



San Mateo County Shuttle Business Practices Update

TA Board
September 5, 2013



Background

- Purpose of Shuttle Business Practices Guidebook is to improve coordination, planning and management of shuttles operation in San Mateo County
- Shuttle Business Practices Guidebook was presented to Board in January 2012, finalized in June 2012
- Working group includes staff from the TA, SamTrans, C/CAG, and Peninsula Congestion Relief Alliance



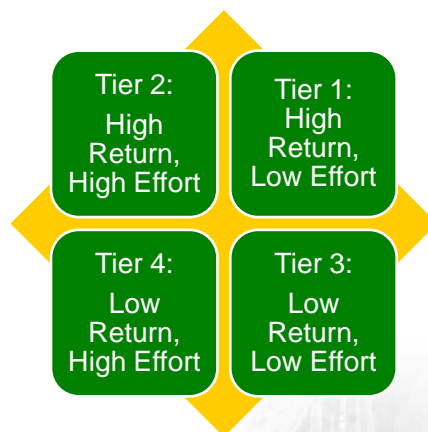
Key Areas of Improvement

1. Planning: develop a consistent countywide planning process, that includes a market-based approach
2. Funding: streamline funding process and performance monitoring
3. Operations & Administration: consolidate and streamline responsibilities
4. Marketing & Public Information: coordinate and integrate regional shuttle information

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Strategy Rankings Matrix



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Tier 1 Strategies

- Streamline funding processes, operations & administration functions
- Engage SamTrans and Alliance in planning process
- Reassess and refine performance metrics

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Progress-to-date

- Joint procurement by SamTrans, Caltrain and Alliance of a new shuttle operator
- Joint Call-for-projects by the TA and C/CAG
- Propose technical assistance program for potential applicants

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Technical Assistance Program

- Provide planning support for potential new shuttle sponsors or provide assistance to underperforming routes
- Technical assistance by SamTrans / Alliance staff

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Tier 2 Strategies: Looking Ahead

- Develop phased improvement plan for underperforming routes
- Study cost-benefit analysis of consolidating operations and administration
- Work with program partners to determine source of funding for ongoing marketing activities for community shuttles
- Improve quality and access to shuttle information

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Next Steps

- Continue to implement strategies with working group partners
- Technical assistance workshop for potential Call-for-projects applicants in fall 2013
- Issue Call for Projects in early spring 2014