

## Exhibit A



### San Mateo County Shuttle Program Joint SMCTA & C/CAG Call for Projects FY 2024 & FY 2025 Guidelines and Evaluation Criteria

#### **Program Overview**

The San Mateo County Shuttle Program Call for Projects (CFP) for fiscal year (FY) 2024 and 2025 guidelines and scoring criteria are provided in this document to assist local jurisdictions with applying for funding for commuter and community shuttles. The Shuttle Program is made up of a combination of the City/County Association of Governments of San Mateo County (C/CAG) Local Transportation Services Program and the San Mateo County Transportation Authority (TA) Measure A sales tax funds. This combined funding program offers an estimated \$11,000,000 available on a competitive basis for a two-year funding cycle (\$10 million from the TA and \$1 million from C/CAG). The funding for this CFP is intended to start new local transportation services, augment existing services, or continue projects previously funded by the Shuttle Program. Shuttles funded through this Program must be open to the general public, and must conform to all applicable federal, state and local laws and regulations.

#### **Program Eligibility**

Eligible applicants, including local jurisdictions and/or public agencies within San Mateo County, can apply for funding to establish local shuttle services designed to assist resident and employee travel within the County and/or to connect with regional transportation service (e.g., major SamTrans routes, Caltrain, BART, ferries). Although a public agency must be the applicant for the funds, they may use another entity such as the San Mateo County Transit District (District), the Peninsula Traffic Congestion Relief Alliance (Commute.org) or others to manage and/or operate the service. Similarly, employers and private entities are not eligible to apply directly, but may partner with a local jurisdiction or public agency to sponsor a project. Projects that are coordinated among multiple jurisdictions are encouraged.

#### **Updated Guidelines and Evaluation Approach**

In September 2021, the District and the Peninsula Corridor Joint Powers Board (JPB) adopted the [Peninsula Shuttle Study](#) (Study) that was conducted in coordination with the TA, C/CAG, and Commute.org to streamline the management and operations of the multi-agency Peninsula Shuttle Program. The primary focuses of the study were to modernize data management, enhance rider communication, and simplify core management roles. As part of the process, the Study recommended new General Guideline Requirements & Screening Criteria (Attachment A) and Evaluation & Scoring Metrics (Attachment B) for the TA and C/CAG to use as part of the CFP grant process. The new approach focuses on data-driven performance metrics and simplifies the application process for sponsors.

#### **Match Requirement Changes Due to COVID-19 Pandemic**

Project sponsors must provide a minimum of 25% of non-C/CAG or Measure A Local Shuttle program funds toward the total cost of the program proposed for funding. In previous cycles, a 50% match was required for sponsors of existing shuttles that have failed to meet the “operating cost per passenger” benchmark during the prior cycle. However, given the COVID-19 pandemic and varying return to work practices in San Mateo County, this criteria will not be assessed this cycle. The source of matching funds is at the discretion of the project sponsor, however, as noted above, matching cannot be C/CAG funds or TA Measure A Local Shuttle Program funds. Direct costs for operations, marketing and administration of shuttles are eligible.

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### **Process for New Proposed Shuttle Services**

**Sponsors of new shuttles are required to attend a pre-submittal meeting** with TA staff, District operations planning staff (for community and commuter shuttles), and Commute.org (for commuter shuttles only) for shuttle technical assistance prior to the submittal of an application. In the pre-submittal meeting, staff will agree on the most appropriate technical metrics to be used as assumptions for assessing the proposed service during the CFP. District staff will also confirm that the shuttle route(s) generally do not duplicate SamTrans fixed-route services and will make routing or stop suggestions. It is strongly recommended that project sponsors for new routes schedule appointments as soon as possible, but no later than February 3, 2022, to ensure sufficient time for staff to set up the meeting and provide technical assistance recommendations. Please contact Patrick Gilster directly at [gilsterp@samtrans.com](mailto:gilsterp@samtrans.com) to schedule a meeting.

### **Submitting Applications**

**The application deadline is 4:00 p.m. Friday, February 24, 2023.** Each application must include all information identified in the applications listed below and must be completed with the attached Microsoft Word application forms. Projects (both new and existing) may be considered for reduced funding in the event that there are insufficient funds to fully fund the requested amount. To apply, email one electronic copy of the application to [gilsterp@samtrans.com](mailto:gilsterp@samtrans.com) and [williamsj@samtrans.com](mailto:williamsj@samtrans.com).

### **Call for Projects Schedule**

- November 28, 2022 – C/CAG Congestion Management and Environmental Quality Committee (CMEQ) Presentation
- December 15, 2022 – C/CAG Congestion Management Technical Advisory Committee (TAC) Presentation
- January 3, 2023 – TA Citizen’s Advisory Committee (CAC) Presentation
- January 5, 2023 – TA Board of Directors Presentation
- January 12, 2023 – C/CAG Board of Directors Presentation
- January 13, 2023 – Call for Projects Officially Released
- February 24, 2023 – Applications Due to the TA by 4:00 PM
- March & April 2023 – SamTrans Operations Planning Shuttle Network Concurrence & CFP Evaluation Committee Scoring Period
- May 2023 – Draft Recommendations Presentation to TA CAC & Board and C/CAG CMEQ & TAC
- June 2023 – Final Shuttle Program Adoption by TA & C/CAG Board of Directors

### **Link to Application Materials**

All the CFP details and application materials can be found using the link below.

<https://www.smcta.com/whats-happening/call-projects>

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### **Attachment A. General Guideline Requirements and Screening Criteria**

All proposed shuttle applications must meet all of the guideline requirements and screening criteria listed in the table below and include the appropriate attachments with the applications.

Criteria	Description
<b>Eligibility</b>	
Project is located in San Mateo County	Shuttle serves residents or employers in San Mateo County
Applicant is an eligible agency	Applicants may include local jurisdiction or Commute.org; may also be partnered with other public, non-profit, or private entities to co-sponsor
Applicant provides a governing board resolution (Attachment 1)	Applicant provides a board resolution in support of the proposed shuttle service application which includes the following: service description and benefits, total project cost and matching funds provided, certifies non-supplantation of funds, and authorizes Sponsor's Chief Executive or City/Town Manager (or similar) to execute a funding agreement with the TA or C/CAG
<b>Need &amp; Service Principles</b>	
Shuttle provides coordinated first/last mile connection to a major transit station or regional bus route	Eligible services include Caltrain, BART, WETA, and regional bus routes (including SamTrans ECR, 292, 110, 17, and 294, as well as Dumbarton Express)
Shuttle is open to the public and serves a range of users	Shuttles do not limit public access. A single employer does not account for >75% of ridership based on survey data.
Shuttle vehicles are ADA-accessible and can accommodate bicycles	Shuttle provider opts into District shuttle contract or provides vehicle specifications and photos of independently-operated shuttle vehicles
<b>Operations &amp; Readiness</b>	
Applicant provides an operating plan and service map (Attachment 2)	Applicant provides operating plan summarizing proposed schedule, stops, and operator. Applicant provides photos of stops. Applicant agrees to notify the TA, C/CAG, and District in writing of service changes in advance of implementation or risk losing funding for periods where changes were implemented.
SamTrans Shuttle Network Concurrence Review	District Operations Planning will provide a concurrence review of all submitted applications to assess the entire network of shuttles. The review will assess overlap with existing and proposed bus/shuttle services and access for equity focus areas. Applicants agree to incorporate route or stop modifications recommendations, where feasible.
Monitoring and quarterly reporting	Applicant agrees provide AVL and APC data to the District (either via their own system or one provided by the District). Applicant agrees to provide quarterly files summarizing ridership by stop and by trip (in format specified by the District), participation in annual survey by the District, and preparation of quarterly financial/progress reports required by the TA or C/CAG. Applicant agrees to manage customer service and rider feedback with summaries provided in quarterly progress reports.
Funding plan	Minimum match of 25% is required. C/CAG funds and TA Measure A Local Shuttle Program funds are not eligible as match. No increased match will be required this cycle for underperforming existing shuttles due to the impacts of the COVID-19 pandemic. Funding plan may include costs directly tied to the shuttle service, such as leasing vehicles, operations, marketing and outreach, and staff time directly associated with shuttle administration are eligible. Vehicle purchase and overhead, indirect or other staff costs are not eligible.
<b>Customer Service/Information</b>	
Applicant provides a Marketing plan (Attachment 3)	Marketing plan identified to provide information and marketing materials to potential riders. Applicant will be responsible for providing the District with a GTFS feed accompanied by a list and map of stops for use on the District website, app, and third-party trip planning and real-time tracking apps.
Provide signage at all stops	Applicant agrees to install signage at all stop locations.

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**Attachment B. Evaluation and Scoring Metrics**

Table B.1 below summarizes the application metrics and questions along with the associated possible points. Table B.2 summarizes the weightings based on whether an application is a previously funded existing shuttle from FY 2023 or is a newly proposed service.

Table B.1 Application Metrics and Scoring Rubric

<b>Criteria</b>	<b>Description</b>	<b>Points Possible</b>	<b>Responsibility</b>	<b>Methodology Notes</b>
<b>Goal 1: Equity</b>				
1.1 - Serves residents in a SamTrans Equity Zone	Shuttle serves residents in an Equity Zone as identified by Reimagine SamTrans	0 - No 1 - Yes	Coverage of proposed routes, populated by TA Staff	Route design reflects intent to connect residents of a Community of Concern to regional transit
1.2 - Serves lower income riders	Percent of riders potentially qualifying for very low income housing assistance	1 - 0% to 19% 2 - 20% to 39% 3 - 40% to 59% 4 - 60% to 79% 5 - 80% to 100%	Based on results of 2022 Shuttle Annual Survey, populated by TA staff	Based on annual survey data and County of San Mateo very low income housing assistance limits (by household size and income)
1.3 - Assessment of equity need	Staff review of how the proposed shuttle would serve low income communities, communities of color, seniors, or other vulnerable populations.	Scores of 1 to 5 based on quintiles of staff rankings	Written response by applicant	Based on applicant's description as well as assessment of local context. Consider how reliant riders are on the shuttle and how the shuttle serves key destinations for underserved populations.
<b>Goal 2: First/Last Mile Need</b>				
2.1 Overlaps with existing bus and shuttle services	Staff review of proposed shuttle relative to existing bus or shuttle service in the proposed service area	0 - Serves similar geographic area; similar span of service/headways; similar connections 1 - Serves similar geographic area but more or substantially different service (e.g. more frequent peak period service) 2 - Does not serve similar geographic area & provides new or substantially different service	Based on SamTrans Shuttle Network Concurrence Review of proposed route, populated by District staff	Geographic area defined as 1/4 mile walksheds from stops. Consider overlap with both public and private services and whether any services already have tapped into the market

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<b>Criteria</b>	<b>Description</b>	<b>Points Possible</b>	<b>Responsibility</b>	<b>Methodology Notes</b>
2.2 - Leverages matching funds	1 point for meeting the minimum match amount; 1 point for each additional match tier	1 - 25% match to 29% 2 - 30% to 34% 3 - 35% to 39% 4 - 40% to 44% 5 - 45% to 49% 6 - 50% to 54% 7 - 55% to 59% 8 - 60% to 64% 9 - 65% to 70% 10- >70%	Funding plan provided by applicant	Match subject to change based on program funding availability
2.3 - Assessment of first/last mile need	Staff review of how the proposed shuttle would address first/last mile gaps between regional transit and employment centers, residential areas, and/or activity centers	Scores of 1 to 5 based on quintiles of staff rankings	Written response by applicant	Based on applicant's description as well as assessment of local context. Consider how critical the service is for first/last mile connections to regional transit and whether other options are available.
<b>Goal 3: Ridership</b>				
3.1 - Daily ridership	Based on ridership data from the previous six months for existing shuttles For new shuttles, ridership potential should be qualitatively evaluated by the reviewer based on application materials, and may be assigned a ranking in comparison to a shuttle with comparable characteristics	Scores of 1 to 5 based on quintiles of applications received	Based on results of 2022 Shuttle Annual Survey, populated by TA staff	For new shuttles, comparable characteristics include: subsidized transit fares, number/density of people and jobs served, duplication with other services, serving commuter and community markets, etc.
3.2 - Productivity	Passengers per revenue hour, based on ridership and service data from the previous six months	Scores of 1 to 5 based on quintiles of applications received	Based on results of 2022 Shuttle Annual Survey, populated by TA staff	New shuttles should estimate productivity using estimated daily ridership & revenue hours
3.3 - Cost efficiency	Net subsidy per passenger for TA-C/CAG funds, based on data from previous six months. Calculation excludes matching funds.	Scores of 1 to 5 based on quintiles of applications received	Based on results of 2022 Shuttle Annual Survey, populated by TA staff	New shuttles should estimate productivity using estimated daily ridership & cost

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<b>Criteria</b>	<b>Description</b>	<b>Points Possible</b>	<b>Responsibility</b>	<b>Methodology Notes</b>
3.4 - VMT reduction	Shuttles reduce vehicle miles traveled	Scores of 1 to 5 based on quintiles of applications received	Based on results of 2022 Shuttle Annual Survey, populated by TA staff	<p>VMT Prevented = [% of Riders Shifted from Driving] * [Average Length of Home-to-Work Journey by Home Zip Code] * [Average Daily Ridership]</p> <p>% of Riders Shifted from Driving = Based on annual rider survey results, what percentage of riders report that they would commute entirely by car if the shuttle did not exist</p> <p>New shuttles estimated based on comparable ridership, mode shift, and trip length estimates</p>
3.5 - Assessment of ridership growth potential	Staff review of a shuttle's potential to grow ridership.	Scores of 1 to 5 based on quintiles of staff rankings	Written response by applicant	Based on applicant's description as well as assessment of local context. Assessment should focus on whether the shuttle serves an area with significant development activity and whether it has demonstrated a sustained ridership growth trend. May also consider whether major changes to shuttle planning or TDM programs have the potential to affect ridership, such as increased GoPass participation and other transit subsidies by nearby employers, expansion of frequency or service hours, and adjustments to route to serve bidirectional markets of residents and employees.
<b>Bonus Points</b>				
B.1 - Clean-fuel vehicles	Shuttle does not use diesel, gasoline, or natural gas	0 - No 1 - Yes	Written response by applicant	Based on applicant's description of shuttle vehicles
B.2 - Off-peak service	Shuttle provides off-peak service (i.e., midday)	0 - No 1 - Yes	Written response by applicant	Shuttle schedule includes off-peak service (e.g. greater than 8 hours of service per day, outside of peak periods from 6-10am and 3-7pm)

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<b>Criteria</b>	<b>Description</b>	<b>Points Possible</b>	<b>Responsibility</b>	<b>Methodology Notes</b>
B-3 - Sidewalk connectivity	Most shuttle stops are provided on-street/in public right-of-way connected to sidewalks	0 - <60% of stops located on-street with sidewalk access 1 - 60-79% of stops located on-street with sidewalk access 2 - >80% of stops located on-street with sidewalk access	Photos of individual stops and sidewalk access provided by applicant	Shuttle stops located on public streets connected to sidewalks are more accessible and attract a wider range of riders. Applicants should provide a map with proposed stop locations annotated. This rating should exclude the stop at the Caltrain/BART/ferry/regional bus transfer.
B-4 - Private sector match	Shuttle includes matching funds from the private sector	0 - No 1 - Yes	Funding plan provided by applicant	Private sector match may include direct contribution of matching funds or pass-through from city fees

**Table B.2 Weightings for Existing and New Shuttles**

<b>Criteria</b>	<b>Max Raw Points from Table B.1</b>	<b>Adjusted Weighting for Existing Shuttles</b>	<b>Adjusted Weighting for New Shuttles</b>
1.1 - Serves residents in a SamTrans Equity Zone	1	10	15
1.2 - Serves lower income riders	5	10	0
1.3 - Assessment of equity need	5	5	10
2.1 - Overlaps with existing bus/shuttle services	2	10	10
2.2 - Leverages matching funds	10	10	10
2.3 - Assessment of first/last mile need	5	5	5
3.1 - Daily ridership	5	10	10
3.2 - Productivity	5	10	10
3.3 - Cost Efficiency	5	10	10
3.4 - VMT Reduction	5	10	10
3.5 - Assessment of ridership growth potential	5	10	10
B.1 - Clean-fuel vehicles	1	1	1
B.2 - Off-peak service	1	4	4
B.3 - Private sector match	1	1	1
B.4 - Sidewalk connectivity	2	4	4
<b>Total Possible</b>	<b>58</b>	<b>110</b>	<b>110</b>