

San Bruno / South San Francisco

Community-Based Transportation Plan
February 2012



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EXECUTIVE SUMMARY

The San Bruno/South San Francisco Community-Based Transportation Plan (CBTP) looks at the transportation needs of the community and recommends steps to address these needs. The project is part of the Metropolitan Transportation Commission's (MTC) Community-Based Planning Program to look at transportation needs in low income communities.

The planning process seeks the collaboration of community residents and stakeholders, the cities of South San Francisco and San Bruno (the cities), the San Mateo County Human Services Agency (HSA), San Mateo City/County Association of Governments (C/CAG), MTC, and the San Mateo County Transit District (SamTrans). A *Technical Advisory Committee*, comprised of staff representing the cities, HSA, C/CAG, MTC, and SamTrans, was formed to oversee the process. Additionally, a Stakeholder Committee, composed of community-based organizations, was formed to provide input to the planning process.

The planning process for this CBTP involved analyzing existing conditions, collecting stakeholder input and engaging the community, iden-

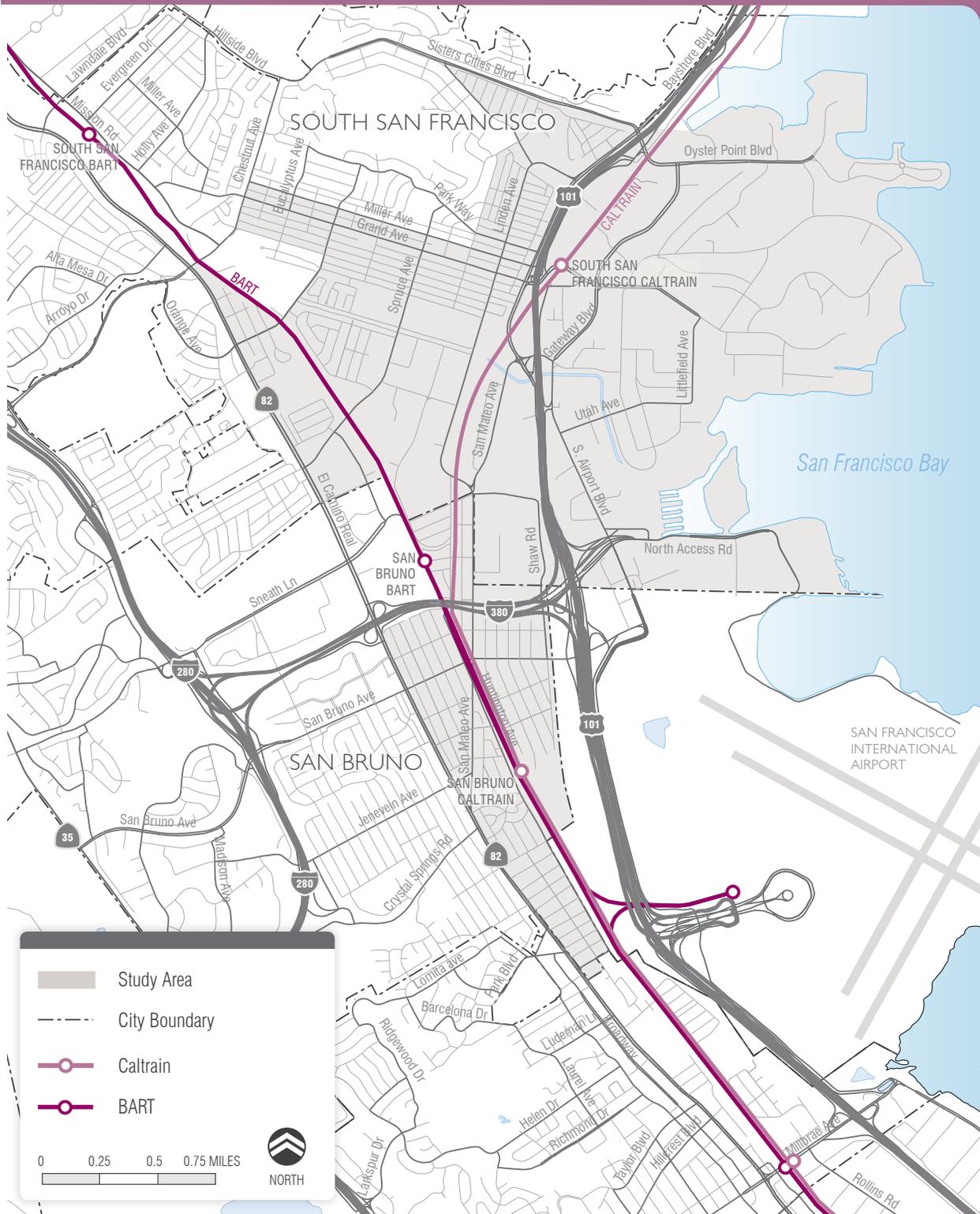
tifying transportation strategies based on community input, and preparing the final document.

The outcome of this work will also provide a framework for transportation providers and various agencies to work together to better understand transportation needs of low-income populations. It will allow them to carry out strategies to serve these populations, and create partnerships for feasible and efficient project or program implementation.

EXISTING CONDITIONS

The study area is located in the eastern part of South San Francisco and the northeastern part of San Bruno. It is bordered by El Camino Real and Chestnut Avenue to the west, Miller and Maple Avenues to the north, San Juan Avenue to the south, and the San Francisco Bay to the east, excluding the San Francisco International Airport. It has an area of 5.40 square miles, and consists of U.S. Census Tracts 6021, 6022, 6023, 6041.01 and 6042, as well as a small triangular neighborhood to the north of these census tracts. The study area is shown in Map 1-1 on the following page.

Map 1-1 Study Area



Demographics

There are 27,615 residents living in 8,129 households within the study area. The portion of the study area within South San Francisco has a population of 15,452 and the portion of the study area within San Bruno has a population of 12,163. The study area is ethnically diverse with Hispanics/Latinos comprising the majority of the population at 59%. Caucasians account for 16% and Asians account for 15%.

Approximately 18% of the households in the study area are “linguistically isolated,” which is defined as a household where no one age 14 or older speaks English very well. Of the 1,441 linguistically isolated households, 75% speak Spanish and 15% speak an Asian or Pacific Island language.

There are 8,652 study area residents living in poverty, which is a high proportion (31%) compared to all of San Bruno (17%), South San Francisco, (19%), and the County (18.5%).

Transit Service and Programs

The City of South San Francisco and the City of San Bruno are served by three major transit systems: SamTrans, Caltrain, and BART. SamTrans currently operates eleven routes that serve the study area. Also serving the study area is Redi-Wheels paratransit service, which provides transit service to passengers who cannot independently ride regular SamTrans buses.

There are two Caltrain Stations located within the study area: the South San Francisco Caltrain Station and the San Bruno Caltrain Station. Caltrain currently provides service at these stations every half an hour during peak periods on weekdays and hourly during the off-peak and on weekends. There is also one BART station – the San Bruno BART Station – that is located within the study area. The station is served by three BART lines which stop at the station every five to ten minutes on weekdays before

7:00 pm, and every twenty minutes on weekdays after 7:00 pm and on weekends.

There are currently nine shuttle routes serving the study area. Three of these shuttles are Commuter Caltrain Shuttles, two are Commuter Caltrain/BART Shuttles, three are Commuter BART Shuttles, and one is a Community Shuttle.

COMMUNITY OUTREACH

The basis of the San Bruno/South San Francisco CBTP is the input and support of the community and stakeholder agencies. Staff from SamTrans and City of San Bruno and South San Francisco partnered to involve residents, community-based organizations (CBOs), and agencies serving the San Bruno/South San Francisco community. This report contains an explanation of the community outreach process and a summary of the outreach findings. The outreach methods utilized in this planning effort include the following:

- Two **transportation solution workshops** were held for this project—one in South San Francisco and one in San Bruno. More than 50 community members participated in the workshops.
- A **resident survey** in English and Spanish was mailed to every household in the study area. A total of 393 resident surveys were received.
- A **press release** was sent to local newspapers notifying the media of the CBTP planning process and community workshops.
- A project telephone **hotline** was established to receive feedback and register workshop participants. More than 30 calls were received during the outreach process.
- A **website** was created with basic information about the project and a link to download the travel survey or complete it online.

The website received approximately 770 page views during the outreach period.

TRANSPORTATION STRATEGIES

The outreach process resulted in the identification of 25 overarching unmet transportation needs expressed by project area residents and stakeholders. These needs were split into two tiers based on the number of times they were brought up. Nine transportation strategies were identified, based on community and stakeholder input, to address the “Tier 1” transportation needs. Chapter 4 includes a description and preliminary evaluation of each of the nine strategies.

The nine transportation strategies are:

1. Improve Transit Stop Amenities and Security (page 34)
2. Improve the Affordability of Public Transit for Low-income Users (page 40)
3. Improve Bicycle Amenities (page 43)
4. Provide Free or Low-cost Bicycles (page 46)
5. Improve Pedestrian Amenities (page 48)
6. Increase Public Access to Information about Transportation Options (page 52)
7. Increase SamTrans Bus Service (page 55)
8. Improve Connectivity of Existing Transit Service (page 57)
9. Improve access to the South San Francisco Caltrain Station (page 59)

ACTION PLAN

The success of this planning effort will depend on relevant lead agencies moving forward with implementation of the transportation strategies. Chapter 5 outlines a process for implementation of this plan. Table ES-1 shows the transportation strategies, timeframe, and potential lead and partner agencies.

Table 3-1 Table ES-1: Implementation Matrix

	Strategies	Timeframe	Capital or Operating	Potential Lead Agencies	Potential Partners
1	Improve Transit Stop Amenities and Security	Short- to Mid-term	Operating and Capital	SamTrans	San Bruno; South San Francisco
2	Improve Affordability of Public Transit for Low-Income Users	Short-term	Operating	MTC, HSA	SamTrans
3	Improve Bicycle Amenities	Mid- to Long-term	Capital	San Bruno, South San Francisco, C/CAG, SamTrans, BART, Caltrain	
4	Provide Free or Low-cost Bicycles	Short-term	Operating	CBOs	The Alliance, Local bike shops and bicycle committees, Social service organizations
5	Improve Pedestrian Amenities	Mid- to Long-term	Capital	San Bruno, South San Francisco	
6	Increase Public Access to Information about Transportation Options	Short-term	Operating	CBOs, SamTrans	CBOs, SamTrans, Caltrain, BART, adult schools, community colleges, Churches, HSA
7	Increase SamTrans Bus Service	Short-term	Operating	SamTrans	
8	Improve Connectivity of Existing Transit Service	Short- to Mid-term	Operating	SamTrans	
9	Improve Access to the South San Francisco Caltrain Station	Mid- to Long-term	Capital	Caltrain, South San Francisco	

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1

INTRODUCTION

The San Bruno/South San Francisco Community-Based Transportation Plan looks at transportation needs of the community and recommends steps to address these needs. The project is part of the Metropolitan Transportation Commission's (MTC) Community-Based Planning Program to look at transportation needs in low income communities.

PLANNING PROCESS

In accordance with MTC Guidelines, this Community-Based Transportation Plan (CBTP) is being conducted under the auspices of the San Mateo City/County Association of Governments (C/CAG), in its role as the Congestion Management Agency for the county. C/CAG has selected the San Mateo County Transit District (SamTrans) to facilitate the planning process and provide technical assistance in developing the plan. Recommended transit service improvements will be forwarded to the District's Board of Directors for their consideration and subsequent incorporation into the SamTrans Short Range Transit Plan. The plan will also be forwarded to the C/CAG Board of Directors to support planning, funding and implementation efforts.

The planning process seeks the collaboration of community residents and stakeholders, the cities of South San Francisco and San Bruno (the cities), the San Mateo County Human Services Agency (HSA), C/CAG, MTC, and the District. A Technical Advisory Committee comprised of staff representing the cities, HSA, C/CAG, MTC, and the District has been formed to oversee the process. Additionally, a Stakeholder Committee, composed of community-based organizations, was formed to provide input to the planning process.

The planning process for this CBTP involves the following four phases.

Phase 1: Analyze Existing Conditions

An extensive analysis of existing conditions provides the foundation of information and assessment of demographics, current projects and programs.

Phase 2: Stakeholder Outreach and Community Engagement

Community outreach and engagement, an integral part of the CBTP process, provides valuable feedback from community members and

stakeholders regarding transportation issues and priorities.

Phase 3: Identify Transportation Strategies based on Community Input

Based on stakeholder outreach and community engagement in Phase 2, transportation strategies are identified that meet community goals and address transportation issues.

Phase 4: Plan Document

This plan document presents background information, a summary of community outreach, and provides an evaluation of the transportation strategies identified in Phase 3.

The outcome of this work will provide a framework for transportation providers and various agencies to work together to better understand transportation needs of low-income populations. It will allow them to carry out strategies to serve these populations, and create partnerships for feasible and efficient project or program implementation.

OVERVIEW OF THE PLAN

Chapter 1 provides an overview of the plan, its purpose, and a description of the study area.

Chapter 2 contains a summary of existing conditions for the study area. This includes information about demographics, transportation, and other planning efforts.

Chapter 3 explains the community outreach process and presents the results. This chapter also contains a list of stated transportation needs and potential solutions which emerged from the outreach findings.

Chapter 4 contains a program of nine transportation strategies to address the transportation needs identified through the outreach process. The strategy descriptions each contain:

- Transportation need addressed;

- Project description;
- Constraints;
- Potential transportation and community impacts;
- Implementation requirements;
- Potential funding and cost estimate; and
- Preliminary evaluation.

Chapter 5 contains an action plan that outlines some suggested next steps for successful implementation of the strategies outlined in Chapter 4.

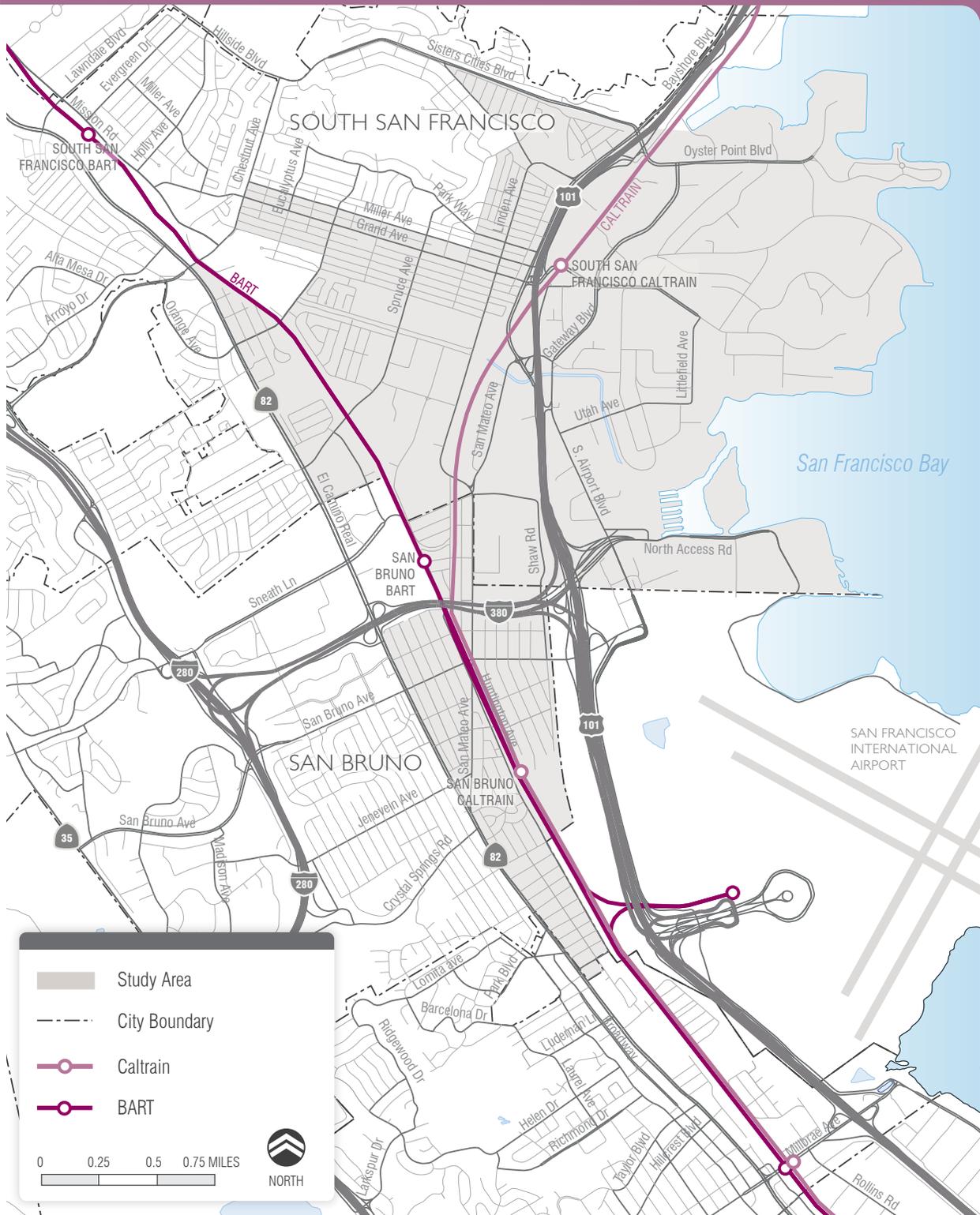
This document includes several acronyms for agencies and planning terms. The following list provides a key to acronyms used in the Plan.

- ABAG - Association of Bay Area Governments
- BAAQMD – Bay Area Air Quality Management District
- CBO – Community-Based Organization
- CBTP – Community-Based Transportation Plan
- C/CAG – San Mateo City/County Association of Governments
- HSA – San Mateo County Human Services Agency
- MTC – Metropolitan Transportation Commission
- TOD – Transit Oriented Development
- The Alliance – Peninsula Traffic Congestion Relief Alliance

STUDY AREA

The cities of South San Francisco and San Bruno are located in the northern region of San Mateo County. The study area is located in the eastern part of South San Francisco and the northeastern part of San Bruno. The study area is bordered by El Camino Real and Chestnut

Map 1-1 Study Area



Avenue to the west, Miller and Maple Avenues to the north, San Juan Avenue to the south, and the San Francisco Bay to the east, excluding the San Francisco International Airport.

The study area for this plan was defined in consultation with the cities of South San Francisco and San Bruno. It has an area of 5.40 square miles, and consists of U.S. Census Tracts 6021, 6022, 6023, 6041.01 and 6042, as well as a small triangular neighborhood to the north of these census tracts. The triangular neighborhood is located between Sister cities Boulevard, Hillside Boulevard and North Spruce Avenue, and accounts for 0.05 square miles (0.92%) of the study area's total land area. The demographic data included in this report is based on the census tract data only.

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EXISTING CONDITIONS

This chapter contains a summary of the Existing Conditions Report that was completed in February 2011. The full version of the Existing Conditions Report is provided in Appendix A.

DEMOGRAPHICS

Profile of the Study area

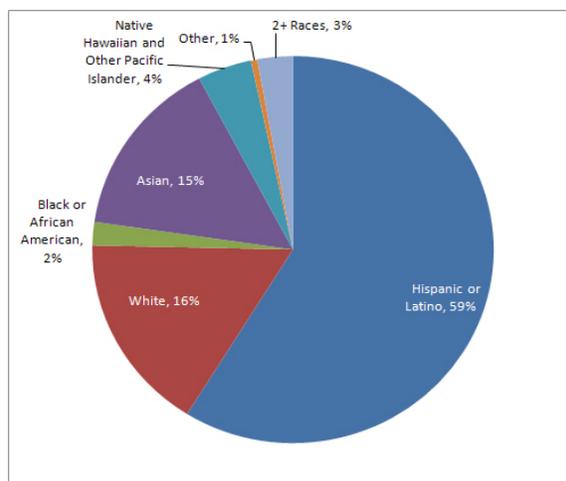
According to the 2010 U.S. Census, the total population of the project area is 27,615, which comprises 26% of the combined population of the Cities of South San Francisco and San Bruno (104,746) and 4% of the County's population (718,451). The portion of the project area within South San Francisco has a population of 15,452, comprising 24% of South San Francisco's total population (63,632), while the portion of the project area within San Bruno has a population of 12,163, comprising 30% of San Bruno's total population (41,114).

Overall, residents of the project area are younger than those of the cities and the County. Thirty-five percent of project area residents are under the age of 25, while only 30% of the cities' and County's residents are under 25. Similarly, the project area has a considerably lower percentage of residents over the age of 45

compared to the cities and County, with 32% in the project area compared to 40% in the cities and 41% in the County.

The project area is ethnically diverse. Hispanics/Latinos comprise the majority of the population at 59%, which is much higher than the proportion of Hispanics/Latinos in each of the South San Francisco and San Bruno, 34% and 29% respectively. Caucasian (16%) accounts for the second highest ethnicity in the project area.

Figure 2-1 Figure 2-1 Percent Population by Ethnicity



Linguistic Isolation

There is a high incidence of linguistic isolation among residents of the study area. The U.S. Census Bureau defines a linguistically isolated household as a household in which no one 14 years or older speaks English “very well.” Approximately 18% of the households in the study area are linguistically isolated. This proportion is significantly higher than that of South San Francisco at 11% and of San Bruno at 9%. Of the 1441 linguistically isolated households in the study area, 75% speak Spanish, while 15% speak an Asian or Pacific Island language.

Income and Poverty

The U.S. Census Bureau defines living in poverty in the year 2009 as earning less than \$11,161 annually for a household of one person under 65 years of age, and less than \$10,289 for one person 65 years of age or older. For a two-person household including one child under 18 years, poverty is defined by an annual income of less than \$14,787.

American Community Survey 2006-2010 5-year Estimates data shows that there are 8,652 study area residents living below 200% of the poverty level, which is a high proportion (32%) compared to all of San Bruno (17%), South

San Francisco, (19%), and the County (18.5%). Figure 2-2 shows the relative income levels of residents in the study area, both cities, and the County.

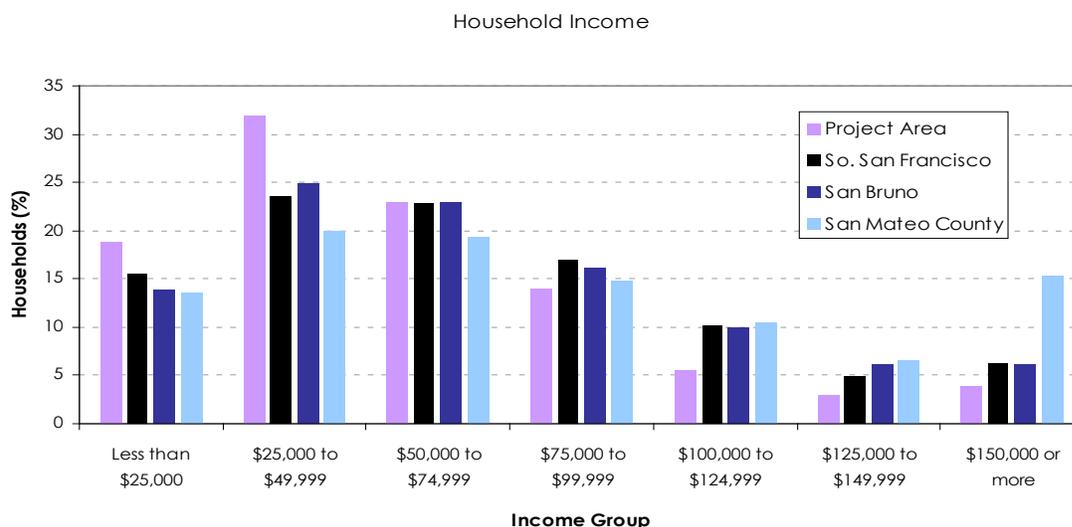
The San Mateo County Human Services Agency (HSA) offers several programs to aid adults, children, and families in financial need. Within South San Francisco and San Bruno, there are 5,307 households utilizing at least one HSA program, accounting for 15% of the total number of households in the County that utilize HSA programs.

TRANSPORTATION

Roadways

The study area, consisting of 5.40 square miles, is bordered by El Camino Real and Chestnut Avenue to the west, Miller Avenue and Sister cities Boulevard to the north, San Juan Avenue to the south, and the San Francisco Bay to the east, excluding the San Francisco International Airport. US Highway 101 bisects the South San Francisco portion of the study area, and runs along the eastern side of the San Bruno portion of the study area. Major and minor arterial roads, collector roads, and local roads also serve the study area.

Figure 2-1 Figure 2-2 Income Levels in the Study area, cities, and County



Key Destinations in the Study area

Key destinations in the study area include schools, major retail centers, major employers, BART and Caltrain stations, and downtown centers of South San Francisco and San Bruno (see Map 2-1). Most of these destinations are accessible within a ¼ mile walk from a transit stop. The eastern portion of South San Francisco is not served by fixed-route bus service. However, there are several shuttle services that connect the area East of Highway 101 with nearby transit stations.

There are six schools in the study area: Martin Elementary, All Souls Elementary, Los Ceritos Elementary, South San Francisco High, Belle Air Elementary, and Happy Hall Schools Inc. Schools not in the study area but serving residents of the area include Spruce Elementary School, Allen Elementary School, and Parkside Intermediate School.

Many of the major retail centers lie just outside the study area. These include the Shops at Tanforan Park, San Bruno Towne Center, Brentwood Shopping Center, and the Buri Buri Center.

SamTrans Service and Ridership

The study area is currently served by eleven SamTrans bus routes: 38, 43, 130, 132, 133, 140, 141, 292, 390, 391, and 397. Routes 38 and 43 are Community Service routes that operate on a limited schedule. Routes 130, 132, 133, 140, and 141 are BART Connection routes, while Route 292 is a Caltrain Connection route and Routes 390, 391, and 397 are BART and Caltrain Connection routes. Route 397 is also an All-Nighter Service route that provides “owl” service from 1:00am – 6:00am.

Table 2-1 shows each of the eleven SamTrans routes’ service area and schedule.

Redi-Wheels Paratransit Service and Use

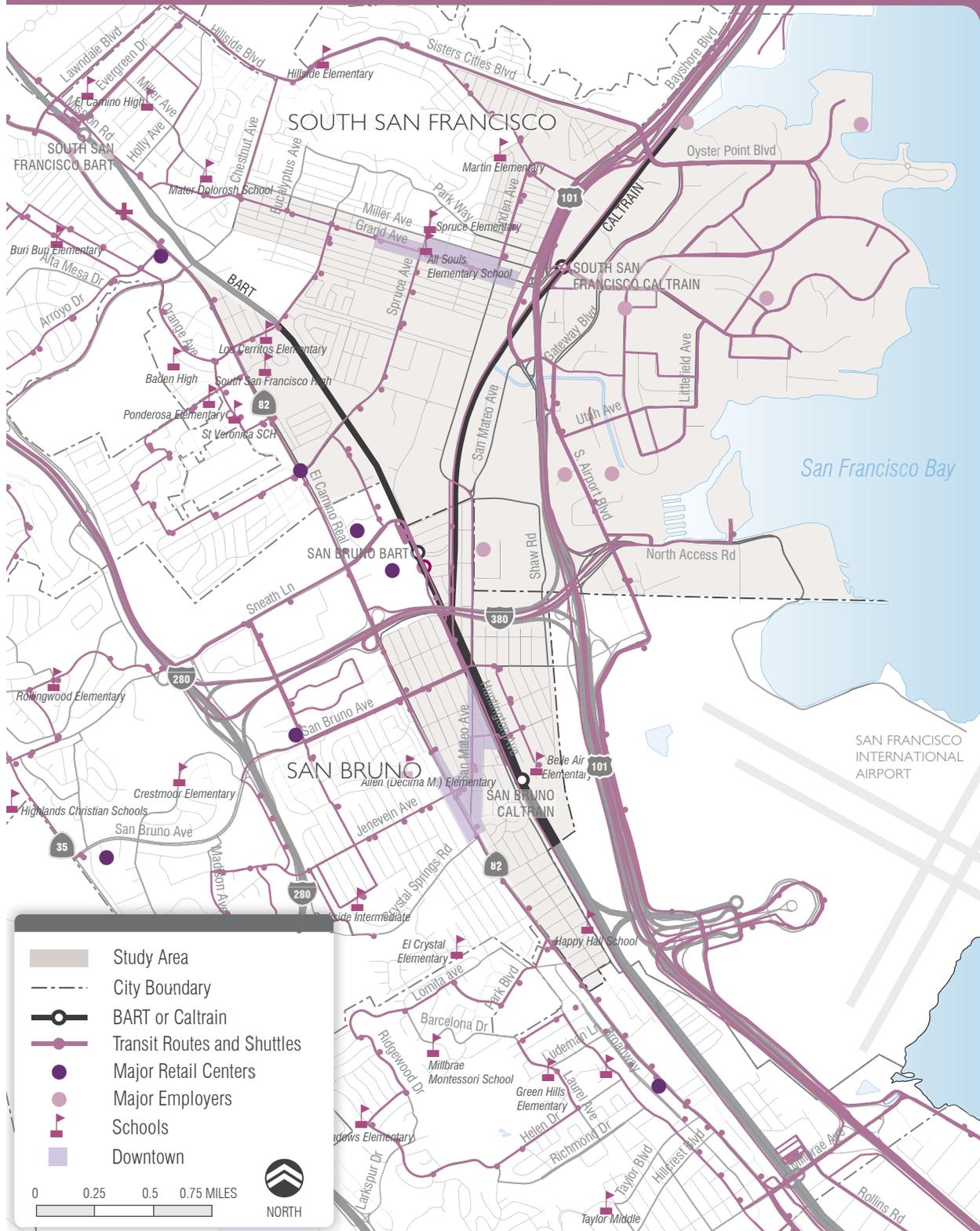
Redi-Wheels is SamTrans’ paratransit service, and is available for disabled passengers who cannot independently ride regular SamTrans buses some or all of the time. Redi-Wheels riders must pre-qualify to use the service.

As of June 2010, there were 767 registered Redi-Wheels riders living in the City of South San Francisco, and 429 Redi-Wheels riders living in the City of San Bruno. During June of 2010, there were 1,874 trips originating in South San Francisco and 1,089 trips originating in San Bruno – a total of 2,963 trips. Thirty percent of these trips had a destination within one of the two study area cities. Common destinations outside of the cities were the Peninsula Medical Center in Burlingame, Community Gatepath in Burlingame (a non-profit organization serving people with disabilities), the Dialysis Center on Kenwood Way in South San Francisco, and the Magnolia Senior Center in South San Francisco. The most common residential pick-up location within the cities was the Village at the Crossing, a rental community for seniors located in San Bruno.

Table 3-1 Table 2-1 SamTrans Routes Serving the Study area

Sam-Trans Route	Service Areas	Schedule	Sam-Trans Route	Service Areas	Schedule
38	Safe Harbor	Daily,	292	SF Transbay Terminal	Daily,
	Airport Blvd/Linden Ave	6-7:30am and 5:30-7:30pm –		Brisbane Park & Ride	20-60 minute frequency
	So. Airport Blvd/Utah Ave	Service to/from Safe Harbor,		SSF Downtown	
	San Bruno BART	'Community Service' route		SFO	
	Colma BART			Caltrain of Burlingame, San Mateo, Hayward Park	
43	Mills High School	School days only,		Mills Hospital	
	Millbrae Community Center	2 afternoon trips –		Hillsdale Shopping Center	
	Capuchino High School	"Community Service" route	390	Daly City BART	Daily,
	Bayhill Shopping Center			Colma	30-60 minute frequency
	San Bruno Library, BART			SSF BART	
SSF BART, City Hall, Library	Daily,	Kaiser Hospital			
Colma BART, City Hall	20-60 minute frequency	San Bruno			
	Daly City BART		Millbrae Transit Center		
132	SSF BART, City Hall, Library	Weekdays & Saturdays only,		Burlingame	
	Kaiser Hospital	30-60 minute frequency		Hillsdale Shopping Center	
	Buri Buri Shopping Center			Caltrain of San Mateo, Belmont, San Carlos	
	Alta Loma Jr. High School (limited)			Redwood City	
133	Rotary Plaza	Weekdays & Saturdays only,		Atherton	
	SSF BART, Library	30-60 minute frequency		Menlo Park	
	San Bruno BART			Palo Alto Caltrain	
	Tanforan Shopping Center		391	SF Transbay Terminal	Daily,
Serramonte Shopping Center		Daly City		30-60 minute frequency	
San Bruno BART	Daily,	Colma BART			
Tanforan Shopping Center	30-60 minute frequency	SSF BART			
140	San Bruno BART	Daily,		Kaiser Hospital	
	Tanforan Shopping Center	30-60 minute frequency		San Bruno BART	
	Bayhill Shopping Center			Tanforan Shopping Center	
	Skyline College			Millbrae Transit Center	
	Pacific Manor Shopping Center			Peninsula Medical Center	
	Pacifica City Hall			Mills Health Center	
	Terra Nova High School (limited)			Hillsdale Shopping Center	
141	San Bruno BART	Weekdays only,		Caltrain of San Mateo, Belmont, San Carlos, Redwood City	
	Tanforan Shopping Center	30-60 minute frequency	397	SF Transbay Terminal	Nightly, 1am-6am,
	Belle Air School			Brisbane Park & Ride	60 minute frequency
	San Bruno Senior Center			SSF Downtown	–
	Peninsula Cont. School			SFO	"All-Nighter Service" route
		Millbrae Transit Center			
		Burlingame			
		Caltrain of Hillsdale, San Carlos, Redwood City, Palo Alto			

Map 2-1 Transit Services Overview and Key Destinations



Caltrain Service and Ridership

There are two Caltrain stations located within the study area: the South San Francisco Caltrain Station and the San Bruno Caltrain Station. The current ridership and accessibility for each station is described in detail below.

South San Francisco Caltrain Station

The South San Francisco Caltrain station is located on Dubuque Avenue and about 500 feet north of its intersection with East Grand Avenue, which passes over the station and rail tracks. Downtown South San Francisco is within a quarter-mile of the station with Airport Boulevard and Highway 101 running between the two destinations.

Pedestrian, bicycle, and transit access to the station is limited. In order to access the station on foot from downtown South San Francisco pedestrians must walk up the East Grand Avenue overpass. Near the top of the overpass pedestrians then must cross East Grand Avenue at Dubuque Avenue. Once they cross the street pedestrians can either walk down a long flight of stairs to access the station or walk for an eighth-mile down Dubuque Avenue and then another eighth-mile on the vehicle entrance to the station, which does not have sidewalks. SamTrans buses do not access the station directly because of the configuration of the roadway entrance to the station. SamTrans riders wishing to transfer to Caltrain and vice versa must access the station as just described from Airport Boulevard. East Grand Avenue is designated as a Class III bikeway, however this road experiences heavy auto and truck traffic and is perceived as unsafe by cyclists. Wayfinding signage to the station is minimal and because of its obscured location the station is difficult to access for the first time by any mode.

The Caltrain Annual Passenger Counts of February 2011 show that there are 365 average weekday boardings at the station, which is a 22% increase from the previous year.

San Bruno Caltrain Station

The San Bruno Caltrain station is located on Huntington Avenue near its intersection with Sylvan Avenue. A new station and grade separation are under construction at San Bruno and San Mateo avenues to improve safety and access to the station.

According to the Caltrain Annual Passenger Counts of February 2011, there are 403 average weekday boardings at the station, which is a 17.5% increase from the previous year.

BART Service and Ridership

The San Bruno BART Station is located at 1151 Huntington Avenue, between Sneath Lane and Interstate 380 within the study area. The station is adjacent to the Shops at Tanforan to the west, single family residential units to the east and south, and light industrial use to the north.

According to BART data from June of 2010, the top five destinations of weekday BART riders boarding at the San Bruno BART Station are all within downtown San Francisco.

Figure 2-1 Figure 2-3 BART System Map



Shuttle Service

According to the San Mateo County Transportation Authority (SMCTA)'s Shuttle Inventory and Analysis Report of June 2010,¹ there are currently nine shuttle routes serving the study area. Three of these shuttles are Commuter Caltrain Shuttles, two are Commuter Caltrain/BART Shuttles, three are Commuter BART Shuttles, and one is a Community Shuttle. All of these shuttles operate on weekdays during morning and afternoon peak hours except for the Community Shuttle, which operates on an "on demand" basis between 11am and 2pm on weekdays. Summary information on these nine shuttles is provided in Table 2-2.

Vehicle Availability

Eleven percent of households in the study area do not have access to a car, compared to 7% in the cities and 6% in the County. Taking ethnic background into consideration, 17% of the Hispanic households in the study area do not have access to a car, while 16% of the Caucasian households, 9% of the Asian American house-

holds, and 12% of the multi-racial households do not have access to a car.

Mode of Commute

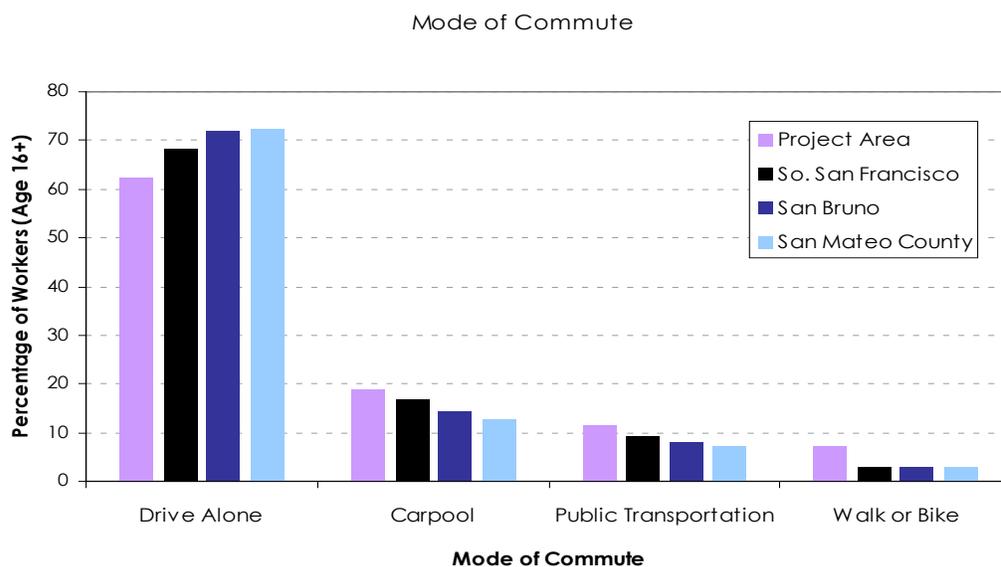
Workers in the study area use alternative modes of transportation to get to work at a higher rate than the cities and County overall (see Figure 2-6). Nineteen percent of workers living in the study area carpool to work, which is relatively high compared to each of the cities (16%) and the County (13%). There is also a higher rate of public transit use in the study area: 12% of workers living in the study area use public transit for their commute, compared to 9% in the cities and 7% in the County. The rate of workers walking to work in the study area is relatively high at 7%, compared to 3% in the cities and 3% in the County.

Bicycle Amenities

The study area contains several Class III bike-ways, or on-street bicycle routes indicated only by signage and shared by bicycles and motor vehicles. There are Class II bikeways (on-street bicycle lanes) located on Gateway Boulevard, Bayshore Boulevard, and Sisters Cities Boulevard. There is a Class I bikeway (bicycle paths

1 San Mateo County Shuttle Inventory and Analysis, June 2010: http://www.smcta.com/pdf/TA_Shuttle_Inventory_Analysis_Final_Report_June-2010_web.pdf.

Figure 2-1 Figure 2-4 Mode of Commute for the Study area, cities, and County



providing a separate right-of-way for exclusive bicycle and pedestrian use) within the study area along the Oyster Point shoreline area and between the South San Francisco and San Bruno BART stations. The City of San Bruno General Plan (2009) and the South San Francisco Bicycle Master Plan both propose numerous bikeways

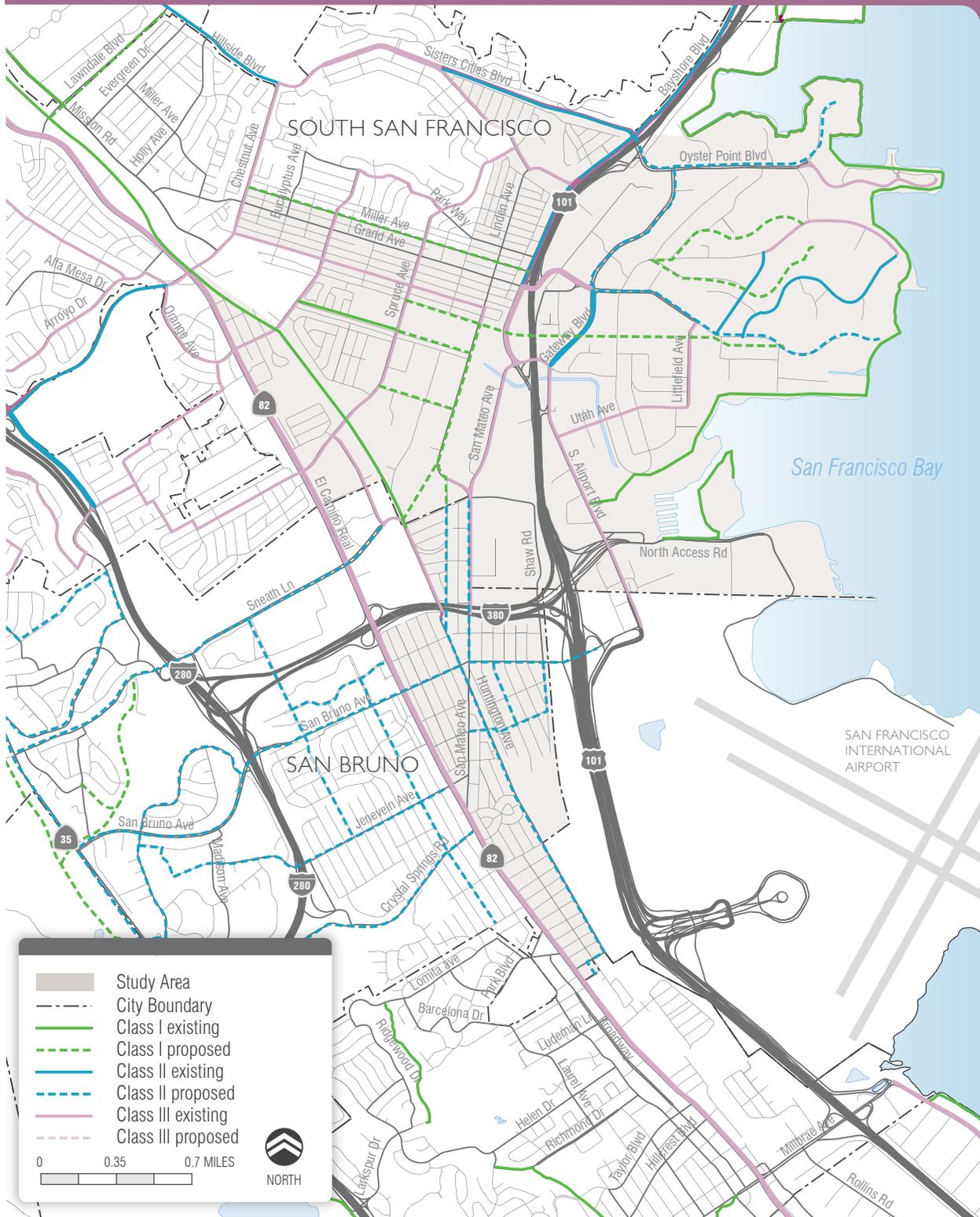
within the study area. The South San Francisco Bicycle Master Plan is incorporated into the City’s General Plan. Map 2-3 shows all existing and proposed bikeways within the project area.

Table 3-1 Table 2-2 Shuttles Serving the Study area

	Shuttle Description	Frequency	Administration	Funding Source	Cost to Riders
Commuter Caltrain Shuttles					
Oyster Point Area	Serves SSF Caltrain & East of 101 Area businesses at Oyster Pt	30 min	Alliance	SMCTA, C/CAG, employers	Free with employer pass; otherwise \$140/mo.
Utah-Grand Area	Serves SSF Caltrain & East of 101 Area businesses at Utah Ave /Grand Ave	30 min	Alliance	SMCTA, C/CAG, employers	Free with employer pass; otherwise \$140/mo.
Sierra Point Area	Serves SSF Caltrain & East of 101 Area businesses at Sierra Pt	30 min	Sierra Point Employers	SMCTA, San Mateo County, employers	Free for all Caltrain riders
Commuter Caltrain/BART Shuttles					
GenenBus (Main)	Serves Millbrae Intermodal Station & Genentech’s Main Campus	15-30 min	Genentech	JPB, Genentech	Free with employer pass
GenenBus (Gateway)	Serves Millbrae Intermodal Station & Genentech’s Gateway Campus	15-30 min	Genentech	JPB, Genentech	Free with employer pass
Commuter BART Shuttles					
Bayhill BART	Serves SB BART & Bayhill Office Park	15 min	GAP	SamTrans, GAP	Free for all BART riders
Oyster Point Area	Serves SSF BART & East of 101 Area businesses at Oyster Pt	15-30 min	Alliance	SamTrans, C/CAG, employers	Free with employer pass; otherwise \$140/mo.
Utah-Grand Area	Serves SSF BART & East of 101 Area businesses at Utah Ave/Grand Ave	15-30 min	Alliance	SamTrans, C/CAG, employers	Free with employer pass; otherwise \$140/mo.
Community Shuttles					
SSF Downtown Dasher	Serves East of 101 Area businesses & Downtown SSF	“On demand” 11am – 2pm	City of South San Francisco	City of SSF	Free with reservation

Notes: SSF = South San Francisco, SB = San Bruno, SMCTA = San Mateo County Transportation Authority, C/CAG = City/County Association of Governments, JPB = Peninsula Corridor Joint Powers Board.

Map 2-3 Existing and Proposed Bikeways Serving the Study area



OTHER PLANNING EFFORTS

The study area includes the downtown areas of both the City of South San Francisco and the City of San Bruno. These downtowns are identified in several planning documents as areas with great development potential. For both cities, redevelopment of these areas has already begun to take place, as shown by the Development Project sections below. It is also noted that these cities' downtowns have the potential to capitalize on the economic benefits of their close proximity to the employers east of US Highway 101, as well as the thousands of employees and travelers at the San Francisco International Airport. In addition, the cities' and County's plans identify numerous opportunities in which mobility could be improved for pedestrians, bicyclists, and transit riders.

City of South San Francisco Plans

Several of the plans developed by the City of South San Francisco are relevant to the study area. Among these plans are South San Francisco's General Plan, El Camino Real/Chestnut Avenue Area Plan, East of 101 Area Plan, Urban Design Charrette, and Bicycle Master Plan.

*General Plan*²

South San Francisco's current General Plan was adopted in 1999, however sections have been amended periodically since, including the incorporation of the Bicycle Master Plan into the Transportation Element in 2011. The General Plan presents a vision for the City's long-range physical and economic development, as well as strategies and implementing actions that aid in achieving the vision. Within the Transportation Element of the General Plan, there are several Guiding Policies and Implementing Policies relevant to this Community-Based Transportation Plan. These relevant policies are listed below:

2 *South San Francisco General Plan website: <http://www.ci.ssf.ca.us/index.aspx?nid=360>.*

Guiding Policies:

- Undertake efforts to enhance transportation capacity, especially in growth and emerging employment areas such as in the East of 101 area
- Improve connections between different parts of the City, especially between areas west and east of US 101 (currently limited to streets that provide freeway access) – this would free up capacity along streets such as Grand Avenue and Oyster Point Blvd that provide access to US 101
- Strive to maintain LOS D or better on arterial and collector streets, at all intersections, and on principal arterials in the Congestion Management Program during peak hours
- Develop a comprehensive and integrated system of bikeways that promote bicycle riding for transportation and recreation
- Provide safe and direct pedestrian routes and bikeways between and through residential neighborhoods, and to transit centers
- Continue to expand shuttle operations in partnership with employers
- Promote local and regional public transit serving the City

*El Camino Real/Chestnut Avenue Area Plan*³

The El Camino Real/Chestnut Avenue Area Plan is the City's most recent plan relating to the study area. Although the Area Plan concerns an area that is mostly just outside the study area, it potentially provides residents of the study area with enhanced pedestrian and bicycle access to El Camino Real via Chestnut Avenue. It also proposes new mixed-use buildings along Chestnut Avenue and El Camino Real, which possibly include a new library that would benefit residents of the study area.

3 *El Camino Real/Chestnut Avenue Area Plan: <http://ca-southsanfrancisco.civicplus.com/DocumentView.aspx?DID=1401>.*

*East of 101 Area Plan*⁴

The East of 101 Area Plan was adopted in July of 1994, and concerns the section of South San Francisco that is located east of US Highway 101 and north of the San Francisco International Airport. The Area Plan describes several land use, circulation, and design goals that are relevant to this Community-Based Transportation Plan.

*Urban Design Charrette: Downtown Design Strategies*⁵

The Downtown Design Strategies developed in South San Francisco's Urban Design Charrette were released in March of 1998. The Strategies were the result of a one-day event in which residents, community leaders, and planners gathered to discuss ways in which the City could improve the design of its downtown. Many of the strategies in the Transportation and Circulation section are pertinent to this Community-Based Transportation Plan, and are listed below:

- Install parallel parking on the south side of Grand Avenue
- Eliminate cut-in parking spaces in favor of sidewalk amenities and cafes; add decked parking in lots on Miller and Baden Avenues
- Develop a streetcar or shuttle along Grand Avenue
- Slow cars with cobble paving
- Prohibit driveways or parking entrances from Grand Avenue
- Truck and through-traffic would be concentrated on Miller and Baden Avenues; Grand Avenue would be a destination point for shoppers

⁴ *East of 101 Area Plan:* <http://ca-southsanfrancisco.civicplus.com/DocumentView.aspx?DID=779>.

⁵ *Urban Design Charrette: Downtown Design Strategies:* <http://ca-southsanfrancisco.civicplus.com/DocumentView.aspx?DID=775>.

Bicycle Master Plan

The Bicycle Master Plan was adopted by the City Council in February 2011. It is South San Francisco's first Bicycle Master Plan, and amends the City's General Plan. The Bicycle Master Plan identifies existing bicycle facilities, required future bicycle facilities, and a prioritized list of improvements. It will also allow South San Francisco to apply for bicycle improvement grants from the state.

South San Francisco Caltrain Station Area Specific Plan

The City of South San Francisco will soon launch a South San Francisco Caltrain Area Specific Plan, funded by a grant from MTC. The goals of the plan are to:

- Promote infill development
- Add new housing, retail, and commercial services to underutilized sites
- Increase transit ridership
- Enhance linkages between the Downtown and the Caltrain station

The plan is intended to build upon the City's previous smart growth planning efforts, including the Bicycle Master Plan, Downtown Land Use plan, and the 2009 Downtown Vision, which outline strategies for achieving new, more intense development served by transit and focused on a walkable retail corridor, as well as to address the greenhouse gas emissions reductions and land use/transportation strategies outlined in Senate Bill 375 and Assembly Bill 32.

City of San Bruno Plans

There are currently two plans developed by the City of San Bruno that are relevant to the study area: the General Plan and the Downtown and Transit Corridors Plan. Both plans are very current, and guide future development and transportation within much of the study area.

*General Plan*⁶

The City of San Bruno adopted its current General Plan in March of 2009. The General Plan promotes balanced development, conserving existing neighborhoods while revitalizing Downtown and areas around the San Bruno Caltrain and BART stations.

The General Plan identifies eleven gateways to the City – five of which are located within the study area. These five gateways are located at the following locations:

- El Camino Real at the northern and southern city limits
- San Mateo Avenue at the northern city limit
- Interstate 380 at the eastern city limit
- San Bruno Avenue at the eastern city limit

The General Plan also identifies numerous Guiding Policies and Implementing Policies in its chapter on transportation. Of these policies, those that are relevant to this Community-Based Transportation Plan are listed below:

Guiding Policies:

- Provide for efficient, safe, and pleasant movement for all transportation modes: vehicles, bicycles, transit, and pedestrians.
- Provide efficient local transit, such as a shuttle system, to the BART and Caltrain stations to avoid dependence on individual motor vehicles.
- Protect residential areas from congestion and associated noise resulting from BART and Caltrain spillover traffic.
- Expand the existing bus network to provide convenient and efficient public transit to employment centers, shopping areas, parks, and other key destinations.

⁶ *San Bruno General Plan website: http://www.sanbruno.ca.gov/comdev_generalPlan.html.*

- Develop and maintain a comprehensive bicycle network within San Bruno, providing connections to BART and Caltrain, surrounding cities, employment and shopping areas, and natural areas.
- Develop a safe, convenient, and continuous network of sidewalks and pedestrian paths within the City.
- Coordinate the City's transportation network and improvements with surrounding cities, agencies, and San Mateo County.

*Downtown and Transit Corridors Plan*⁷

The City of San Bruno is still finalizing its Downtown and Transit Corridors Plan. A draft of the Corridors Plan was released in June of 2010. Although it is still in drafting stages, the Corridors Plan concerns much of the study area and is very relevant to this Community-Based Transportation Plan. All five of the transit corridors discussed in the Corridors Plan are located within the study area. These five corridors are:

- San Mateo Avenue from El Camino Real to San Bruno Ave
- The Station Area bounded by San Bruno Avenue, I-380, 2nd Avenue, and the train tracks
- Huntington Avenue from San Bruno Avenue to the BART station
- San Bruno Avenue from Elm Avenue to 7th Avenue
- El Camino Real from Crystal Springs Road to I-380

The Downtown and Transit Corridors Plan focuses on increasing access and mobility for pedestrians, bicyclists and transit users, while balancing the needs of vehicles. The Corridors Plan also seeks to improve connections between San Bruno and the San Francisco International

⁷ *Downtown and Transit Corridors Plan website: <http://planbruno.org/>.*

Airport in order to capitalize on the economic benefits of thousands of airport employees and travelers.

TRANSPORTATION PLANS

SamTrans Strategic Plan (2009-2013)⁸

The SamTrans Strategic Plan, adopted in December of 2008, outlines the San Mateo County Transit District's purpose and mission. It is "a policy framework" meant to guide District investments over the five year period from 2009 to 2013. The Strategic Plan is a living document that is subject to change as the operating environment changes. There are six focus areas for progress identified in the Strategic Plan: Financial Integrity, Multimodal Services, Transportation and Land Use, Customers, Business Practices, and Employees.

SamTrans Short Range Transit Plan (2009-2018)⁹

The SamTrans Short Range Transit Plan (SRTP) identifies several goals for San Mateo County public transit over the 2009-2018 decade. Along with these goals, the SRTP names four main challenges facing public transit over this decade:

- Financial Stability
- Bus Ridership
- Aging Population
- Land Use

Community-Based shuttles are expected to have a significant role in the future. A significant amount of funding is available to support greater shuttle coverage in the County. These shuttle funds have grown with the addition of the San Mateo County Transportation Authority shuttle funds in 2009, awarded with the reauthorization of Measure A (a half-cent sales

⁸ *SamTrans Strategic Plan (2009-2013)*: http://www.samtrans.com/pdf/District_Strategic_Plan_2009-2013_Final.pdf.

⁹ *SamTrans Short Range Transit Plan (2009-2018)*: http://www.samtrans.com/short_range_transit_plan.html

tax). More information on these funds and their effects will be discussed in future SRTPs.

San Mateo County Senior Mobility Action Plan (2006)¹⁰

As many of the Baby Boomers approach retirement in the coming decade, senior mobility is becoming an increasingly important issue. The purpose of the Senior Mobility Action Plan is to help older adults stay safe and connected to their communities as problems related to aging make it harder for them to get around. To this end, the Action Plan identified seven mobility strategies. Three of these strategies are relevant to this Community-Based Transportation Plan:

- Community Transit Services: Local shuttles using small vehicles to serve short trips within communities.
- Community-Based Transportation Services: A community transportation network organization with public and private funding that would provide services to seniors who cannot drive or use transit.
- Walking: Improvements to sidewalks, pedestrian crossings, and driver awareness that focus on neighborhoods with a high concentration of seniors and walkable destinations.

Although the study area does not have a high concentration of seniors, it does have many walkable destinations, as it includes the downtowns of both South San Francisco and San Bruno.

San Mateo County Human Services Agency Transportation Programs

The San Mateo County Human Service Agency (HSA) currently provides a limited amount of SamTrans bus tickets and monthly passes to low-income individuals. In January of 2010,

¹⁰ *San Mateo County Senior Mobility Action Plan (2006) within SamTrans SRTP (Chapter 3, Page 8)*: http://www.samtrans.com/pdf/SRTP_2008/05_Ch3_FINAL_SamTrans_SRTP_011508.pdf.

the HSA was awarded a Lifeline Transportation grant of approximately \$194,000 from the Metropolitan Transportation Commission to increase the availability of bus tokens and passes to clients. The HSA also occasionally refers clients to the Family Loan Program run by the Family Service Agency, which can assist needy families in obtaining auto loans.

There are currently two HSA locations that serve study area residents: the North Peninsula Neighborhood Services Center and the Huntington Avenue HSA Center. The North Peninsula Neighborhood Services Center is located at 600 Linden Avenue in South San Francisco. At this location, San Mateo County residents can apply for assistance and, if they qualify, receive free bus tokens or a monthly bus pass. The Huntington Avenue Center is located at 1487 Huntington Avenue in South San Francisco, but does not provide free bus tokens or passes unless they are required for another HSA service.

3

COMMUNITY OUTREACH SUMMARY

INTRODUCTION

The basis of the San Bruno/South San Francisco CBTP is the input and support of the community and stakeholder agencies. Project staff from SamTrans, the City of San Bruno, and the City of South San Francisco partnered to involve residents, community-based organizations (CBOs), and agencies serving the San Bruno/South San Francisco community. This chapter describes the community outreach process and summarizes the outreach findings. Detailed results of the outreach process are provided in Appendix B.

STAKEHOLDER COMMITTEE

A Stakeholder Committee, comprised of community and faith-based organizations, schools, residents, and business owners, was formed to provide input to the planning process. The following organizations were actively represented on the Stakeholder Committee:

- Al Madinah Academy
- Allen Elementary School
- Belle Air Elementary School
- Belle Air PTA

- Historic Old Town Homeowners & Renters Association
- San Bruno Bicycle and Pedestrian Advisory Committee
- Safe Harbor Shelter
- San Bruno Hospitality House
- San Bruno Resident and Pedestrian Advocate
- Society of St. Vincent de Paul
- SSF Bicycle and Pedestrian Advisory Committee
- SSF Boys and Girls Club
- SSF Community Learning Center

The Stakeholder Committee met three times throughout the planning process to provide input on the unmet transportation needs of the study area, potential solutions, and community outreach strategies. The full Stakeholder Committee roster can be found in Appendix D.

OUTREACH STRATEGIES

Community outreach was conducted from April to June 2011. Based upon input from the

Technical Advisory Committee and Stakeholder Committee, outreach strategies were designed to solicit input from the broad range of residents and stakeholders in the San Bruno/South San Francisco community and to identify transportation needs and potential solutions.

Objectives of the community outreach include:

- Maximize one-on-one contact with residents, organizations and other stakeholders;
- Gain a more thorough understanding of the community's transportation needs and service gaps; and
- Learn about potential transportation solutions and available resources.

Strategies presented in this section include: the resident travel survey, transportation solutions workshops, interviews with community-based organizations, and a project website and hotline.

Resident Survey

A survey was mailed in English and Spanish to each of the 7,486 households in the study area. The survey included questions related to issues and gaps in driving, walking, bicycling, bus service and other types of transit. Survey respondents were questioned about the type of trips that are most difficult for them to complete and to identify their most important transportation needs. The survey was also available in Tagalog and Chinese by calling the hotline. The survey was also available on the project website. A total of 393 resident surveys were returned equalling a 5.2% return rate. Of these, 335 (85%) were in English and 58 (15%) were in Spanish.

Based on the demographic data gathered from the survey, 70% of respondents were between the ages of 30 and 64, 62% of all respondents were female, and 38% of respondents had children under the age of 18 living at home. Perhaps one of the most telling statistics is the fact that 33% of survey takers had household incomes below \$25,000 and 24% had incomes

between \$25,000 and \$55,000. This indicates that the planning process was able to successfully reach out to a portion of the low-income populations to assess their transportation needs.

Survey respondents were asked to identify the most difficult trips they make. The majority cited difficult trips to be work trips and medical trips. The most frequently cited destination for difficult work trips was San Francisco (47) followed by Redwood City (14), San Mateo (8), and San Bruno (7). The most frequently cited destinations for medical visits were San Francisco (15) and San Mateo (15). Specific hospitals most frequently cited were Kaiser (14) and Seton Hospital (9).

Although the majority of respondents had access to a car or truck, only 30% indicated driving as their primary mode of travel. Twenty-three percent (23%) primarily ride the bus and 15% primarily ride BART. Approximately 53% of respondents ride the bus at least once a week.

Respondents cited lower ticket prices, more frequent service, and free transfers most often as improvements to help them ride the bus more frequently. The most frequently identified SamTrans routes for desired schedule changes were Routes 390, 391, 133, 132, and 130.

The top two desired improvements identified to help respondents ride BART/Caltrain more often were 1) lower ticket prices and/or 2) add more bus connections to the station.

Survey respondents identified better sidewalks, better street crossings, and better street lighting to help them walk more often and more bicycle lanes/trails to help them bike more often.

Survey respondents identified the internet and/or transit stops as the top two locations where they prefer to learn information about transit.

Transportation Solution Workshops

Two transportation solution workshops were held for this project—one in South San Francisco and one in San Bruno. The workshops engaged the community to educate community members about transportation resources, opportunities and constraints; identify transportation issues in the study area; and develop potential strategies to address transportation issues. Fliers were included in English and Spanish in the survey, which was mailed to all residents.

More than 50 community members participated in the workshops.

Workshop participants discussed existing transportation needs and gaps, as well as potential solutions. The participants worked in small groups to develop solutions to transportation needs, using the public agency staff as resources. The outcome of the workshops included a list of transportation needs and solutions.

CBO/Agency Interviews

Letters were sent to all CBOs identified in the Outreach Plan to solicit their interest in participating in an interview or meeting. A response was received from only one organization – the San Bruno Chamber of Commerce, which did not ultimately choose to receive a presentation. Due to the low response rate from this effort, CBOs were contacted again to give input on the draft transportation strategies.

News Releases

A press release was sent to local newspapers notifying the media of the CBTP planning process. The announcements invited community members to respond to the resident survey and provided information on the community workshops. An article on the Plan appeared in the May 15th South San Francisco Patch, an online news source.

Targeted Mailing List

All individuals, agencies, businesses, and CBOs that provided their contact information at any meeting, via e-mail, or via phone were added to a project mailing list. Notification of the release of the draft CBTP and request for comments will be mailed to this list.

Hotline

The project hotline provided community members and stakeholders with a direct line to call with questions and comments regarding the project. The hotline phone number was advertised on all handout and outreach materials and was provided in English and Spanish. Callers were able to take the survey over the phone, sign up for workshops, join the mailing list, and provide general comments on the project. More than 30 calls were received during the outreach process.

Project Website

A website was created with basic information about the project and a link to download the travel survey or complete it online. The website received approximately 770 page views during the outreach period.

COMMUNITY STATED TRANSPORTATION NEEDS

The outreach process resulted in the identification of 25 community stated transportation needs shown in table 3-1.

The transportation needs are presented within each of the following categories based on the number of comments received during the outreach process:

- Bicycle;
- Pedestrian;
- Caltrain/BART;
- SamTrans; and

- Automobile.

The community workshops resulted in a large variety of potential solutions to address each the transportation needs. For the purpose of narrowing down the potential solutions and turning them into effective transportation strategies, the needs were divided into two tiers based on the number of times they were mentioned. Table 3-1 shows the Tier 1 needs in bold and relates the needs to the nine transportation strategies.

Table 3-1 Community Stated Transportation Needs

Transportation Needs*	Number of Comments				Strategies
	Workshops	Survey	Other	Total	
Bicycle					
Residents need an expanded bicycle network and increased bicycle connections to other modes	16	149	1	166	3. Improve Bicycle Amenities
Residents need additional bicycle facilities on public transit vehicles and at stations, including on streets with slower moving traffic	8	93	2	103	1. Improve Transit Stop Amenities and Security
Residents need more affordable bicycles	2	53	N/A	55	4. Provide Free or Low-cost Bicycles
Residents need more information and education for bicycles (e.g. bicycling safety)	8	N/A	0	8	6. Increase Public Access to Information about Transportation Options
Additional accommodation of bicyclists by bus drivers is needed	5	N/A	0	5	
Pedestrian					
Residents need improved pedestrian safety	22	170	1	193	
The pedestrian network needs expansion and ongoing maintenance	15	129	2	146	
Additional pedestrian amenities are needed, including street trees, landscaping and improvements to accessibility for seniors and people with disabilities	2	65	0	67	5. Improve Pedestrian Amenities

Transportation Needs*	Number of Comments				Strategies
	Workshops	Survey	Other	Total	
Caltrain & BART					
Residents need more affordable Caltrain/BART fares	6	234	6	246	2. Improve the Affordability of Transit for Low-income Users
Additional special event, late night, and weekend service with connections to transit are needed	4	143	1	148	See page 61
Improved safety at Caltrain stations is needed	8	66	3	77	1. Improve Transit Stop Amenities and Security
Improved access at stations is needed for seniors, people with disabilities, bicyclists and pedestrians	15	35	0	50	9. Improve Access to the South San Francisco Caltrain Station
Residents need additional information/assistance about public transit and payment options	20	N/A	0	20	6. Increase Public Access to Information about Transportation Options
Change machines that work consistently are needed	5	N/A	0	5	
SamTrans					
Improved payment options and free bus transfers are needed	10	228	18	256	2. Improve the Affordability of Transit for Low-income Users
Increased bus frequency during peak hours is needed	10	121	5	136	7. Increase SamTrans Bus Service
Additional bus service is needed on nights, weekends and holidays	8	72	6	86	
Additional bus stop amenities including shelters and benches are needed	11	52	1	64	1. Improve Transit Stop Amenities and Security
Residents need system and schedule information at more locations using a variety of tools	11	49	4	64	6. Increase Public Access to Information about Transportation Options
Residents need improved East-West travel bus connections and expanded bus service	11	N/A	8	19	7. Increase SamTrans Bus Service 8. Improve Connectivity of Existing Transit Service
Improved transfer timing and on-time performance are needed	9	N/A	3	12	8. Improve Connectivity of Existing Transit Service
Improved bus driver education and communication is needed	6	N/A	4	10	
Automobile					
Information and incentives for carpooling, vanpooling, and carshare programs are needed	12	N/A	0	12	6. Increase Public Access to Information about Transportation Options
Residents need improved left turn movement in high traffic areas	3	N/A	0	3	
Residents need driver education regarding sharing the road with transit, bicycles, and pedestrians	2	N/A	0	2	

*Note: Tier 1 transportation needs are shown in bold.

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4

TRANSPORTATION STRATEGIES

A wide range of potential transportation solutions was identified by workshop attendees and resident survey respondents during the community outreach process. The list of potential solutions was reviewed by the Technical Advisory Committee and compared against the community stated transportation gaps and needs. Based on this comparison, nine specific transportation strategies were developed to best meet the transportation needs most frequently expressed by study area residents.

This chapter describes the nine transportation strategies, and provides an evaluation of their feasibility and benefits. It includes: a description of how the transportation needs and potential solutions were formed into strategies; the evaluation criteria used for an assessment of strategies; and a description of each strategy.

The following is a list of the Transportation Strategies:

1. Improve Transit Stop Amenities and Security
2. Improve the Affordability of Public Transit for Low-income Users
3. Improve Bicycle Amenities

4. Provide Free or Low-cost Bicycles
5. Improve Pedestrian Amenities
6. Increase Public Access to Information about Transportation Options
7. Increase SamTrans Bus Service
8. Improve Connectivity of Existing Transit Service
9. Improve access to the South San Francisco Caltrain Station

Turning Transportation Needs into Strategies

The following transportation needs are those that were stated most frequently during the outreach process. This was based mainly on the Resident Survey, as an unprompted outreach resource, with attention given to the number of comments from other sources as well. These are designated as “Tier 1” needs and are correlated with specific transportation strategies.

- Expanded bicycle network and increased bicycle connections to other modes
- Additional bicycle facilities on public transit vehicles and at stations, including on streets with slower moving traffic

- Free or low-cost bicycles
- Improved pedestrian safety
- Expanded and maintained pedestrian network
- Pedestrian amenities, including street trees, landscaping and improvements to accessibility for seniors and people with disabilities
- Discounted or free Caltrain and BART fares
- Additional special event, late night, and weekend service with connections to transit
- Improved safety at Caltrain stations
- Improved access at stations is needed for seniors, people with disabilities, bicyclists and pedestrians
- Improved payment options and free Sam-Trans bus transfers
- Increased bus frequency during peak hours
- Additional bus service on nights, weekends and holidays
- Additional bus stop amenities including shelters and benches
- System and schedule information at more locations

Other transportation needs that were stated less frequently during the outreach process are designated as “Tier 2” needs and are shown in non-bolded text in Table 3-1 in the previous section.

EVALUATION CRITERIA

The following criteria were used to consider the benefits and disadvantages of the transportation strategies. These criteria were approved by the Technical Advisory Committee and Stakeholder Committee.

Financial Feasibility

Cost effectiveness. Is the cost reasonable as compared to the number of people who will ben-

efit? 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 Feasibility

Ease of implementation. Can the project or program be easily implemented given existing transportation services and likely providers of new service?

Achievable 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. A short-term timeframe for implementation is less than two years, a mid-term timeframe is three to five years, and a long-term timeframe is more than five years.

Potential for partners. Partnerships can increase available funding opportunities, speed implementation, and generate broader support for programs and projects.

Transportation Benefits

Widespread benefits. A transportation solution that serves many is better than one that serves 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 Benefits

Benefit to populations with the greatest need. Populations or communities with the greatest barriers to mobility should be targeted..

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.

Evaluation Results

Each transportation strategy was assessed against the evaluation criteria described above and given a ranking in each category from low to high. In some cases a strategy has multiple components that were given two separate rankings. Table 4-1 summarizes the evaluation results. The rankings are described as:

- High (●●) - indicates the strategy meets the criteria.

- Medium (●) - indicates the strategy somewhat meets the criteria.
- Low (○) - indicates the strategy does not meet the criteria.

DESCRIPTION OF TRANSPORTATION STRATEGIES

This section provides project details for each of the strategies. Each strategy description includes the following information:

- A list of the identified transportation needs which the strategy seeks to address;
- Project description;
- Constraints;
- Potential transportation and community benefits;
- Implementation requirements;
- Potential funding sources and cost estimates; and
- An evaluation of the project.

Table 4-1 Summary Evaluation of Transportation Strategies

Draft Transportation Strategy	Evaluation Criteria			
	Financial	Implementation	Transportation	Community
1. Improve Transit Stop Amenities and Security	●●/●	●	●	●●
2. Improve Affordability of Public Transit for Low-Income Users	●●	●●	●●	●●
3. Improve Bicycle Amenities	●	●	●●	●●
4. Provide Free or Low-cost Bicycles	●●	●●	●	●
5. Improve Pedestrian Amenities	●	●	●	●●
6. Increase Public Access to Information about Transportation Options	●●	●●	●	●●
7. Increase SamTrans Bus Service	○	○/●●	●	●●
8. Improve Connectivity of Existing Transit Service	●	●	●●	●●
9. Improve Access to the South San Francisco Caltrain Station	●	●	●●	●●

Strategy #1

Improve transit stop amenities and security

Transportation Needs Addressed

This strategy is based on the following transportation needs stated by study area residents:

- Additional bus stop amenities, including shelters and benches.
- System and schedule information at more locations.
- Improved safety at Caltrain stations.

In the resident survey 14% of respondents indicated that improved bus stop amenities would make travelling by bus easier and more convenient. Furthermore, the need for transit stop amenities was mentioned 30 times in the community workshops. According to U.S. Census data, twelve percent of study area residents use public transit to get to work.

Project Description

The objective of this strategy is to provide amenities at transit stops and stations to enhance the comfort and safety of transit users.

Amenities

Improvements to the amenities at transit stops and stations could include the addition of:

- Shelters
- Seating at bus stops, including Simme-seats and benches
- Schedules, maps, and real-time information
- Trash receptacles
- Bicycle racks and storage lockers
- Wayfinding signage around BART and Caltrain stations

During the outreach process, residents voiced the need for transit amenities at the locations listed in Table 4-2. In addition, study area residents also requested more amenities at bus stops in general. The 10 bus stops in the study area with the highest average weekday boardings are shown in Table 4-3. Map 4-1 shows the locations of these 10 bus stops.

The San Mateo County Transit District is in the process of replacing many of its shelters with new shelters containing advertising. The new shelters are being provided and managed by CBS Outdoor as part of an advertising contract. Currently, 68 shelters have been replaced in high visibility areas and 15 will be replaced in 2012. The new shelters provided by CBS Outdoor are

Table 4-2 Location for Additional Bus Stop Amenities

Bus Stop	Jurisdiction	Existing amenities
Grand Avenue and Spruce Avenue	South San Francisco	Bench
Grand Avenue and Linden Avenue	South San Francisco	Bench
Grand Avenue and Airport Boulevard (southbound)	South San Francisco	Bench
El Camino Real and San Bruno Avenue	San Bruno	Shelter (southbound), Trash can (northbound)
Airport Boulevard and Butler Avenue	South San Francisco	Shelter
Orange Avenue	South San Francisco	Limited facilities
El Camino Real	San Bruno and South San Francisco	Various, some benches, shelters, and trash cans



Existing Bench in San Mateo County



Example Bus Stop Simme-Seat

currently only being used to replace old shelters and may not be available to provide a shelter in a location where one previously did not exist. There is the opportunity, however, to use the older replaced shelters at locations where there was previously only a bus stop without a shelter.

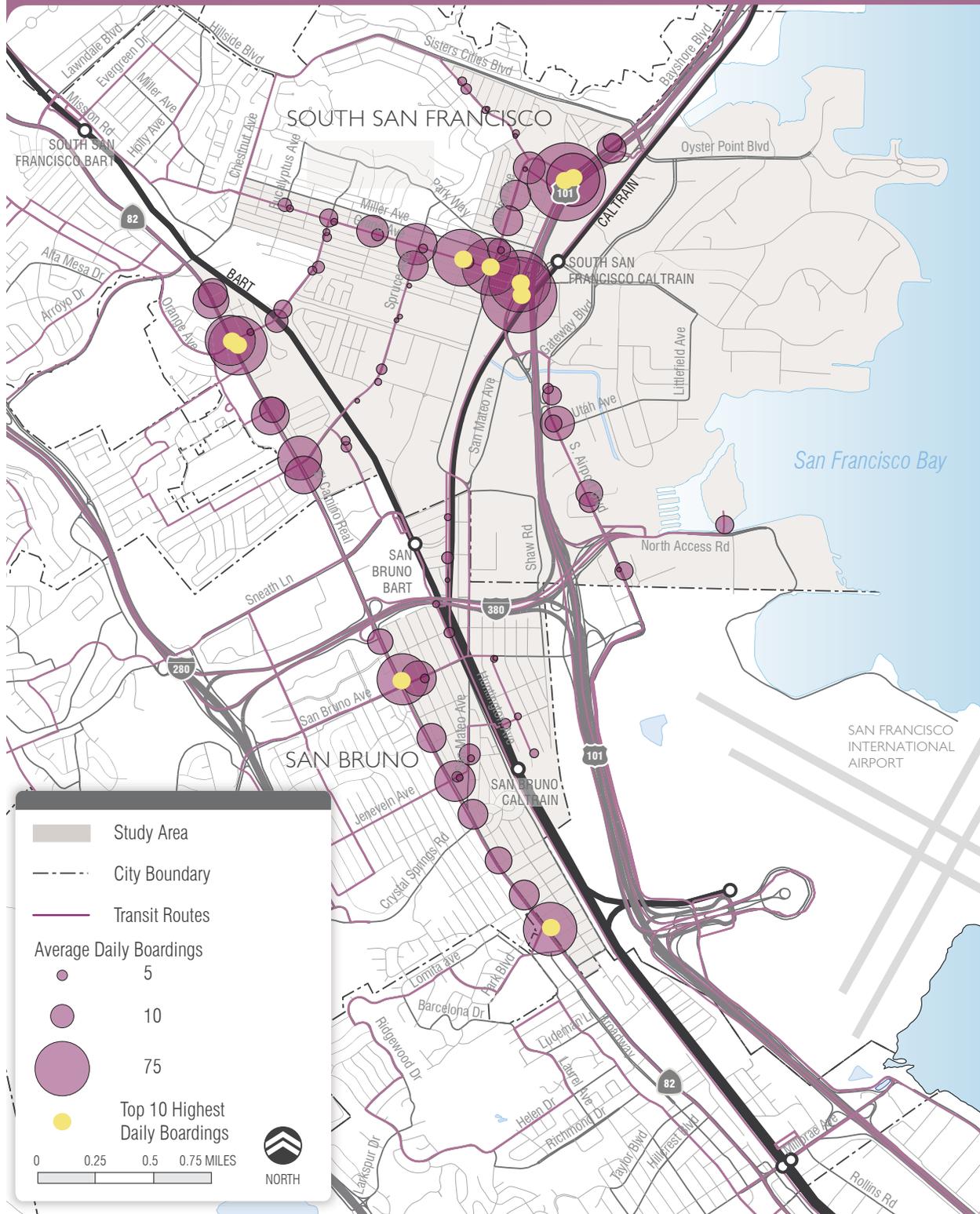
There are 230 stand alone benches in the county that SamTrans maintains. Simme-Seats are useful for providing a place to sit at transit stops where installation of a shelter is infeasible

or when additional seating is needed. SamTrans has installed eight Simme-Seats in the county to date. The seats are installed on public sidewalks with an approved Encroachment Permit from the city. As long as the existing surface area is sufficient to comply with Americans with Disabilities Act guidelines and safe bus operation, the approval/installation process is fairly simple. Installation or placement of a bus stop ame-

Table 4-3 Bus Stops with Highest Average Daily Boardings in Study area

Bus Stop	Jurisdiction	Existing amenities	Routes Served	Average Daily Boardings
Airport Blvd & Linden Ave (southbound)	South San Francisco	Shelter, Trash can	130, 132, 133, 292, 38, 397	128
Airport Blvd & Baden Ave	South San Francisco	Shelter, Trash can, Bench	292, 397	121
Airport Blvd & E Grand Ave	South San Francisco	Trash can, Bench	292, 397	85
El Camino Real & W Orange Ave	South San Francisco	Bench, Trash can	133, 390, 391	78
Grand Ave & Linden Ave	South San Francisco	Shelter, Trash can, Bench	130, 132, 133	75
Grand Ave & Maple Ave	South San Francisco	Bench	130, 132, 133	73
El Camino Real & Santa Inez Ave	South San Francisco	Trash can	390, 391	66
Airport Blvd & Linden Ave (northbound)	South San Francisco	Shelter, Trash can, Bench	292, 397	65
El Camino Real & San Bruno	San Bruno	Trash can	391, 390	61
El Camino Real & W Orange Ave*	South San Francisco	Trash can, Bench	122, 390, 391	59

Map 4-1 SamTrans Boardings by Stop within the Study area



nity such as a Simme-seat, bench, or trash can requires review and approval by SamTrans.

SamTrans recently received Lifeline funding to improve bus stops in the San Bruno/South San Francisco study area, among other locations. These improvements include replacing old benches and trash cans with new ones that match the style of the new SamTrans shelters.

Information displays could include large information boards and Guide-a-Ride pole displays, which can hold individual route schedules.

As an alternative, SamTrans is developing a program, in partnership with 511, that will allow riders to call 511 or visit 511.org to find out when the next bus is coming by entering the bus stop ID, which will be posted at all bus stops. Additionally, SamTrans bus route and schedule information will be available on Google Maps in 2012.

Safety and Cleanliness

Increased safety at Caltrain stations and SamTrans bus stops could be achieved by increased pedestrian-scale lighting at the station/stop and the surrounding areas. Lighting is provided in the new solar powered bus shelters and at major transit centers and stations. In all other regards, site identification and installation of additional lighting is the cities' responsibility. Lighting is addressed in Strategy #5: Improve Pedestrian Amenities.

The South San Francisco Caltrain station is perceived as unsafe because of its remote location partially underneath the East Grand Avenue overpass. Improvements to this station are discussed in Strategy #9.

The San Bruno Caltrain station is currently being relocated to increase safety and access, including the addition of three grade separations. Amenities such as bicycle racks, wayfinding signage, sidewalks, and bicycle lanes should

be targeted to this station and the surrounding area once construction is complete.

With the growing rates of cell phone usage¹, one potential solution is to post safety information, including the appropriate emergency phone numbers, conspicuously at bus stops and stations. Additionally, both Caltrain stations in the study area have pay phones that will dial 9-1-1 without having to deposit payment.

Constraints

Constraints to improving bus stop amenities within the study area may include:

- Ongoing maintenance;
- Site readiness and accessibility;
- Vandalism; and
- Property owners may not want the amenities in front of their establishments.

In some cases, adding bus shelters to the existing SamTrans stops would be impossible due to the lack of right of way necessary to fulfill ADA accessibility rules unless property is acquired to widen the sidewalk and add a shelter. Placement of shelters also may meet with resistance from property owners and neighbors.

For all proposed bus stop amenity improvements, a separate feasibility assessment will need to be conducted by SamTrans in order to determine whether the desired improvements are possible based on the anticipated ridership, sidewalk width, right of way restrictions, or other physical constraints. Existing ridership at the stops in the study area fall below SamTrans' standard for placement of a new bus shelter, but alternative options can be explored.

¹ According to a May 2011 study conducted by the Pew Research Center, 83% of US adults own a cell phone. The percentage of adults with annual household incomes below \$50,000 who own a cell phone ranges from 74%-91%. Pew Internet and American Life Project. July 7, 2011. <http://pewinternet.org/Reports/2011/Smartphones.aspx>.

One method for increasing the safety at bus stops would be to install emergency call boxes at each stop. However, emergency call boxes are typically not found at bus stops for a variety of reasons, including the potential for abuse, the increasing usage of cell phones, maintenance, and cost.

Potential Transportation and Community Benefits

Transit stop amenities are important for providing safety and comfort to transit riders. SamTrans buses on many routes have 30-60 minute headways, which means that riders can potentially wait at stops for a relatively long period of time. While it may be infeasible to provide a shelter at all bus stops, providing benches, Simme-Seats, trash cans, and other amenities at transit stops would improve the experience of transit riders while waiting at stops. Additionally, study area residents would have better access to transit information through an increased amount of information displays. The visibility of the stops would also improve the image of transit in the area, which could attract new and retain existing riders.

Implementation Requirements

Lead Agency: San Mateo County Transit District (SamTrans)

Potential Partners: cities

The timeframe for this strategy is short- to mid-term, dependent upon site suitability and funding availability.

Financial Considerations

Potential Funding Sources: San Mateo County Transit District capital/operating funds; Metropolitan Transportation Commission TLC Capital Program Funds and Lifeline Transportation Funding; and FTA Transportation Enhancements fund (Section 5307).

Preliminary Per Unit Cost Estimates: The cost will vary depending on the amenities provided and the physical suitability of the site.

Bus shelters: \$10,000. Bus shelter installation ranges between \$1,000 and \$10,000 depending on necessary site improvements.

Information displays: A Guide-a-Ride flat single-schedule information display on a bus stop pole - \$50. A rotating Guide-a-Ride information display which can hold multiple schedules - \$400-\$1,000 + \$500 for installation. A large stand-alone information display which can hold multiple schedules and announcements - \$4,500 + \$500 for installation.

Trash receptacle - \$300 + \$175 for installation. Stand-alone bench - \$875 + \$400 for installation. Simme-Seat - \$495 + \$600 for installation.

Maintenance: Monthly maintenance of a bus stop with bus shelter and trash is approximately \$30/month/shelter. The cost of replacing a glass panel in a bus shelter ranges between \$105 and \$130, depending on the size of the glass. Monthly maintenance of a bench or trash can is approximately \$12 per month.

Improving 10 bus stops by adding a bench and trash receptacle would cost approximately \$17,500 for materials and installation plus approximately \$2,880 per year for the additional maintenance.

Adding Guide-a-Ride information displays to 10 bus stop poles would cost approximately \$10,000 for materials and installation plus approximately \$10,000 per year to maintain the schedules.

If the older shelters were used, the cost of adding bus shelters and trash cans to 10 bus stops varies greatly between \$14,750 to \$104,750, depending on the necessary site improvements. The added maintenance would cost approximately \$3,600 per year plus any necessary repairs.

A wireless emergency call box that does not require an external source of power costs approximately \$900. Additional costs for setting up an emergency call box network would relate to installation, coordination, and maintenance.

Table 4-4 Strategy #1 Preliminary Evaluation

Evaluation Criteria	Assessment
<p>Financial Feasibility <i>Cost Effectiveness, Funding Availability and Sustainability</i></p>	
<p>The costs related to this strategy consist of the initial capital outlay and ongoing maintenance. Capital cost to install transit stop amenities is scalable and is relatively easy to obtain through competitive grants. The cost of maintaining amenities can be financially burdensome or unsustainable. While cost of maintaining a shelter can be expensive, other amenities such as benches, Simme-Seats, or bike racks have minimal maintenance cost. Therefore, this strategy is ranked High/Medium for Financial Feasibility to account for this distinction.</p>	
<p>Implementation Feasibility <i>Ease of implementation, Achievable within a reasonable timeframe, Potential for partnerships</i></p>	
<p>If funding for the improvements can be secured, and sites are selected that are physically suitable for the desired improvements, purchase and installation can be achieved within a short-term timeframe. All requests for additional transit stop amenities, including benches, trash cans, and shelters, must undergo a separate feasibility assessment and approval by SamTrans.</p>	
<p>Transportation Benefit <i>Broad impact to improve mobility, Compatible with existing service and plan, Effective, measurable project or program</i></p>	
<p>SamTrans buses on many routes have 30-60 minute headways, which means that riders can potentially wait at stops for a relatively long period of time. Installation of new transit stop amenities would increase riders' comfort and safety. Existing ridership at the proposed stops falls below the standard SamTrans threshold for placement of a new bus shelter with advertising, however alternative amenities could be explored.</p>	
<p>Community Benefit <i>Addresses population(s) with the greatest need, Strong community support, Environmental benefits</i></p>	
<p>Per the two outreach workshops and resident surveys, many South San Francisco and San Bruno residents expressed that transit amenities, such as shelters and benches, are a much-needed transportation improvement.</p>	

Low = ○ Medium = ● High = ●●

Strategy #2

Improve affordability of public transit for low-income users

Transportation Needs Addressed

This strategy is based on the following transportation needs stated by study area residents:

- Free or discounted Caltrain/BART fares.
- Improved payment options and free or discounted bus transfers are needed.

During the outreach process, 35 percent of residents surveyed expressed that cost was a barrier to their ability to use public transportation. This finding is supported by the American Community Survey 2005-2009 5-year Estimates data which shows that there are approximately 8,000 study area residents are living in poverty, which is a high proportion (31.5%) compared to the county as a whole (18.5%).

Project Description

The Human Services Agency (HSA) Lifeline pass program could be expanded to offer additional SamTrans monthly passes and single-ride vouchers to low-income residents. The current program allocates a limited number of SamTrans passes at 17 different access points spread throughout San Mateo County, including two that serve residents within the study area at the North Peninsula Neighborhood Services Center and the Huntington Avenue HSA Center. Eligible residents must be verified as low-income by the HSA and can receive no more than two free monthly passes on SamTrans. Continuing and expanding the program will require additional grant funding and program administrative support on the part of HSA.

SamTrans recently developed a Day Pass to reduce the financial burden of bus transfers without having to purchase a Monthly Pass. The price of the Day Pass is priced at three times the base fare of a one-way ride (Local trips: adult - \$6, senior/disabled- \$3, youth - \$3.75).

The Day Pass became available on January 1, 2012.

The Metropolitan Transportation Commission is currently exploring the feasibility of a regional low-income discounted fare program. If implemented, this program would offer discounts on multiple transit systems, including Caltrain, BART, and SamTrans, to low-income riders.

Constraints

SamTrans currently subsidizes 82% of the cost of a ride on a SamTrans bus, meaning that revenue from fares only covers about 18% of the cost to provide SamTrans service. Therefore, additional out-of-pocket discounts for low-income riders and free bus transfers are not financially feasible for SamTrans. Additional grant funding to pay for the free SamTrans monthly pass and ticket program is essential to maintaining the financial stability of SamTrans.

Expanding the current HSA Lifeline pass program to include Caltrain and BART passes will require extensive funding, interagency coordination, and program administrative support. Therefore, the expansion would be cost prohibitive at this time. The regional low-income discounted fare program being explored by MTC would potentially address the need for discounted Caltrain, BART, and SamTrans fares.

Potential Transportation and Community Benefits

Many residents within the study area expressed difficulty in paying for the cost of public transportation, specifically BART and Caltrain. There also was extensive input received which indicates that paying for each bus ride on SamTrans is costly and burdensome to those who must use more than one bus to complete their trip. Reducing these costs would benefit low-

income populations who may have difficulty paying for transit.

Implementation Requirements

Potential lead agencies: Human Services Agency (HSA); Metropolitan Transportation Commission (MTC)

Potential partnerships: SamTrans

The timeframe for continuing and expanding the current HSA Lifeline pass program is short-term.

The timeframe for free BART and Caltrain tickets would require a longer process of coordination between HSA, BART and Caltrain to determine funding and administration. The Caltrain monthly pass is no longer offered as a paper ticket and is only available through Clipper. Therefore, additional coordination with Clipper would also be necessary.

Financial Considerations

Potential Funding Sources: MTC Lifeline Transportation funding; Health and Human Services Realignment 2011; Title IVE; Community Development Block Grants (CDBG); private foundations.

Preliminary Cost Estimate: the cost of the program will depend on the discount and the number of people to whom the free or discounted passes are given. The current HSA Lifeline program is funded under a \$200,000 grant for bus passes and tickets over a two-year period, which is matched by HSA with \$80,000 in in-kind services. The current HSA Lifeline program distributes free monthly passes and single-ride vouchers through a mix of HSA local offices and the 8 CORE Agencies, which are community-based organizations that provide referral, basic emergency, and support services to individuals and families. Providing discounted passes, as opposed to free passes, is infeasible because of the lack of a centralized billing

system among each of the distribution points. Providing discounted passes to low-income residents throughout the county would require significant administrative investment.

SamTrans:

- Adult local one-way fare - \$2
- Day pass - \$6
- Local adult monthly pass - \$64

The cost of providing a SamTrans adult monthly pass to 300 low-income adults for a full year (or 3600 passes) would cost approximately \$230,400.

Caltrain:

- Adult one-way fare - \$2.75 to \$12.75 (dependent on “zones” traveled)
- Adult monthly pass - \$73 to \$338 (dependent on “zones” traveled)

San Bruno and South San Francisco Caltrain stations are within the same fare zone as San Francisco Caltrain station, which is where many survey respondents indicated that they have difficulty traveling for work. Providing a Caltrain monthly pass for travel between the study area and San Francisco to 300 low-income adults for a full year (or 3600 passes) would cost approximately \$262,800. Caltrain tickets can also be purchased as a discounted 8-ride pass. The cost of providing 1000 single-zone 8-ride passes would cost \$18,750.

BART:

- Adult one-way fare - \$1.75 to \$10.90 (dependent on distance traveled)
- No monthly pass offered

The cost of traveling between San Bruno BART station and Montgomery BART station in downtown San Francisco is \$3.90 each way. Providing a BART ticket to 300 low-income residents that would cover the cost of traveling between San Bruno BART Station and down-

town San Francisco twice per weekday for a full year (or 150,000 one-way rides) would cost approximately \$585,000. The cost of providing 10,000 one-way rides on BART would cost \$39,000.

Table 4-5 Strategy #2 Preliminary Evaluation

Evaluation Criteria	Assessment
<p>Financial Feasibility <i>Cost Effectiveness, Funding Availability and Sustainability</i></p>	
<p>The HSA transit pass program is already in place. Expanding (increasing the number of distributed SamTrans passes) or sustaining the existing program is easily achievable for very little cost. Discretionary funding is available for continuing and expanding this program.</p>	
<p>Implementation Feasibility <i>Ease of implementation, Achievable within a reasonable timeframe, Potential for partnerships</i></p>	
<p>Expanding the current free pass program can be easily implemented by the Human Services Agency (HSA). An expanded free transit pass program would build on the substantial coordination already underway between SamTrans and HSA for purchase and distribution of free SamTrans passes.</p>	
<p>Transportation Benefit <i>Broad impact to improve mobility, Compatible with existing service and plan, Effective, measurable project or program</i></p>	
<p>In general, this strategy would improve the mobility of many low-income residents in the County by lowering the household cost of riding public transit, but it would still be limited to the services provided by the current transit system</p> <p>Expansion of the HSA pass program is an existing program that utilizes the existing transit services, so startup or expansion cost is very small. The program results and effectiveness would be carefully monitored by HSA. HSA currently prepares quarterly reports on the number of SamTrans tickets and passes given out at each of the distribution points.</p>	
<p>Community Benefit <i>Addresses population(s) with the greatest need, Strong community support, Environmental benefits</i></p>	
<p>Based on the outreach feedback, there is a high level of need for more discounted and free transit passes among low-income populations in the study area.</p> <p>The HSA program is highly effective in the sense that the program is restricted to serve the target population.</p>	

Low = ○ Medium = ● High = ●●

Strategy #3

Improve bicycle amenities

Transportation Needs Addressed

This strategy is based on the following transportation needs stated by study area residents:

- Expand bicycle network and increased bicycle connections to other modes
- Add bicycle facilities on public transit vehicles and at stations, including on streets with slower moving traffic

More than 40% of residents surveyed expressed the need for improved bicycle amenities including an expanded bicycle network. During the community workshops this need was mentioned 24 times.

The City of South San Francisco General Plan (1999) and the City of San Bruno General Plan (2009) both propose numerous bikeways within the project area. In addition, South San Francisco has recently adopted a Bicycle Master Plan identifying several locations for future bikeways. Map 2-3 on page 18 shows all existing and proposed bikeways within the project area.

Project Description

This strategy aims to improve safety and access for bicyclists through the following improvements:

- Expand the bicycle network by incorporating Class I, Class II, and Class III² bicycle facilities, as outlined in local bicycle plans and the San Mateo County Comprehensive Bicycle and Pedestrian Plan
- Provide additional bicycle parking near transit stops and stations
- Provide additional bicycle storage on transit vehicles

² A Class I bikeway is a separated bike path. A Class II bikeway is a separated lane adjacent to the flow of traffic. A Class III bikeway is a bike route indicated by signage.

Table 4-6 lists streets that were identified for consideration of Class II bicycle lanes by study area residents. Bicycle lanes were also requested in the areas surrounding the South San Francisco Caltrain station.

Bicycle racks could be installed near bus stops given adequate site suitability. Additional bicycle parking and storage lockers could be added to the two Caltrain stations and BART station within the study area. Additional bicycle amenities near the new San Bruno Caltrain Station could improve safe access to the station from surrounding neighborhoods.

SamTrans buses are equipped with a front rack that holds two bicycles and allow two bicycles inside the vehicle if there is space. Replacing the bike racks on SamTrans buses with racks that can hold three bikes would increase the bicycle rack capacity by 50%.

This strategy also recommends the implementation of the South San Francisco Bicycle Master Plan and the development of a Pedestrian and Bicycle Master Plan in San Bruno.

Potential Transportation and Community Benefits

Improving bicycle amenities would facilitate bicycle travel for residents throughout San Bruno and South San Francisco. For destinations within five miles, bicycle travel is often faster and more efficient than travel by transit, due to the time delays caused by transfers and traffic. Travel by bicycle is extremely low-cost after the initial purchase of the bike, therefore, improvements to this mode would benefit to the low-income community. Bicycle improvements support regional goals for congestion relief and reductions in vehicle miles traveled.

Implementation Requirements

Lead Agencies: Cities, C/CAG; SamTrans; BART; Caltrain

South San Francisco and San Bruno should implement these changes in accordance with their existing bicycle plans and the San Mateo County Comprehensive Bicycle and Pedestrian Plan.

The timeframe for implementation of this strategy is mid- to long-term.

Financial

Potential Funding Sources: TDA Article 3 Bicycle and Pedestrian funding; Safe Routes to Transit program; Safe Routes to School program; Alliance Bike Rack program; TFCA Regional Fund – Bicycle Facility program; San Mateo County Transportation Authority Bicycle and Pedestrian Funds.

Preliminary Cost Estimate: Total costs will depend on improvements to be completed.

- Bicycle racks are estimated at \$300 per rack (9-bike capacity bike storage rack) plus the cost of installation.
- A bicycle rack for transit vehicles that can hold three bikes costs \$900-\$1300.
- A Class III bike route, including signage and shared lane markings, costs approximately \$8000 per mile.
- Class II bike lanes, including signage and traffic striping, costs approximately \$42,600 per mile.
- A Class I shared use path, including signage, construction, and striping, costs approximately \$642,720 per mile.

The cost of adding bicycle routes or lanes depends on the condition of the pavement, the need to remove and repaint the lane lines, the need to adjust signalization, and other factors.

Table 4-6: Suggested Bicycle Lane Locations

Location	Jurisdiction	Existing Facilities	Existing Plans
Huntington Avenue/San Antonio Avenue in San Bruno	San Bruno	--	Proposed Class II
Grand Avenue in South San Francisco	South San Francisco	--	Class II and Class III completed in 2013*
West Orange Avenue in South San Francisco	South San Francisco	Existing Class III	--
San Bruno Avenue	San Bruno	--	Proposed Class II
El Camino Real**	San Bruno and South San Francisco	Existing Class III	--
Airport Boulevard to Caltrain	South San Francisco	Existing Class III	--

* The City of South San Francisco received CMAQ funds as part of the Regional Bicycle Program to install Class II bike lanes on Grand Avenue between Spruce Avenue and Chestnut Avenue. The project also includes shared roadway bicycle markings on Grand Avenue between Chestnut Avenue and Mission Road, between Chestnut Avenue and Mission Road. Shared roadway bicycle markings are commonly referred to as sharrowns. This project is expected to be complete by early 2013.

** The San Mateo County Comprehensive Bicycle and Pedestrian Plan states that, “El Camino Real provides the most direct north-south connection on the eastern part of the county, and connects downtowns, Caltrain, BART, and residences. The multi-jurisdictional Grand Boulevard Initiative envisions El Camino Real as a multi-modal corridor that provides for all modes, including bicyclists. However, at this time very few jurisdictions provide on-street bikeways along El Camino Real and bicycling conditions on the roadway are challenging and uncomfortable. High traffic volumes and transit use makes it difficult to replace vehicle lanes with bicycle lanes.”

Table 4-7 Strategy #3 Preliminary Evaluation

Evaluation Criteria	Assessment
<p>Financial Feasibility <i>Cost Effectiveness, Funding Availability and Sustainability</i></p> <p>Bicycle infrastructure improvements can be relatively expensive, but a wide variety of grant funds are available for these types of projects.</p> <p>Fund sources for the maintenance of bike facilities are more difficult to identify.</p>	●
<p>Implementation Feasibility <i>Ease of implementation, Achievable within a reasonable timeframe, Potential for partnerships</i></p> <p>Safety evaluations, environmental impacts, engineering components, and right of way needs, specific to each project, would vary and would determine the feasibility of implementing a capital bike project (lanes, trails, or bicycle parking facilities).</p> <p>Most of the suggested bike lane improvements are already supported by the City of South San Francisco’s Bicycle Master Plan, the City of San Bruno General Plan, and/ or the San Mateo County Comprehensive Bicycle and Pedestrian Plan.</p> <p>All SamTrans buses currently have racks that accommodate two bicycles. Installation of larger bicycle racks on transit would require evaluation and approval from SamTrans.</p>	●
<p>Transportation Benefit <i>Broad impact to improve mobility, Compatible with existing service and plan, Effective, measurable project or program</i></p> <p>Bicycle access will improve residents’ access to major transit stations and overall mobility. Furthermore, bicycling is a good alternative for low-income residents due to the high cost of automobile ownership.</p>	● ●
<p>Community Benefit <i>Addresses population(s) with the greatest need, Strong community support, Environmental benefits</i></p> <p>Bicycling infrastructure was brought up frequently during the community outreach process as an important way for study area residents to get places. Bicycling is a low-cost option for making short distance trips and for accessing transit stops.</p> <p>Low = ○ Medium = ● High = ● ●</p>	● ●

Strategy #4

Provide free or low-cost bicycles

Transportation Needs Addressed

This strategy is based on the following transportation needs stated by study area residents:

- Free or low-cost bicycles.

During the outreach process, residents expressed a need for more affordable bicycles and suggested programs that may improve affordability for low-income residents. Twelve percent of residents surveyed expressed that they would like assistance purchasing bicycles.

Project Description

This strategy improves the mobility of low-income populations by providing free or low-cost bicycles to those in need. This strategy would involve partnering with community-based organizations to develop, enhance, or expand a bicycle donation program. A bicycle donation program may take on different forms, but there are consistent characteristics found in successful programs, such as the Bicycle Exchange that is operated by the Silicon Valley Bicycle Coalition. Programs typically include the following characteristics.

- Found bicycles - Bicycles are donated to the lead agency through a variety of means, including unclaimed found bicycles and private donations.
- Bicycle repair - Bicycles are repaired by volunteers to get them in ride-able condition. Locals may volunteer their time and also learn how to repair bicycles.
- Distribution – Bicycles are distributed to nonprofits or public organizations that then pass them on to low-income individuals.

Enhancements to the program could include recruitment of volunteers, obtaining storage or repair locations for bicycles, and expanding the number of social service agencies that can

distribute bikes to the study area. This program may be carried out by a community-based organization or an existing program may be expanded to provide more storage and working space for bicycle repair.

A bicycle donation program could include bicycle education and safety instruction, as well as donated bicycle helmets and lights.

Coordination with a local bicycle repair shop could provide opportunities for program outreach, as well as locating knowledgeable volunteers and sites where bicycles can be repaired.

Constraints

The constraints related to a bicycle donation program are:

- Finding knowledgeable and consistent volunteers for bicycle repair and assembly;
- Locating a low-cost facility where bicycle repair and assembly can take place; and
- Locating additional sources of donated bicycles.

Potential Transportation and Community Benefits

Improving access to bicycles through donations could improve access to jobs and services. Programs that provide improved access to bicycles give people greater mobility and can reduce their dependence upon a car for many local trips. Community support for these programs was expressed in the community workshops and by stakeholders.

Implementation Requirements

Potential Lead Agency: Community-Based Organizations, such as the Silicon Valley Bicycle Coalition

Potential partners may include: Local bicycle repair shops, social service organizations such as the North Peninsula Neighborhood Services Center, Safe Harbor, South San Francisco Boys and Girls Club, South San Francisco Community Learning Center, and St. Vincent de Paul.

Local Bicycle and Pedestrian Committees could assist with outreach and volunteer recruitment. The Alliance could assist with bicycle education and safety instruction and materials.

The timeframe for implementation of this strategy is short-term.

Preliminary Cost Estimate: The current annual cost for the Bicycle Exchange Program run by the Silicon Valley Bicycle Coalition is \$15,000 to \$20,000 per year. The low cost of this program is dependent on consistent volunteers for bicycle repair/assembly and a low-cost rent repair and storage facility.

Financial

Potential Funding Sources: Regional Bicycle and Pedestrian program; TFCA Regional Fund – Bicycle Facility program; San Mateo County Transportation Authority – Alternative Congestion Relief.

Table 4-8 Strategy #4 Preliminary Evaluation

Evaluation Criteria	Assessment
<p>Financial Feasibility <i>Cost Effectiveness, Funding Availability and Sustainability</i></p> <p>The cost-effectiveness of the bicycle donation program is dependent on securing volunteers for bicycle repair/assembly and the cost of repair and storage facilities.</p>	● ●
<p>Implementation Feasibility <i>Ease of implementation, Achievable within a reasonable timeframe, Potential for partnerships</i></p> <p>Modeling a program or expanding on the existing bicycle donation program with established project lead agencies and project partners will make implementation more straightforward. The timeframe is short-term.</p>	● ●
<p>Transportation Benefit <i>Broad impact to improve mobility, Compatible with existing service and plan, Effective, measurable project or program</i></p> <p>Providing inexpensive bicycles to low-income individuals will improve the mobility of people who may not be able to afford a bicycle, automobile, or mass transit, or as an alternative to transit or driving.</p>	●
<p>Community Benefit <i>Addresses population(s) with the greatest need, Strong community support, Environmental benefits</i></p> <p>During the outreach process, some community-based organizations expressed a need for more affordable bicycles for their clients and more convenient and affordable alternatives to driving. Resident surveys frequently mentioned the need for affordable bicycles.</p>	●

Low = ○ Medium = ● High = ● ●

Strategy #5

Improve pedestrian amenities

Transportation Needs Addressed

This strategy is based on the following transportation needs stated by study area residents:

- Improved pedestrian safety
- Expanded and maintained pedestrian network
- Additional pedestrian amenities, including street trees, landscaping and improvements to accessibility for seniors and people with disabilities
- Residents need increased sense of security while walking.

In the resident survey 46% of respondents indicated that improved pedestrian safety and amenities would make walking more comfortable and convenient. Furthermore, the need for improved pedestrian amenities and safety amenities was mentioned 39 times in the community workshops. According to the U.S. Census, seven percent of study area residents walk to work.

Project Description

This strategy includes suggestions for improving pedestrian safety and access throughout the study area by using traffic calming techniques, closing gaps in the pedestrian network, and installing landscaping. The following are examples of improvements to enhance pedestrian safety, access and comfort:

- Pedestrian countdown signals;
- Additional crossing time for pedestrians;
- Improved crosswalk visibility such as flashing beacons and high visibility striping;
- Benches;
- Traffic calming;

- New sidewalks or improve/repair existing sidewalks;
- Curb ramps;
- Curb extensions or pedestrian bulb-outs;
- Street lighting;
- Wayfinding signage; and
- Median refuges.

Specific locations were described during the outreach process for pedestrian improvements, including those for traffic calming, gaps in the pedestrian network, and landscaping. These locations are described below.

Locations where **traffic calming** was suggested during the outreach process included the following locations:

San Bruno

- 2nd Avenue and San Bruno Avenue
- 7th and Pine Street
- Green Avenue and San Bruno Avenue
- Huntington Avenue/San Antonio Avenue
- BART Stations

South San Francisco

- Grand Avenue and Linden Avenue
- West Orange Avenue and Tennis Drive
- Airport Boulevard to Caltrain
- Baden Avenue and Chestnut Avenue
- Baden Avenue and Linden Avenue

El Camino Real and the areas surrounding BART stations were locations also identified for traffic calming.

Locations where **gaps in the pedestrian network** were identified during the outreach process included the following locations:

- Across U.S. Route 101 from downtown South San Francisco to the South San Francisco Caltrain station and east of U.S. Route 101 (South San Francisco)
- Westborough Boulevard between Camaritas Avenue and Junipero Serra Boulevard (South San Francisco – not in the study area)
- El Camino Real from Hickey Boulevard to Serramonte Boulevard (South San Francisco – not in the study area)

The following locations were identified for **improved street crossings** during the outreach process:

- El Camino Real and San Bruno Avenue (San Bruno)
- Green Avenue and San Bruno Avenue (San Bruno)
- Angus and 1st Avenue (San Bruno)
- Various locations across El Camino Real (San Bruno and South San Francisco)

The intersection at West Orange Avenue and Tennis Drive in South San Francisco was also identified for needed improvements by outreach participants. The City of South San Francisco received TDA Article 3 funding to install two push button activated crosswalk beacons on West Orange Avenue at Tennis Drive. In addition, the crosswalk markings will be improved, as well as the centerline striping approaching the intersection. The improvements should be completed by February 2012.

Locations where **sidewalk landscaping and street trees** were suggested during the outreach process included the following:

- San Bruno Avenue (San Bruno)

- Airport Boulevard and 2nd Lane (South San Francisco)
- Hillside Boulevard (South San Francisco)
- 2nd Avenue (San Bruno)
- Hickey Boulevard (South San Francisco – not in study area)

Additional pedestrian amenities were suggested such as sidewalk ramps on Orange Avenue to Grand Avenue. Once construction of the new San Bruno Caltrain Station is complete, pedestrian amenities should be targeted to the Station and the surrounding area.

Constraints

Constraints to improving pedestrian amenities may include:

- Design standards – some pedestrian infrastructure improvements may be restricted as they may not fit into the right of way or may not be able to meet regulated Federal, State, or Local design standards.
- Maintenance – installation of new pedestrian amenities will require additional maintenance costs.

Benches purchased and installed by the cities, as opposed to benches installed by SamTrans at bus stops, should be consistent with each of the cities' design standards.

Potential Transportation and Community Benefits

Streetscape improvements improve the overall safety of residents by making pedestrians more visible and separated from traffic. Improvements made to existing sidewalks benefit residents with physical conditions who have difficulty navigating cracked and uneven surfaces associated with tree roots or outdated pedestrian facilities. Pedestrian improvements to transit service improve mobility, particularly along bus corridors.

Implementation Requirements

Lead agencies: cities

Local jurisdictions would be expected to lead in implementing pedestrian capital improvements. Many suggestions from the community require specific engineering evaluations prior to implementation. Most local jurisdictions in the County require specific procedures to evaluate and warrant stop sign and crosswalk installations. These requirements vary by jurisdiction and require planning and engineering prior to construction.

Traffic calming improvements in San Bruno should be consistent with the City's Traffic Calming Toolkit.

The timeframe for this strategy is mid- to long-term.

Financial Considerations

Potential Funding Sources: San Mateo County Transportation Authority (TA) Bicycle and Pedestrian Funds; C/CAG Safe Routes to School program; MTC's Transportation for Livable Communities (TLC) planning and capital grant program; FTA Section 5307 Transportation Enhancements fund; Safe Routes to Transit program; Regional Bicycle and Pedestrian program; Transportation Development Act (TDA) Article 3 Bike/Ped program administered through C/CAG; Sustainable Communities Planning Grant program; Community Development Block Grants (CDBG).

Preliminary per unit cost estimates are as follows:

- Pedestrian-scale lamp - \$16,000
- Sidewalk - \$50/linear foot for a 5' wide sidewalk with curb and gutter
- Purchase of a pedestrian countdown signal - \$300 to \$800
- Regular striped crosswalk – \$100. Ladder crosswalk – \$300
- Mid-block crossing – \$50,000-\$75,000, depending on the width of the street
- Curb extension – \$2,000 - \$25,000, depending on the need to modify drainage
- Median refuge – \$6000 - \$40,000, depending on the design and dimensions
- Pedestrian bench – \$2500 - \$3000

The cost of the crossing improvements at West Orange Avenue and Tennis Drive in South San Francisco is approximately \$15,000 for materials and \$10,000 for installation. The materials include two wireless systems on each side of the roadway: two solar panels, two controllers, four 12" LED beacons, four 30" crosswalk signs, four 18"X12" downward arrows, two pushbutton assemblies, and two 14' poles.

Table 4-9 Strategy #5 Preliminary Evaluation

Evaluation Criteria	Assessment
<p>Financial Feasibility <i>Cost Effectiveness, Funding Availability and Sustainability</i></p> <p>The cost-effectiveness of pedestrian improvements ranges substantially, depending on the type of improvement proposed (e.g. crosswalk striping can be relatively low-cost, while widening sidewalks is generally very expensive).</p>	●
<p>Implementation Feasibility <i>Ease of implementation, Achievable within a reasonable timeframe, Potential for partnerships</i></p> <p>Implementation of these improvements are generally supported by the pedestrian plans and long-range planning documents in South San Francisco and San Bruno. The timeframe is mid- to long-term.</p>	●
<p>Transportation Benefit <i>Broad impact to improve mobility, Compatible with existing service and plan, Effective, measurable project or program</i></p> <p>Investment in pedestrian amenities will encourage walking and may have a moderate impact on community mobility and safety.</p>	●
<p>Community Benefit <i>Addresses population(s) with the greatest need, Strong community support, Environmental benefits</i></p> <p>During the outreach process, request for improved pedestrian safety received the third highest number of resident survey comments and received the highest number of comments* from the resident workshops. Residents expressed transit accessibility and pedestrian safety as major concerns. Increasing the comfort and safety of the pedestrian environment can have positive impacts on the environment.</p>	● ●

Low = ○ Medium = ● High = ● ●

* The highest number of survey comments cited affordable Caltrain/BART fares, and second highest cited improved payment options and free bus transfers.

Strategy #6

Increase public access to information about transportation options

Transportation Needs Addressed

This strategy is based on the following transportation needs stated by study area residents:

- Residents need transit system and schedule information at more locations using a variety of tools
- Residents need more information and education for bicycles (e.g. bicycling safety)
- Residents need driver education regarding sharing the road with transit, bicycles, and pedestrians
- Improved bus driver education and communication is needed
- Information and incentives for carpooling, vanpooling, and carshare programs are needed

The need for increased transit information was raised 11 times at community workshops and by 13% of survey respondents. The top two desired locations where survey respondents indicated they prefer to learn about public transit are the Internet and at bus stops.

Project Description

This strategy aims to improve education, information, and outreach related to transit by accomplishing the following:

- Working with the Human Services Agency, Health System, and community-based organizations to disseminate information and outreach materials.
- Consolidating localized transportation information for different transit agencies (including Caltrain and BART) and routes onto one schedule/map.
- Providing information in languages other than English.

- Increasing public awareness of bus operator responsibilities and allowable actions.
- Increasing public awareness of the procedures for bringing bicycles on transit.

There are three proposed components of this Strategy that will complement each other in increasing public access to information about transportation options:

Create/expand educational programs to teach study area residents of all ages about various transportation topics. Two potential models include the SamTrans Mobility Ambassador program and South San Francisco's Community Learning Center transit training program. The current SamTrans Mobility Ambassador program uses volunteer "ambassadors" to teach the elderly and people with disabilities how to ride SamTrans and other mobility options. This program could be expanded to teach residents of all ages how to take public transit. The City of South San Francisco previously had a 3-year Lifeline funded program staffed by the Community Learning Center aimed at teaching "captive audiences" (e.g. English and Citizenship classes) how to plan a trip on public transit, followed up by field trips with participants. Trainings were conducted in English and Spanish. The program was very well received by the community. This program could be reinstated and expanded with additional funding. Training/education topics could include:

- Trip planning and 511
- How to ride SamTrans, BART, and Caltrain
- Bicycle safety and taking bikes on transit
- Clipper
- Bus etiquette and Bus Operators' allowable actions

- Transportation alternatives, such as vanpool and carpool programs
- Sharing the road with bicycles and pedestrians

In order to reach populations with the greatest need, outreach could be targeted to adult schools, Boys and Girls Clubs, community colleges, and healthcare facilities. Providing trainings to school-aged children could enable them to pass on the knowledge to their family members, thus reaching a larger audience.

- Potential Lead Agency: The Community Learning Center or other community-based organization
- Potential Partners: Boys and Girls Club, YMCA, SamTrans, Caltrain, BART, adult schools, community colleges, Churches, San Mateo County Human Services agency, community-based organizations

Conduct **targeted outreach** to and with community-based organizations that serve low-income clientele.

- Potential Lead Agency: SamTrans
- Potential Partners: Community-Based organizations

Provide SamTrans **schedule information at bus stops**.

- Potential Lead Agency: SamTrans

SamTrans is developing a program, in partnership with 511, that will allow riders to call 511 or visit 511.org to find out when the next bus is coming by entering the bus stop ID, which will be posted at all bus stops. Additionally, SamTrans bus route and schedule information will be available on Google Maps in 2012.

Constraints

Several different transit agencies would need to coordinate in order to provide accurate and

complete information for all transit agencies serving the study area.

Transit routes and lines are continually being updated and changed. Keeping information up to date is essential for maps, outreach materials, and schedules posted at bus stops. Time and material costs for updates must be considered. Coordinating with 511 to provide schedule information over the phone is a lower cost alternative to providing a schedule at each stop.

Potential Transportation and Community Benefits

During the outreach process community members stated that they need more information about how to use public transit. Because there are several different transit agencies involved in each trip, coupled with the recent shift to Clipper, it is confusing for many residents. Working with community-based organizations to disseminate transit information or providing workshops would educate residents through people and places with which they are already familiar.

Incorporating real-time technology to inform riders when their next bus is coming will make riding the bus a more predictable and enjoyable experience.

Providing residents with transportation information in a variety of common languages will increase awareness related to public transportation to improve the mobility for residents. Providing workshops and classes on transit use is helpful for individuals with limited literacy or those needing more individualized attention.

Implementation Requirements

Potential lead and partner agencies are addressed in the Project Description section.

Each component of this strategy could be implemented within a short-term timeframe.

Financial Considerations

Potential Funding Sources: MTC Lifeline Transportation funding; SamTrans operating funds; Caltrain operating funds; Clipper.

Preliminary Per Unit Cost Estimates:

- Guide-a-Ride flat single-schedule information display on a bus stop pole - \$50
- Rotating Guide-a-Ride information display which can hold multiple schedules - \$400-\$1000

- Large stand-alone information display which can hold multiple schedules and announcements - \$4500 + \$500 for installation

Training programs and class costs are variable and scalable.

Table 4-10 Strategy #6 Preliminary Evaluation

Evaluation Criteria	Assessment
<p>Financial Feasibility <i>Cost Effectiveness, Funding Availability and Sustainability</i></p> <p>Most of the costs associated with this strategy are associated with project planning, coordination and administrative costs.</p> <p>The City of South San Francisco Community Learning Center's transit training program funded with a grant of \$79,000 trained 240 people plus their family members over a period of three years.</p>	● ●
<p>Implementation Feasibility <i>Ease of implementation, Achievable within a reasonable timeframe, Potential for partnerships</i></p> <p>Education programs, targeted outreach to CBOs, and providing schedule information at bus stops could be implemented within a short-term timeframe given available funding.</p> <p>Several educational "how to use transit" programs and classes have already been implemented in the County. The SamTrans Mobility Ambassador program uses volunteer "ambassadors" to teach the elderly and people with disabilities how to ride SamTrans. Adapting this program toward low-income residents would be relatively simple. The City of South San Francisco's Community Learning Center conducted classes to "captive audiences" (e.g. English and Citizenship classes) on how to plan a trip on public transit, followed up by field trips with participants.</p>	● ●
<p>Transportation Benefit <i>Broad impact to improve mobility, Compatible with existing service and plan, Effective, measurable project or program</i></p> <p>Improving access to transit information will improve the mobility of transit riders by allowing them to make informed decisions about mode choice and scheduling. The effectiveness of this strategy could be measured through future resident surveys. Educational programs can be measured by number of participants.</p>	●
<p>Community Benefit <i>Addresses population(s) with the greatest need, Strong community support, Environmental benefits</i></p> <p>The outreach process showed that residents would like additional information about riding transit. The Community Learning Center program was successful in its efforts to reach populations in need of transit training. Conducting targeted outreach to community-based organizations would provide information to populations who may not have regular access to the internet.</p>	● ●

Low = ○ Medium = ● High = ● ●

Strategy #7

Increase SamTrans bus service

Transportation Needs Addressed

This strategy is based on the following transportation needs stated by study area residents:

- Additional bus service on nights, weekends and holidays.
- Increased bus frequency during peak hours.
- Additional special event, late night, and weekend service with connections to transit.

In the resident survey 33% of respondents indicated the need for more frequent service and 20% of respondents indicated the need for addition service on nights and weekends. The need for increased bus service was mentioned 18 times in the community workshops.

Project Description

This strategy includes increasing the frequency and service hours of SamTrans service for select routes. The following two sets of service improvements were suggested by the community:

1. **Increase bus service frequency during peak hours.** Residents would like to see increased service frequency on SamTrans routes 390/391, 292, and 122.
2. **Provide additional late night, weekend, and special event bus service.** Extend Sunday service on SamTrans Routes 130, 132, and 133 to 9:00 p.m. Provide weekend and holiday service to senior centers, Orange library, Tanforan and the hill areas. In addition, residents would like weekend service on Route 141 and 24-hour bus service on selected routes.

SamTrans is currently conducting the SamTrans Service Plan (SSP) that takes an in-depth look at the current bus system and seeks to identify opportunities for increased system efficiency

and ridership. Each of the above service improvements requested by the community has been included in the SSP planning efforts. Two of the three alternative service scenarios would increase the frequency of routes 390, 391, and 292.

Constraints

SamTrans needs to provide the most robust system of services possible within its available resources. SamTrans has been experiencing a structural deficit (operating cost increases are outpacing revenues) and needs to improve its productivity system-wide to be able to invest elsewhere in the system.

Increases in service, especially during late night periods, may not yield enough ridership to justify the additional cost. Additionally, increasing the frequency of some routes would require additional buses, which raises the cost significantly.

Adding service could create inefficiencies in the routing schedule and add deadheading on routes that may become disproportionately more costly compared to potential revenue gains.

The constraints related to additional special event, late night, and weekend service on Caltrain and BART is discussed on page 61.

Potential Transportation and Community Benefits

Twelve percent of study area residents use public transit to get to work and eleven percent do not have access to a car. Increased bus service would provide these residents with additional transportation options during late hours, weekends, or special events.

Increased frequency during peak hours decreases wait times for travelers and overall trip times

during the busiest times of day. This improvement in service could also potentially increase ridership, especially during peak commute times, when roads are most congested.

Implementation Requirements

Lead Agency: SamTrans

The timeframe for implementation of the SamTrans Service Plan is short-term.

Financial

Potential Funding Sources: SamTrans operating funds; C/CAG Local Transportation Support Program; TFCA funds; JARC; MTC Lifeline Transportation funding.

Cost Estimate: The approximate cost of providing SamTrans bus service is \$97.33 per hour

or \$9.68 per mile. Increasing service can also add capital costs if additional buses are needed. Extending Routes 130, 132, and 133 by one hour to 9 p.m. on Sundays would cost approximately \$45,550 per year, or about \$15,000 per route per year. The cost of adding weekend service on Route 141 for 10 hours per weekend day is approximately \$101,233 per year. Providing 24-hour bus service on Route 391 would cost an additional \$91,100 per year at a minimum. Route 397, which provides late night “owl” service, has low ridership and a very high cost per passenger.

Cost effectiveness compared to the number of people who would benefit from increased service may not justify the added routes and buses since late night demand is traditionally low.

Table 4-11 Strategy #7 Preliminary Evaluation

Evaluation Criteria	Assessment
<p>Financial Feasibility <i>Cost Effectiveness, Funding Availability and Sustainability</i></p> <p>Increased bus frequency is relatively expensive and is constrained by the ridership impact of any service change. The SamTrans Service Plan will examine cost effectiveness of various service changes. Funding availability for additional service is low because of SamTrans’ current and projected budget constraints.</p>	○
<p>Implementation Feasibility <i>Ease of implementation, Achievable within a reasonable timeframe, Potential for partnerships</i></p> <p>Current fiscal constraints faced by SamTrans present a barrier to implementation. However, SamTrans is currently evaluating service alternatives which could improve service and increase headways on certain routes or provide alternate service types. The likelihood of increasing the frequency of Routes 390, 391, and 292 are high because these are high performing routes. Therefore, this strategy is given an Implementation Feasibility ranking of low/high to account for the difference in feasibility of increasing service on different routes.</p>	○/●●
<p>Transportation Benefit <i>Broad impact to improve mobility, Compatible with existing service and plan, Effective, measurable project or program</i></p> <p>This strategy has the potential to broadly impact mobility. The effectiveness of service changes is measurable by ridership, cost per passenger, cost per mile, and cost per hour.</p>	●
<p>Community Benefit <i>Addresses population(s) with the greatest need, Strong community support, Environmental benefits</i></p> <p>Many outreach participants expressed the need for more service in the off-peak time period as well as more frequent service. Increased service hours and frequency were among the top generated comments per resident surveys. Increased use of public transportation results in benefits to the environment by reducing greenhouse gas emissions.</p>	●●

Strategy #8

Improve connectivity of existing transit service

Transportation Needs Addressed

This strategy is based on the following transportation needs stated by study area residents:

- Additional special event, late night, and weekend service with connections to transit.
- Increased bus frequency during peak hours.
- Residents need improved East-West travel bus connections and expanded bus service

In the resident survey 93% of respondents indicated the need for better connectivity of existing transit service. Furthermore, the need for improved connectivity was mentioned 4 times in the community workshops. SamTrans does not provide service directly to the South San Francisco Caltrain station.

Project Description

Connections between SamTrans routes, coordinating with regularly scheduled events (such as the end of the school day) and timed connections with BART and Caltrain were identified as potential improvements to the connectivity of transit services. The following specific service improvements were suggested by study area residents:

1. Improved connectivity between SamTrans routes and the San Bruno BART station and Caltrain station. Improved connectivity includes timed connections for arrivals and departures of SamTrans service in addition to more frequent service. SamTrans routes that serve the San Bruno BART station include Routes 141, 133, 140, and 391. SamTrans Route 140 serves the San Bruno Caltrain station.
2. Provide a direct connection between SamTrans routes and the South San Francisco Caltrain station. SamTrans routes that serve the stops closest to the South San

Francisco Caltrain include Routes 38, 292, and 397. This recommendation is discussed further in Strategy #9.

3. Timed connection for departure of route 122 from Alta Loma Middle School in South San Francisco at the end of school day. Based on input received by community members, departure of this bus fluctuates and typically leaves just before school lets out. Improving the timing of this departure to occur five to ten minutes after school ends would make this connection more convenient for students.
4. Create a timed connection between SamTrans routes 141 and 390/391 at the Jenevein Avenue and El Camino Real bus stop.

Constraints

Coordinating timed connections between bus routes and between different transit services is very complicated. Several factors must be balanced, especially in relation to the priority of connections and the ripple effect of service changes. It is impossible for SamTrans to offer a timed connection at all transfer points, therefore transfer points must be prioritized by importance. Timed connections are especially difficult when attempting to connect long routes, such as the 292 and 391, with Caltrain, since there are many potential connecting points to consider. For example, a school may request that a bus route be adjusted to 10 minutes earlier; however, implementing this adjustment would mean that the timed connection with Caltrain is lost. Another factor that must be considered is the difference in walking speeds. A perfect connection for one person may be a missed connection for a person with physical limitations.

Potential Transportation and Community Benefits

Better interconnectivity of the various transit systems will reduce travel and wait times and improve the overall experience of transit riders. This could, in turn, make transit a more viable option and increase ridership. Improved connections will give residents greater access to jobs and services that require longer trips.

The timeframe for implementation of this strategy is short- to mid-term.

Financial Considerations

Potential Funding Sources: SamTrans operating funds; C/CAG Local Transportation Support Program; TFCA funds; JARC; MTC Lifeline Transportation funding.

Implementation Requirements

Lead agency: SamTrans

SamTrans makes an effort to coordinate bus schedules with schools. Additional requests for coordinated connections with SamTrans should be addressed to SamTrans customer service, which will forward the request to the appropriate staff. Before adjusting a route schedule SamTrans must first examine the necessity and feasibility of the adjustment.

Table 4-12 Strategy #8 Preliminary Evaluation

Evaluation Criteria	Assessment
Financial Feasibility <i>Cost Effectiveness, Funding Availability and Sustainability</i>	●
The cost effectiveness of this strategy will be fully evaluated as part of SamTrans Service Plan.	
Implementation Feasibility <i>Ease of implementation, Achievable within a reasonable timeframe, Potential for partnerships</i>	●
Current fiscal constraints faced by SamTrans present a barrier to implementation. However, SamTrans is currently evaluating service alternatives which will improve the overall efficiency of the system.	
Transportation Benefit <i>Broad impact to improve mobility, Compatible with existing service and plan, Effective, measurable project or program</i>	● ●
The effectiveness of service changes will be measurable by ridership, cost per passenger, cost per mile, and cost per hour.	
Community Benefit <i>Addresses population(s) with the greatest need, Strong community support, Environmental benefits</i>	● ●
Many residents expressed the need for improved connections between transit services. Improved connections between routes and transit systems could reduce travel and wait times, thus making transit a more competitive alternative to driving.	

Low = ○ Medium = ● High = ● ●

Strategy #9

Improve access to the South San Francisco Caltrain Station

Transportation Needs Addressed

This strategy is based on the following transportation needs:

- Improved access at stations is needed for seniors, people with disabilities, bicyclists and pedestrians

The need for improved access to the South San Francisco Caltrain station was mentioned 15 times in the community workshops. In the resident survey 10% of respondents indicated the need for better access to regional rail services, including BART and Caltrain. Specific improvements brought up by the community include safety improvements, bus service to the station, wayfinding improvements, and sidewalks and bicycle lanes in the immediate vicinity of the station.

According to the 2011 Caltrain Passenger Counts, there are approximately 365 average daily boardings at the station. Pedestrian, bicycle, and transit access to the station is limited because of the isolated location of the station and the configuration of its entrance. The station platform is at-grade and partially underneath the East Grand Avenue overpass, factors that contribute to a perceived lack of safety. A full description of the current station access can be found on page 15.

Project Description

This strategy includes ways to improve station access for all modes.

- Design the station with appropriate linkages to Grand Avenue and downtown South San Francisco.
- Provide appropriate ADA compliant pedestrian access.
- Accommodate shuttle dropoff and pickup

- Provide adequate sidewalk connections
- Provide adequate bicycle connections

Constraints

Improvements to the station are on indefinite hold because of the uncertainties as to how future California High Speed Rail (HSR) service will share track right-of-way with Caltrain. The final configuration of HSR tracks is currently yet to be determined.

Potential Transportation and Community Benefits

Relocating the station would make the station more easily accessible by all modes. Providing sidewalks directly to the station and a pedestrian tunnel would improve the accessibility for pedestrians, especially those with limited mobility. Relocating the shuttle dropoff and pickup zone to the east side of the station would provide an easier connection for shuttles that serve the area East of Highway 101. Relocating the station to a more conspicuous location would improve the safety at the station and increase the visibility of Caltrain, potentially increasing ridership at the station.

Implementation Requirements

Lead agency: Caltrain and South San Francisco

The timeframe for implementation of this strategy is long-term, dependent upon the planning processes related to California High Speed Rail.

Financial Considerations

Potential funding sources: Discretionary Federal and State capital funding; SMCTA Measure A

Preliminary cost estimate: N/A

Table 4-13 Strategy #9 Preliminary Evaluation

Evaluation Criteria	Assessment
<p>Financial Feasibility <i>Cost Effectiveness, Funding Availability and Sustainability</i></p>	●
<p>Discretionary capital funding could be available for improvements to the station and the surrounding areas.</p>	
<p>Implementation Feasibility <i>Ease of implementation, Achievable within a reasonable timeframe, Potential for partnerships</i></p>	●
<p>Improvements to the station are on indefinite hold due to California High Speed Rail.</p>	
<p>Transportation Benefit <i>Broad impact to improve mobility, Compatible with existing service and plan, Effective, measurable project or program</i></p>	● ●
<p>Improved access to the station would benefit the current users of the station as well as potential future riders. The improvements outlined in this strategy are consistent with the plans of the City of South San Francisco. The success of the improvements could be measured by the change in average daily boardings at the station.</p>	
<p>Community Benefit <i>Addresses population(s) with the greatest need, Strong community support, Environmental benefits</i></p>	● ●
<p>Many residents and stakeholders expressed the need for improved connections between transit services and improved access to the South San Francisco Caltrain station.</p>	
<p>Low = ○ Medium = ● High = ● ●</p>	

OTHER SUGGESTIONS NOT INCORPORATED INTO TRANSPORTATION STRATEGIES

This section addresses topics that arose during the outreach process, but were not appropriate for inclusion in the Transportation Strategies.

Provide later weekend hours on BART and Caltrain. Currently, BART serves the South San Francisco and San Bruno stations until 12:02am and 11:58pm, respectively, on Friday and Saturday. Caltrain serves the South San Francisco and San Bruno Caltrain stations until 12:17 p.m. and 12:21 p.m., respectively, on Friday and Saturday. These services could be extended until 2 a.m. on Friday and Saturdays to provide more service out of San Francisco following late night weekend entertainment. This strategy was not incorporated into the final plan due to maintenance and cost constraints. The hours during which BART is not running are considered vital to keeping the aging system maintained. Additionally, BART does not expect a service demand high enough to warrant the costs of keeping the system running during those hours.

BART and Caltrain would be the lead agencies on providing later weekend service for those services. The implementation timeframe would be short-term. However, maintenance requirements are a barrier to implementation. The current period of time without service is used for essential nightly track maintenance. Unlike some public transit systems with multiple sets of tracks on the same routes, BART doesn't have the duplication that would allow them to run trains on one set while performing maintenance on another. Third-rail power has to be shut down for maintenance crews to be able to operate safely and do the work that keeps the system safe and reliable.

San Bruno and South San Francisco are among the lowest ridership stations on the BART system, with just over 3,000 exits on an average

weekday. During the last two hours of service on Friday nights, there are only about 100-200 total exits at each of these stations. Based on this, the late night service market appears to be very small and is served by the existing bus service on El Camino Real.

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5

ACTION PLAN

Critical to the CBTP process is bridging the gap between planning and action. Implementation of the CBTP relies on multiple jurisdictions and agencies, each responsible for different strategies described in Chapter 4. Furthermore, funding for the strategies may be acquired from a variety of sources, including local, regional, state and federal sources. This chapter describes a plan of action to establish an implementation process and timeline, secure commitments by lead agencies and project partners, and pursue required funding.

IMPLEMENTATION MATRIX

The implementation matrix on the following page describes the implementation timeframe, funding sources, lead agencies and partner agencies identified for each of the CBTP strategies. As implementation of these strategies proceeds, there is the possibility that other agencies or community-based organizations may step forward as leads or partners on the project.

Table 3-1 Table 5-1 Implementation Matrix

Strategies	Time-frame*	Capital or Operating	Potential Funding Sources**	Potential Lead Agencies	Potential Partners
1 Improve Transit Stop Amenities and Security	Short- to Mid-term	Operating and Capital	SMCTD capital/operating funds, MTC TLC Capital Program Funds and Lifeline Funds, FTA Transportation Enhancements fund (Section 5307).	SamTrans	San Bruno; South San Francisco
2 Improve Affordability of Public Transit for Low-Income Users	Short-term	Operating	MTC Lifeline Transportation funding; Health and Human Services Realignment 2011, Title IVE, CDBG, private foundations.	MTC, HSA	SamTrans
3 Improve Bicycle Amenities	Mid- to Long-term	Capital	MTC Lifeline Transportation funding; TDA Article 3 Bicycle and Pedestrian funding, SR2T, SR2S, Alliance Bike Rack program, TFCA Regional Fund – Bicycle Facility program, SMCTA Bicycle and Pedestrian Funds.	San Bruno, South San Francisco, C/CAG, SamTrans, BART, Caltrain	
4 Provide Free or Low-cost Bicycles	Short-term	Operating	Regional Bicycle and Pedestrian program, TFCA Regional Fund – Bicycle Facility program, SMCTA – Alternative Congestion Relief.	CBOs	The Alliance, Local bike shops and bicycle committees, Social service organizations
5 Improve Pedestrian Amenities	Mid- to Long-term	Capital	SMCTA Bicycle and Pedestrian Funds, SR2S, MTC TLC planning and capital grant program, FTA Section 5307 Transportation Enhancements fund, SR2T, Regional Bicycle and Pedestrian program, TDA Article 3 Bicycle and Pedestrian funding, Sustainable Communities Planning Grant program, CDBG.	San Bruno, South San Francisco, cisco	
6 Increase Public Access to Information about Transportation Options	Short-term	Operating	MTC Lifeline Transportation funding, SMCTD operating funds, Clipper.	CBOs, SamTrans	CBOs, SamTrans, Caltrain, BART, adult schools, community colleges, Churches, HSA
7 Increase SamTrans Bus Service	Short-term	Operating	SamTrans operating funds, C/CAG Local Transportation Support Program, TFCA funds, JARC, MTC Lifeline Transportation funding.	SamTrans	
8 Improve Connectivity of Existing Transit Service	Short- to Mid-term	Operating	SamTrans operating funds, C/CAG Local Transportation Support Program, TFCA funds, JARC, MTC Lifeline Transportation funding.	SamTrans	
9 Improve Access to the South San Francisco Caltrain Station	Mid- to Long-term	Capital	Discretionary Federal and State capital funding; SMCTA Measure A.	Caltrain, South San Francisco	

* A short-term timeframe for implementation is less than two years, a mid-term timeframe is three to five years, and a long-term timeframe is more than five years.

** A list of acronyms used in this table can be found on the following page.

CBTP NEXT STEPS

The success of this Plan will depend on the willingness of the relevant lead agencies to move forward with the strategies recommended in this document to meet the needs of the community. The implementation timeline provides the next steps to advance the transportation strategies of this CBTP. Next steps include finalizing and adopting the Plan document by C/CAG and obtaining project funding for the individual strategies.

The cities of San Bruno and South San Francisco will facilitate implementation of the CBTP by coordinating the efforts of the lead agencies, other partners, and the community, where appropriate. The cities will convene periodic ad hoc meetings of the lead agencies and project partners in order to build on the momentum established through this process and to monitor implementation of the Plan.

PERFORMANCE MEASURES

The strategies presented in this plan cover a wide range of transportation needs, from walking and biking to access to transit. The implementation of these strategies will take place over the short (0-2 years), mid (2-5 years), and long-term (5+ years), and will depend on the availability of funding and on finding a champion at an appropriate lead agency. The long term outcome of this plan is something of interest to both the residents of the study area and the responsible agencies. As the partners work together to implement the strategies as projects, it would be valuable for performance measures to be created that allow the success of the strategies to be evaluated. Performance measures should evaluate the improved mobility of the residents of study area as it relates to the strategies; for example:

- Increased pedestrian and/or bicycle activity in the area

Table 3-1 Table 5-2 Next Steps

Next Steps	Timeframe	Lead Agency/ Partners
Distribute Draft CBTP for comments to TAC, Stakeholders, and Targeted Distribution List	January 2012	SamTrans
Present Final CBTP to San Bruno and South San Francisco City Councils, C/CAG Board, and SamTrans Board	January/February 2012	SamTrans, C/CAG
Develop applications for discretionary grant funding for recommended strategies	FY 2012/13	Project Leads
Consideration by C/CAG and SamTrans of recommended service improvements for incorporation into short range transit plans, SamTrans Strategic Plan, and other planning, funding, and implementation decisions.	FY 2012/13	C/CAG, MTC, SamTrans
Begin implementation of funded strategies	FY 2012/13	Project Leads

5307: FTA Urbanized Area Formula Program
 CBO: Community-based organization
 C/CAG: San Mateo City/County Assoc. of Governments
 CDBG: Community Development Block Grants
 HSA: San Mateo County Human Services Agency
 MTC: Metropolitan Transportation Commission

SMCTA: San Mateo County Transportation Authority
 SMCTD: San Mateo County Transit District
 SR2S: Safe Routes to School funds
 SR2T: Safe Routes to Transit funds
 SFMTA: San Francisco Municipal Transportation Agency
 TFCA: Transportation Fund for Clean Air
 TLC: Transportation for Livable Communities

- Increased SamTrans, Caltrain, and BART-boardings at stops/stations within the study area
- Increase in the number of discounted transit passes distributed to residents in the area.

Specific and meaningful performance measures can only be recommended once these strategies are taken to the project level, at which point appropriate measure could be developed that relate to the particular operating conditions, funding source, and target population. Once these projects are implemented, performance measures should be developed by the appropriate lead agencies. The responsibility for the long-term evaluation of all Community-Based Transportation Plan lies with the MTC.

MTC REQUIREMENTS

The following MTC requirements for the completed Community-Based Transportation Plans affect several different agencies and jurisdictions, including the County Congestion Management Agency (CMA), which is C/CAG in San Mateo County, and transit policy boards, which include SamTrans, Caltrain, and BART in San Mateo County.

- Once the plan is finalized, CMA staff will participate in regional forums to report on project findings, or to otherwise share information resulting from the planning process. MTC will make the results from each community-based planning effort available to all CMAs and transit agencies.
- Upon completion of the planning project, CMA staff will report to the Commission on key findings and recommendations. Materials and meetings will be translated when appropriate.
- Project findings will be forwarded to applicable local or county-level policy boards and to MTC. Recommended service improvements will be forwarded to transit policy

boards for consideration and subsequent incorporation into Short Range Transit Plans (SRTPs) and/or other future service expansion plans and to CMA policy boards for planning, funding and implementation discussions.

FUNDING SOURCES

A list of potential funding sources that have recently released a call for projects is shown in Table 5-3. Additional potential funding sources for the recommended strategies are described in Appendix D.

Table 3-1 Table 5-3 Upcoming Funding Opportunities

Funding Source	Capital, Operating, or Planning	Eligible Projects	Application Deadline
MTC Lifeline	Capital, Operating, Planning	Transportation projects and programs that address the needs of low-income populations	February 17th, 2012 (to C/CAG)
Sustainable Communities Planning Grant and Incentive Program (Strategic Growth Council)	Planning	Promote sustainable community planning and natural resource conservation. Supports development, adoption, and implementation of planning elements to improve and sustain wise use of infrastructure and natural resources through coordinated/collaborative approach.	February 15th, 2012
Safe Routes to School Program - Cycle 10 (Caltrans)	Capital	Infrastructure projects within the vicinity of a school. Eligible capital projects include ped facilities, traffic calming measures, installation of traffic control devices, construction of bicycle facilities, and public outreach/education/enforcement.	March 30th, 2012