



**METROPOLITAN  
TRANSPORTATION  
COMMISSION**

**Agenda Item 4f**  
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## *Memorandum*

TO: Operations Committee

DATE: September 2, 2016

FR: Executive Director

W.I. 1517

RE: Bay Area Shuttle Census

### **Overview**

Over the last year the Bay Area Council and MTC gathered data to better understand the role public and private shuttle services play in the Bay Area's transportation system. This effort, the Bay Area Shuttle Census, represents the first attempt to gather information on shuttle services across the Bay Area. Shuttle service is defined as regularly scheduled transportation services in large multi-passenger vehicles operating as either "last mile" connections or serving longer routes between more distant parts of the Bay Area. Shuttle services are sponsored by employers, institutions, nonprofits, and local jurisdictions. Data was collected through a dedicated web portal with shuttle sponsors and operators submitting data directly into the portal. In order to encourage participation in the Shuttle Census, the Bay Area Council anonymized and aggregated all data submitted by sponsors and operators of shuttle services before transmitting the data to MTC. As participation was voluntary the data collected is only partial, but it is sufficiently broad to offer a valuable first look at the role shuttles play in moving tens of thousands of Bay Area residents each day.

During this first Shuttle Census MTC collected data for the period from 2012 to 2014 on the following: 1) Shuttle fleet ridership across the Bay Area; 2) Number of vehicles in the shuttle fleet; 3) Capacity of vehicles in the shuttle fleet; 4) Total vehicle miles traveled of the shuttle fleet; 5) County of origin and destination of each shuttle route.

Overall the results of the first Shuttle Census (detailed in Attachment 1) show that if shuttles collectively were treated as one transit system they would represent the seventh largest transit system in the Bay Area in terms of ridership. In reality, shuttles are likely an even larger part of the transportation system as the first Shuttle Census was not able to capture data from all shuttle services.

### **Next Steps**

MTC hopes to increase the number of data points collected as well as expand participation by shuttle sponsors and operators in the next Shuttle Census, currently planned for 2017. In addition, the state legislature and Governor Brown have agreed to reforms to the California Public Utilities Commission (CPUC) which currently has regulatory oversight of most shuttles. These reforms to the CPUC, which will be implemented by the administration over the next 18 months, include provisions that would shift the transportation regulatory responsibilities of the CPUC to the California State Transportation Agency (CalSTA) and present an opportunity for a comprehensive review of the types of data the state collects on shuttles as a part of their annual registration with the state. Today's item is for information only.

  
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Steve Henfinger

### **Attachment:**

- Attachment 1: 2016 Bay Area Shuttle Census

SH: wb

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# 2016 Bay Area Shuttle Census

## First-Ever Look at Emerging Regional Resource

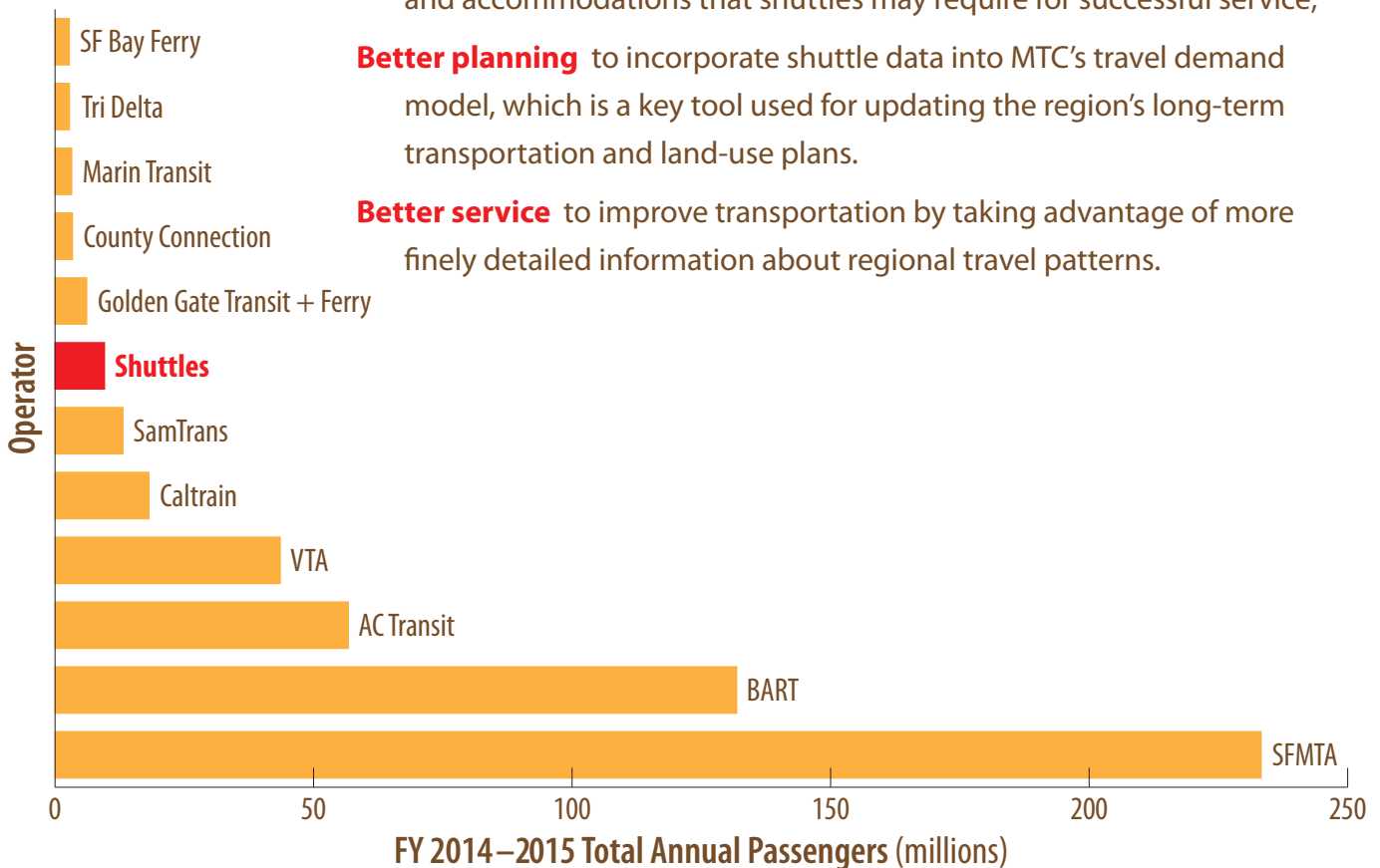
Public and private shuttle services have become an increasingly vital — and visible — part of the Bay Area transportation network. MTC and the Bay Area Council for the past year have teamed to provide for the first time a comprehensive assessment of the region’s shuttle resources. Together, the 35 shuttle sponsors and operators that participated in this first-ever Shuttle Census carried over 9.6 million passengers in 2014 alone — more than all but six of the region’s public transit agencies.

MTC and the Bay Area Council collected data on shuttle ridership, fleet size, trip origins and destinations, vehicle capacity, and miles traveled by shuttle vehicles. The three main goals for the Shuttle Census:

**Better information** to help the public and policymakers alike understand both shuttles’ impact on Bay Area transportation and the local policies and accommodations that shuttles may require for successful service;

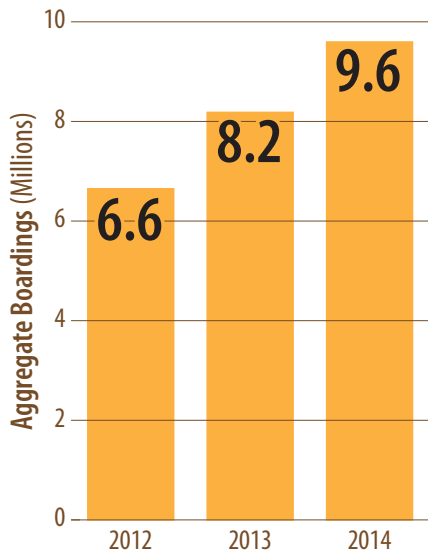
**Better planning** to incorporate shuttle data into MTC’s travel demand model, which is a key tool used for updating the region’s long-term transportation and land-use plans.

**Better service** to improve transportation by taking advantage of more finely detailed information about regional travel patterns.

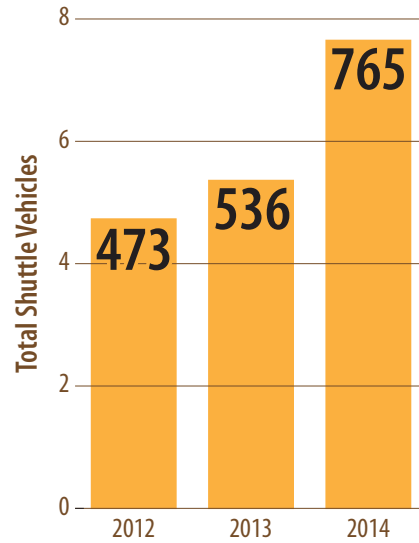


Source: Transit operator reports; MTC’s Statistical Summary of Bay Area Transit Operators

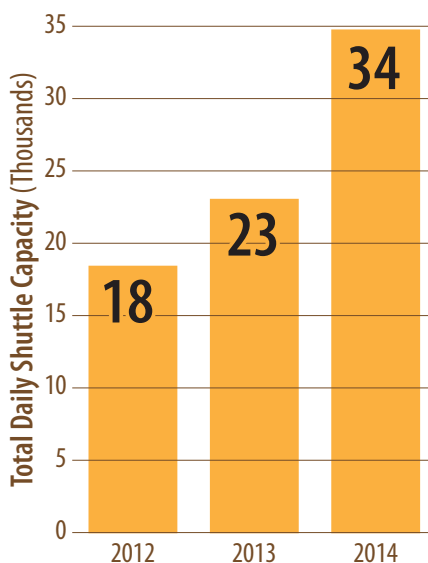
## Shuttle Ridership Growing Steadily



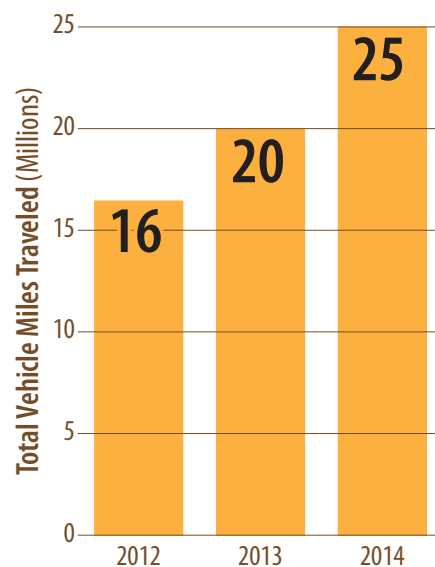
## Shuttle Fleet Expanding



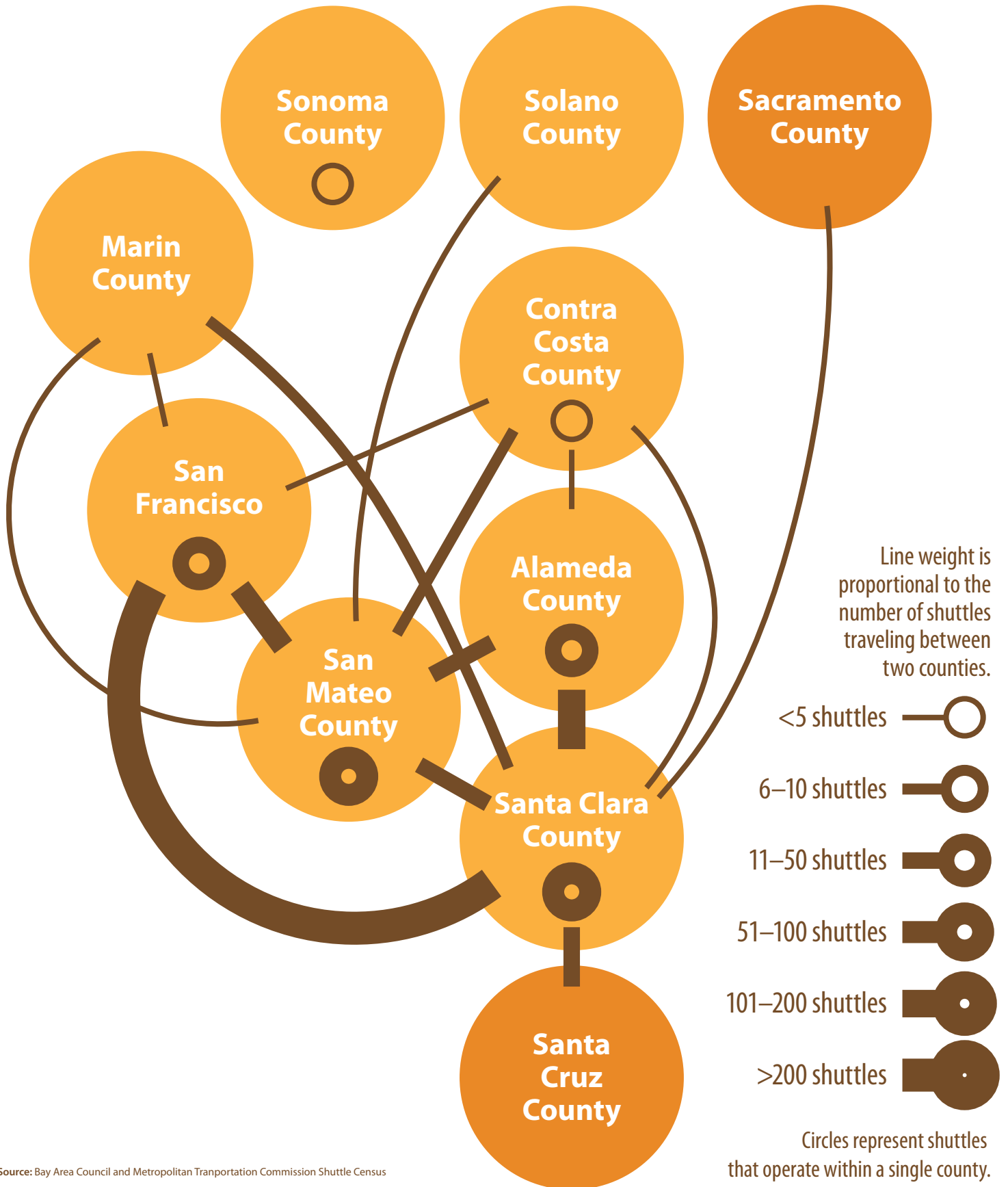
## Shuttle Capacity Keeps Pace with Growth



## More Shuttles Covering More Miles



# Number of Shuttles Traveling Between Bay Area And Adjacent Counties per Day



# Data from the Shuttle Census Will Help MTC and the Bay Area Council

**Encourage** Caltrans and Bay Area transit agencies to open park-and-ride facilities to shuttle services;  
**Advance** initiatives in local jurisdictions to better manage and accommodate shuttles where needed;  
**Identify** benefits provided by shuttle services to air quality and freeway congestion.

The Bay Area’s shuttle fleet contributes to reducing congestion on the region’s roads and to reduced CO<sub>2</sub> emissions by reducing total vehicle miles traveled. In addition, many shuttles complement regional transit services by providing critical “last mile” connections to destinations from transit hubs. MTC hopes to more precisely quantify CO<sub>2</sub> emission impacts in the next Shuttle Census.

The Shuttle Census’ anonymized data protects the privacy of shuttle passengers and operators alike, while also providing reliable facts and figures to enhance public discussion of shuttle-related issues. This information also may help public institutions and nonprofit organizations improve their shuttle operations’ efficiency, coordination and resource sharing.

## Shuttle Census Participating Sponsors/Operators\*

|  |                                |   |
|--|--------------------------------|---|
| ABM Industries                         | Loop*                          | TubeMogul   |
| Amazon Lab 126                         | Electronic Arts                | Twitter   |
| AMD                                    | Facebook                       | UC Berkeley   |
| App Dynamix                            | Genentech                      | Visa  |
| Apple                                  | Google, Inc.                   | VM Ware   |
| Apptus                                 | Intuit                         | Walmart   |
| Athleta                                | Microsoft Silicon Valley       | WeDriveU*   |
| Bauers*                                | Salesforce                     | Worldwide Ground<br>Transportation Services<br>(El Paseo Limo)* |
| Bayer                                  | SAP                            | XTime   |
| Black Tie Transportation<br>Worldwide* | Service Now                    | Yahoo   |
| Cisco                                  | SJSU Parking Services          |   |
| Clorox                                 | Stanford University Marguerite |   |
|  | Sunset Development             |   |

\* Indicates companies that operate shuttle services for numerous individual sponsoring organizations. The Shuttle Census focused on commuter and “last mile” services only and does not include airport or charter transportation services.

Because operator and sponsor participation is voluntary, this initial Shuttle Census provides only a partial set of data. MTC and the Bay Area Council aim to expand the range of participating shuttle operators and sponsors to collect as much data as possible for future Shuttle Censuses.

### Metropolitan Transportation Commission

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