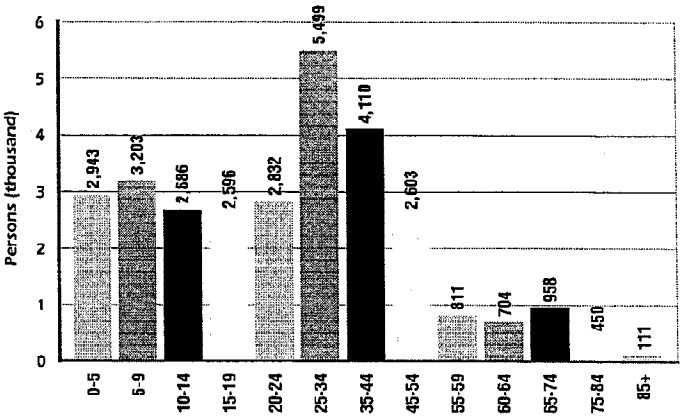
Median contract rent: $854

Projected Population, Employment, and Income

East Palo Alto	2000	2005	2015	2025
Total population	29,506	31,500	35,200	38,200
Total households	6,976	7,530	8,880	9,900
Persons per household	4.20	4.16	3.94	3.84
Employed residents	13,467	14,300	16,200	17,700
Mean household income (2000 dollars)	69,000	73,900	85,100	89,500

Source: Association of Bay Area Gov'ts., Projections 2000

East Palo Alto 2000 Population by Age Group



Source: 2000 Census

2000 Housing Units by Building Type

(Building types)

Single Family Detached	3,602
Single Family Attached	373
Multiple Family Structures with 2 to 4 units	358
Multiple Family Structures with 5+ units	2,568
Mobile Homes	140
Total Units	**7,041**

Source: 2000 Census

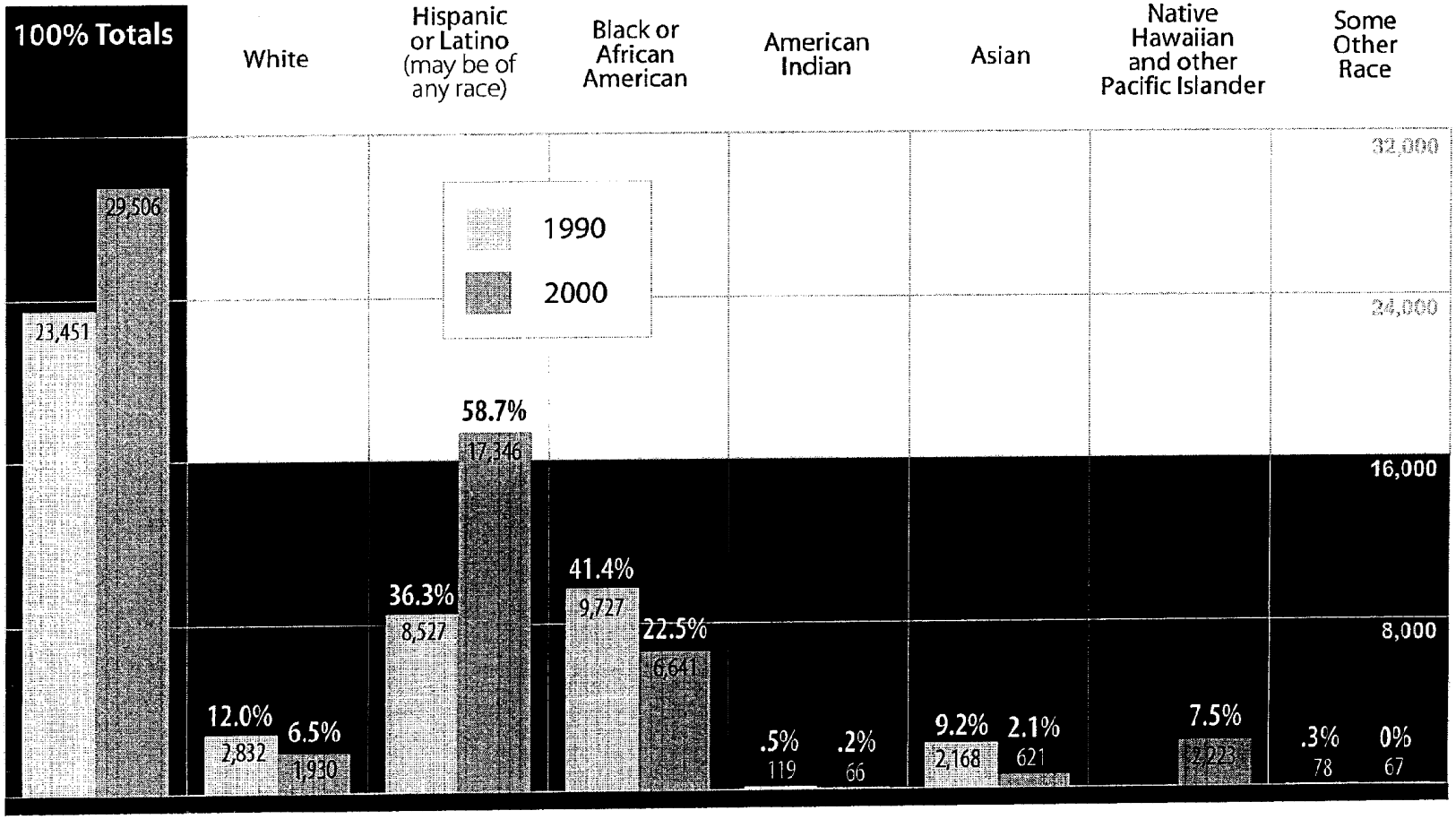
Comparison of 1990 & 2000 Census Data

San Mateo County

Census 2000

Population by Race and Hispanic or Latino Origin

East Palo Alto



census 90-00 cities.cdr 5/07/01 rp

Newspaper Articles

SATURDAY, December 27, 2003

SAN MATEO COUNTY TIMES

East Palo Alto

SamTrans offering three public workshops

The San Mateo County Transit District will hold three public workshops next month to discuss transportation needs and solutions in East Palo Alto.

SamTrans and other agencies are preparing a community-based transportation plan for the city, which will present recommendations for improving transportation there.

The workshops will be from 12:30 to 2 p.m. Jan. 7 at the Senior Center, 550 Bell St.; 6:30 to 8 p.m. Jan. 7 at City Hall, 2415 University Ave.; and 10 a.m. to 11:30 a.m. Jan. 10 at the Ravenswood Family Health Center, 1798 Bay Road #A.

More workshops will be held in the spring to present the draft plan before it is submitted to the Metropolitan Transportation Commission for consideration.

For more information, contact SamTrans strategic planning at 508-6347 or e-mail eastpaloaltoplan@samtrans.com.

Posted on Tue, Dec. 23, 2003

East P.A. seeking transit options

By Thaai Walker
Mercury News

With the closest Caltrain station lying two miles away, limited bus service and taxis hard to find, East Palo Alto's residents are often cut off from public transportation options enjoyed by others in San Mateo County.

Now efforts are under way to remedy the problem. On Monday, the San Mateo County Transit District released the results of a preliminary study that SamTrans officials believe will pave the way to improved public transportation in the city.

The six-month study was funded by the Metropolitan Transportation Commission as part of a regional effort to improve transportation options in lower-income communities around the Bay Area.

The second part of the effort -- a plan of action -- will occur in January, when residents will be invited to share their ideas at a series of community meetings.

In the East Bay city of Richmond, suggested solutions that resulted from a similar study included a subsidized taxi service and a car-sharing program.

In East Palo Alto, a community of 30,000 where incomes are lower and poverty is higher, residents sometimes have trouble getting to and from work, school and errands.

There have been some recent public transit improvements, such as a University Avenue shuttle and a 24-hour bus service, which was initiated in 2002. But service is still spotty and slow and a particular headache for seniors, late-night workers and high school students.

``The buses don't come very frequently, and they don't serve the high school kids well,'' said Midge Dorn, who sits on the city's transportation commission. ``In the middle of the night, the wait for a bus could be an hour.''

The East Palo Alto study released Monday provides a general overview of transportation in the city and a detailed look at the community's travel habits. Among its findings: A majority of the city's workers use automobiles to get to work, and the city has the second-highest ratio of bicycle trips to population in the county.

Contact Thaai Walker at twalker@mercurynews.com or (650) 688-7581.

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http://www.bayarea.com

Memorandum #1 – Outreach Findings

Memorandum

To: Stakeholder Committee, East Palo Alto Community Based Transportation Plan

From: Douglas Kolozsvari

CC: Corinne Goodrich, SamTrans

Re: Stated Needs and Potential Solutions, Memorandum #1

Date: 11 February 2004

This memorandum summarizes transportation gaps and potential solutions to those gaps as identified by our outreach efforts and the input of the Stakeholder Committee.

From December 2003 to February 2004, SamTrans and City of East Palo Alto staff conducted outreach efforts to gather input on transportation gaps and needs in East Palo Alto, as well as potential solutions to those needs.

- Three public workshops were announced with a citywide mailing to all residences and businesses. A fourth public workshop was added to target Spanish speaking residents. A total of 56 residents and business owners attended the workshops.
- A survey was distributed to 40 Community Based Organizations (CBO) and 23 churches serving East Palo Alto. Fourteen Community-Based Organizations and one church responded.
- At our second Stakeholder Committee meeting, committee members reviewed the workshop and survey results and provided their input on gaps and potential solutions.

The results of the outreach efforts were distilled to 24 stated transportation needs. Proposed solutions to address each stated need are supported by a general description of the problem and existing conditions, potential impacts and implementation, preliminary estimated cost, potential funding, and further analysis that is needed or ongoing studies that address the problem.

The Stakeholder Committee will next be asked to prioritize the gaps and barriers. The top stated needs and associated solutions will be subject to additional discussion and analysis for input to the draft Community Based-Transportation Plan.

Stated Transportation Needs and Potential Solutions
Table of Contents

Stated Need	Page
More bus shelters on major streets	1
More Amenities at Bus Stops	2
Assess appropriateness of bus stop locations	3
More transit service west of Highway 101	4
Reroute Existing Bus Service	5
Provide better connections to late night bus service	6
More frequency of bus service	8
Extend hours of transit service	9
Better scheduling	10
Cost of Transit	10
More bus pass vendor outlets in East Palo Alto	12
More marketing of transportation services in English and Spanish	12
Use smaller buses on some routes	14
Clean Fuel Bio-diesel Buses	15
City staff dedicated to transportation issues	15
Transit Oriented Developments	16
A transit center in East Palo Alto	17
Transit transfer sites	18
Improve Existing Shuttle Services and Add Shuttle Service	19
Add weekend service and a bus stop in East Palo Alto to the Dumbarton Express	21
Improved bicycle network in East Palo Alto	22
Improved pedestrian environment in East Palo Alto	23
Reliable taxi service in East Palo Alto	24
To relocate some school bus stops off the busy streets	25

East Palo Alto Community-Based Transportation Plan

Transportation Gaps and Potential Solutions

Stated Need: More bus shelters on major streets

Description: Workshop participants noted that there is a need for more bus shelters in East Palo Alto along major streets to protect riders from inclement weather, provide more comfort, as well as increasing the feeling of safety at the bus stops.

Potential Actions:

- **Add Shelters/Feasibility Study**
  1. Potential Impacts and Implementation: SamTrans' current standard for providing shelters is that a bus stop should experience a level of activity of 200 boardings per day before a shelter is provided. SamTrans currently has two bus shelters in East Palo Alto. Adding shelters would improve the waiting experience of current riders and make people feel safer while they wait.

  2. Preliminary Estimated Cost: The capital cost of a new shelter varies widely depending upon the location of the bus stop. Furnishing and installing a shelter with a bench could cost approximately $5,000 but if work is needed to make the stop ADA compliant (new concrete bus pad, gutter and curb work, new sidewalk, etc.), the costs could be as high as $43,000. In addition to the capital costs, each shelter would have a maintenance costs between $750 and $1,200 per year associated with it. Maintenance costs per shelter could be higher if there is major or repeated vandalism at the bus shelter.

  3. Further Analysis Needed: The City of East Palo Alto could organize and lead a community task force to designate potential locations for shelters and gain the support of the businesses or residences affected. SamTrans will have automatic passenger counters operational on some busses in approximately one year. This information will provide a clearer picture of current passenger boardings and alightings at individual bus stops. SamTrans engineering staff would need to assess the viability of placing shelters at recommended locations and the costs associated with the level of improvement needed.

  4. Ongoing Studies: SamTrans recently initiated a study to develop a revenue neutral bus shelter program through the use of advertising revenues and dedicated funding.

5. Potential Funding: SamTrans recently initiated a pilot program to partner with Viacom Outdoors to use advertising on shelters to help fund shelter construction and maintenance. Based on the success of this pilot program, it could be possible to expand the program to fund additional shelters.

   Another funding suggestion was to ask developers to pay for the installation and maintenance of shelters when they develop new sites in East Palo Alto next to transit corridors.

Stated Need: More Amenities at Bus Stops

Description: Workshop participants felt that more amenities could be added at bus stops to make the stops safer, cleaner, and more comfortable. Certain amenities could also improve the information provided to bus riders. Amenities that were suggested by participants in the outreach process include: more trash cans and trash pick-up service; more seating (benches, SIMME seats); more visible signs for bus stops; more transit information at bus stops (route map, schedule, general transit info); improved lighting; and improved waiting and boarding areas (concrete ADA pads, bulb-outs).

Potential Actions:

- **Add amenities on a stop-by-stop basis**
  1. Potential Implementation and Impacts: Adding amenities at bus stops and shelters could attract additional riders to the system by improving the experience of riders who wait at these stops. Both capital costs (purchase, construction, and installation) and operating costs (maintenance, repair) can be associated with each amenity that is added to a stop. Some amenities will realize a scale of efficiency for the capital costs (e.g. buying trash cans in bulk) but will also increase operating costs (e.g. hiring an additional employee to empty the additional trash cans).

  2. Preliminary Estimated Cost:
     Most of the amenities suggested by participants carry both capital costs and operating costs. For example, the approximate costs for certain amenities are:
     1. Trash Receptacle: about $900 (capital cost each); about $125 annually to maintain those stops.
     2. Benches: about $900 (capital); about $265 cleaning (for bench and trashcans)
     3. SIMME seats: $9,000 – $12,000 to install 20; maintenance costs unknown

     Adding a shelter could cost anywhere from $5,000 to about $45,000 in capital costs depending on the level of improvements that are needed to make the bus stop ADA compliant. Annual maintenance costs range from about $750 to $1,200 annually.

3. Further Analysis Needed / On-going Study: The Existing Conditions Report identifies amenities for existing bus stops. Site visits would be required to determine which stops can accommodate additional amenities in the space available. Once a list is created, capital costs and operating costs can be determined and priorities set.

   Contra Costa County Solid Waste Authority provides recycled content benches to Contra Costa Transit Authority at a cost lower than standard benches. BFI in San Mateo County does not offer such services but it may be possible to obtain recycled content benches from another source. This could reduce the capital cost of benches.

4. Potential Funding: Partnerships could mitigate the operating costs of some additional amenities. For example, local businesses, Community Based Organizations, or resident volunteers could "adopt a stop" and help maintain it, thereby reducing maintenance costs. The City of East Palo Alto could contribute funds where extra maintenance is required. City staff could be designated to update information that is posted at the bus stops.

5. Ongoing Studies: SamTrans recently initiated a study to develop a revenue neutral bus shelter program through the use of advertising revenues and dedicated funding. Funding for amenities will also be considered.

Stated Need: Assess appropriateness of bus stop locations

Description: Workshop participants noted that certain bus stop locations along current SamTrans routes may not be optimally located to conform to changed land uses and to maximize transit ridership.

Potential Actions:

- **Form Community Task Force to Review Existing Bus Stops and Move Stops as necessary**
  1. Potential Implementation: The City of East Palo Alto could form a community task force to make recommendations as to which stops might be relocated and then secure support for such moves. SamTrans would work with the task force to ensure that stops will positively impact ridership and meet SamTrans' standards for bus stops.

  2. Preliminary Estimated Cost: The cost to relocate a bus stop could range from approximately $100 for relocating signs and poles, up to approximately $45,000 if significant work is needed to make the stop ADA compliant and to provide a shelter. Annual maintenance costs could range from about $125 per stop up to about $1,200 per stop depending on the level of maintenance and repair that is needed.

3. Further Analysis Needed: The City of East Palo Alto would need to organize and lead the community task force and gain support of the businesses or residences affected. SamTrans will have automatic passenger counters operational on some busses in approximately one year. This information will provide a clearer picture of current passenger boardings and alightings at individual bus stops. SamTrans engineering staff would need to assess the viability of establishing stops at recommended locations.

4. Potential Funding: To be identified

Stated Need: More transit service west of Highway 101

Description: The area of East Palo Alto west of Highway 101 contains a high percentage of multi-family housing units, and the population in this area is estimated at approximately 14% of the total population for East Palo Alto. The need for additional transit coverage was discussed at the outreach workshops. Existing transit service includes the East Palo Alto Community Shuttle and SamTrans fixed route service along University Avenue, which bisects the East Palo Alto area west of Highway 101. (See transit service map in Existing Conditions Report.)

Potential Solutions:

- **Reroute SamTrans Route 280 to increase service coverage south of University Avenue**
  1. Implementation and Potential Impacts: While rerouting Route 280 could result in fixed route service closer to more residents in the area south of University Avenue, it would also increase bus travel time for current riders. The potential to loose riders due to increased travel time would need to be weighed against attracting new riders. Route 280 is already a poor performer, as compared to Route 281, because of route deviations. As an example, extending the route, as shown on the attached page would add approximately four minutes in each direction to the existing schedule in order to maintain the current headways. The increase in route time might also necessitate an additional driver.

  2. Preliminary Estimated Cost: Adding four minutes of service time to the route in each direction would increase operating costs between $80,000 and $100,000 per year. The cost of an additional bus driver, if required, would cost $130,000 per year.

  3. Further Analysis Needed / On-going Study: SamTrans staff would need to work with the City of East Palo Alto to identify service alternatives and bus stop locations. The City would need to verify that proposed streets can

support the weight of a bus.[1] SamTrans would need to analyze a new schedule to determine additional service times and associated costs.

4. Potential Funding: JARC, LIFT

- **Provide additional community shuttle service**
  1. Implementation and Potential Impacts: A circular shuttle route in the area west of Highway 101 could feed SamTrans fixed route service (Routes along University Avenue). Some residents currently walk to University Avenue to take the bus. While there is the potential to attract more riders to transit and to improve local resident's mobility options through such a service, it could require reallocating current shuttle service.

  2. Estimated Cost: The current cost for shuttle service ranges from approximately $45 per hour to $55 per hour depending on the number of hours that the shuttle service is operating. If a new shuttle service were to operate for 8 hours a day for 255 service days per year, it would cost approximately $100,000 annually to run the service.

     Charging a fare for the shuttles has been suggested before to help cover operating costs and to reduce competition with existing SamTrans service. Every year a survey is administered to current shuttle riders in San Mateo County and the results state that riders would not pay for shuttle service. The cost of fare collection (capital cost of fareboxes, money handling, accounting) would need to be considered.

  3. Further Analysis Needed / On-going Study: The routing and demand for the service would need to be assessed.

  4. Potential Funding: A partnership with the local business shuttle at University Circle could reduce operating cost. C/CAG Local Service funds or JARC (Job Access Reverse Commute) funds might be used. LIFT funds

Stated Need: Reroute Existing Bus Service

Description: Participants suggested that certain SamTrans routes be rerouted to meet the demand of new developments, changing markets and residential patterns. Key areas that they suggested need better service included:

- the Village Area (South-East section of East Palo Alto – north of Bay Road, South of University)
- the Gardens (Southern area of East Palo Alto, bounded by West Bayshore, Pulgas, and Bay Road)
- key destinations

[1] Smaller bus types are addressed in the "Use smaller buses on some routes" stated need on page 14. If larger buses could not operate on the proposed roads, the area would receive no service in the peak period.

- area west of Highway 101

SamTrans currently tracks ridership results through its ridership boardings reports and through statistical performance measures. Routes that are under-performing receive additional analysis, as do routes that are overcrowded. SamTrans also responds to requests for changes on a case-by-case basis. Bus routes are also rerouted based on worsening traffic conditions, street closures, and the opening of major developments.

Potential Actions:

- **Conduct a Route Restructuring Study**
  1. Potential Impact / Implementation: Rerouting existing transit service has the potential to serve new riders and new markets. It also has the potential of decreasing the level of service and appeal to existing riders. It would be necessary to contract with a consulting firm to conduct an on-board survey of the five routes that serve East Palo Alto to determine the effect of route changes on existing riders and then estimate the demand and cost for restructured service.

  2. Preliminary Estimated Cost: $50,000

  3. Potential Funding: To be identified

Stated Need: Provide better connections to late night bus service

Description: Workshop participants said that they wanted more transportation options to connect with SamTrans' 397 "owl service." Route 397 is a trunkline service that extends from the Transbay Terminal in San Francisco to the Palo Alto Caltrain station. Currently SamTrans' 297 and 397 routes share stops in East Palo Alto along Bay Road and University Avenue. Some riders have to walk long distances late at night which makes them feel unsafe.

Potential Actions:

- **Extend routes 297/397 into residential neighborhoods or extend the hours of route 296 later into the night**
  1. Potential Impact / Implementation: Modifying a trunkline route to include residential neighborhoods in East Palo would lengthen the trip time of the routes and could have a negative affect on overall ridership. This would increase operating costs and might also necessitate adding another driver to maintain current headways.

     Extending route 296 later into the night would also increase operating costs and may necessitate adding another driver. It is unclear how ridership would be affected.

2. Estimated Cost: The cost of the service depends on the length of the route modification. Operating costs, such as additional fuel and maintenance, would need to be assessed once a new route and operating hours are determined. More definitive costs would have to be done on a case-by-case basis once service parameters are defined. Adding one hour to a schedule, for example, could create the need to hire an additional driver.

3. Further Analysis Needed / On-going Study: It would be necessary to determine the costs and projected ridership for a modification to route 297/397 and/or extending the hours of service on route 296.

4. Potential Funding: To be identified

- **Provide subsidized taxi**
  1. Potential Impact / Implementation: Subsidizing taxi service is another recommendation that participants made at the public outreach meetings to connect riders to and from the owl service.

  2. Estimated Cost: Redwood City operated a Residential Taxi Shuttle Program that began in September 2001. The average cost per rider was $7.09 for the first 10 months of its operation.

  3. Further Analysis Needed / On-going Study: The City would have to develop and administer the taxi subsidy program. Look into possibility of having a CBO administer the program. The demand for subsidized taxis would have to be determined.

  4. Potential Funding: C/CAG Local Transportation Services Program; LIFT.

- **Provide demand response feeder service**
  1. Potential Implementation and Impacts: A demand-response service using a small bus could be contracted to a service provider, similar to how SamTrans contracts for paratransit service. The bus would pick up passengers and bring them to a point where they could transfer to SamTrans service. The service could also be used for late night trips within East Palo Alto.

  2. Estimated Cost: The cost for such a service is approximately $60 an hour. If this service were to be effective from 10 PM to 6 AM (8 hours), and was in service for 255 days out of the year (weekdays), it would cost approximately $125,000 per year.

  3. Further Analysis Needed / On-going Study: A transfer point would need to be identified and established.

4. Potential Funding: C/CAG Local Transportation Services Program; LIFT start-up funds.

- **Provide additional community shuttle service**
  1. Implementation and Potential Impacts: A neighborhood circular shuttle route could feed SamTrans fixed route service at night. A late night community shuttle would run on a fixed route through areas not served by transit at night. A route would have to be identified that serves residential neighborhoods and that would be able to meet up with the fixed route service.

  2. Estimated Cost: The current cost for shuttle service ranges from approximately $45 per hour to $55 per hour depending on the number of hours that the shuttle service is operating. If a new shuttle service were to operate for 8 hours a day (i.e. 10PM to 6AM) for 255 service days per year (weekdays), it would cost approximately $100,000 annually to run the service.

  3. Further Analysis Needed / On-going Study: The routing and demand for the service would need to be assessed.

  4. Potential Funding: C/CAG Local Service funds; JARC; LIFT start-up funds.

Stated Need: More frequency of bus service

Description: Workshop participants felt that the frequency of service for routes 397, 280 and 296 needed to be improved. The current weekday frequency of route 280 and 296 is 30 minutes and it is 60 minutes for route 397. The frequency for late night and weekend is between 30 to 60 minutes. Route 397 has a frequency of 60 minutes for weekday and weekend service.

Potential Actions:

- **Increase frequency of service**
  1. Potential Impact / Implementation: While increasing the frequency of service for routes 280 and 296 and for owl service would improve the service to the customers, such an increase would increase SamTrans' operating costs. It is not clear how many new riders would use the service if frequencies were increased. If new ridership did not result, the performance measures on the routes would drop substantially.

  2. Estimated Cost: Doubling Route 397's frequency would cost approximately $600,000 annually. Doubling 280's frequency would cost approximately $1,030,000 annually (double the cost of current $516,013 annual cost). Doubling route 281's service would cost approximately $950,000 annually

(double the current cost of $475,000). Doubling route 296's frequency would cost approximately $1,450,000 annually (route 296 currently costs $715,781 annually).

3. Further Analysis Needed / On-going Study: A more detailed study would need to be done to determine the potential ridership that would be generated as well as how the performance of the route would be affected (cost/hour; passengers/hour).

4. Potential Funding: To be determined.

Stated Need: Extend hours of transit service

Description: Participants suggested that the hours of transit service should be extended, especially for the weekend service. The current weekday hours of service for SamTrans routes 280 and 281 are from 6:00AM to 10:00PM. SamTrans routes 297 and 397 run later into the night but leave from the Palo Alto Caltrain Station are not routed through residential neighborhoods, like the 280 or 281.

The Saturday hours of service for routes 280 and 281 are from 8:00AM to 6:00PM. Some workshop participants stated they cannot go back home after they complete their work hours at Stanford Shopping Center. The shopping center Saturday hours are from 10:00AM to 7:00PM and 11:00AM to 6:00PM on Sunday. The hours of services for 280 and 281 on Sundays are from 9:00AM to 5:00PM. Both 280 and 281 stop their service one hour before the closure of the shopping center on the weekend. SamTrans routes 297 and 397 run later into the night on both Saturday and Sunday but leave from the Palo Alto Caltrain Station and do not deviate into the residential neighborhoods like the 280 or 281.

The participants also stated that route 296 hours needed to be extended on the weekend. Route 297 currently provides service similar to the 296 but does not deviate into the neighborhood like the 296.

Potential Actions:

- **Extend hours of service**

1. Potential Impact / Implementation: Extending the hours of service for the routes serving the Stanford Shopping Center would allow East Palo Alto residents more direct service to and from the shopping center. Extending the hours would increase the operating cost of the service.

2. Estimated Cost: Extending the hours of fixed route service would increase the fuel, maintenance, and labor costs of the service. More definitive costs would have to be done on a case-by-case basis once service parameters are defined. Adding one hour to a schedule, for example, could create the need to hire an additional driver.

3. Further Analysis Needed / On-going Study: Before service changes should be enacted, more study should be done to estimate the ridership demand for extending the hours for routes 280, 281 and 296.

4. Potential Funding: To be determined.

Stated Need: Better scheduling

Description: Participants said that there was a need to improve intra- and inter- agency scheduling connectivity. Currently, SamTrans coordinates Route 297, 397 and Route 390 with the late-night VTA Route 22. During the peak hours, coordination problems with VTA's Route 22 do not exist since the headways on Route 22 are about 10 minutes.

The key transfers are between SamTrans buses 280/281 to VTA Route 22 at the Palo Alto Caltrain station. There is a SamTrans bus arrival at the Palo Alto Caltrain station every 15 minutes as SamTrans keeps 10 to 15 minutes separation between the 280 and the 281 routes. As the SamTrans routes do not have equal run times, the buses might arrive at 20 minutes intervals. Delays on University Avenue also affect bus arrival times at the Palo Alto Caltrain station. If a person misses a bus, the wait for the next bus would be approximately 10 minutes.

The scheduling connection between SamTrans routes 280/281 and 296 is not an issue as most of the buses arrive at the connection points approximately 10 to 15 minutes apart. Therefore, a person would wait at most 10 to 15 minutes for the next connection.

Potential Actions:

- **Improve scheduling and connectivity**
  1. Potential Impact / Implementation:

  2. On-going Study: Currently there are more bus-to-bus transfers occurring on East Palo Alto routes but SamTrans is studying the potential to increase coordination with Caltrain's new express schedule. The results of the study will be available in early spring.

Stated Need: Cost of Transit

Description: Participants stated that the cost of making a trip was too high in some cases and they felt that a transfer pass would be a good solution to lowering the cost of transportation for individual riders. There are currently transfer policies between SamTrans and VTA for monthly pass holders. For single rides, SamTrans riders pay for each leg of their trip. For single rides that use both SamTrans and VTA, tickets must be

purchased from each operator. Suggestions included free transfers within SamTrans service and a day pass that might also include VTA.

Potential Actions:

- **Provide intra SamTrans transfers or a SamTrans day pass**
  1. Potential Impact / Implementation: Providing intra-SamTrans transfers would allow riders to make transfers within SamTrans without paying separately for each leg of their trip. The number of riders making connections with other SamTrans buses is not known. The implementation of TransLink could facilitate the introduction of an intra-SamTrans transfer.

  2. Further Analysis Needed / On-going Study: SamTrans would need to conduct a systemwide passenger survey to determine the impact of paid or free transfers between SamTrans routes. Development of a Day Pass would be a first step toward determining the feasibility of intra-system transfers.

  3. Preliminary Estimated Cost: $250,000 for systemwide passenger survey plus staff and/or consultant costs.

  4. Potential Funding: To be determined

- **Provide VTA/SamTrans single trip transfers**
  1. Potential Impact / Implementation: VTA and SamTrans have been unable to reach agreement on a fare structure that would allow transfers between the two systems for riders who pay for a single fare. Frequent riders can purchase a monthly pass that allows them to transfer onto the other system at no charge. The introduction of Translink could facilitate the introduction of a transfer policy between the systems. Translink is an electronic fare payment system that is being introduced by MTC in the Bay Area.

  2. Estimated Cost: To be determined.

  3. Further Analysis Needed / On-going Study: Translink, will facilitate development of transfers because it will be possible to track rider usage on each system and fairly allocate fare revenues. The estimated roll-out for Translink on SamTrans is about two to three years.

- **Subsidize monthly passes for low-income riders**
  1. Potential Impact / Implementation: The City of East Palo Alto or Community-Based Organizations could subsidize monthly passes for residents of East Palo Alto. Such passes would be sold at specified vendor outlets in East Palo Alto to qualified residents.

     Currently, Cañada College subsidizes bus passes for the first 200 students that apply. The regular $40 adult fare for a monthly pass is discounted to $17 per

monthly pass. There may also be other local agencies providing subsidies to their clients.

2. Estimated Cost: The cost would be based on the number of qualified residents who apply for a subsidized pass and how much the subsidy covers.

3. Further Analysis Needed / On-going Study: The process of identifying qualified individuals needs to be examined. More study should be done on what agencies currently offer transit pass subsidies and how these subsidies are funded.

4. Potential Funding: LIFT

Stated Need: More bus pass vendor outlets in East Palo Alto

Description: Participants suggested that there is a need to provide more monthly bus pass sale locations in East Palo Alto. Currently there is one location in East Palo Alto that sells monthly SamTrans bus passes. Vendor outlets earn 3% of the pass sales in exchange for providing the service but they need to be set up to handle money and securely provide passes. The City of East Palo Alto could work with SamTrans to recruit additional vendors.

Potential Actions:

- **Provide vendor outlet at more local stores, community centers**
  1. Potential Impact / Implementation: Providing more vendor outlet would improve the accessibility of transit passes for residents. The rider would also be more aware of the different fare options. A vendor outlet could also provide basic transit information such a schedules or route/system maps.

  2. Preliminary Estimated Cost: City and SamTrans staff time to recruit additional vendors. If there is latent demand for such passes, increased sales may offset some of the administrative costs.

  3. Further Analysis Needed / On-going Study: The City of East Palo Alto and SamTrans would have to identify locations that would be willing and capable of selling monthly passes.

  4. Potential Funding: City and SamTrans staff time.

Stated Need: More marketing of transportation services in English and Spanish

Description: Participants suggested that there is a need to provide more marketing of transportation services in English and Spanish in East Palo Alto. The SamTrans system

map and a general information guide are currently available in Spanish. The individual route maps and schedules are only available in English. Some participants suggested that the marketing of transportation services needs to be more aggressive. Participants at the Spanish workshop suggested a tour to show people how to use the bus.

SamTrans currently has a school outreach program. SamTrans also provides free schedule stands to community centers and libraries, as well as smaller display holders for schedules. SamTrans recently responded to a request for a schedule stand at the East Palo Alto Senior Center.

Potential Actions:

- **Provide all transit information/material in both English and Spanish**
  1. Potential Impact / Implementation: Providing transit information in both English and Spanish could be a good way to reach more residents in East Palo Alto, where 50% of the population speaks Spanish at home. Transit can be intimidating for some new riders and having information in Spanish could be a way to help non-English speakers use transit more efficiently and be aware of how the whole system works.

  2. Estimated Cost: To be determined.

  3. Further Analysis Needed / On-going Study: SamTrans would need to estimate the need (maps and basic information are already in Spanish) of additional Spanish materials. The program for providing this information could be done as a pilot program within SamTrans' service area, provided that additional funding was secured.

  4. Potential Funding: To be identified.

Potential Actions:

- **Provide additional marketing of transportation services**
  1. Potential Impact / Implementation: Marketing more of East Palo Alto's transportation options could improve the public's perception of information availability as well as potentially increase the use of public transportation. One such marketing strategy would be to provide information at bus stops (schedules, route maps). The School Outreach program could also be an alternative to reach the East Palo Alto community. If a bus tour takes place, it would have to be organized with pre-registration to evaluate the needs for staff.

     Workshop participants also recommended a door-to-door marketing and outreach campaign. They felt that local youth, under adult supervision, could reach more people than other forms of direct marketing, particularly for the Spanish-speaking community.

2. Estimated Cost: Providing and posting information (schedules) at 64 bus stops would cost $10,000 annually.
   Direct Mail to East Palo Alto: $10,000
   Print Campaign: $6,000
   Posters at businesses and municipal buildings: $4,000
   Transit Faire/Outreach: $4,000
   Door-to-door marketing campaign: To be determined

3. Further Analysis Needed / On-going Study: SamTrans would need to develop a strategy about how to best reach the residents. The City of East Palo Alto and CBOs will have to be involved to organize a successful outreach effort for a bus tour. Having City staff putting information at bus stops could reduce the cost of such program.

4. Potential Funding: To be identified.

Stated Need: Use smaller buses on some routes

Description: Participants felt that smaller buses on some routes to improve safety on some of the narrow, windy streets in East Palo Alto residential neighborhoods where SamTrans buses operate. Currently, the SamTrans fixed routes that serve East Palo Alto must use the standard size buses (40 foot long) and articulated buses to meet peak hour passenger loads. SamTrans would need to procure new buses and more drivers to maintain current levels of service.

Potential Actions:

- **Provide smaller buses**
  1. Potential Impact / Implementation: In order to move from standard size buses to smaller buses, SamTrans would need to increase the frequency of service on routes that utilized smaller buses in order to maintain current levels of service. This would necessitate hiring additional drivers as well as increased operating costs for each route. SamTrans would also have to purchase the new buses, as well as maintenance equipment and costs necessary to maintain the new fleet.

  2. Preliminary Estimated Cost: The number of replacement busses with an appropriate spare bus ratio would need to be calculated for the routes on which a new bus fleet would operate. The number of busses needed for a particular route would be dependent upon peak loading factors and the need to increase the frequency for the service. The cost for procuring new busses would need to be determined based on that number.

     To maintain the current service levels, the frequency would likely have to be increased. This could necessitate adding drivers to a route as well as

increased maintenance costs from running the service more frequently. This could raise the costs of the service by two to three times over current levels.

3. Further Analysis Needed / On-going Study: The suggestion was made for contracting out services for smaller busses. The route and time period would have to be identified to see whether current ridership could be accommodated. If the service were to run under SamTrans' name, the District's quality control standards (look/cleanliness of bus, bus driver training, supervision, etc.) would have to be met by the contractor. Current staffing levels and labor agreements would also need to be studied.

4. Potential Funding: SamTrans has not programmed any small buses into its 20 year capital fleet replacement program. All funding for new bus types would have to be secured through grants. Further, SamTrans does not have any additional funds to hire new bus drivers and there are no grants currently available that provide funding to subsidize operating expenses (labor, fuel, maintenance) on existing routes.

Stated Need: Clean Fuel Bio-diesel Buses

Description: Participants expressed a need for bio-diesel buses to improve air quality in East Palo Alto. SamTrans made a policy decision to utilize clean diesel technology in its fleet. Since that decision, SamTrans has introduced 55 new ultra-low emission articulated buses into its fleet. SamTrans has also repowered the buses, replacing engines, transmissions and other parts, which has led to a significant reduction in emissions.

Stated Need: City staff dedicated to transportation issues

Description: Workshop participants said that the City of East Palo Alto needs a city employee with responsibities to monitor transportation issues and market transportation services in East Palo Alto. Some cities call these staff members 'Transportation Systems Management (TSM) Coordinators" or "Mobility Managers." Examples of duties for TSM Coordinators in other cities include: meeting with local employers to encourage non-auto forms of commuting, disseminating transit information to residents and businesses, applying for transportation grants for special transportation projects, as well as representing the City at regional and local transportation meetings.

San Mateo County Human Services Agency has a TSM coordinator position that was funded by LIFT funds and provides assistance to qualified CalWORKS individuals in East Palo Alto.

Potential Actions:

- **Provide a TSM Coordinator**
  1. Potential Impact / Implementation: Adding a city employee dedicated to transportation issues in the City of East Palo Alto could improve the amount of information on transit and other transportation services that are available in the city. A TSM Coordinator would know the city's characteristics and needs and would be in contact with the transportation agencies that serve East Palo Alto. A TSM Coordinator could disseminate information to the community by targeting the groups and individuals who are actively involved at the time as well as knowing who to contact at the responsible agencies if there is a need for more information, repair, etc.

     The City would have to add these responsibilities to existing staff or budget for a new staff position. The City would also need to determine whether the position requires a full-time or part-time employee.

  2. Estimated Cost: Approximately $20 per hour. If the employee were full time, the cost would be approximately $60,000 per year (including benefits).

  3. Further Analysis Needed / On-going Study: The City of East Palo Alto would need to fund this position. Explore the possibility of partnering with San Mateo County to expand the role of its TSM Coordinator to include a broader section of the population

  4. Potential Funding: LIFT

Stated Need: Transit Oriented Developments

Description: Participants stated that there is a need for a Transit Oriented Development program that would develop policies or guidelines for new development in East Palo Alto. Such a program would help the city to make transit friendly decisions on future projects.

Potential Actions:

- **Implement a Transit Oriented Development program in East Palo Alto**
  1. Potential Impact / Implementation: Developing TOD guidelines and policies could help the city to make better decisions on future projects. The City could require developers to adopt TSM programs, could require developers to include transit infrastructures to their project (shelters), etc. The City of East Palo Alto could form a task force to look at potential TOD guidelines/policies and the ability to implement such guidelines and policies. Other public

agencies could participate on the task force at the request of the City of East Palo Alto.

2. Estimated Cost: To be determined.

3. Further Analysis Needed / On-going Study: The City of East Palo Alto would need to explore the possibility of implementing a TOD program.

4. Potential Funding: Transportation for Livable Communities (TLC) and Housing Improvement Program (HIP) grant funding.

Stated Need: A transit center in East Palo Alto

Description: Participants stated that is a need for a transit center in East Palo Alto. Currently, there is no transit center in the city. The closest transit center is located in the City of Palo Alto at the Caltrain Palo Alto station. SamTrans and the City of East Palo Alto discussed the potential for having a transit center in East Palo Alto. SamTrans staff recommended a transit center in the center of town where all the bus lines converge and its preference was for the intersection of University and Bay. The City of East Palo Alto, at the time of discussions, did not want to locate a transfer center at University and Bay. SamTrans does not support other proposed locations in East Palo Alto due to the added cost and time caused by route deviations as well as the reduced effectiveness of having a transfer site away from the center of East Palo Alto.

Potential Actions:

- **Provide a transit center**
  1. Potential Impact / Implementation: Providing a central location for transportation services in East Palo Alto could improve the connectivity between modes of transportation (fixed route, shuttles, taxi, school bus, and bike). The transit center could also improve riders feeling of safety by providing a safe, comfortable gathering place to wait for a bus, a shuttle or a taxi. The transit center would be an ideal location to disseminate transportation information to residents.

  2. Preliminary Estimated Cost: To be determined.

  3. Further Analysis Needed / On-going Study: The City of East Palo Alto and SamTrans would need to come to an agreement on a location for a transit center.

  4. Potential Funding: Transportation for Livable Communities (TLC) and Housing Improvement Program (HIP) grant funding.

Stated Need: Transit transfer sites

Description: Participants stated that there is a need for transit transfer sites in East Palo Alto. Currently there are no officially designated transit transfer sites. Such sites would be located where transfers currently occur and would involve providing amenities for passengers that wait for their transfers, such as shelters, improved lighting, posted transit information, etc.

Potential Actions:

- **Provide transit transfer sites**
  1. Potential Impact / Implementation: Enhancing the amenities at bus stops where transfers frequently occur would improve the experience at those stops. Providing a bus shelter that posts all necessary transit and other transportation services information could improve the rider's transfer experience. The visibility of a transfer site could improve the image of transit.

  2. Preliminary Estimated Cost: Most of the amenities suggested by participants carry both capital costs and operating costs. For example, the approximate costs for certain amenities are:
     - Trash Receptacle: about $900 (capital cost each); about $125 annually to maintain those stops.
     - Benches: about $900 (capital); about $265 cleaning (for bench and trashcans)

     Adding a shelter could cost anywhere from $5,000 to about $45,000 in capital costs depending on the level of improvements that are needed to make the bus stop ADA compliant. Annual maintenance costs range from about $750 to $1,200 annually.

  3. Further Analysis Needed / On-going Study: The City of East Palo Alto could organize and lead a community task force to designate potential locations for transit transfer sites and gain the support of the businesses or residences affected. SamTrans will have automatic passenger counters operational on some busses in approximately one year. This information will provide a clearer picture of current passenger boardings and alightings at individual bus stops. SamTrans engineering staff would need to assess the viability of placing shelters and other amenities at recommended locations and the costs associated with the level of improvement needed.

  4. Potential Funding: SamTrans recently initiated a pilot program to partner with Viacom Outdoors to use advertising on shelters to help fund shelter construction and maintenance. Based on the success of this pilot program, it could be possible to expand the program to fund additional shelters, particularly at transit transfer stops.

Another funding suggestion was to ask developers to pay for the installation and maintenance of shelters when they develop new sites in East Palo Alto next to transit corridors that serve their development site.

Partnerships could mitigate the operating costs of some additional amenities. For example, local businesses, Community Based Organizations, or resident volunteers could "adopt a stop" and help maintain it, thereby reducing maintenance costs. Adopting a high profile transit transfer stop could be attractive to many groups. The City of East Palo Alto could contribute funds where extra maintenance is required. City staff could be designated to update information that is posted at the bus stops.

5. Ongoing Studies: SamTrans recently initiated a study to develop a revenue neutral bus shelter program through the use of advertising revenues and dedicated funding. Funding for amenities will also be considered.

Stated Need: Improve Existing Shuttle Services and Add Shuttle Service

Description: Workshop participants expressed a need to improve existing shuttle service to provide more flexible service options, better identify and publicize the shuttle service (particularly schedule and route changes) and possibly extend the Menlo Park shuttle service to serve East Palo Alto. Currently, East Palo Alto is served by the Caltrain shuttle, the Weekend shuttle and the Senior shuttle. The Caltrain and Weekend shuttles currently provide service during peak periods with a loop service pattern through the center of East Palo Alto that also serve the area west of Highway 101 (between Embarcadero Road to the south and University Avenue in the north). The Senior Shuttle serves different destinations on different days during the midday. The Menlo Park shuttle only serves Menlo Park and is not connected to the East Palo Alto service area.

Potential Actions:

- **Provide more shuttle service in East Palo Alto**
  1. Potential Impact / Implementation: Workshop participants suggested a loop/feeder service that would be geared to try and improve mobility within the City and connections to SamTrans routes. Currently, the weekday Caltrain shuttle and the weekend shuttle provide a loop service pattern in East Palo Alto.

     Changes to the service could be made that would take the shuttle to areas not currently served but at a cost of increased travel time for current riders and potentially increased operating costs. Participants also suggested an additional separate shuttle route similar to the Caltrain shuttle but serving different areas.

A study could be conducted to see what the demand for a new shuttle service would be. Shuttle routes should not compete with existing SamTrans fixed route services.

2. Estimated Cost: The current cost for shuttle service ranges from approximately $45 per hour to $55 per hour depending on the number of hours that the shuttle service is operating. If a new shuttle service were to operate for 8 hours a day for 255 service days per year, it would cost approximately $100,000 annually to run the service.

3. Further Analysis Needed / On-going Study: The City of East Palo Alto would need to identify a proposed plan for the new shuttle service. SamTrans staff could be of assistance in developing an operating plan and assuring there is no duplication of service.

4. Potential Funding: C/CAG's Local Services Transportation Program; JARC; LIFT; private foundations. A partnership with the employer shuttle (University Circle) could reduce the cost for a new shuttle service west of 101 for the City as well as the developer.

- **Reconfigure current shuttle service**
  1. Potential Impact / Implementation: Participants suggested that minor modifications could be made to the existing service to improve efficiency and ridership. More major modifications might include changing the shuttles from fixed route operations to route deviation or demand response services. (Note: Under route deviation service, a transit vehicle can leave the route to drop off passengers or pick-up passengers with reservations so long as the bus is able to meet its next scheduled stop.)

  2. Estimated Cost: The current cost for shuttle service ranges from approximately $45 per hour to $55 per hour depending on the number of hours that the shuttle service is running. If the service modification added an hour to the schedule, it would cost approximately $15,000 annually. If the service modification required an additional shuttle, it would cost approximately $100,000 annually.

  3. Further Analysis Needed / On-going Study: The City of East Palo Alto could work with SamTrans staff to determine what changes, if any, might improve ridership.

  4. Potential Funding: C/CAG's Local Services Transportation Program. JARC.

- **Extend the Menlo Park Shuttle route**

1. Potential Impact / Implementation: Extending the shuttle service to serve East Palo Alto residents could improve the connection between the two cities. The service extension could provide more direct service to residents from both cities.

2. Estimated Cost: The current cost for shuttle service ranges from approximately $45 per hour to $55 per hour depending on the number of hours that the shuttle service is running. If the service modification added an hour to the schedule, it would cost approximately $15,000 annually. If the service modification required an additional shuttle, it would cost approximately $100,000 annually.

3. Further Analysis Needed / On-going Study: The City of Menlo Park and the City of East Palo Alto would need to identify a plan for the service extension and would need to identify the additional cost.

4. Potential Funding: C/CAG's Local Services Transportation Program or JARC are potential funding sources.

Stated Need: Add weekend service and a bus stop in East Palo Alto to the Dumbarton Express

Description: Workshop participants felt the Dumbarton Express service should also operate on weekends and should include a stop in East Palo Alto on the weekday service. The Dumbarton Express currently operates on weekdays from Union City to Palo Alto via the Dumbarton Bridge. The service is funded by the Dumbarton Consortium which includes AC Transit, BART, VTA, and Union City. AC Transit is responsible for operations and SamTrans holds title to the buses. The FY04 operating cost is approximately $1.25 M, with SamTrans contributing approximately $100,000.

Potential Actions:

- **Reroute weekday service to stop in East Palo Alto (in front of City Hall)**
  1. Implementation and Potential Impacts: Providing a stop in East Palo Alto would require a reroute of the Dumbarton Express service. The service now operates along Willow Road, the Oregon Expressway, and Highway 101 in the vicinity of East Palo Alto. Due to congestion on University Avenue, adding a stop in East Palo Alto would likely lengthen the trip time by 15 to 20 minutes during peak commute hours and about 5 minutes in off-peak hours. The added trip time would negatively impact ridership, probably severely.

  2. Preliminary Estimated Cost: See "Further Analysis."

3. Further Analysis Needed / On-going Study: AC Transit would need to identify the demand for the reconfigured service and the cost for additional operating hours. Any change in routing or stops would need to be approved by the Dumbarton member consortium.

   East Palo Alto has been awarded a grant from the Bay Area Air Quality Management District to fund a shuttle that would provide feeder service to the Dumbarton Express on weekdays. East Palo Alto is currently looking for the match to this grant.

4. Potential Funding: SamTrans, JARC.

- **Provide Dumbarton Express weekend service**
  1. Potential Implementation and Impacts: Implementation would need to be approved by the Dumbarton Consortium. Since this is primarily a commute service, weekend demand is likely to be quite low.

  2. Estimated Cost: Based on the current annual operating cost, weekend service would likely cost approximately $500,000 annually, not accounting for fare revenues.

  3. Further Analysis Needed / On-going Study: The demand for weekend service would need to be assessed. A funding and operating plan would need to be developed and approved by the Dumbarton Consortium members.

  4. Potential Funding: Consortium; JARC.

Stated Need: Improved bicycle network in East Palo Alto

Description: Some participants stated that the bicycle network in East Palo Alto needed to be improved. In particular, there needed to be improved crossing routes over Highway 101. Currently, bicyclists wishing to cross Highway 101 must use the sidewalk on the University Avenue overpass, the Oregon Avenue bicycle/pedestrian overpass in Palo Alto, or the bicycle/pedestrian overpass in Menlo Park.

Potential Actions:

- **Improve Highway 101 crossing for bicycles**
  1. Potential Impact / Implementation: Improving the crossing routes over Highway 101 would likely require a new overpass specifically designed for bicycles and pedestrians. A location would have to be determined that would meet the needs of bicyclists and fits in with the urban context.

  2. Estimated Cost: To be determined.

3. Further Analysis Needed / On-going Study: The City of East Palo Alto would need to identify the location and which agencies would need to be involved in such a project.

4. Potential Funding: To be identified.

- **Improve bicycle routes**
  1. Potential Impact / Implementation: The City of East Palo Alto could add more bicycle lanes or bicycle friendly routes to its current street network. The City would need to identify which streets can accommodate bicycles lanes and if the suggested improvements would necessitate removal of parking or lane reconfiguration.

  2. Estimated Cost: To be determined.

  3. Further Analysis Needed / On-going Study: The City of East Palo Alto would need to identify areas that need bicycle routes and that could accommodate them.

  4. Potential Funding: The draft reauthorization funding proposal for San Mateo County's Measure A (half-cent sales tax program) includes $36 million for bicycle and pedestrian projects (checking with TA staff). A Willow Road/Highway 101 overpass was listed as a possible project in the draft proposal.

Stated Need: Improved pedestrian environment in East Palo Alto

Description: Some participants stated that the pedestrian environment in East Palo Alto needs to be improved. They said that sidewalks are narrow or non-existent forcing many pedestrians to walk in the street with traffic. They also said that street lighting is poor in some places because there are too few lights or the type of street light does not cast enough light. Some participants felt that new lighting could improve safety for pedestrians.

Potential Actions:

- **Improve or add sidewalks**
  1. Potential Impact / Implementation: The City of East Palo Alto could improve the walkability of certain neighborhoods in East Palo Alto. The need for constructing new segments of sidewalks or widening existing segments will have to be weighed against the resistance to losing parking, reducing vehicle lane widths, and/or resistance to losing the aesthetic feeling of a rural setting.

  2. Estimated Cost: To be determined.

3. Further Analysis Needed / On-going Study: The City of East Palo Alto would need to identify which street segments do not have sidewalks or which segments have sidewalks that are too narrow. The study should also look at current pedestrian activity and determine if there was any local resistance to adding or widening sidewalks.

4. Potential Funding: To be identified.

Potential Actions:

- **Improve lighting**
  1. Potential Impact / Implementation: The City of East Palo Alto could improve street lighting in certain areas by adding street lights or by changing the type of lighting that is available. Some participants stated that the lighting around transit stops, in particular, needed to be improved because people were waiting there for longer periods of time.

  2. Estimated Cost: To be determined.

  3. Further Analysis Needed / On-going Study: The City of East Palo Alto would need to identify areas that need additional lighting.

  4. Potential Funding: To be identified.

Stated Need: Reliable taxi service in East Palo Alto

Description: Participants stated that it is difficult to get taxi service on Saturday and Sunday mornings and that there is a long time wait due to the dispatch system. They also stated that some taxi companies don't serve East Palo Alto. Currently, there is one taxi company with a business license in East Palo Alto.

Potential Actions:

- **Provide subsidized taxi**
  1. Potential Impact / Implementation: Providing subsidized taxi would make a trip to and from East Palo Alto more affordable to East Palo Alto residents who need this type of service. Taxis can provide transportation late at night (10 PM – 2AM) after transit stops. Vouchers can pay taxi drivers to provide individuals a trip home for the price of bus fare.

  2. Estimated Cost: For the Richmond Community-Based Transportation Study, the estimated cost for 3000 trips was approximately $36,000. Redwood City operated a Residential Taxi Shuttle Program that began in September 2001. The average cost per rider was $7.09 for the first 10 months of operation.

3. Further Analysis Needed / On-going Study:

4. Potential Funding: To be identified.

- **Amend or develop new franchise agreements and/or the municipal code to improve taxi service availability**
  1. Potential Impact / Implementation: The City of East Palo Alto could meet with the taxi companies and encourage taxicab operators to improve their operating procedures. The City could investigate franchise agreements and municipal code changes that would specify business practices for taxicab companies. The City might be able to reach an agreement with taxicab companies on a safe, central location for taxi cabs to wait for walk-up passengers.

  2. Estimated Cost: To be determined based on City staff time.

  3. Further Analysis Needed / On-going Study: Some local cities regulate the taxi service in their city through their municipal code by requiring taxicab operators to have operating certificates. By obtaining the certificates, taxicab operators must abide by specified service standards, which speak to reliability and the quality of the service. The City of East Palo Alto could look at the need and costs of regulating taxi service through its municipal code.

  4. Potential Funding: City of East Palo Alto.

Stated Need: To relocate some school bus stops off the busy streets

Description: Participants stated that the current school bus stops add to the traffic congestion on major arterials and that having school bus stops on major arterials is a safety issue for their kids when they cross the streets. They suggested relocating school bus stops on the side streets.

Potential Actions:

- **Relocate school bus stops to side streets**
  1. Potential Impact / Implementation: The Ravenswood School District and the City could form a task force that would make recommendations to where the school bus stops should be. The task force will have to make sure that the relocating stops will meet the student's needs and meet safety requirements. The task force will have to make an outreach effort to get the resident's input about the new school route.

  2. Preliminary Estimated Cost: To be determined

3. Further Analysis Needed / On-going Study: The School District would need to identify a deviation that would meet the students and could be implemented on side streets.

4. Potential Funding: Ravenswood School District

- **Provide student pick up/drop off areas for parents**
  1. Potential Impact / Implementation: Providing areas for parents to pick up and drop off their children that would be safe for the bus to pick them up and drop them off could be an alternative to the reroute.

  2. Preliminary Estimated Cost: To be determined.

  3. Further Analysis Needed / On-going Study: The Ravenswood School District would need to coordinate with the City for sites.

  4. Potential Funding: To be identified.

Appendix D - Existing Government Programs, Grants and Other Funding Sources

Existing Government Programs

Job Access and Reverse Commute Program (JARC)
JARC is a national grant program with the purpose of filling gaps in employment transportation. The primary beneficiaries of this program are low-income families (at or below 150% of poverty line) that otherwise would have a difficult time getting to jobs and related services, such as child care and training. The program is administered by the Federal Transit Administration and provides grants on both a competitive and congressionally directed basis. Projects require a 50% local match and can pay for both capital and operating costs.

Eligible projects recommended for East Palo Alto include:

- Solution #1: Provide enhanced transit transfer sites
- Solution #3: Increase the frequency of transit service
- Solution #5: Provide demand responsive transit service
- Solution #7: Provide Transportation System Management (TSM) Coordinator
- Solution #8: Provide enhanced transit information in Spanish
- Solution #10: Develop a transit center in East Palo Alto
- Solution #12: Extend SamTrans bus routes and hours
- Solution #13: Provide community shuttle service at night

East Palo Alto received a congressionally directed grant in 2003 for $700,000. This money has not yet been applied towards any programs

Low-Income Flexible Transportation Program (LIFT)
The LIFT program seeks to improve transportation services for residents of low-income communities by combining a variety of funding sources to help fund unique, locally-based transportation services. Previous LIFT program funding has come from a combination of Congestion Mitigation and Air Quality (CMAQ) funds, State Transportation Assistance (STA) Regional Discretionary Funds, and federal Congressional earmarks of Job Access and Reverse Commute (JARC). The myriad funding sources provide flexibility in providing funds but affects what types of services are funded from specified sources (planning, fare programs, capital projects, etc.). The local match is 50% but has been lowered in previous cycles due to the difficulty in finding local funding.

Eligible recipients:
Public agencies and non-profit organizations

Eligible projects recommended for East Palo Alto include:

- Solution #4: Subsidized monthly transit passes for low income riders
- Solution #5: Provide demand responsive transit service
- Solution #7: Provide Transportation System Management (TSM) Coordinator
- Solution #13: Provide community shuttle service at night

Transportation Fund for Clean Air (TFCA)

TFCA grants are funded by a $4 surcharge on vehicles registered in the Bay Area with the goal of decreasing vehicle emissions to improve air quality. This program generates approximately $20 million annually for programs such as shuttles, ridesharing, bike lanes, and information projects. The Bay Area Air Quality Management District (BAAQMD) allocates 60% of the revenue on a competitive regional basis. The other 40% is allocated by each county's Congestion Management Agency (C/CAG in San Mateo County). C/CAG appropriates this funding to the Alliance and to SamTrans for its BART shuttles.

Eligible recipients:
Only public agencies can apply for funding

Eligible projects recommended for East Palo Alto include:

- Solution #3: Increase the frequency of transit service
- Solution #5: Provide demand responsive transit service
- Solution #8: Provide enhanced transit information in Spanish
- Solution #13: Provide community shuttle service at night

Congestion Relief Plan

C/CAG funds local transportation services for municipalities using a local transportation fund that receives contributions from all 20 cities and San Mateo County. This funding is matched by the San Mateo County Transportation Authority (SMCTA). There are two programs that provide funding for local transportation needs.

The first program is the Local Transportation Services program which provides funding for such programs as shuttles, on-demand taxi services, and other operating expenses for transportation services. This funding requires a 50% match from the city. Currently, the program helps fund the East Palo Alto Senior Shuttle and the East Palo Alto Weekend Shuttle. Applications for the next funding cycle will be available in Fall 2004.

Eligible projects recommended for East Palo Alto include:

- Solution #3: Increase the frequency of transit service
- Solution #5: Provide demand responsive transit service
- Solution #13: Provide community shuttle service at night

The second program is the Local Transportation Support Program and returns half of cities' annual contribution for transportation needs (capital or operating). This funding is flexible and may be used for such programs as pothole/street repair, transportation system management, transportation demand management, traffic signal programs, or as a local match for other transportation grants. This program is available for FY03-04 and FY04-05. East Palo Alto is eligible for $15,600 each fiscal year. This funding may be combined for FY04-05 or may apply the $15,600 for FY03-04 retroactively to a transportation project completed in that fiscal year.

Eligible projects recommended for East Palo Alto include:

- Solutions #1 - #13: Any of the projects can utilize this funding source if the City of East Palo Alto so chooses

Transportation for Livable Communities Program (TLC)

The Transportation for Livable Communities Program (TLC) was created by the MTC using federal and state transportation funding sources. The TLC program's goal is to support community-based transportation projects that enhance community vitality by: encouraging plans that are developed through inclusive planning with broad partnerships and outreach to a diversity of participants; improving transportation choices; supporting well-designed, high density housing and mixed uses near transit; supporting a community's infill or transit oriented development and neighborhood revitalization activities; enhancing a community's sense of place and quality of life.

Eligible recipients:
Public agencies and non-profit organizations

Eligible projects recommended for East Palo Alto include:

- Solution #1: Provide enhanced transit transfer sites
- Solution #10: Develop a transit center in East Palo Alto

Community Development Block Grants (CDBG)

The Community Development Block Grants program (CDBG) is a federal program of grants to local governments, administered by the U.S. Department of Housing and Urban Development (HUD). The primary statutory objective of the CDBG program is to develop viable communities by providing decent housing and a suitable living environment and by expanding economic opportunities, principally for persons of low- and moderate-income.

Funding can be used for the following activities:

- acquisition of property for public purposes
- construction or reconstruction of streets, water and sewer facilities, neighborhood centers, recreation facilities, and other public works;
- demolition;
- rehabilitation of public and private buildings;

- public services;
- planning activities;
- assistance to nonprofit entities for community development activities; and
- assistance to private, for profit entities to carry out economic development activities (including assistance to micro-enterprises).

Eligible recipients:
Public agencies and non-profit organizations

Eligible projects recommended for East Palo Alto include:

- Solution #1: Provide enhanced transit transfer sites
- Solution #3: Subsidized monthly transit passes for low-income riders
- Solution #9: Implement a Transit Oriented Development (TOD) program
- Solution #10: Develop a transit center in East Palo Alto

Hazard Elimination Safety Program (HES)

The Hazard Elimination Safety Program (HES) is a federal safety program administered by Caltrans that provides funds for safety improvements on all public roads and highways. This program is comprised of two funding categories, "Safety Index" and "Work Type" projects. Safety Index (SI) project funding is determined by a calculation form and excludes certain improvements. Those improvements not eligible under the SI category are automatically moved into the Work Type category. These funds serve to eliminate or reduce the number and/or severity of traffic accidents at locations selected for improvement. These funds have been used to improve the bicycle and pedestrian safety, enhance existing traffic signals and provide new traffic signals. This program requires a local match of 10% with a maximum federal reimbursement allocation of $360,000.

Eligible projects:
While no prioritized transportation solution could be completely funded by HES, some may have specific safety issues that need to be resolved as part of the project (i.e. transit transfer sites or transit center). However, numerous identified improvements from the community outreach and planning process could be addressed with a capital grant. Refer to Chapter 4-2 for a list of other improvements that could be funded with an HES grant.

Safe Routes to School Program (SR2S)

The California State Department of Transportation (Caltrans) provides funding to counties and cities to improve and enhance the safety of pedestrian and bicycle facilities on key school routes. Caltrans has provided planning grants in previous cycles but the main function of the program is to

administer capital grants on a reimbursement basis. The maximum reimbursement is $450,000 and requires a 10% local match. Six categories can be funded:

- Sidewalk improvements;
- Traffic calming and speed reduction;
- Pedestrian / bicycle crossing improvements;
- On-street bicycle facilities;
- Off-street bicycle facilities; and
- Traffic diversion projects, such as improved pick-up / drop-off areas at school.

Eligible recipients:
Counties and cities

Eligible projects recommended for East Palo Alto:
Of the top prioritized solutions, the only solution that could be funded with this funding source is solution #11 "relocate school bus stops" but only if capital improvements are needed. However, numerous identified needs from the community outreach and planning process have potential capital grant projects that are not among the prioritized solutions. Refer to Table 4-2 for a list of other improvements that could be funded with a SR2S grant.

FTA Section 5303 Technical Assistance

The Federal Transit Administration (FTA) Section 5303 funds are used to support the planning activities in the metropolitan areas. These funds are distributed by MTC and are available to all transit operators within the Bay Area. Eligible projects include the development of short range transit plans, route restructuring studies, technical assistance for implementing technology upgrades and similar projects.

Eligible recipients:
Transit agencies

Eligible project(s):

- Solution #2: Improve scheduling and connectivity

FTA Section 5310 Capital Grants

The Federal Transit Administration (FTA) Section 5310 capital grants fund the purchase of capital equipment such as vans, small buses, computers, software and mobile radios for public agencies and non-profit organizations providing transportation to the elderly and people with disabilities. Final applications are submitted to Caltrans, MTC, and county Paratransit Coordinating Councils. The last funding cycle's applications were due in February 2004 and funding is made available on an annual business.

Eligible recipients:
Public agencies and non-profit organizations

Eligible project(s):
No prioritized improvement solution can be entirely funded by this source but it may provide valuable funding for specific aspects of improvements identified in the planning process.

Regional Measure 2

On March 2, 2004 Bay Area voters approved a $1 toll increase on all state owned bridges to fund projects in the seven corridors served by the bridges. The funding is identified primarily on a project basis but there are provisions for more general transportation uses (Safe Routes to School, Translink, etc) in areas that are regional transit hubs. This funding also has an earmark for bus and rail service in the Dumbarton corridor, and provides funding for a rail station in East Palo Alto.

Bicycle Transportation Account

Caltrans provides funding for bicycle projects to cities and counties that have a Bicycle Transportation Plan (BTP) through the Bicycle Transportation Account (BTA). The funding is intended to improve bicycle facilities and increase bicycle commuting and safety. BTA funding provided almost $7.2 million for California bicycle projects in FY04. The maximum amount of funding a recipient may receive for FY05 is $1.8 million and requires a 10% match.

Eligible recipients:
Cities and counties with a Bicycle Transportation Plan

Eligible project recommended for East Palo Alto:
Currently, East Palo Alto does not have a Bicycle Transportation Plan and none of the prioritized solutions are solely bicycle projects. It would be advisable for East Palo Alto to develop and implement a BTP as soon as possible.

Potential Future Government Funding Sources

MTC-Transportation 2030 (T2030)
Although no direct funding is provided from the MTC-Transportation 2030 (T2030), the regional transportation plan, projects must be included in the plan to be eligible for future funding allocations from MTC. In December 2003, MTC adopted Resolution 3609, which over the next 25 years dedicates $216 million to Lifeline Transportation, $200 million to the regional bicycle / pedestrian program and $454 million to the Transportation for Livable Communities / Housing Incentive Program.

County Congestion Management Agencies submit projects for inclusion in the plan. Projects identified in the East Palo Alto Community-based Transportation Plan could potentially be funded through various T2030 programs, such as the ones listed above.

San Mateo County's Half Cent Sales Tax (Measure A)
Although San Mateo County's Measure A half cent sales tax on the November 2004 ballot already has an approved expenditure plan, some of the projects will benefit East Palo Alto. Local shuttle service could be funded from the reauthorization. In addition, the city will receive funding for road repair. It may be possible to implement some bicycle and pedestrian safety improvements in the process of repairing some road segments.

State Environmental Justice and Community-Based Transportation Planning Grants
Caltrans has in the past provided funds for planning purposes but has not provided them recently due to the State's budget deficit. It may be possible that these grant programs will resume in the future if economic conditions improve. Both grants were funded by State Highway Account funds for a maximum of $300,000 to cities and/or MTC. The Environmental Justice (EJ) grant required a 10% non-state local match for demonstration projects in environmental justice planning. The Community Based Transportation Planning Grant required a 20% non-state local match to fund planning projects that support livable community concepts. One prioritized solution that could be expanded upon if future funding were reinstated is solution #9 that would implement a Transit Oriented Development (TOD) program. This program could take concrete steps by identifying development sites and matching developers with those sites.

Private Funding Sources

Private foundations, employers, and developers have been active partners in seeking to improve life for East Palo Alto residents for many years. Some partnerships are done purely on a philanthropic basis while others are partnerships that serve both the community's and other party's goals.

There are many private funding options available but they are not as well advertised as some of the public grants. This is not an exhaustive list of potential funding sources but is designed to illustrate the many opportunities that exist for funding solutions in the plan.

Goldman Fund
The Richard and Rhoda Goldman supports programs that benefit communities in the area of environment, Isreal, domestic Jewish affairs, democracy and civil society, education, population, social and human services, the elderly, violence prevention, children and youth, health and the arts. Previous grants have supported clean-fuel vehicle conversions, car-share programs, and employment programs. Grants have been awarded to East Palo Alto Community Based Organizations (CBOs) such as Plugged In – Learning Through Technology and Opportunities Industrialization Center West (OICW).
http://www.goldmanfund.org

Hewlett Foundation
The William and Flora Hewlett Foundation makes grants to address the most serious social and environmental problems facing society, where risk capital, responsibly invested, may make a difference over time. The Foundation places a high value on sustaining and improving institutions that make positive contributions to society.

Currently, the Hewlett Foundation is not accepting letters of inquiry under its Philanthropy program but may in the future have a program that could sponsor some of the solutions identified in the plan. One previous initiative, the Neighborhood Improvement Initiative, was based on the idea that the most effective way to promote and sustain neighborhood revitalization was to work with the community to address the interconnected problems of unemployment, deteriorating physical infrastructure, and the limited supply of affordable housing. The Hewlett Foundation selected East Palo Alto to participate in this initiative.
http://www.hewlett.org

Packard Foundation
The David and Lucile Packard Foundation was created in 1964 by David Packard (1912–1996) and Lucile Salter Packard (1914–1987). David and

Lucile Packard shared a deep and abiding interest in philanthropy. The Foundation provides grants to nonprofit organizations in the following program areas: Conservation and Science; Population; and Children, Families, and Communities. The Foundation provides national and international grants, and also has a special focus on the Northern California Counties of San Mateo, Santa Clara, Santa Cruz, and Monterey. We do not accept proposals to benefit specific individuals or that serve religious purposes.

The Foundation currently has two program areas that could potentially fund some of the solutions in the plan. One area is the "Special Opportunities and Capacity-Building Funds" that address emerging opportunities as identified by our Board of Trustees and seek to strengthen the organizational effectiveness of grantee organizations and the philanthropic sector through grantmaking. Grants in this program must be sponsored by at least one board member. The second program is "Local Area Funds." The Foundation has a long commitment to local areas of historical importance to the Packard family. These include Pueblo, Colorado; Los Altos, California; and the broader four-county area of California encompassing San Mateo, Santa Clara, Santa Cruz, and Monterey Counties. The Foundation awards grants in these local counties that advance the goals of their programs and support various local arts and community organizations which offer important cultural and social services.
http://www.packard.org

Peninsula Community Foundation
The Peninsula Community Foundation stewards 550 charitable funds with more than $478 million in assets, and awards nearly $65 million to 1,500 organizations each year. From Daly City to San Jose and from the Pacific Ocean to the San Francisco Bay, Peninsula Community Foundation is working to connect individuals with the philanthropic causes that benefit communities on the Peninsula.
http://www.pcf.org

Rosenberg Foundation
Rosenberg Foundation makes grants to private, nonprofit organizations and public agencies to carry out projects that will benefit California. The Foundation is committed to the well-being of the people of California, particularly those who are minority, low-income or immigrant.
http://www.rosenbergfdn.org

Surdna Foundation
Surdna Foundation's Transportation and Urban/Suburban Land Use Program goal is to prevent the irreversible damage to the environment and to promote more efficient, economically sound, environmentally beneficial and equitable use of land and natural resources. With primary focus on reducing

vehicle miles traveled and maximizing accessibility over mobility, examples of the foundation's interests are:
Analyzing government policies and subsidies regarding the automobile and fostering alternative solutions; strengthening efforts to improve public policy that produces locally sensitive solutions; supporting community involvement on transportation and land use reform; supporting programs that foster open space, park land creation, urban conservation, and broadly, livability; advocating consumer choice in the marketplace.
http://www.surdna.org

Service Clubs and Fraternal Organizations
Organizations such as the Rotary Club, Soroptomists, Kiwanis, and Lions often take on special projects. They might be approached for certain projects highlighted in the plan.

Stanford University
Stanford University has already been a partner in helping revitalize East Palo Alto. Under the One East Palo Alto initiative, the Haas Center for Public Service at Stanford University provided assistance to the community in a variety of capacities. Some examples include helping staff the community initiative process, provide translation services, conducted research and analysis, and provided educational opportunities for residents. Their support has also included money, furniture and equipment, space and political support.

According to *University Partnerships with Community Change Initiatives* by Julie Parzen (10/2002), Stanford University felt "they have gained powerful learning experiences for students and faculty, more and better work slots for students, engagement in the community for more students who seek it, access to local knowledge and new perspectives, better relationships with communities, and, at Stanford University, an opportunity to reinvent service learning and community partnership."

Stanford University should be considered one of East Palo Alto's strongest potential partners in a reciprocal relationship.

Local Retailers, Employers and Financial Institutions
East Palo Alto has attracted some major national and international corporations in recent years. Companies like Home Depot, Best Buy, IKEA, and Sun Microsystems all have employment sites in the City and new companies are destined to locate in East Palo Alto given its favorable location. Many businesses outside of East Palo Alto employ workers who live in East Palo Alto and also depend on residents to patronize their business. These businesses and companies could have an interest in helping support solutions in these plans politically or financially.

Many banks are often willing to support community projects and may be interested in some of the capital or operation projects identified as solutions in the plan.

Developers

The City of East Palo Alto is experiencing significant growth and new development. As new projects are proposed, developers are often asked for development fees designed to mitigate the transportation impacts of a development.

Advertising Agencies

SamTrans is currently putting together a Request For Proposal (RFP) to allow advertising at specified bus shelters in exchange for shelter construction and maintenance. This program would be done on a city-by-city basis.