Final

Community-Based Transportation Plan for Gilroy

July 2006

Conducted by:
Santa Clara Valley Transportation Authority

In partnership with:
Metropolitan Transportation Commission
County of Santa Clara
City of Gilroy
Gilroy Unified School District
Gilroy Chamber of Commerce
Gilroy Economic Development Corporation
South County Collaborative
OUTREACH, Inc.
# Table of Contents

Table of Figures................................................................. iii  
Acknowledgements.................................................................. v  
Executive Summary............................................................. ix  

Chapter 1. Introduction .................................................. 1  
CBTP Purpose .................................................................. 1  
Community-Based Transportation Planning.............................. 1  
Local Planning Effort in Gilroy .................................................. 2  

Chapter 2: Planning Area Characteristics......................... 3  
Location ..................................................................... 3  
Population ...................................................................... 4  
Economy ....................................................................... 5  
CBTP Study Communities ..................................................... 6  

Chapter 3. Current Transportation Options & Usage .......... 9  
Existing Transportation System ........................................... 9  
Other Transportation-Related Services.................................. 14  
Affordable Transportation Options ....................................... 15  
Transportation Efforts by City of Gilroy ................................. 15  
Travel Behaviors ................................................................ 16  

Chapter 4. Public Outreach Strategy ................................. 19  
CBTP Project Working Committee ....................................... 19  
Partnership with the South County Collaborative .................. 19  
Meeting Facilitation ......................................................... 20  
Surveys ....................................................................... 20  
Meetings and Events .......................................................... 21
Chapter 5. Information Gathering ............................................. 25
  Summary of Transportation Survey Results ........................................... 25
  Ranking Participant Comments .......................................................... 34

Chapter 6. Development of Transportation Proposals .......... 37
  Methodology .................................................................................. 37
  Next Steps .................................................................................. 38

Chapter 7. Recommended Transportation Proposals .......... 41
  Committee Recommendations .......................................................... 41
  Express Transit Service between Gilroy & San Jose ........................................... 43
  Community Bus Services ........................................................................ 45
  Shuttle Services ................................................................................ 48
  Enhanced Transportation Information Services ....................................... 51
  Farm Worker Vanpool Program .......................................................... 53
  Low-Cost Transit Pass Program .......................................................... 57
  Taxi Voucher Program ...................................................................... 60
  Bus Shelters & Amenities .................................................................. 62
  Bicycle & Pedestrian Infrastructure Improvements .................................. 64
  Safe Routes Program ......................................................................... 67
  Express Transit Service between Monterey & San Jose ................................. 71
  Volunteer Driver Program .................................................................. 73
  Low-Cost Auto Ownership Program .................................................. 75

Chapter 8. Funding Sources & Opportunities ....................... 79
  Possible Requirements of Fund Sources ............................................. 79
  Public/Government Funding Sources ................................................. 79
  Potential Future Government Funding Sources ..................................... 88
  Private Foundations .......................................................................... 90

Appendices
  A:  South County Collaborative Member Agencies
  B:  Gilroy Economic Information from the 2000 Census
  C:  VTA Fare Structure (Effective January 2006)
  D:  Excerpts from City of Gilroy General Plan and Master Plan Documents
  E:  Transportation Surveys & Results
  F:  Comments from Focus Group Meeting
  G:  Evaluation of Transportation Proposals
# Table of Figures

<table>
<thead>
<tr>
<th>Figure</th>
<th>Description</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>EX-1</td>
<td>Summary of Recommended CBTP Transportation Proposals</td>
<td>xii</td>
</tr>
<tr>
<td>2-1</td>
<td>Map of City of Gilroy &amp; Surrounding Areas</td>
<td>3</td>
</tr>
<tr>
<td>2-2</td>
<td>Racial Distribution of Study Area (Census 2000)</td>
<td>4</td>
</tr>
<tr>
<td>2-3</td>
<td>Current Age Distribution of Study Area (Census 2000)</td>
<td>4</td>
</tr>
<tr>
<td>2-4</td>
<td>Census Tracts Containing High-Poverty Neighborhoods</td>
<td>7</td>
</tr>
<tr>
<td>3-1</td>
<td>Local Public Transit Service Routes</td>
<td>12</td>
</tr>
<tr>
<td>3-2</td>
<td>Map of Public Transit Services within Gilroy</td>
<td>13</td>
</tr>
<tr>
<td>3-3</td>
<td>Workers' Commute Lengths (Census 2000)</td>
<td>17</td>
</tr>
<tr>
<td>3-4</td>
<td>Workers' Chosen Commute Modes (Census 2000)</td>
<td>17</td>
</tr>
<tr>
<td>4-1</td>
<td>List of Public Outreach Events</td>
<td>23</td>
</tr>
<tr>
<td>5-1</td>
<td>Transportation Modes Used to Travel to Key Destinations</td>
<td>25</td>
</tr>
<tr>
<td>5-2</td>
<td>Comments from Focus Group Meetings</td>
<td>27</td>
</tr>
<tr>
<td>5-3</td>
<td>Critical Locations &amp; Current Public Transit Service Coverage</td>
<td>30</td>
</tr>
<tr>
<td>5-4</td>
<td>Participant Needs for Local Transportation Improvements</td>
<td>36</td>
</tr>
<tr>
<td>6-1</td>
<td>List of All Gilroy CBTP Proposals</td>
<td>37</td>
</tr>
<tr>
<td>7-1</td>
<td>Recommended Gilroy CBTP Proposals</td>
<td>42</td>
</tr>
</tbody>
</table>
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Acknowledgements

Gilroy CBTP Project Working Committee Members

Metropolitan Transportation Commission
   Therese Knudsen, Associate Transportation Planner

Santa Clara Valley Transportation Authority
   Kat Mereigh, CBTP Project Manager
   Chris Augenstein, Transportation Planning Manager
   Bill Capps, Service Planning Manager
   Carolyn Gonot, Chief Development Officer
   Scott Haywood, Policy & Community Relations Manager
   Samuel Lau, Deputy Director, Operations, Bus & Rail Transportation
   Matthew Tucker, Chief Operating Officer

County of Santa Clara
   Edwin Chan, The Office of Supervisor Donald F. Gage
   Jean Cohen, The Office of Supervisor James T. Beall
   Alette Lundeberg, Department of Employment & Benefit Services Administrator

City of Gilroy
   Don Dey, City Transportation Engineer
   Marilyn Roaf, Housing & Community Development Coordinator
   Wendie Rooney, Community Development Director

Gilroy Unified School District
   Darren Salo, Transportation Supervisor
   Carmen Pedroza

Gilroy Chamber of Commerce
   Susan Valenta, President & CEO

Gilroy Economic Development Corporation
   Larry Cope, Executive Director

South County Collaborative
   Dina Campeau

Outreach, Inc.
   Katie Heatley, CEO
   Paul Tatsuta
Contributors to Public Outreach Activities & Plan Development

Ervin Barrios, Bilingual Meeting Facilitator
Kimberly Cucuzza, Public Outreach Coordinator
Gema Alvarez
Maurya Campeau
Doris Karras
Katie Ramos

Catholic Charities
Juan Gil Garcia

Community Solutions
Nancy Neyer-Kinoshita

Dolores Huerta Foundation
Gilbert Armendariz
Ruben Delarosa
Nick Jackson

EHC LifeBuilders Boccardo Family Living Center
Patricia Vazquez
Delfina Rubio

Gilroy Public Library
Lani Yoshimura

Gilroy Unified School District
Bernadette Barrera, Migrant Education Program
Lucy Navarro, GUSD Migrant Interpreter

Glenview-Eigleberry Neighborhood Association
Soccoro Alfaró
Marbella Lopez

Learning & Loving Education Center
Janet Leach
Sister Pat Davis, PBVM
Mexican American Community Services Agency (MACSA)
    Christina Soto
    David Montes

Outreach, Inc.
    Bernadette Belsamo
    Nina Lopez
    Lien Nguyen
    Bill Schwarz

Rebekah Children’s Services
    Lynn Magruder

Santa Clara Valley Health Center
    Anna Pausanos
    Denise Ramos

Santa Clara Valley Transportation Authority
    Bernice Alaniz, Deputy Director, Marketing and Public Affairs
    Kevin Connolly, Transportation Planning Manager
    Kermit Cuff, Transportation Service Development Specialist
    Jayme Kunz, Public Communications Manager
    James Unites, Operations Planning Program Manager

Silicon Valley Independent Living Center
    Martha Bell
    Arlette Musallem
    Walter Schinke

Silicon Valley Workforce Investment Network
    Abby Serrano

St. Joseph’s Family Center
    David Cox
    Jeff Fishback

The Health Trust
    Santa Alvarez

Photography Credits
    Richard Swann, Vela Piena Fotografia, Gilroy
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Executive Summary

History of Community-Based Transportation Planning

In 2001, the Metropolitan Transportation Commission (MTC) completed the *Lifeline Transportation Network Report* and the *Environmental Justice Report*. Both reports identified the importance of a focused, community-based planning effort to address transportation needs of low-income communities throughout the Bay Area. Building on the findings of these reports, MTC initiated its Community-Based Transportation Planning Program in 2002. Through this effort, residents, community-based organizations, public transit operators, transportation and social service providers, and county congestion management agencies identify transportation needs and generate detailed action plans at the local level.

The result of each planning process is a community-based transportation plan (CBTP) that identifies transportation needs and potential solutions. Each CBTP contains:

- A demographic analysis of the study area;
- Documented public outreach strategies and results;
- A list of community-prioritized transportation barriers;
- Potential strategies to address identified barriers;
- Potential funding sources; and
- Identified stakeholders committed to implementing elements of the plan, where applicable.

Gilroy Community-Based Transportation Plan

In May 2005, VTA initiated a CBTP focused on transportation needs of low-income communities in the City of Gilroy, one of the areas selected by the MTC. The Gilroy CBTP documents the efforts and results of the twelve-month planning process. It describes the public outreach process used to garner community input, a listing of potential options to address community transportation needs, and an action plan that identifies possible funding sources for implementing transportation options.

Cooperation among local partners, both public and private, was crucial to the development of the Gilroy CBTP. **Stakeholder agencies** involved in the Gilroy CBTP process were: VTA, as lead agency; MTC, as funding partner; the County of Santa Clara; the City of Gilroy; the Gilroy Unified School District; the Gilroy Chamber of Commerce; the Gilroy Economic Development Corporation; Outreach, Inc.; and the South County Collaborative, a collective of community-based organizations that provide various forms of assistance to residents of low-income communities in south Santa Clara County.
CBTP Process

Representatives from these stakeholder agencies formed a Project Working Committee to provide input throughout the CBTP process. Prior to conducting public outreach activities, the Project Working Committee developed a list of known transportation needs and current projects and/or programs to address those needs. The list of needs and potential transportation options was a basis for moving forward in receiving community comments and generating additional proposals. The committee also developed a transportation survey to be distributed during the public outreach period.

VTA conducted public outreach activities through a partnership with the South County Collaborative. During a five-month public outreach period between May and October 2005, seven focus groups and three presentations were held to solicit public input and suggestions to improve transportation. Surveys were distributed at these meetings as well as at special events, open houses, and local fairs sponsored by other community organizations. Santa Clara County Social Services Agency also distributed surveys to its clients. In all, 1,068 surveys were collected during the public outreach period.

The transportation issues that were of primary concern focused on six areas related to current transportation services:

- Public transit service routes and coverage throughout low-income neighborhoods;
- Public transit service frequency;
- Public transit service hours;
- Amenities for public transit service, pedestrian- and bicycle-related transportation;
- Customer service quality; and
- Affordability of transportation options (specifically automobile ownership and public transit service fares).

Over 1,000 surveys were collected during CBTP-related outreach activities.

A majority of comments received during outreach activities focused on public transportation services and fares.
Gilroy CBTP Transportation Proposals
Following the public outreach period, the Project Working Committee participated in a brainstorming activity to create a list of proposed actions to address the transportation issues heard during public outreach.

The committee assembled and evaluated transportation proposals and made recommendations to remedy specific lifeline barriers. Proposals that could address the most prevalent community issues were placed in near-term (less than three years) to mid-term (three to six years) timeframes for implementation. The committee also took a support position for policy-relevant proposals advocating smart growth and policy-level decisions that positively benefit transportation service delivery.

Figure EX-1 lists the transportation proposals recommended for near- and mid-term implementation, as prioritized by the Project Working Committee.

Community-based organizations or public agencies that may want to champion any one of the recommended solutions should understand the requirements of available transportation funding sources. The CBTP describes various funding opportunities from both public and private sources that may be used to design and implement the recommended proposals.

CBTP proposals are eligible for funding through a variety of sources, including MTC’s Lifeline Transportation Program. In the first cycle of the program, approximately $3.9 million is available for funding projects in Santa Clara County through 2008.

About VTA
Santa Clara Valley Transportation Authority (VTA) is an independent special district responsible for bus, light rail and paratransit operations; congestion management; specific highway improvement projects; and, countywide transportation planning. As such, VTA is both an accessible transit provider and multi-modal transportation planning organization involved with transit, highways and roadways, bikeways and pedestrian facilities.

VTA provides services to the 15 cities of Santa Clara County: Campbell, Cupertino, Gilroy, Los Altos, Los Altos Hills, Los Gatos, Milpitas, Monte Sereno, Morgan Hill, Mountain View, Palo Alto, San Jose, Santa Clara, Saratoga and Sunnyvale.

VTA, as the designated Congestion Management Agency for Santa Clara County, was selected as lead agency in developing Community-Based Transportation Plans, consistent with MTC’s CBTP Program Guidelines.
### Figure EX-1

**Summary of Recommended CBTP Transportation Proposals**

<table>
<thead>
<tr>
<th>Proposal</th>
<th>Issue(s) Addressed¹</th>
<th>Potential Sponsors</th>
<th>Estimated Costs</th>
<th>Fund Sources²</th>
<th>Recommendation &amp; Proposal Status</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Express Transit Service between Gilroy &amp; San Jose</strong></td>
<td>Coverage; Frequency</td>
<td>VTA</td>
<td>$0.5-5M annually; $2.5M start-up</td>
<td>Fed Section 5303, JARC, Lifeline, TFCA, VTA</td>
<td>Implement within 3 years. Pending Comprehensive Operations Analysis.</td>
</tr>
<tr>
<td><strong>Community Bus Services</strong></td>
<td>Coverage; Frequency</td>
<td>VTA, City of Gilroy</td>
<td>$0.8-2.6M annually; other costs TBD</td>
<td>Fed Section 5303, JARC, Lifeline, TFCA, VTA, Private funds</td>
<td>Implement within 3 years. Currently in development.</td>
</tr>
<tr>
<td><strong>Shuttle Services</strong></td>
<td>Coverage; Frequency</td>
<td>City of Gilroy or local community-based organizations (CBOs)</td>
<td>$0.5-2M annually; $350K start-up</td>
<td>JARC, Lifeline, TFCA, VTA, Private funds</td>
<td>Implement within 3 years. To be developed.</td>
</tr>
<tr>
<td><strong>Enhanced Transportation Support Services</strong></td>
<td>Support Services</td>
<td>VTA, City of Gilroy, County of Santa Clara, and local CBOs</td>
<td>Costs vary</td>
<td>CDBG, Lifeline, SR2S, TFCA, TLC, Private funds</td>
<td>Implement within 3 years. To be developed.</td>
</tr>
</tbody>
</table>

¹ Issues addressed are: coverage, frequency, infrastructure, support services, and affordability. *Chapter 5: Information Gathering* contains more specific descriptions of transportation issues and barriers expressed during public outreach activities. Proposals may address more than one transportation issue.

² Full names of fund sources are included in *Chapter 8: Funding Sources & Opportunities.*
### Proposal

<table>
<thead>
<tr>
<th>Proposal</th>
<th>Issue(s) Addressed</th>
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<th>Recommendation &amp; Proposal Status</th>
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<tbody>
<tr>
<td><strong>Farm Worker Vanpool Program</strong></td>
<td>Coverage</td>
<td>Local CBOs in partnership with the County of Santa Clara or VTA</td>
<td>$0.5-4M annually; $180K start-up; Other costs TBD</td>
<td>AITS (future), JARC, Lifeline, TFCA, Private funds</td>
<td>Implement within 3 years.</td>
</tr>
<tr>
<td><strong>Low-Cost Transit Pass Program</strong></td>
<td>Affordability</td>
<td>Local CBOs in partnership with VTA</td>
<td>$0.5-1M, depending on program scope</td>
<td>Lifeline, TFCA, Private funds</td>
<td>Implement within 3 years.</td>
</tr>
<tr>
<td><strong>Taxi Voucher Program</strong></td>
<td>Affordability</td>
<td>Local CBOs in partnership with local taxicab companies</td>
<td>$1M, depending on program scope</td>
<td>JARC, Lifeline, Private funds</td>
<td>Implement within 3 years.</td>
</tr>
<tr>
<td><strong>Bus Shelters &amp; Amenities</strong></td>
<td>Infrastructure</td>
<td>VTA, City of Gilroy, County of Santa Clara</td>
<td>Cost vary depending on program scope; $10K each for standard shelters</td>
<td>BTA, CDBG, Lifeline, TLC, TFCA, Private funds</td>
<td>Implement within 3 years.</td>
</tr>
<tr>
<td><strong>Bicycle &amp; Pedestrian Infrastructure Improvements</strong></td>
<td>Infrastructure</td>
<td>City of Gilroy, County of Santa Clara, Private property owners</td>
<td>Costs vary depending on program scope</td>
<td>BTA, CDT, CDBG, HES, Lifeline, SR2S, TFCA, TLC, Private funds</td>
<td>Implement within 3 years.</td>
</tr>
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<tr>
<th>Proposal</th>
<th>Issue(s) Addressed</th>
<th>Potential Sponsors</th>
<th>Estimated Costs</th>
<th>Fund Sources</th>
<th>Recommendation &amp; Proposal Status</th>
</tr>
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<tbody>
<tr>
<td>Safe Routes Program</td>
<td>Coverage, Infrastructure</td>
<td>City of Gilroy, Gilroy Unified School District, Local CBOs</td>
<td>Costs vary depending on program scope</td>
<td>BTA, CDT, CDBG, HES, Lifeline, SR2S, TFCA, TLC, Private funds</td>
<td>Implement within 3 years. To be developed.</td>
</tr>
<tr>
<td>Express Transit Service between</td>
<td>Coverage</td>
<td>Monterey-Salinas Transit; Capitol Corridor Joint Powers Authority, VTA</td>
<td>TBD</td>
<td>For future funding, VTA, JARC, Lifeline, TFCA</td>
<td>Implement in 3 to 6 years. Scheduled for service in Summer 2006, future service upgrades to be determined after pilot program analysis.</td>
</tr>
<tr>
<td>Monterey &amp; San Jose</td>
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</tr>
<tr>
<td>Volunteer Driver Program</td>
<td>Coverage, Support Services</td>
<td>Local CBOs</td>
<td>$300K annually; $180K start-up; Other costs TBD</td>
<td>Fed Section 5310, Lifeline, JARC, Private funds</td>
<td>Implement in 3 to 6 years. To be developed.</td>
</tr>
<tr>
<td>Low-Cost Auto Ownership Program</td>
<td>Affordability</td>
<td>TBD</td>
<td>Costs TBD based on program scope</td>
<td>CDBG, JARC, Lifeline, Private funds</td>
<td>Implement in 3 to 6 years. To be developed.</td>
</tr>
</tbody>
</table>
Chapter 1. Introduction

This chapter describes the purpose of the Gilroy Community-Based Transportation Plan (CBTP), and the local effort to develop the CBTP.

CBTP Purpose

The purpose of this study is to analyze specific transportation needs of low-income communities within the City of Gilroy. Low-income residents require safe, affordable, and reliable transportation services to meet daily needs, including access to work, education, medical facilities, and other life-enhancing services. The challenge for local agencies and jurisdictions is in providing needed transportation options with responsible and efficient use of available funding and resources.

As a result, a gap exists between what low-income residents require to meet their daily needs and what local agencies can provide. This study documents the specific needs of Gilroy’s low-income residents, various transportation proposals to meet those needs, and steps to implement those proposals. Gilroy’s residents and community-based organizations worked with local transportation providers to develop this Community-Based Transportation Plan (CBTP). This CBTP provides the information necessary to develop and implement relevant projects and services to improve transportation for Gilroy’s low-income communities.

Throughout this study, the term *lifeline* will be used to describe transportation services that connect communities of low-income residents to work sites, school locations, medical facilities, and locations where other vital services are provided.

Community-Based Transportation Planning

Following the passage of the federal welfare reform legislation, Metropolitan Transportation Commission (MTC), the regional transportation planning agency for the San Francisco Bay Area, has initiated a program to address transportation needs of low-income communities throughout the Bay Area. Through its Community-Based Transportation Planning Program, MTC unites community residents, local public transit operators and transportation providers, community-based organizations, and county congestion management agencies (CMAs) to design and implement transportation solutions at the local level.

The Community-Based Transportation Planning Program was launched in 2002 after MTC completed two reports in 2001: the *Lifeline Transportation Network Report* and the *Environmental Justice Report*. Both reports identified the importance of a focused, grassroots planning effort to identify transportation needs and detailed action plans.
The objectives of the program are to:
1. Emphasize community participation in prioritizing transportation needs and identifying potential solutions;
2. Foster collaboration between local residents, community-based organizations, transit operators, CMAs and MTC; and
3. Expand community capacity by involving community-based organizations in the planning process.

MTC adopted CBTP guidelines in 2002, which identified 25 communities throughout the Bay Area to initiate CBTPs. Since the program’s inception, MTC and local agencies have partnered to produce transportation plans for low-income communities in the Cities of Napa, East Palo Alto and Dixon, as well as the Richmond Area in Contra Costa County and the Ashland-Cherryland Area of Central Alameda County. MTC selected three locations in Santa Clara County to complete CBTPs: the City of Gilroy, the City of Milpitas, and the eastern portion of the City of San Jose.

**Local Planning Effort in Gilroy**

In May 2005, Santa Clara Valley Transportation Authority (VTA) initiated a study focused on transportation needs of low-income communities in Gilroy.

This CBTP documents the efforts and results of the twelve-month planning process. It describes the public outreach process used to compile community input, a listing of potential transportation solutions, a concerted action plan, and possible funding sources for implementing transportation solutions.
Chapter 2: Planning Area Characteristics

This chapter describes the City of Gilroy and the focus communities studied in this report.

Location

The City of Gilroy is located in the southernmost section of Santa Clara County, 30 miles south of San Jose and 75 miles south of San Francisco. Figure 2-1 is a map of Gilroy and surrounding areas.

Gilroy’s pastoral surroundings serve as home to a mix of industrial, service-oriented, and agricultural businesses, including produce farming. Gilroy’s expansion policy is one of “managed growth,” with the goal of accommodating new commercial developments while maintaining the rural character of the city within and the agricultural character of surrounding lands.

Figure 2-1
Map of City of Gilroy & Surrounding Areas
Community-Based Transportation Plan for Gilroy
Chapter 3: Current Transportation Options & Usage

Population

According to 2000 Census data, Gilroy is comprised of 41,464 residents, 2.5% of the population of Santa Clara County. In 2006, Gilroy’s population increased 17% to an estimated 48,500 residents, according to the California Department of Finance. Data from the Association of Bay Area Governments (ABAG) projects that by the year 2020, the population of Gilroy will grow by 37% for a total population of 57,000. In Gilroy’s recent update of its General Plan, growth projections were estimated to be higher than ABAG’s figures, when taking into account current allocations for residential development within the city. Gilroy’s projected growth slightly exceeds that of Santa Clara County, which is estimated to experience a 35% population increase over the same time period.

Figure 2-2 shows the ethnic breakdown of Gilroy’s population as of the 2000 Census. Census data includes persons identifying themselves in one or more than one race category.

As shown in Figure 2-3, Gilroy’s population is relatively “young,” with 33% being age 18 or younger and only 7% over the age of 65. ABAG’s population projections, however, estimate that Gilroy’s senior population will increase to approximately 16% by 2020.

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3 Association of Bay Area Governments, Projections 2005
4 City of Gilroy, Gilroy General Plan, 2002
Economy

Historically, Gilroy’s economy has been based in agricultural products and food processing. Agriculture still remains a vital component of the local economy. In addition, retail developments located east of U.S. 101 are also a growing employment center. A large proportion of Gilroy’s residents commute north to jobs.

Gilroy has the highest percentage of the total population in poverty within Santa Clara County (10.4% of Gilroy’s population as compared to 7.5% countywide).\(^5\)

Gilroy’s median household income in 2005 was approximately $71,500, up from $62,135 in 2000.\(^7\) ABAG estimates indicate that the

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\(^5\) Association of Bay Area Governments, *Projections 2005*

\(^6\) Santa Clara County Census Insight Project, October 2002

\(^7\) Gilroy Economic Development Corporation, 2005 Community Profile
average household income for Gilroy will increase to $105,700 by the year 2030. Although this would represent a 70% increase as compared to the year 2000 median income, the projected average would be the lowest of all cities in Santa Clara County (County average household income would be $122,700).

**CBTP Study Communities**

Although census data indicates specific high-poverty neighborhoods are concentrated within and surrounding the city’s downtown area, it is locally known that target communities are situated in unincorporated areas outside the city limits along U.S. 101. For example, two communities, situated east of U.S. 101 in southeast Gilroy, accommodate migrant farmers during harvest (May through November) and homeless populations during the off-season. Figure 2-4 shows the census tracts containing high poverty neighborhoods within the City of Gilroy.

Community stakeholders, namely community-based organizations that serve Gilroy’s low-income residents, were aware of this fact. As a result, the public outreach process was designed as a two-pronged approach: (1) residents of known target communities were surveyed and (2) focus groups and meetings were held at agency offices and locations where low-income residents receive services. The public outreach approach is described in greater detail in *Chapter 4: Public Outreach Strategy*. 
High-poverty neighborhoods are areas where 40% of families or individuals make less than 185% of the Federal Poverty Line. Using 185% of the Federal Poverty Line accounts for the high cost of living in the Bay Area. This is also the income threshold to qualify children for the federal reduced price lunch program. Source: Northern California Council for the Community, April 2005.
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Chapter 3. Current Transportation Options & Usage

This chapter describes those elements that provide transportation options within the city. This chapter also describes current “travel behaviors,” or how Gilroy’s residents use the system.

Although local agencies, including VTA and the County of Santa Clara, have identified transportation needs for Santa Clara County’s residents, a study of the transportation requirements specific to underrepresented communities within Gilroy had not been undertaken prior to this CBTP.

This chapter describes transportation issues known by stakeholders prior to beginning CBTP-related public outreach. This chapter also delineates current planning efforts to improve transportation conditions.

Existing Transportation System

Roadways
Gilroy is situated at the crossing of U.S. 101 and State Route 152, providing access to the San Francisco Bay Area, as well as San Benito, Santa Cruz and Monterey Counties and the Central Valley. Within the city, major north-south roadways include Santa Teresa Expressway and Monterey Road (Business U.S. 101). Leavesley Road (local State Route 152), 6th and 10th Streets provide vehicular access over U.S. 101, connecting the predominantly residential west side of Gilroy to the mixed residential, commercial and agricultural east.

Highway Capacity
Projected growth in and around South Santa Clara County will affect traffic levels in the future. To analyze these effects and develop projects to address traffic caused by future growth, VTA is undertaking two separate studies to improve highways in the south Santa Clara County area. The Southern Gateway Study will identify specific roadway projects for traffic entering Santa Clara County from areas south of the county. Projects will be proposed based on funding constraints, land-use policies and transportation funding priorities.

Through the South County Circulation Study, a tiered roadway improvement implementation plan will be developed to address traffic originating and ending within South Santa Clara County. Recommended projects will be analyzed based on traffic forecasts and operations analyses, cost-benefit analysis, and project implementation strategies.
Public Transit Services

VTA is the primary public transit service provider for Gilroy. Currently, VTA operates four bus routes that serve Gilroy. VTA also partners with Caltrain to provide commuter rail service from Gilroy to points north, including Morgan Hill, San Jose, and San Francisco. Figure 3-1 describes the current service parameters for the VTA and Caltrain transit routes within Gilroy. Figure 3-2 is a map of current public transit services provided within the city.

History of Public Transit Service in Gilroy

Until 1998, public transit service in Gilroy, and portions of South Santa Clara County, was provided through a combination of fixed-route bus service and “dial-a-ride” services. Dial-a-ride is a system in which door-to-door transportation is provided to patrons who request service by telephone, either on an ad hoc or subscription basis. This demand-responsive transportation service was offered to customers who did not have access to fixed-route services. Subscribers who set regular appointments for the dial-a-ride service were given “periodic” status and would not have to set appointments for their regularly scheduled trips.

As Gilroy and the rest of South Santa Clara County grew in both population and desired destinations, dial-a-ride service became less cost-effective. Customers with periodic status would book their trips for peak hours, when bus service is most heavily used. As a result, the dial-a-ride system capacity was reached, leaving no availability for new customers. Beginning in 1995, VTA began to increase fixed-route bus service within Gilroy, eventually expanding service to three fixed routes.

These three routes were designed as a local service upgrade from the demand-responsive dial-a-ride service, which VTA phased out by October 1998.

Current Public Transit Services

The Gilroy Caltrain Transit Center, located at 7th and Monterey Streets in downtown Gilroy, was opened in 2001 to provide a transit connection “hub” for VTA’s local bus service, as well as Caltrain Commuter Rail Service and bus service from neighboring transit providers. At the time of this publication, the transit center is the transfer station.

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9 California Department of Transportation.
for the four VTA Bus Lines and Caltrain Service shown in Figure 3-1. San Benito County Transit, Monterey-Salinas Transit, and Greyhound buses also connect at this station. This station also includes bicycle lockers and free parking.

As a result of a downturned local economy and reduced revenues from the local sales tax base, VTA reduced public transit service countywide. Beginning in January 2004, VTA implemented a series of service reductions equivalent to approximately 17% over two years for public transit services throughout Santa Clara County. Services in Gilroy were reduced proportionally.

With three, and ultimately two, local bus routes operating within the city, transit-dependent communities felt the impact of the service reductions, regardless of trip purpose. Figures 3-1 and 3-2 describe current bus operations and routes within Gilroy. Local VTA Bus Route 17, which serves low-income communities within downtown and east Gilroy, does not operate before 7:30 a.m. or after 7:00 p.m. Early and late shift workers who live in the downtown and east side neighborhoods, therefore, do not have bus service in early morning or late night hours.

**Future Transit Service**

Looking to the future, VTA has initiated a Comprehensive Operations Analysis (COA) to analyze existing transit service, develop operating performance measures, identify underserved markets, and test alternative operating service scenarios. The COA effort relies on information such as current and historic VTA operations data, demographic and travel statistics, the results of a new on-board passenger survey and an analysis of transit markets. A key element of the study is an evaluation of system efficiency, and determining how to deliver cost-effective service within a constrained budget condition. The primary final product will be a revised Service Operating Plan that best meets existing and future passenger needs while achieving optimal system efficiency.

**Paratransit**

For individuals whose disability prevents independent access to and use of VTA’s bus and light rail services, specialized accessible paratransit services are offered in accordance with the Americans with Disabilities Act (ADA). ADA establishes the criteria for paratransit eligibility, which is based on functional ability to use the bus or light rail system, some or all of the time. Paratransit service is operated under contract with Outreach, Inc., a private, non-profit broker. This service is funded through state and local sources.

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10 VTA derives nearly 60-65% of its operations budget from state and local sales tax revenues, including revenues from a local permanent ½-cent sales tax enacted in 1976.
### Figure 3-1
Local Public Transit Service Routes

<table>
<thead>
<tr>
<th>Route</th>
<th>Route Type</th>
<th>Description</th>
<th>Service Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Line 17</td>
<td>Feeder</td>
<td>Gilroy Caltrain Transit Center to St. Louise Hospital</td>
<td><strong>Weekdays:</strong> 7:30am to 7pm, 45 minutes</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td><strong>Weekends and Holidays:</strong> 9am to 6:30pm, 60 minutes</td>
</tr>
<tr>
<td>Line 19*</td>
<td>Feeder</td>
<td>Gilroy Caltrain Transit Center to 1st Street &amp; Santa Teresa Boulevard</td>
<td><strong>Weekdays:</strong> 5:30am to 8:30pm, 30-45 minutes</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td><strong>Weekends and Holidays:</strong> 8:30am to 6:30pm, 60 minutes</td>
</tr>
<tr>
<td>Line 68*</td>
<td>Primary Grid</td>
<td>Gilroy Caltrain Transit Center/Gavilan College to San Jose Diridon Transit Center via Monterey Road.</td>
<td><strong>Weekdays:</strong> 4:30am to 1am, 15-60 minutes</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td><strong>Weekends and Holidays:</strong> 6am to 1pm, 30-60 minutes</td>
</tr>
<tr>
<td>Line 121</td>
<td>Express</td>
<td>Gilroy Caltrain Transit Center to Lockheed Martin/ Moffett Park (Mountain View) via U.S. 101</td>
<td><strong>Weekdays:</strong> 4:30am to 7:30am/3pm to 6pm, 30-60 minutes</td>
</tr>
<tr>
<td>Caltrain In-ter-County Rail Service*</td>
<td>Commuter Rail</td>
<td>Gilroy to San Francisco</td>
<td>Three morning northbound trips and three evening southbound trips</td>
</tr>
</tbody>
</table>

* Identified as a “Lifeline Route” in MTC’s 2001 Lifeline Transportation Report.
Figure 3-2
Map of Public Transit Services within Gilroy
Community-Based Transportation Plan for Gilroy
Chapter 3: Current Transportation Options & Usage

Taxi Services
Taxicabs provide an alternative transportation mode, particularly for those that live in rural areas where fixed-route transit services do not operate. Residents that require point-to-point transportation but do not qualify for paratransit services may also use taxis. Currently, Gilroy is served by three local taxicab companies and several others that provide taxi service throughout Santa Clara County.

Fares are $2.00 for the first tenth of a mile and $0.25 for each additional tenth of a mile. A trip between downtown San Jose and Gilroy, therefore, would cost $40-50 one-way. Because of this expense, taxis may not be used on a regular basis because it is not an affordable transportation option for low-income residents, particularly for transportation to appointments that are long distances away.

Other Transportation-Related Services

Programs for CalWORKS Recipients
Santa Clara County’s Social Services Agency offers programs for California Work Opportunity and Responsibility to Kids (CalWORKS) participants to address transportation-related issues in making the transition from welfare to work. Programs that provide transportation-related assistance to CalWORKS recipients include the “Guaranteed Ride Home Program” and the “Give Kids a Lift!” program for school-age children.

511 Regional Rideshare Program
The 511 Regional Rideshare Program is a free service that introduces commuters to people who live and work nearby, to carpool, vanpool, or even bicycle to work together. Ridesharing benefits include access to the Bay Area’s growing network of carpool lanes, free park-and-ride lots, and a host of commute incentives, including grants to operate carpool, vanpool, or rideshare programs.

Programs for Senior & Disabled Residents
Through the Regional Transit Connection Discount (RTD) Card program, customers can demonstrate their eligibility for a Senior/Disabled fare discount. With a RTC Discount Card, persons with qualifying disabilities and senior citizens (65 or over) are entitled to a reduced fare on fixed-route bus, rail and ferry systems throughout the San Francisco Bay Area. The RTC Discount card costs $3.00 and is valid for up to three years.

11VTA, the County of Santa Clara, and Outreach, Inc. jointly fund the Job Access/Guaranteed Ride Home Program to provide commuters who regularly carpool, vanpool, bike, walk or take transit to work with a free ride home in emergency situations.
12Outreach, Inc., in partnership with MTC, VTA and the County of Santa Clara, provides “Give Kids a Lift!” program to provide rides for school-aged children to day-care sites, after-school programs, neighborhood and community programs, and similar destinations selected by the family. Each site has activities for the child and adult supervision.
Outreach, Inc. operates the Senior Transportation Program, a countywide service that provides transportation services to low-income seniors. The program includes transit ride subsidies and demand-responsive transportation services. Some senior meal center sites and local community organizations offer limited transportation using their own vehicles.

**Affordable Transportation Options**

As of this publication, Santa Clara County Social Services Agency is in the process of updating its countywide welfare-to-work transportation plan. The County previously identified various potential transportation programs and services for CalWORKS participants and their families. Proposed programs also sought to provide transportation alternatives for CalWORKS recipients.

Within the program, the Guaranteed Ride Home Program and Give Kids a Lift! Program are currently funded. Other CalWORKS programs were either phased out due to budget cuts or have yet to be implemented. As of this publication, the County of Santa Clara completed its updated CalWORKS plan, including transportation solutions for CalWORKS recipients.

**Transportation Efforts by City of Gilroy**

According to the City of Gilroy’s General Plan, the transportation-related goals for the city are:

1. Provide a “functional and balanced transportation system” to provide access and connections with existing and proposed land uses, while minimizing emissions of air pollutants;
2. Promote a coordinated multimodal system that accommodates private motor vehicles, pedestrians, bicycles, and public transit;
3. Coordinate with local and regional public transit systems to be responsive to Gilroy’s changing needs; and
4. Promote bicycling and walking as viable transportation alternatives.\(^{13}\)

Gilroy has identified specific gaps within its transportation infrastructure, in the areas of roadways, bicycle and pedestrian facilities, and bus stops.

\(^{13}\) Gilroy General Plan, June 2002.
pedestrian facilities, and public transit services. Specific action plans addressing citywide transportation issues are outlined in the “Transportation and Circulation” section of Gilroy’s General Plan, Appendix D: Excerpts from City of Gilroy General Plan & Master Planning Documents.

The city has discussed pedestrian safety concerns with parents of Eliot Elementary School, which is located on 7th and Chestnut Streets near downtown Gilroy within the CBTP study area. A major gap exists in the pedestrian walkway along Chestnut Street at Millers Slough, forcing pedestrians to walk through the slough to continue along Chestnut. The other alternative is to walk through San Ysidro Park to continue towards Eliot School. Parents requested a safer passage for their children that would prevent them from negotiating dangerous pathways through the slough or the park. 14

Travel Behaviors

Commuter Length

As shown in figure 3-3, nearly half (45.2%) of Gilroy’s employed residents have a commute of longer than thirty minutes. Commutes for Gilroy residents are longer than for the rest of Santa Clara County’s residents, of which 38.2% of commutes are thirty minutes or longer. This difference in commute length is attributed to the greater distance between Gilroy and employment centers outside of the city.

High Automobile Usage

The 2000 Census indicates high usage of automobile-based modes among Gilroy’s residents, with 89.3% of residents choosing to either drive alone or participate in shared vehicle arrangements, in their journeys to work. Figure 3-4 also shows that the balance of residents use public transit, bicycle or other modes.

14 City of Gilroy, Engineering Division
Figure 3-3
Workers’ Commute Lengths
(Census 2000)

Average Commute Length = 30.6 minutes

Figure 3-4
Workers’ Chosen Commute Modes
(Census 2000)

- Drove alone: 70.10%
- Carpoole: 19.20%
- Used public transportation: 3.60%
- Walked: 1.80%
- Other means of transportation: 1.50%
- Used a bicycle: 1.00%
- Used a motorcycle: 0.20%
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Chapter 4. Public Outreach Strategy

Gathering public input from target communities required a coordinated and purposeful effort. This chapter describes the public outreach strategy developed to solicit community input on transportation-related issues.

A list of prioritized transportation issues was developed based on the public comments received, which is shown in Chapter 5: Information Gathering.

The public outreach approach used to gather community input emphasized community partnerships, investment in the community, and existing community knowledge.

CBTP Project Working Committee

To provide a forum for discussion and coordination, VTA formed a Project Working Committee, composed of members from the stakeholder agencies. The Project Working Committee met on a monthly or bimonthly basis to discuss CBTP issues and approve project deliverables. The project working committee was composed of members from the following stakeholder agencies:

- VTA, as lead agency
- MTC, as funding partner
- County of Santa Clara
- City of Gilroy
- Gilroy Unified School District
- Gilroy Chamber of Commerce
- Gilroy Economic Development Corporation
- South County Collaborative
- Outreach, Inc.

Partnership with the South County Collaborative

To engage the target communities into a meaningful dialogue about transportation issues and to solicit the help of existing community-based organizations, VTA hired the South County Collaborative, a collective of social service and local government agencies that provide various types of assistance to Gilroy’s low-income population. Appendix A: South County Collaborative Member Agencies is the list of agencies represented in the Collaborative.
Services Agreement

VTA and the South County Collaborative entered into a professional services contract in support of CBTP public outreach activities. South County Collaborative became a consultant for VTA for the extent of public outreach activities to be conducted between June and December 2005. Specifically, the Collaborative was hired to perform the following duties:

1. Coordinate community meetings and focus groups;
2. Assist in recording and facilitation for meetings;
3. Distribute surveys;
4. Collect completed surveys, maintain records of surveys collected, and return surveys to VTA; and
5. Provide child-care services for community meetings (as necessary).

In addition to these responsibilities, the Collaborative provided staffing to support public outreach activities and plan development efforts. One Local Coordinator position was funded through this contract to coordinate meeting logistics, survey distribution and return, and meeting support. The Local Coordinator was also responsible for tracking all expenditures and submitting invoices to VTA.

Local representatives from community-based organizations were also hired to provide translation, childcare, and other support services. The Collaborative also hired local residents to distribute and collect surveys.

Under the services agreement, the South County Collaborative was reimbursed for expenses as invoices were submitted.

Meeting Facilitation

VTA also contracted Ervin Barrios Language Services to provide meeting facilitation services for both Spanish and English languages. The facilitator was briefed by VTA as to the goals of the CBTP effort and the importance of providing exact translations of all comments. Through the South County Collaborative, a co-facilitator was also hired to provide support during focus group meetings.

Surveys

Appendix E: Transportation Surveys & Results contains the Gilroy Transportation Surveys developed for this study. Two surveys were developed: (1) a general survey to use during focus groups and public outreach activities; and (2) a senior-focused survey.

General Survey

The surveys were developed with the input of the Project Working Committee. Surveys were translated into Spanish and formatted in standard-sized and large fonts for both lan-
guages. Members of the Project Working Committee, given their local experiences, decided that the survey would only be available in English and Spanish because those were the primary languages spoken in the focus communities.

Between June and November 2005, 987 surveys were collected. The surveys were distributed through various locations, including local grocery stores, community events, and focus group meetings. Project Working Committee members distributed surveys to current clients either via mail or during one-on-one meetings.

VTA contracted with Godbe Research to analyze the general survey and compile its results. Outreach, Inc. used their own staff to compile the results of the Senior Transportation Survey.

**Senior Transportation Survey**

Outreach, Inc. conducted a survey of 81 seniors of limited incomes who are current users of Outreach’s Senior Transportation Program. The survey was developed to ask specific questions about transportation services and needs for expanded services.

**Meetings and Events**

Through meetings arranged by the South County Collaborative, focus groups and presentations were conducted with target audiences in convenient and familiar environments where they were already receiving other services. When necessary, focus groups and informational presentations were conducted either solely in Spanish or in both English and Spanish. VTA contracted with a bilingual meeting facilitator who could conduct meetings in both languages.

As show in Figure 4-1, eight focus groups and three informational presentations were held during the public outreach period. *Appendix F: Comments from Focus Groups Meetings* is a compilation of transportation-related comments received during public outreach activities.

**Hispanic Outreach**

Gilroy has a large Hispanic community, with 53.8% of the city’s total population identifying themselves as Hispanic. Nearly half (52%) of the survey respondents chose to complete the Gilroy Transportation Survey in Spanish, but it should be noted that some respondents chose to complete surveys in English.
Community-Based Transportation Plan for Gilroy
Chapter 4: Public Outreach Strategy

Senior Outreach
With the assistance of the Silicon Valley Independent Living Center, a focus group was conducted at Wheeler Manor with 46 of its residents to discuss specific transportation issues of the local senior and disabled community.

Youth Outreach
The Mexican American Community Services Agency (MACSA) arranged two meetings with teenagers to discuss transportation issues specific to younger populations.

Two outreach meetings were held for local youth courtesy of the Mexican American Community Services Agency (MACSA).
## Figure 4-1
List of Public Outreach Events

<table>
<thead>
<tr>
<th>Location</th>
<th>Activity</th>
<th>Meeting Date(s)</th>
<th># of Attendees</th>
</tr>
</thead>
<tbody>
<tr>
<td>South County Collaborative</td>
<td>Presentation</td>
<td>5/12/05</td>
<td>41</td>
</tr>
<tr>
<td>Learning and Loving Center</td>
<td>Focus Group</td>
<td>6/22/05</td>
<td>9</td>
</tr>
<tr>
<td>Dolores Huerta Foundation</td>
<td>Presentation</td>
<td>7/6/05</td>
<td>26</td>
</tr>
<tr>
<td>“Celebracion del Campo” Migrant Farm Worker Fair</td>
<td>Surveys</td>
<td>7/17/05</td>
<td>150</td>
</tr>
<tr>
<td>Santa Clara Valley Health Center</td>
<td>Focus Group</td>
<td>7/29/05</td>
<td>21</td>
</tr>
<tr>
<td>St. Joseph’s Family Center</td>
<td>Presentation,</td>
<td>7/21/05,</td>
<td>35</td>
</tr>
<tr>
<td>St. Joseph’s Family Center</td>
<td>Focus Group</td>
<td>8/11/05</td>
<td></td>
</tr>
<tr>
<td>Boccardo Family Living Center</td>
<td>Focus Group</td>
<td>8/4/05</td>
<td>14</td>
</tr>
<tr>
<td>Wheeler Manor</td>
<td>Focus Group</td>
<td>8/12/05</td>
<td>46</td>
</tr>
<tr>
<td>MACSA (Mexican American Community Services Agency)</td>
<td>Focus Groups</td>
<td>8/24/05,</td>
<td>43</td>
</tr>
<tr>
<td>South County Workforce Investment Network Employment Fair</td>
<td>Surveys</td>
<td>8/25/05</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>9/12/05</td>
<td>75</td>
</tr>
</tbody>
</table>
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Chapter 5. Information Gathering

Following public outreach activities, list of prioritized transportation issues was developed based on the comments received. This chapter describes the comments received that were used to generate the proposals described in Chapter 7: Recommended Transportation Proposals.

Summary of Transportation Survey Results

Appendix E: Transportation Surveys & Results, includes both the general and senior surveys used in CBTP public outreach activities and data sets for all survey questions.

General Survey

Transportation Modes & Behaviors

As shown in figure 5-1, the majority (65-71%, depending on trip purpose) of respondents use an automobile to travel. Nearly a quarter (17-27%, depending on trip purpose) use public transit. CBTP survey responses reveal a high usage of automobile-based modes consistent with travel behaviors from the 2000 Census data.

Figure 5-1

Transportation Modes Used to Travel to Key Destinations (General Surveys)
Half (50%) of survey respondents own or lease their own vehicles. Those who do not own their own vehicles cite “Cost” (47%) as the primary reason for not owning a car. Other reasons include “Can’t drive” (19%) and “No license” (17%). Survey results indicate that shared rides or carpool arrangements are the next alternative compared to other modes available (including public transit, bicycling, and walking). Survey results do suggest that respondents use public transit (17-27%) more often than the general population.  

A majority of respondents travel with children, family members, and friends to various locations. Responses to open-ended questions reveal that many respondents would like discounted fares or other incentives when traveling in groups.

**Travel Destinations**

Most respondents travel within Gilroy, or to Morgan Hill, San Jose and San Martin to receive services (medical, child care) or to go to work or school.

Respondents listed the following locations as impossible to get to given transportation currently available to them: Shops/malls (29%); Work (21%); Doctor/hospital (18%). When asked why they cannot reach these locations, respondents who chose to complete the open-ended portion of this question cited public transit related issues (proximity of bus stops, lack of bus route, or service issues) as the reasons.

**Satisfaction with Transportation Options**

Although half of respondents own cars, and nearly 75% rely on cars for their transportation needs, most comments for improvements were directed at local bus services. Overall, public transit service received a majority of ratings in the fair or poor categories. Responses to open-ended questions cited the following as suggested improvements to the transit system:

- More buses;
- More bus routes with shorter route times;
- Better transit-specific amenities (shelters, safety features); and
- Better service from drivers.

**Respondent Demographics**

A majority of the respondents are employed or looking for work. Twenty-one percent of respondents are students.

Seventy-five percent of respondents described themselves as Hispanic.

Seventy-nine percent of respondents have an annual household income of under $35,000. Sixty-one percent of respondents have an income of under $20,000.

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15 2000 Census results indicate that 3.6% of Gilroy’s residents use public transportation.
Figure 5-2 is a map showing the locations (by major streets and cross-streets) of survey respondents’ residences. Of the 987 surveys collected, 28% of the respondents provided residential information.

**Figure 5-2**
Map of CBTP General Survey Respondents’ Residences
Senior Survey
Transportation Modes & Behaviors
The majority of seniors travel to their destinations by car, either as the driver or passenger. Forty-one percent of respondents own a car. The usual transportation mode for these trips was by car (67%), with the major exception being those seniors who use paratransit services (23%). Some seniors reported two different modes of transportation: bus and car (as passenger); bus and paratransit; car (as passenger) and paratransit.

The vast majority of seniors take 10 or fewer trips per week.

Travel Destinations
The most frequently cited trip purposes were for medical/health reasons, shopping, and other services. Many seniors indicate that they do not travel to San Jose.

Satisfaction with Transportation Options
Twelve percent of respondents shared that transportation problems affected their ability to keep a medical or other important appointment.

A substantial number of respondents supported improved or increased access to automobile-based services, including more agency-provided rides to services (77%), availability of discounts for taxi services (63%), a community helper/escort program (58%), and volunteer driver programs (48%). Respondents also gave high priority to solutions related to automobile ownership, such as discounts for gas (46%), car insurance (43%), and car repairs (15%).

Senior respondents also indicated the need for:
- Improved local transit service, including more service within neighborhoods and connections to housing and shopping;
- Senior discounts for transit services (on both bus and train); and
- Improved pedestrian facilities.

Respondent Demographics
The majority of survey respondents describe themselves as White/Caucasian (46%) or Hispanic (47%).

Twenty-one percent of respondents are between 60 and 69 years of age; 21% are between 70 and 79; and 33% are 80 years or older.

The majority (95%) of respondents earn less than $20,000 annually.
Comments from Focus Group Meetings

As described in Chapter 4: Public Outreach Strategy, seven meetings were held with low-income residents during July through November 2005. Discussions during focus groups gave the opportunity to discuss survey results in greater detail. Input received focused on six transportation-related areas:

- Public transit service coverage (specifically, route service within Gilroy’s neighborhoods to critical locations within and outside of Gilroy);
- Public transit service frequency;
- Public transit service hours;
- Amenities for public transit service, pedestrian- and bicycle-related transportation;
- Service quality and customer service (for public transit and paratransit services); and
- Affordability of transportation options (specifically automobile ownership and public transit service fares).

It should be noted that a majority of comments received through surveys and during meetings were described the need for improvements to public transit services, even though the majority of respondents use some form of automobile-based transportation for their daily needs.

Public Transit Service Coverage

Coverage refers to whether existing public transit serves all of the places that users need to travel. Figure 5-3 is a map of current public transit coverage and the locations indicated as “critical” during public outreach meetings and in surveys. Comments received during public outreach reflect an overall inability for current transit services to take users to desired locations.

- **Service within specific neighborhoods.** Figure 5-2 shows that for 28% of respondents, their residential addresses are located on or near a current local bus route.

  For the remaining respondents, however, the closest bus stop location may require a 15-to 30-minute walk or a bicycle ride. There is no public transit service provided near the two migrant farm worker communities, Campo Ochoa and Campo Rodriguez. The closest bus stop is nearly three miles away through fields and industrial areas, where sidewalks and pedestrian-scale lighting may not be available for safe walking. For parents using strollers to transport young children, the walk to and from bus stops, often in arid conditions, can be especially difficult.
Figure 5-3
Critical Locations &
Current Public Transit Service Coverage
• **Service to desired locations.** For transit-dependent respondents, shopping locations, work sites, and medical facilities were the top three locations listed as “difficult” or “impossible” locations to travel using public transit. Respondents requested service to local destinations for recreation and employment, such as Bonfante Gardens, Christmas Hill Park, and stores east of U.S. 101 (Costco, Target, Wal-Mart, and the Gilroy Outlets). Teenaged focus group members remarked that insufficient public transit service has prevented them from pursuing job and internship opportunities, both in Gilroy and in other parts of Santa Clara County. Desired out-of-town destinations include Salinas, Monterey, and San Jose International Airport.

• **Hub-based transit system.** Design of “hub-based” transit system requires traveling to the Gilroy Caltrain Transit Center before connecting between local feeder routes or routes to San Jose. Respondents perceive this type of system as inefficient, because they must travel to downtown Gilroy before going anywhere else.

  It was also observed that a challenge of using local buses is Gilroy’s geography: one local route serves locations east of U.S. 101, the other serves locations to the west. The bridge over U.S. 101 at 10th Street/Pacheco Pass Highway is the only structure used for bus passage between the two sides of the city. As a result, passengers requiring cross-town transit must travel first to the Gilroy Caltrain Transit Center and then transfer to the other feeder route. Unless a day pass is purchased, riders would pay base fare for each transfer made. Meeting attendants explained that this system encourages payment at every boarding, which is difficult for low-income passengers.

**Public Transit Service Frequency**

Frequency describes how often transit serves a location and how long it takes to reach the desired destination. In both surveys and during focus groups, comments requesting increased service frequency were the most often mentioned.

• **Infrequent service.** For daily trips (work- or school-related), respondents described having to take very early buses to get to their destinations on time because a later bus would arrive just a few minutes after they needed to arrive. Respondents recalled the economic and funding issues that lead to bus service reductions between 2002 and 2004, but infrequent service still remains the primary reason that transit is inconvenient.

• **Travel time to desired locations.** Transit users also revealed that transit to San Jose and other locations in northern Santa Clara County takes too long, often 60 to 90 minutes one-way on VTA Bus Line 68. If a transfer is required before or after taking Line 68,

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16 Day passes for VTA services can be purchased for $5.25 each for adults, $4.50 for youth, $2.25 for senior/disabled passengers. Appendix C includes the complete VTA Fare Structure, effective January 2006.
travel times can be up to two and a half hours. The issue is exacerbated if buses are not operating on-schedule.

**Public Transit Service Hours**

Based on comments received, service hours are not sufficient for the daily needs of low-income communities.

- **Limited weekday and weekend service.** Respondents cited the need for more service throughout the weekday and on weekends. Local bus service begins operating later and ends earlier than respondents require, particularly for early- and late-shift employees.

**Customer Service Quality**

Service quality refers to the perceived level of service. During public outreach, comments received during meetings and in surveys related to customer service comments for both public transit and paratransit services.

- **On-time service reliability.** Many respondents indicated that buses do not operate on-time, leading to late arrivals to jobs and appointments.

- **Service-related information.** Respondents requested that more information about transportation options be made available to them in convenient locations. Information regarding security and emergency procedures was also important, particularly for parents whose children may ride public transit to and from school. Respondents requested that information be translated, with predominant needs for Spanish translations.

- **Operator conduct.** A few respondents indicated that operators were rude to customers. Some indicated that bus operators pull out from bus stops before passengers have the opportunity to sit. Paratransit customers were concerned about drivers who speed on freeways and drivers feeling rushed to accommodate multiple trips within limited service times.

  It should be noted that other respondents feel that service received from bus operators was good, and that operators that drive frequently in Gilroy neighborhoods are friendly and respectful.

- **Cellular phone usage.** A few respondents also indicated that bus and paratransit operators use cellular phones while driving. Respondents consider this a safety issue, feeling that drivers are distracted while operating the vehicle.
Transportation Amenities

Amenities are additional fixtures that improve the overall functionality and appearance of the transportation system. Comments received during public outreach indicate that transit facilities do not include needed amenities.

- **Bus shelters.** Gilroy currently has 108 active bus stops, of which 17 stops (16%) are fitted with shelters. Gilroy’s percentage of sheltered bus stops is consistent with the countywide percentage of sheltered stops (747 of 4,350 total stops, or 17%).

  Comments indicate that lack of bus shelters makes transit inconvenient or difficult to use, especially during inclement weather. Shelters are needed for safety. If shelters are installed, however, they should be designed and placed to allow full visibility of oncoming buses.

- **Safety/convenience-related amenities and services.** Additional requests included lighting and telephones at bus stops, and posted bus schedules at all bus stops. Transportation surveys distributed by Outreach, Inc. specified the need for transportation services that help seniors, including safe drivers’ and walkers’ programs, discounts for transportation services, and infrastructure improvements. See Appendix E: Transportation Surveys & Results for the results of the Senior Transportation Survey.

- **Sidewalks and pavement.** Comments received indicated that sidewalks are either in disrepair or do not exist in many locations. Sidewalks adjacent to the bus stop may be missing or in bad condition and do not provide full accessibility.

- **Bicycle-related facilities.** A small number (5-6%) of survey respondents ride bicycles as their primary mode of transportation. When bicycle travel was discussed during focus groups, the primary reason for not using bicycles was the lack of designated bicycle lanes throughout Gilroy. Riding a bicycle, therefore, is not regarded as a safe transportation mode because there is little separation or protection for bicyclists sharing the roads with vehicles.
Affordability of Transportation Options

Affordability is a considerable factor in choosing among available transportation options. A daily consideration for low-income residents is leveraging available money to provide the basic necessities. When providing transportation for family members, caretakers, and others, affordability becomes an even greater issue.

- **Public transit fares.** VTA offers per-trip fare discounts through day and monthly passes. VTA does not, however, offer free or discounted fares or transfers between VTA bus or light rail lines. Regardless of age group, the most common issue faced is high cost of public transit. For current transit fares, see *Appendix C: VTA Fare Structure (Effective January 2006).*

  As mentioned under the “Public Transit Service Coverage” section, the hub-based transit system necessitates transfers between buses for cross-town trips and trips north to San Jose and northern Santa Clara County. Common suggestions included discounted or free transit fares for low-income users and free transfers between routes.

- **Car ownership.** Half (50%) of survey respondents do not own a vehicle; half of those cite the high cost of ownership as the reason. Even among those that own vehicles, cost of ownership (specifically cost of insurance, gas, and maintenance) makes owning a car difficult, regardless of age group.

Ranking Participant Comments

Following the public outreach period, all transportation-related issues were tallied based on the number of times the specific transportation issue was raised in surveys or during focus group discussions. Figure 5-4 summarized community comments and their relative rankings based on frequency counts. Counts displayed in Figure 5-4 reflect individual comment written in response to open-ended survey questions or received during focus groups. All survey results and responses to open-ended questions can be found in *Appendix E: Transportation Surveys & Results.*

Comments are ranked in five categories based on the number of occurrences of comments in research data: very high (over 70 occurrences); high (50 to 70 occurrences); medium (30 to 50 occurrences); low (10 to 30 occurrences) and very low (less than 10 occurrences).

When reviewing the most frequently heard comments, most transit-related needs focus on providing transportation within Gilroy, specifically within neighborhoods, to desired locations, and at necessary times. More transit service is needed at all times, during weekdays and weekends. The need for low-cost or free transit fares for low-income passengers also ranked highly.
Comments that ranked in the medium range included the need for bus shelters and safety-convenience fixtures at bus stops. CBTP participants also requested improvements in customer relations, including:

- More information on transit services, schedules, and destinations served by transit;
- Safety and emergency contacts when using transit;
- More information translated into other languages (primarily Spanish); and
- Improved operator conduct.

Lower-ranking comments included the installation and/or repair of sidewalks, bicycle lanes and pavement; additional transit service at non-commute hours (early morning and late evening); and reduced travel time between Gilroy and San Jose/Northern Santa Clara County. The need for low-cost car ownership programs also ranked lowly.

It should be noted that higher-ranking needs were those expressed in nearly all focus group meetings. Those needs that ranked in the medium or lower categories were those needs that were of specific concern to some participants. For example, although sidewalk repairs and installations ranked in the “low” category, it is a very important issue for senior populations who feel the inability to walk safely through neighborhoods affects their quality of life.

It should also be noted that “increase frequency during weekdays and weekends” and “add bus service in early morning and late evening times” refer to the general need for expanded public transportation service throughout the day, specifically to accommodate early and late shift workers.
Figure 5-4
Participant Needs for Local Transportation Improvements (CBTP Surveys & Focus Groups)

<table>
<thead>
<tr>
<th>Needs</th>
<th>Surveys</th>
<th>Focus Groups</th>
</tr>
</thead>
<tbody>
<tr>
<td>Improve transit service in neighborhoods</td>
<td>95</td>
<td>28</td>
</tr>
<tr>
<td>Increase service frequency during weekdays &amp; weekends</td>
<td>46</td>
<td>23</td>
</tr>
<tr>
<td>Improve service to desired destinations</td>
<td>51</td>
<td>17</td>
</tr>
<tr>
<td>Provide low-cost or free transit fares</td>
<td>41</td>
<td>22</td>
</tr>
<tr>
<td>Install more bus shelters</td>
<td>22</td>
<td>23</td>
</tr>
<tr>
<td>Improve customer relations</td>
<td>21</td>
<td>20</td>
</tr>
<tr>
<td>Install safety/convenience fixtures at bus stops</td>
<td>30</td>
<td>5</td>
</tr>
<tr>
<td>Install or repair sidewalks, bicycle lanes &amp; pavement</td>
<td>2</td>
<td>27</td>
</tr>
<tr>
<td>Add bus service in early morning &amp; late evening times</td>
<td>21</td>
<td>5</td>
</tr>
<tr>
<td>Reduce Gilroy-to-San Jose travel time</td>
<td>18</td>
<td>5</td>
</tr>
<tr>
<td>Provide low-cost options for car ownership &amp; maintenance</td>
<td>3</td>
<td>2</td>
</tr>
</tbody>
</table>

Rank Based on Frequency
- Very High: Improve transit service in neighborhoods and Reduce Gilroy-to-San Jose travel time
- High: Increase service frequency during weekdays & weekends, Improve service to desired destinations, Install or repair sidewalks, bicycle lanes & pavement, Install more bus shelters, Improve customer relations, Install safety/convenience fixtures at bus stops, Add bus service in early morning & late evening times, Provide low-cost options for car ownership & maintenance
- Medium: Surveys, Focus Groups
- Low: Surveys, Focus Groups

Each individual response received one count toward the total score.
Chapter 6. Development of Transportation Proposals

Based on community input, specifically the prioritized transportation issues listed in *Chapter 5: Information Gathering*, a list of proposals was developed and evaluated using an iterative process. This chapter details the process used to develop the list of transportation proposals, which are further described in *Chapter 7: Recommended Transportation Proposals*.

Methodology

**Brainstorming Activity**

As a first step in the development process, the members of the Project Working Committee participated in a brainstorming activity to develop a list of probable solutions. Because many of the comments received during public outreach focused on improvements to public transit services, VTA staff later added additional proposals to expand the list of options. Figure 6-1 lists all of the transportation proposals developed during these activities to address lifeline transportation barriers.

**Figure 6-1**

List of All Gilroy CBTP Proposals

<table>
<thead>
<tr>
<th>Transportation Proposals</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>• Monterey-to-San Jose Express Bus</td>
<td>• Carpool/Ride Share Program</td>
</tr>
<tr>
<td>• Gilroy-to-San Jose Express Bus</td>
<td>• Vanpool Program</td>
</tr>
<tr>
<td>• Community Bus Services</td>
<td>• Community Park &amp; Ride Lots</td>
</tr>
<tr>
<td>• Expanded Fixed-Route Services</td>
<td>• Citywide Car Share Program</td>
</tr>
<tr>
<td>• Shuttle Services</td>
<td>• Senior Drivers’ Education Program</td>
</tr>
<tr>
<td>• Transit-Oriented Development</td>
<td>• Volunteer Driver Program</td>
</tr>
<tr>
<td>• Enhanced Transportation Information Services</td>
<td>• Escort “Ride Along” Services</td>
</tr>
<tr>
<td>• Partnership to Provide Transit Access on Commercial Properties</td>
<td>• Bus Shelters &amp; Amenities</td>
</tr>
<tr>
<td>• Subsidized Transit Pass Program</td>
<td>• Bicycle and Pedestrian Infrastructure</td>
</tr>
<tr>
<td>• Commuter Check Program</td>
<td>• Safe Walking Program</td>
</tr>
<tr>
<td>• Discounted Taxi Rides</td>
<td>• Public Art Projects</td>
</tr>
<tr>
<td>• Low-Cost Auto Ownership Program</td>
<td>• Citywide Bicycle Sharing Program</td>
</tr>
<tr>
<td></td>
<td>• Bicycle &amp; Pedestrian “Watchdog” Committee</td>
</tr>
</tbody>
</table>

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18 This list presents all proposals developed during brainstorming activities. This list was later refined to the final list of near- and mid-term proposals, which are described in Chapter 7.
Evaluation of Transportation Proposals

In a second level of assessment, the Project Working Committee evaluated each solution based on five considerations:

- **Relevance**: The Project Working Committee attempted to match each proposal with transportation needs stated during public outreach. Proposals were recommended if the committee felt that the new service or project would address a prevalent transportation need based on public outreach results.

- **Implementation**: A vital component to successful implementation is the existence of a “program champion,” an agency (or agencies) that takes a lead role in securing funding, staffing and other resources devoted to the proposed service or project. Based on anticipated barriers to implementation (such as funding, resource allocation, and project development), the committee placed proposals in implementation timeframes:
  - Near-term to be implemented within 3 years;
  - Mid-term to be implemented in 3 to 6 years; and
  - Long-term to be implemented in 7 years or more.

- **Cost/Funding**: The committee considered if (and when) funding is available to plan, construct, and maintain the proposed projects and services. Availability of on-going fund sources, especially for transit service operations, must also be considered when evaluating the sustainability of a proposal. Although the committee did consider the possible costs to develop and implement each proposal, proposals were not ranked based on their costs, but rather on their necessity in addressing transportation needs.

- **Usability**: Finally, the committee considered whether each proposal is easy for potential customers to use in addressing lifeline transportation barriers. The committee also attempted to predict whether focus community residents would decide to use the new service or program to meet their transportation needs.

The specific questions asked of Project Working Committee members can be found in *Appendix G: Evaluation of Transportation Proposals*.

Next Steps

As of this publication, transportation options categorized in near- and mid-term implementation timeframes are in various stages of design and delivery. For example, VTA and the City of Gilroy are currently working together to design a preliminary stage of local Community Bus Service. VTA is also working with Capitol Corridor (Amtrak) and Monterey-Salinas Transit to begin express bus service between Monterey and San Jose by Summer 2006. Future funding opportunities may allow VTA to contribute to this service as a funding partner to provide more trips or expand service within Gilroy.
Other near- and mid-term proposals require more development. Lead agencies have yet to be designated for delivering some of the proposals recommended in this CBTP. Also, further research and design must be coordinated among stakeholder agencies to ensure that new programs and services are effectively integrated into existing transportation services. Specific issues related to the implementation of each CBTP proposal are detailed for each proposal in *Chapter 7: Recommended Transportation Proposals.*
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Chapter 7. Recommended Transportation Proposals

This chapter provides greater detail on the 13 transportation proposals recommended for near- and mid-term implementation. Information provided includes a description of each proposal, the selection rationale, and possible implementation steps, including program funding and cost assumptions.

Chapter 8: Funding Sources & Opportunities provides descriptions of the potential funding sources that may be applied to implement each proposal.

Committee Recommendations

Near- and Mid-Term Recommendations

Of the 25 proposals listed in Figure 6-1, ten were recommended for near-term implementation (within three years) and three for medium-term implementation (within three to six years).

The committee stressed that these implementation timeframes serve as guidelines, and are not to be stringently applied. As new funding sources, program champions, or available resources become available, proposals can be implemented to take advantage of new opportunities. Each proposal, when considered separately, provides a solution to one or more specific transportation issues experienced by Gilroy’s low-income communities. When considered as a whole, the list of transportation proposals comprises a complete, multimodal approach to alleviate transportation issues.

Near-term and mid-term recommendations are further described in this chapter. The remaining proposals, which were either recommended for long-term (seven years or more) or not recommended at all, are described in Appendix G: Evaluation of Transportation Proposals.

One CBTP proposal is local Community Bus Services to provide improved transit coverage within neighborhoods and to critical destinations.


### Figure 7-1
Recommended Gilroy CBTP Proposals

#### Proposals Selected for Near-Term Implementation

**Transportation Services**
- Express Transit between Gilroy & San Jose
- Community Bus Services
- Shuttle Services
- Enhanced Information Services

**Infrastructure**
- Bus Shelters & Amenities
- Bicycle & Pedestrian Infrastructure
- Safe Walking Program

**Affordability**
- Subsidized Transit Pass Program
- Discounted Taxi Rides

#### Proposals Selected for Mid-Term Implementation

**Transportation Services**
- Express Transit between Monterey & San Jose
- Vanpool Program
- Volunteer Driver Program

**Affordability**
- Low-Cost Auto Ownership Program

#### Policy-Related Recommendations

The Project Working Committee opted to take a “support” position for two of the proposals, which were viewed as on-going, policy-level considerations that would improve lifeline transportation:
- Transit-Oriented Development, an approach to growth that focuses land uses around transit stations and within transit corridors.
- Partnership for Transit Access on Commercial Properties, a cooperative effort among the City of Gilroy, VTA, local businesses and private developers to provide transit access on commercial properties when necessary.

These policy-related proposals were both recommended for on-going consideration to address a major transportation barrier expressed by public outreach participants. Both these proposals facilitate improved transit service to businesses and residential areas for both current and future development in Gilroy. This direction seeks to address specifically the issue of distance between transit stops and desired locations.
Express Transit Service between Gilroy & San Jose

Direct transit service to key destinations between Gilroy and San Jose.

Public Outreach Results: High Response Rate

During public outreach, focus group participants expressed a strong need for a fast and inexpensive transit connection to San Jose. Travel time between Gilroy and San Jose is an important transportation issue for Gilroy’s low-income communities. A service to improve transit time would provide access to jobs, life-enhancing services and essential services located in San Jose and Northern Santa Clara County. Express service would also fill a service gap for those traveling during non-commute hours in both directions and reverse commute trips.

Why Recommended? Reduces travel time between Gilroy and San Jose/Northern Santa Clara County

This proposal recommends express service between Gilroy and San Jose/Northern Santa Clara County. As proposed (see cost assumptions below), anticipated travel time for an express bus service would be 40 to 45 minutes, as compared to a current travel time of 60 to 90 minutes for VTA Bus Line 68. This service would reduce Gilroy-to-San Jose travel times by up to 50%. This service is assumed to travel along U.S. 101 instead of Monterey Highway, which is the north-south routing for the current Line 68 within South County.

The Project Working Committee emphasized that this service be provided with a low-cost transit pass option, such as the “Subsidized Transit Pass Program.”

Although this proposal assumes that an express bus service would be used to address the travel time issue, other CBTP proposals can be implemented to provide the same travel time reduction.

Potential Program Sponsor(s): VTA (if implemented as bus service); Local social service agency or community-based organization (if implemented as shuttle service)

If this proposal were implemented as an express bus service, VTA, as the public transit service provider for Santa Clara County, would determine appropriate routes and service levels. Service levels would be determined based on current economic conditions, availability of funding and staff resources, and service needs determined through additional public outreach efforts. To contact VTA, call VTA Community Outreach at (408) 321-7575.
If implemented as bus service:
Annual operating costs = $0.5 to $4.0 million
Capital & start-up costs = up to $2.5 million
Maintenance costs = $875,000

Assumptions
In determining potential costs, VTA assumed bus stop locations are located at or near the following locations: Gilroy Caltrain Transit Center, San Martin Caltrain Station, Morgan Hill Caltrain Station, Santa Teresa Light Rail Station, Santa Teresa Hospital, Downtown San Jose, San Jose Diridon Station, and Santa Clara Caltrain Station.

Service frequency for the lower operating cost estimate was assumed as four morning and four evening roundtrips. For the higher cost estimate, service frequency is assumed as follows:
- Monday through Friday: 30-minute frequency during peak, 60-minute during off-peak;
- Saturday and Sunday: 60-minute frequency all day;
- Service hours are 5am to 10pm daily.

This route has been designed to serve existing bus stop locations with shelters and other passenger amenities, therefore, start-up costs are not assumed to include costs to install and maintain new bus stops. New vehicles may have to be purchased to support this service, at an initial cost of up to $2.5 million, and $875,000 per year for vehicle maintenance.

Potential Funding Sources
- Federal Section 5303 Technical Assistance (for planning and technical assistance)
- Job Access and Reverse Commute Program
- Lifeline Transportation Program
- Transportation Fund for Clean Air
- VTA Local Operating Funds

Implementation:
Recommended to implement within 3 years

VTA is in the process of conducting a Comprehensive Operations Analysis (COA) of public transit services throughout Santa Clara County, beginning Summer 2006 with completion in 9 to 12 months. The Gilroy-to-San Jose corridor will be evaluated in the context of the COA.

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19 Service & Operations Planning.
20 Through the COA, VTA will analyze existing transit service, develop operating performance measures, identify underserved markets, and test alternative operating service scenarios. See Chapter 3: Current Transportation Options & Usage for more information about the COA.
As the COA is being conducted, VTA will not add new services, with the exception of service conversions from fixed-route bus services to Community Bus Service for certain routes. See page the Community Bus Services proposal for more information. VTA will, however, continue to adjust and refine current transit services during quarterly service evaluations.

If output from the COA recommends an express bus service between Gilroy and San Jose, VTA would then initiate a series of steps to design and deliver the service, including:

- A cost-benefit analysis to determine service standards as delineated in VTA’s Service Management Plan;
- An extensive public outreach effort to determine optimal service levels and potential community support and usage. With these activities, VTA would determine the appropriate service hours, frequencies, and destinations. The service would be evaluated and adjusted through VTA’s quarterly service evaluations;
- Determination of new funding sources to commit to this service prior to implementation if funding is not re-allocated from other transit services.

It should be noted that, depending on the outcome of the COA, VTA might not pursue an express bus service within the near-term implementation timeframe recommended in this CBTP. To provide more immediate transportation options, other stakeholders may choose to implement alternative solutions, as described below.

**Alternatives**

- **Shuttle Services:** A shuttle route can be implemented to provide the faster service connection between Gilroy and San Jose/Northern Santa Clara County. See the Shuttle Services proposal, which has also been recommended for near-term implementation.
- **Express Bus Service between Monterey and San Jose:** This service is recommended in this CBTP for mid-term implementation. See the Express Transit Service between Monterey & San Jose proposal, which has been recommended for mid-term implementation.
Community Bus Services

Flexibly routed transit service utilizing small buses and routes developed through a community-driven process.

Public Outreach Results: High Response Rate

Survey respondents and focus group attendees alike indicate that more bus routes are needed within Gilroy. Buses are also needed at earlier and later hours, particularly to serve early- and late-shift workers.

Why Recommended?

- Improves service within neighborhoods; reduces walking distance to bus stops.
- Improves service to desired destinations, both within and outside of Gilroy
- Adds bus service in early morning and late evening times

The flexible nature of this type of service makes it a more attractive option to address the issues of transit service coverage within the city, particularly when compared to fixed-route services. Potentially, Community Bus Service can be designed to serve desired locations, such as work sites, community centers, and shopping districts with specific service runs at convenient times.

By request, buses can serve “off-route” locations because buses are smaller and able to maneuver in neighborhoods with narrower streets. This service, therefore, would improve transit coverage in neighborhoods and rural locations and service to critical activity centers within the city.

Potential Program Sponsor(s): VTA & The City of Gilroy

VTA is currently operating this type of service as a pilot program providing feeder service between VTA Light Rail in the City of Campbell and the neighboring Town of Los Gatos.

As of this publication, VTA and the City of Gilroy are partnering to develop a Community Bus Service within the city. To contact VTA, call VTA Community Outreach at (408) 321-7575. To contact the City of Gilroy, call (408) 846-0450.
Cost Estimates:

<table>
<thead>
<tr>
<th>Cost Estimates</th>
<th>Annual operating costs = $0.8 to $2.6 million</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Capital &amp; start-up costs = to be determined</td>
</tr>
<tr>
<td></td>
<td>Maintenance costs = to be determined</td>
</tr>
</tbody>
</table>

Assumptions

Based on its experience operating a pilot program of Community Bus Services in the Town of Los Gatos, VTA estimates that the annual cost to operate Community Bus Service within Gilroy is $0.8 million to $2.6 million. Capital and maintenance costs will be determined based on the staff level and maintenance requirements needed to operated and repair the new fleet. VTA and the City of Gilroy will continue to work together in designing this service and developing accurate operating, capital and maintenance costs estimates.

Potential Funding Sources

- Federal Section 5303 Technical Assistance (for planning and technical assistance)
- Job Access and Reverse Commute Program
- Lifeline Transportation Program
- Transportation Fund for Clean Air
- VTA Local Operating Funds
- Private Foundations (as described in Chapter 8: Funding Sources & Opportunities)

Implementation: Recommended to implement within 3 years

VTA and the City of Gilroy anticipate that fixed-route services will be fully converted the Community Bus Services by mid 2007. Initially, routes for this service would be similar to current fixed-route service. As demand warrants, service can be expanded within communities, to serve more destinations, and to meet different schedules.

As with any service expansion, VTA would undertake the following steps to increase and/or modify Community Bus Service routes and schedule times:

- A cost-benefit analysis to determine service standards as delineated in VTA’s Service Management Plan.
- An extensive public outreach effort to determine optimal service levels and potential community support and usage. With these activities, VTA would determine the appropriate service hours, frequencies, and destinations. The service would be evaluated and adjusted through VTA’s quarterly service evaluations. Ongoing public involvement efforts would be utilized to modify service.
- Determination of new funding sources to commit to this service prior to implementation if funding is not re-allocated from other transit services.

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\(^{21}\) VTA Service & Operations Planning
Shuttle Services

Typically a van or small passenger bus that operates along a fixed or deviated routing to connect critical activity centers. Shuttles differ from traditional fixed-route services because they provide “curb-to-curb” convenience.

Public Outreach Results: Suggested by stakeholder agencies

The Project Working Committee feels that there is a strong priority for shuttles specifically designed to serve migrant farm workers and specific medical/healthcare purposes. Seasonal shuttle services, such as for special events and holiday shopping should also be developed.

Why Recommended?

- Improves service to desired destinations, both within and outside Gilroy
- Serves migrant farm worker communities
- Adds service in early morning and late evening times

Shuttles have the potential to provide convenient door-to-door or curb-to-curb service, addressing the transit service coverage barrier expressed during public outreach. Shuttles may provide augmented service, specifically when and where VTA fixed-route and Community Bus Services are not operating, such as late at night and to rural locations within Gilroy and in surrounding unincorporated areas.

The Project Working Committee recommends the following uses for shuttle services:

- For migrant farm workers and families for non-work trips (to grocery stores and other shopping locations, local hospitals, education programs, and childcare facilities). Work-related trips can be accommodated by a vanpool program, another proposal recommended for near-term implementation;
- For seniors for trips associated with medical needs, shopping, and physical activities.
- For medical purposes. Public health nurses at Valley Health Center San Martin suggested a shuttle service to connect the San Martin site to the other campuses, specifically Santa Clara Valley Medical Center located on Bascom and Fruitdale Avenues in San Jose.
- For seasonal needs to provide transportation to special events (such as the annual Gilroy Garlic Festival at Christmas Hill Park), shopping and holiday festivities.
Community-Based Transportation Plan for Gilroy

Potential Program Sponsor(s): The City of Gilroy or local community-based organizations, as appropriate for specific uses

Depending on the coverage desired for shuttle service routes, this proposal could be sponsored by local organizations (for specific needs) or the City of Gilroy (for citywide coverage). Examples of effective city-led shuttle programs include the Palo Alto Free Shuttle Program (operated by the City of Palo Alto) and the Stanford Marguerite Shuttle Service (operated through a partnership between the City of Palo Alto and Stanford University).

Cost Estimates:
- Annual operating costs = $0.5 to $1.0 million
- Capital & start-up costs = $350,000
- Labor & Maintenance costs = $897,100

Assumptions
Operating hours have been assumed to be 12 hours daily every day of the year. Hours may be adjusted during seasons or for special events.

Capital costs:
- Purchase price for 6 shuttle buses at $50,000 each is $350,000.\(^{22}\)
- Annual costs for fuel and maintenance are assumed at $197,100.\(^{23}\)

Labor costs:
- 2,000 hours per Full Time Employee (FTE) with salary assumed at $50,000 per FTE.
- Annual labor costs, therefore is $700,000 for this level of operation.\(^{24}\)

Potential Funding Sources
- Job Access and Reverse Commute Program
- Lifeline Transportation Program
- Transportation Fund for Clean Air
- VTA Local Operating Funds
- Private Foundations (as described in Chapter 8: Funding Sources & Opportunities)

\(^{22}\) Average cost for 25-passenger shuttle that is wheelchair accessible. Vehicles would be replaced every 10 years.
\(^{23}\) 10 miles traveled per bus per hour operating 12 hours per day and 365 days per year yields 262,800 miles per year. Fuel and maintenance costs are assumed at $0.75/mile.
\(^{24}\) Driver hours per year are assumed at 26,280 hours (6 buses, operating 12 hours a day for 365 days); 14 FTEs are required to operate buses for 26,280 hours.
Steps to design and implement a shuttle service include:

- Customer analysis to determine specific run times and locations to be served. Develop a plan to provide shuttle services for various uses determined by local needs. This step may include “sensitivity” analyses to determine if this service would be provided for free (and fully subsidized) or if a fare would be charged to recover operating costs.

- Operations plan to develop specific routes and operating hours. Information gathered from customer analysis can be used to determine the specific daily operating hours, which would affect operating costs.

- Marketing plan to inform potential users of the new service and operating times.

- Financing plan to support the service at the determined subsidy level.

Designing shuttle services for Gilroy would require significant coordination with VTA to ensure that the service does not compete with or supplant existing bus services. Implementation would also require extensive public outreach and education as well as route and schedule design.
**Enhanced Transportation Information Services**

Comprehensive program to support new transportation options, including providing written materials in various languages.

### Public Outreach Results:

**Suggested by Project Working Committee**

During public outreach activities, participants cited the need for improved information about transportation options, including the following:

- Schedules posted at bus stops;
- Security and emergency-related information, including procedures and telephone contact information;
- Procedures for customer comments, complaints and compliments;
- Multilingual transportation information, particularly information translated into Spanish; and
- General information about transit options.

The new transportation options described in this chapter will also require enhanced public outreach activities to explain new services and programs.

### Why Recommended?

| Provides more transportation-related information |

The Project Working Committee recommended that transportation service providers, including providers of new services as described in this CBTP, provide more focused, pertinent information to customers. This program would also promote efforts to improve customer relations by refocusing current customer service training efforts without augmenting existing budgets.

### Potential Program Sponsor(s):

VTA, City of Gilroy, County of Santa Clara, and community-based organizations that champion CBTP proposals.

Agencies and organizations responsible for improved information services would include any and all transportation service providers. Local social service organizations may choose to operate a transportation information “clearinghouse” for clients that provides information on available transportation services.
Cost Estimates: Costs vary depending on specific needs

Various activities can be utilized to provide enhanced transportation information to current and potential customers. Activities may include:

- Full translation of any and all transportation-related materials produced. Translation costs will vary, depending on number of languages, amount of text to translate, and any special publishing and layout requirements for translated text. Translation costs may range from $50 for a minimal amount of text to up to $10,000 for larger print materials requiring layout services.
- Printing and fabrication for new signage may also cost $100 per sign or higher depending on signage size. Maintenance staff and materials costs would also be necessary for general upkeep.
- To provide support for enhanced information services, a staff of transportation specialist may be hired to provide information to clients and customers.

Potential Funding Sources

- Community Development Block Grants
- Lifeline Transportation Program
- Safe Routes to Schools, if in relation to Safe Routes programs
- Transportation Fund for Clean Air
- Transportation for Livable Communities
- Private Foundations (as described in Chapter 8: Funding Sources & Opportunities)

Implementation: Recommended to implement within 3 years

To implement an enhanced information services program, the following steps may be necessary:

- Select locations and services where enhanced information services are necessary. For example, community-based organizations that implement the “Low-Cost Transit Pass” proposal may choose to staff and support a transit information center to provide transit information and assist clients in planning trips.
- Create an inventory of specific information-related improvements. If bus stop information/schedule signage is to be installed, begin the process with an inventory of locations, possibly grouped by neighborhood, to estimate costs for improvements.
- Determine the extent of translations needed for print materials. Transportation organizations, such as VTA, may already have translated materials available for use, which could be distributed within a relatively short timeframe.
- Recruit local organizations and individuals to review new materials and assess future information needs. This program may provide an opportunity for residents to form an action group specifically charged with improving access to and services for transportation-related information and resources.
Farm Worker Vanpool Program

Shared use of a vehicle, with a seating capacity of 7 to 15 individuals, for transportation to and from their homes (or some designated locations) and their work sites. Vans can be purchased or leased.

Public Outreach Results: Suggested by stakeholder agencies

Vanpools offer a safe, reliable, and affordable transportation option for farm workers, specifically in more rural environments where public transit services may not operate.

Why Recommended?

- Improves service to desired destinations, both within and outside of Gilroy
- Serves migrant farm worker communities

This proposal ranked highly because of the potential to provide a transportation option for those who cannot afford to purchase their own car, particularly Gilroy’s migrant farm worker population. Low-wage earners may work shifts that do not match traditional commute times when public transit services operate.

Gilroy’s migrant farm worker communities require safe and reliable transportation to and from work. Vanpool routes and run times can be customized to serve workers’ specific transportation needs. Vans are equipped with safety and comfort features, including seat belts, passenger-scale seating, and air-conditioning. Vanpool participants are charged monthly fares (usually $40 to $60) to use the service, which covers all costs associated with operating and maintaining the vehicles used. The monthly charge is often less than the $5 a day that workers may be charged by raiteros who may operate unsafe and unreliable vehicles.

Potential Program Sponsor(s):

Community-based organization or local employer in partnership with the County of Santa Clara and VTA

A farm worker vanpool program can be implemented or sponsored by local agencies and/or employers to provide a reliable transportation mode for Gilroy’s working poor. If implemented as described by the “case study” below, VTA may be determined to be the program sponsor.
Cost Estimates:

- Annual operating costs = $0.5 to $4.0 million
- Capital & start-up costs = $180,000
- Maintenance costs = To be determined

Assumptions

Capital Costs:
- Six new vehicles are purchased at $30,000 per vehicle.\(^{25}\) Leasing options or volume purchase of a fleet may reduce capital costs.

Operating/Maintenance Costs:
- Actual costs to be determined based on cost of insurance, gas, and regular maintenance.
- Vehicles may need to be replaced every two to five years, depending on vehicle usage and wear.
- Unpaid volunteer drivers operate the vehicles, so no additional costs are charged to participants.
- Vanpools are operated at capacity (15 riders/van) with no subsidy to cover operating and maintenance costs.
- Vanpools are only used for work-related trips. Operations were assumed to occur during the seven months of the growing season (May to November). Vehicles may be used for other purposes during the off-season.

Considerations
- Lead agency can explore lower cost vehicle leasing options, such as partnerships with local vehicle dealerships or agencies with fleet vehicles (such as the County of Santa Clara or the Gilroy Unified School District).
- State of California legislators are considering a new funding program designed specifically to fund transportation services for agricultural workers. See Chapter 8: Funding Sources & Opportunities for more information about the State’s Agricultural Industries Transportation Services Program.
- Lead agency can seek financial support from local growers and agriculture companies to provide subsidies if needed (to pay operating costs or expand the program).

Potential Funding Sources
- Job Access and Reverse Commute Program
- Lifeline Transportation Program
- Transportation Fund for Clean Air
- Private Foundations (as described in Chapter 8: Funding Sources & Opportunities)

\(^{25}\) Average price for a 15-passenger van from Edmonds.com (6/2006)
In response to high incidents of worker injuries and deaths in unsafe, unregulated transportation during 2001 and 2002, the California Department of Transportation (Caltrans) has partnered with Central Valley counties (Fresno, Kern, Kings, and Tulare) to implement the Agricultural Industries Transportation Program (AITS). The purpose of AITS is to develop safe, affordable and reliable transportation for farm workers. As of this publication, counties in Central Valley have implemented a pilot program to provide transportation for the counties’ farm worker populations.

According to the findings of the AITS pilot program, the following steps are necessary to implement a vanpool program for farm workers:

- Secure start-up funding to purchase or lease vehicles. Vehicles should be equipped with safety and convenience features, including a Global Positioning System, so the driver can locate help should an emergency arise. The vans also carry first aid kits, fire extinguishers and roadside safety items;
- Vanpool drivers must have a Class C license, pass a required physical and provide a DMV printout showing proof of a clean driving record.

Aside from these steps to implementing local farm worker vanpool programs, the lead agencies participating in the AITS study confronted many policy-level barriers to implementing their local programs.

For example, state and federal government regulations restrict who can operate the transport vehicles, how they are compensated, what they can charge, and, how many workers they can transport. Other barriers have included: lack of licensed and trained drivers; limited access to affordable vehicle and driver insurance associated with agricultural labor transportation; lack of enforcement and regulatory oversight of unlicensed drivers and noncertified farm transport vehicles; and limited acceptance of the vanpool model by employers and employees.

Model Program
The vanpool service developed by the Kings County Public Transit Agency (KCPTA) has been successful providing a demand-responsive service for agricultural workers. However, to address the regulatory barriers, initially vans could only transport a maximum of nine passengers. This regulation impacted the ability of the service to be self-sufficient. KCPTA has overcome the barrier with the California Department of Labor and is now allowed to use vans with 15 seats, falling under the same regulation as the 9-passenger vans. However, KCPTA is still negotiating with the US Department of Labor to insure they are compliant with federal regulations. In general, the California Department of Labor has made the exception for farm worker vanpools if a public transit agency is the administrator of the service and

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26 Ron Hughes, Kings County Public Transit Agency
the driver of the van does not receive any compensation. KCPTA has also worked closely
and negotiated with the local CHP division in the operation of the farm worker vanpools.

Drivers leased vans for $750 a month, and then collect $60 to $70 a month from fellow
workers for rides to work. However, because vans were filled with 9 or less passengers, addi-
tional subsidy had to be applied to the cost of the lease. The grant also paid for the cost of
fuel. The vehicles used for the program were procured, insured and maintained by the Kings
County Public Transit Agency (KCPTA).

Currently, KCPTA’s program uses 59 vans in which a licensed, insured and certified agricul-
tural worker drives the van. With the initial grant funding, KCPTA was able to purchase the
vans and provide for the initial start up costs of the program. At this point, the operational
cost of the program is offset through cost savings in insurance, fuel and maintenance using
the KCPTA facilities and resources, and is maintained through fares and some additional
transit funding. It is the goal of the KCPTA program for the program to be operationally self-
sufficient, with additional funding sources used for capital expenditures (van replacement).

KCPTA is not receiving any subsidy from the employers/farms. Although KCPTA has dis-
cussed the program with members of the agricultural industry, there is no interest at this time
by the industry to provide subsidies.

Agencies participating in the AITS study, including KCPTA, recommend the following steps
to facilitate expansion of farm worker transportation programs:
• Advocate amendments to laws that created barriers to transportation solutions;
• Train and license agricultural workers to drive;
• Resolve issues to make vehicle insurance easier to obtain;
• Design and provide incentives for growers that provide transportation;
• Improve access to transportation information;
• Design automobile-based strategies for agricultural workers; and
• Expand vehicle safety training and enforcement.
Low-Cost Transit Pass Program

Program by which authorized community-based organizations or non-profit organizations sell transit fare media to qualifying low-income persons at a discounted price.

Public Outreach Results: High Response Rate

“Reduced (or free) transit fares” was one of the most frequent requests heard during public outreach, regardless of age group. Leveraging available money among all the basic needs, including food, housing, and transportation, remains a daily consideration for the low-income.

Why Recommended? ✓ Provides low-cost, discounted or free fares on public transit services

This proposal would provide subsidized fares to qualifying low-income persons. Authorized agencies would purchase fare media (passes or tokens) from VTA at face value. Those agencies would then resell the fare media at a discounted rate to low-income persons meeting specified income criteria. Proceeds from the sale of discounted fare media would be reinvested to purchase fare media from VTA.

Potential Program Sponsor(s): Local community-based organizations, in partnership with VTA

As of this publication, VTA is working with its Ridership Initiative to Develop Energy-Efficiency (RIDE) Task Force to develop new, innovative and cost-efficient methods to increase transit ridership. One initiative being considered is a subsidized transit pass program for low-income transit users countywide.

If implemented as a countywide program, subsidized transit passes could be provided to Gilroy’s low-income transit customers through a partnership with local social service organizations. Community-based organizations interested in developing a pass subsidy program would need to consider (1) the level of subsidy, whether the passes would be provided at a discounted cost or for free, and (2) a distribution plan, and (3) standards for determining eligible pass recipients.
Cost Estimates:
Annual operating costs = $0.5 to $1 million, depending on number of total passes purchased and subsidy sought to apply to pass purchases

Assumptions
Factors to consider in funding a subsidized transit pass program include (1) the level of subsidy provided by outside funding sources; and (2) costs to administer the program through authorized agencies.

- 500 adult day passes purchased per month.
- Fully subsidy enables free passes to recipients.
- Support staffing may be required to operate the program and provide assistance to pass recipients.

Potential Funding Sources
- Lifeline Transportation Program
- Transportation Fund for Clean Air
- Private Foundations (as described in Chapter 8: Funding Sources & Opportunities)

Implementation: Recommended to implement within 3 years

As of this publication, VTA is working with its Ridership Initiative to Develop Energy-Efficiency (RIDE) Task Force to develop new, innovative and cost-efficient methods to increase transit ridership. One initiative being considered is a subsidized transit pass program for low-income transit users countywide.

Potential program champions may consider combining a subsidized transit pass program with another existing subsidy program. For example, if an existing school lunch program provides free or reduced lunches to school children, a subsidized transit pass program may be combined to provide discounted fare media to qualified recipients.

Model Program: Community Partnership Transportation Program (CPTP)
Beginning in late 2006, a collective of Santa Clara County community-based social service agencies that provide services to over 32,000 low-income individuals will work with VTA to provide free transit passes. These agencies, working together as the Community Partnership Transportation Program (CPTP) provide services at 92 sites throughout the County.

The community agencies involved will identify and screen individuals for eligibility to receive transit passes through this program. The agencies will also develop a transportation plan with the families and individuals to assure that the transit pass leverages the other services being received.
A “Mobility Coordinator” will administer the day-to-day coordination. Frequent communication between agency staff and the Mobility Coordinator will ensure that the services provided to the target population are coordinated across the County.

Meetings will take place amongst all CPTP partners at a minimum of once per month for the first three months of project implementation. Subsequent meetings will take place at least quarterly, but more often as needed. CPTP partners will regularly discuss project implementation, successes and challenges, and how services to the target population can be improved. Training will also be provided to ensure consistent project implementation across all agencies. Additionally, a CPTP representative will attend the County’s monthly Homeless Collaborative meetings.

VTA will coordinate with the Mobility Coordinator, who will then coordinate with all CPTP partners to provide collaboration, information, and training across the board, ensuring that project implementation is uniform at all agencies. Trainings and meetings will occur at a minimum of once per month for the first three months of project implementation, and on a quarterly basis thereafter. Additional trainings and meetings will be held as needed.

On a monthly basis, VTA will distribute the transit passes to the Mobility Coordinator who will in turn distribute the agreed upon number of passes to each participating agency. Each agency will then identify and screen clients for eligibility to receive a transit pass. The agency will complete the transportation plan summary, which will minimally include the individual’s name, zip code, and expected use of transit passes to meet the needs identified during screening.

Agencies will submit completed documentation to the Mobility Coordinator on a monthly basis. This will include verification of each pass issued and the low-income status of the recipient, as well as the transportation plan summary. Any transit passes not needed by an agency in a given month will be redistributed by the Mobility Coordinator according to policies established. The Mobility Coordinator will coordinate all documentation and submit it to VTA on a monthly basis.

To let potential clients know about the program, agency outreach will be conducted at gathering places, including schools, faith communities, grocery stores, laundry facilities, parks, hospitals and clinics, and neighborhood associations. Public awareness of the project will also be increased when CPTP partner agencies discuss the program in a variety of settings, including public meetings of the Santa Clara County Board of Supervisors, City Councils, Rotary Clubs, and other civic organizations. Partner agencies will also build public awareness of the program by speaking with donors and volunteers, two groups that are already interested in supporting efforts in the community to serve vulnerable populations.
**Taxi Voucher Program**

Discounts (subsidy level to be determined) on taxicab rates for senior and disabled passengers.

<table>
<thead>
<tr>
<th>Public Outreach Results:</th>
<th>Suggested by Project Working Committee</th>
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<tbody>
<tr>
<td>For special-needs clients, particularly those of limited incomes, taxi services provide a reliable, flexible transportation option compared to other available transportation options. The need for a taxi option is exacerbated in Gilroy, particularly because of the rural nature of the city. Subsidized taxi rides can also provide same-day trips in place of next-day reservations through other transportation services. Taxi services, however, can be expensive without a subsidy.</td>
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</table>

**Why Recommended?**

- Provides low-cost, discounted or free fares
- Improves service to desired destinations, both within and outside of Gilroy

Subsidized taxi services provide a low-cost option for eligible clients requiring special-needs transportation, specifically for low-income seniors and disabled customers. Vouchers, also called “scrip,” can be used like cash to pay for taxi fares, but are purchased at a fraction of face value.

<table>
<thead>
<tr>
<th>Potential Program Sponsor(s):</th>
<th>Community-based organizations in partnership with local taxicab companies</th>
</tr>
</thead>
<tbody>
<tr>
<td>This program would be best administered through local social service and community-based organizations with the aid of local taxicab providers. Specific knowledge of client needs can be used to create a program that works for specific trips and uses. To develop a voucher program, contact the South County Collaborative or the South County Branch of the Silicon Valley Independent Living Center at (408) 846-1480 for assistance in developing a taxi voucher program.</td>
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</table>

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<tr>
<th>Cost Estimates:</th>
<th>Annual costs = up to $1 million, including taxi voucher subsidy and administrative costs</th>
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</table>

**Assumptions**

Costs would depend on length of trips, number of customers, and the subsidy level. Assuming current taxi fares, a $50,000 subsidy per year could fully fund nearly 3,500 annual trips of a 5-mile average trip length, or over 7,000 annual trips of a 2-mile average trip length.
Administrative costs would include eligibility certification processes and staff support for sales and distribution of scrip, which could require up to $40,000 annually. Screening costs could be significantly reduced if clients are pre-screened through other agencies. For example, a requirement for receiving taxi scrip can be the purchase of a Regional Transit Connection card, reducing the need for a second screening.

**Potential Funding Sources**
- Job Access and Reverse Commute Program
- Lifeline Transportation Program
- Private Foundations (as described in *Chapter 8: Funding Sources & Opportunities*)

**Implementation:**
Recommended to implement within 3 years

The Project Working Committee recommends that use of this type of service be limited to non-emergency trips related to medical, legal and childcare services. This program could be operated by a local non-profit or social service agency, possibly in conjunction with medical, legal or childcare services. Implementation steps may include:

- Selection of taxicab companies that operate fully ADA-accessible vehicles;
- Driver education and monitoring the quality of service provided;
- Selection and funding of administrative staff;
- Customer education program, describing how the service works, eligibility requirements and process, and usage requirements.
Bus Shelters & Amenities

Install bus shelters at bus stop locations to provide weather protection and improve safety. Amenities include lighting, benches, and trashcans.

Public Outreach Results: High Response Rate

The need for bus shelters and other amenities, such as lighting and trashcans, was mentioned during all focus groups and in open-ended survey questions. Specifically, shelters would provide protection, safety, and comfort while waiting for buses.

It should be noted that, during focus groups, respondents requested different design of bus shelters. The shelters should be installed or designed to allow full visibility for bus drivers. Respondents commented that they have missed buses because the drivers’ views were obstructed by shelters and they could not see waiting customers. Senior transit customers requested that pavement near bus stops allow for complete ADA accessibility for buses.

Why Recommended?

- Installs bus shelters
- Installs safety/convenience-related fixtures at bus stops

As of this publication, 85% of Gilroy’s bus stops are without shelters. During public outreach, transit users remarked that taking transit is difficult in inclement weather, especially during hot and cold, rainy months.

Potential Program Sponsor(s):

VTA, the City of Gilroy (within the city), and the County of Santa Clara (for unincorporated areas surrounding Gilroy)

Input can be provided by calling VTA Service and Operations Planning at (408) 321-7050 or by email to bus.stop@vta.org or to City of Gilroy Engineering Division at (408) 846-0450.

Cost Estimates:

Capital costs = $10,000 each for a standard shelter and related repairs

Assumptions

VTA estimates that a standard bus shelter can cost $10,000 to install per location. Costs include installation of the shelters and all pavement for connecting sidewalks, curbs, and ramps (if applicable). Other designs that match streetscape designs may be selected at additional cost, depending on the materials necessary. The total cost of this proposal depends on the number of shelters to be installed as well as maintenance costs, including trash collection, location cleaning, and regular upkeep.

Potential Funding Sources
Community-Based Transportation Plan for Gilroy

- Bicycle Transportation Account for bicycle infrastructure improvements
- Community Development Block Grants
- Lifeline Transportation Program
- Transportation for Livable Communities
- Transportation Fund for Clean Air
- Private Foundations (as described in Chapter 8: Funding Sources & Opportunities)

**Implementation:** Recommended to implement within 3 years

The following steps can be taken to install shelters and amenities at bus stop locations:

- Identify necessary bus stops that require upgrades. As of this publication, the City of Gilroy and its Bicycle/Pedestrian Advisory Committee have developed an inventory of bus stop upgrades, including shelters, ADA-enhancements, and amenities.
- Determine specific needs at each bus stop location to calculate costs to improve bus stop sites.
- Place bus stop improvement projects in capital project budgets. To fund improvements, various capital improvement program budgets may be available, including VTA’s Bus Stop Accessibility Improvement Program or capital improvement programs initiated by the City of Gilroy.

VTA currently provides shelters under the Transit Shelter Advertising Program. This program is implemented through a contract with Clear Channel Outdoor and agreements with each city, including Gilroy. Clear Channel constructs and maintains the shelters at its expense and shares advertising revenues with VTA. VTA in turns shares the revenues on a 50/50 basis with each city based on the number of shelters in the city.  

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27 VTA’s countywide capital program includes an annual budget to make physical improvements at bus stops to ensure Americans with Disabilities Act (ADA) compliance as well as improve overall passenger environment. In FY 2006, VTA budgeted a total of $460,000 for bus stop improvements and repairs as well as an additional $250,000 in FY 2007 for accessibility improvements and general repairs. This budget can cover costs to improve 50 to 70 bus stops throughout the county, depending on needed improvements at each bus stop location.

28 VTA Service & Operations Planning
Bicycle & Pedestrian Infrastructure Improvements

A broad-based category including upgrades and infrastructure projects for pedestrians and bicyclists.

<table>
<thead>
<tr>
<th>Public Outreach Results:</th>
<th>Mixed results</th>
</tr>
</thead>
</table>

Following transit service coverage and affordability issues, infrastructure improvements were ranked highly among transportation concerns of survey respondents and focus group members. Cracked or deficient sidewalks were of great concern to senior populations, who view their daily neighborhood walks as vital to maintaining their quality of life. Sidewalks provide the crucial “first-mile/last-mile” link connecting important destinations, transit services, and recreation areas.

Bicycle usage, on the other hand, is low among the survey respondents. Bicycling may not be considered a safe or viable option for Gilroy’s low-income populations because designated bike lanes and bicycle amenities are not located in critical areas.

During public outreach, the following locations were identified for infrastructure-related improvements:

- IOOF Avenue at Forest Street (sidewalk improvements);
- Forest Street at 6th Street (sidewalk improvements);
- Carmel and Princeville Streets at 6th Street (sidewalk improvements);
- 1st and 2nd Streets at Carmel Street (sidewalk improvements);
- Santa Teresa Expressway at Mantelli Drive (bicycle lanes); and
- Route 152 to Bonfante Gardens (bicycle lanes).

Why Recommended?

✓ Delineates bicycle lanes on major streets
✓ Installs or repairs sidewalks and pavement

Providing needed infrastructure improvements will ensure that communities of all age groups have varied transportation options.
## Community-Based Transportation Plan for Gilroy

<table>
<thead>
<tr>
<th>Potential Program Sponsor(s):</th>
<th>City of Gilroy (within city boundaries); County of Santa Clara (in unincorporated areas surrounding Gilroy); Property owners (for improvements on private properties)</th>
</tr>
</thead>
</table>

Depending on the location of specific improvement projects, responsibility for sidewalk, pavement, and bicycle infrastructure improvements may fall under one or many jurisdictions. Sidewalks, parkstrips\(^{29}\), curbs, and gutters are all public facilities within the public right-of-way. Improvements in these areas are the responsibility of the appropriate jurisdiction. By state law, however, the owner of the fronting property is responsible for maintaining the sidewalk, curb and gutter and parkstrip area. Maintenance responsibility includes repair or replacement of damaged or displaced concrete, abatement of weeds or debris, and trimming of shrubs to keep the area free of hazards.\(^{30}\)

### Cost Estimates:

Project costs are determined by extent of improvements necessary

Costs to design and build can range for low-cost improvements (including lighting, sidewalk repairs, and bicycle amenities) to high-cost installations (block-length sidewalk installations and curbs, pedestrian walkways, and new bridges).

Below are sample costs for infrastructure improvements:

- Signage for displays, information, or direction (such as speed limit signage, stop signs, or restrictions): $200 each.
- High visibility crosswalks: $1,000 to $5,000, depending on necessary improvements.
- Sidewalk improvements: $20 to $50 per linear foot, depending on need for new materials or repair work.
- Bicycle lane (one direction): $25,000 to $75,000 per mile.
- Speed bump: $5,000 each.
- Creek bridge: $50,000 to $100,000.

Improvements may or may not require on-going maintenance at additional cost.

### Potential Funding Sources

- Bicycle Transportation Account
- Community Design and Transportation
- Community Development Block Grants

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\(^{29}\) A parkstrip is the piece of land within the public right-of-way between the sidewalk and the street. Parkstrips contain trees, fire hydrants, utility poles, and other utilities, either above or below ground.

\(^{30}\) City of Gilroy, Engineering Division
Gilroy Community-Based Transportation Plan
Chapter 7: Recommended Transportation Proposals

- Hazard Elimination Safety Program
- Lifeline Transportation Program
- Safe Routes to Schools
- Transportation Fund for Clean Air
- Transportation for Livable Communities
- Private Foundations (as described in Chapter 8: Funding Sources & Opportunities)

<table>
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<tr>
<th>Implementation:</th>
<th>Recommended to implement within 3 years</th>
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</table>

The City of Gilroy has identified specific bicycle and pedestrian infrastructure improvements located within low-income communities that provide links to critical locations and neighborhoods. Locations for additional improvements, including lighting, bicycle amenities, sidewalk repairs, can be submitted to the City of Gilroy for consideration in future capital improvement programs.

31 City of Gilroy, Engineering Division
Safe Routes Program

Education program to promote safe walking and bicycle usage. Programs can include physical infrastructure improvements and designated "safe routes" to increase awareness of bicyclists and pedestrians who may share travel paths with vehicles.

Public Outreach Results: High response rate

For younger public outreach participants, walking and bicycling are viewed as the only two self-reliant transportation modes, especially for traveling to school. Providing safe routes is of great importance for children and teenagers that must travel alone. Gilroy’s senior population also requires a safe option for traveling to local destinations as well as exercise.

Why Recommended?

- Installs or repair sidewalks and pavement
- Installs safety/convenience-related fixtures at bus stops
- Delineates bicycle lanes on major streets

This proposal seeks to promote walking and bicycling within Gilroy by providing safety-related amenities to designated paths. Improvements may include infrastructure improvements, including bicycle and pedestrian bridges, signage, lighting, and sidewalk and crosswalk enhancements. Another component of this proposal is an education and marketing component to promote safety near bicycle and pedestrian routes, especially near schools. This program can also include a specific component addressing safe routes for children traveling to local schools.

Potential Program Sponsor(s):

The City of Gilroy, Gilroy Unified School District, and local community-based organizations

This two-pronged approach to creating and promoting safe environments for walking and bicycling can be implemented as a joint program of the City of Gilroy and the Gilroy Unified School District in partnership with local community organizations.
Costs to design and build can range for low-cost improvements (including lighting, sidewalk repairs, and bicycle amenities) to high-cost installations (block-length sidewalk installations and curbs, pedestrian walkways, and new bridges).

Below are sample costs for infrastructure improvements:

- Signage for displays, information, or direction (such as speed limit signage, stop signs, or restrictions): $200 each.
- High visibility crosswalks: $1,000 to $5,000, depending on necessary improvements.
- Sidewalk improvements: $20 to $50 per linear foot, depending on need for new materials or repair work.
- Bicycle lane (one direction): $25,000 to $75,000 per mile.
- Speed bump: $5,000 each.
- Creek bridge: $50,000 to $100,000.

Improvements may or may not require on-going maintenance at additional cost.

**Potential Funding Sources**

- Bicycle Transportation Account for bicycle infrastructure improvements
- Community Design and Transportation
- Community Development Block Grants
- Hazard Elimination Safety Program
- Lifeline Transportation Program
- Safe Routes to Schools
- Transportation Fund for Clean Air
- Transportation for Livable Communities
- Private Foundations (as described in *Chapter 8: Funding Sources & Opportunities*)

**Implementation:**

Recommended to implement within 3 years

To develop a Safe Routes to School Program, the following steps can be implemented:

- Create a community action team to drive projects and develop the Safe Routes program. Team members may be recruited from local schools, neighborhood associations and action groups, Gilroy’s Bicycle/Pedestrian Advisory Group, local community-based organizations, and local government representatives.
• Develop a program vision and identify specific projects to undertake. This step may include discerning specific routes to schools and transportation issues that children may face along those routes.

• Identify educational activities and promotional programs that can occur within schools and youth activity centers to promote safe walking and bicycling to schools.

• Monitor program progress (i.e., increased walkers and bicyclists, increased comfort with walking and bicycling to and from schools and youth activity centers).

Unless improvements are located on privately owned properties or at transit facilities, the lead agency responsible for most of these improvements is the City of Gilroy. Gilroy has identified specific infrastructure projects that would provide safe routes to schools in low-income communities. Locations for additional improvements can be submitted to Gilroy for consideration. It is recommended that local non-profits or agencies interested in designating safe routes or developing and participating in a safe walking program should contact the City of Gilroy.

As of this publication, the City of Gilroy has identified gaps in pedestrian walkways leading to and surrounding Eliot Elementary School along the following streets:

• Murray Avenue between IOOF Avenue and Lewis Street;
• Lewis Street between Forest Street and the southwest corner of San Ysidro Park;
• East 6th Street between Camino Arroyo and Maple Street (over U.S. 101);
• Portions of Old Gilroy and East 8th Streets between Crocker Lane and Alexander Street; and
• Alexander Street between Old Gilroy and East 9th Streets.  

Gilroy has also proposed a bridge project over Millers Slough to close the pedestrian gap at Chestnut Street leading to Eliot Elementary School.

Model Programs
Marin County implemented a Safe Routes to School program to (1) reduce traffic congestion around county schools, and (2) instill healthy habits in local youth. Marin County adopted the Safe Routes to Schools program in 2003 and the Marin Congestion Management Agency funded the program through federal funding through the Enhancements program and through the Bay Area Air Quality Management District’s Transportation for Clean Air Funding award.

In November 2004, the voters of Marin passed a 1/2-cent transportation sales tax which include 11% of its funding for Safe Routes to Schools including program, crossing guards and infrastructure. It is now a program of the Transportation Authority of Marin and continues to be implemented by the Marin County Bicycle Coalition to create a plan for a long-term sus-

32 City of Gilroy, Engineering Division.
tainable program that is institutionalized in the schools with strong community involvement.  

The Marin County program has developed a toolkit, which consolidates lessons learned, program ideas, and funding solutions. The toolkit is available at the program’s website, www.saferoutestoschools.org.

Other Safe Routes to School Programs have been implemented in Sacramento, Denver, and various school districts in the State of Maryland. The program’s website contains contacts for these various programs, as well as toolkits, sample curricula, and lessons learned.

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**Express Transit Service between Monterey & San Jose**

Direct transit service to key destinations between Monterey and San Jose.

<table>
<thead>
<tr>
<th>Public Outreach Results:</th>
<th>High Response Rate</th>
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During public outreach, focus group participants expressed a strong need for a fast and inexpensive transit connection to San Jose. According to survey results, other desired locations include Monterey, Prunedale, and Salinas.

<table>
<thead>
<tr>
<th>Why Recommended?</th>
<th>✓ Improves service to desired destinations, both within and outside of Gilroy</th>
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<tbody>
<tr>
<td></td>
<td>✓ Reduces travel time between Gilroy and San Jose/Northern Santa Clara County</td>
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</tbody>
</table>

Monterey-Salinas Transit (MST) and Amtrak’s Capitol Corridor Intercity Rail Service are entering into a partnership to provide express bus service between Monterey and San Jose. VTA would provide a bus stop at the Gilroy Caltrain Transit Center to accommodate this service and provide a south County connection to local bus service and Caltrain. Service is anticipated to begin Summer 2006.

Current travel time anticipates the Gilroy-to-San Jose trip will take 60 minutes, as compared to a current transit time of 90 minutes by VTA Bus Line 68. As currently designed, this service will connect to local service at the following transit centers:

- Monterey Transit Center;
- Edgewater Transit Exchange (in Seaside);
- Marina Transit Station;
- Prunedale Park & Ride (for local service to Salinas);
- Gilroy Caltrain Transit Center;
- Morgan Hill Caltrain Transit Center; and
- San Jose Diridon Station.

This service is proposed to provide three daily roundtrips (one morning, one midday, and one evening trip), making this service primarily commuter-oriented. This may provide a convenient option for traveling between Gilroy and San Jose during traditional commute hours. Survey results, however, indicate that transit trips are desired at greater frequencies and throughout the day.
### Potential Program

**Sponsor(s):** Monterey-Salinas Transit (MST) and Capitol Corridor Joint Powers Authority (CCJPA); VTA (for future service upgrades)

At this time, MST and CCJPA propose to provide this service in the near-term. If demand warrants, VTA may consider funding this service to increase the number of daily roundtrips.

#### Cost Estimates:

**Annual operating costs to be determined.**

As of this publication, the VTA Board of Directors will act on a staff recommendation to allocate $90,000 to support this pilot program.

Possible VTA financial contributions to this service are being reviewed. Operational considerations, such as developing transfer policies to allow VTA riders to transfer seamlessly to/from this new service, proposed service levels (# of trips per day) and actual service stops are also being discussed.\(^{34}\)

### Potential Funding Sources (for future service upgrades)

- VTA Local Operating Funds
- Job Access and Reverse Commute Program
- Lifeline Transportation Program
- Transportation Fund for Clean Air

### Implementation:

**Recommended to implement in 3 to 6 years**

Monterey-Salinas Transit (MST) and CCJPA are developing this service, which is anticipated to begin Summer 2006.

\(^{34}\) VTA Service & Operations Planning
**Volunteer Driver Program**

Program that provides volunteer drivers to transport persons with special needs through a curb-to-curb, demand-responsive service.

<table>
<thead>
<tr>
<th>Public Outreach Results:</th>
<th>Suggested by Project Working Committee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gilroy’s senior population, many of whom live on fixed-incomes, require specialized transportation. Those with debilitating conditions, vision or hearing loss, memory impairment, or diminished strength often travel with assistants and caregivers for regular trips to hospitals, care facilities, and other vital locations both within and outside of Gilroy. Gilroy’s senior population is expected to increase by 16% by 2020.</td>
<td></td>
</tr>
</tbody>
</table>

**Why Recommended?**

- Improves service within neighborhoods and to desired locations
- Reduces Gilroy-to-San Jose travel times

Volunteer Driver Programs provide transportation options for seniors and those of limited mobility by offering more personalized, curb-to-curb service. The Project Working Committee recommended that this program be implemented to provide special transportation services for the following trip purposes:

- Medical appointments that may not be life-sustaining, such as physical therapy;
- Life-sustaining medical services, such as dialysis, chemotherapy, radiation treatments and pharmacies;
- Supportive services and agency-related services to social service offices, meal sites and nutritional programs;
- Worksites, volunteer locations, shopping centers and recreational locations.

**Potential Program Sponsor(s):**

Community-based organization (as appropriate by trip purposes)

It is recommended that local community-based organizations take the lead role in designing and implementing this type of program to ensure that the specific needs of their clients are met.

For guidance and local perspective, existing agencies are available to provide assistance in developing volunteer programs. Outreach, Inc. sponsors a senior transportation program for Santa Clara County, and the South County Collaborative can provide suggestions for implementing this service. Contact Outreach, Inc. at (408) 436-2865, or email at admin@outreach1.org.

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35 Association of Bay Area Governments, *Projections 2005*
Cost Estimates:

<table>
<thead>
<tr>
<th>Description</th>
<th>Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Annual operating costs</td>
<td>up to $300,000</td>
</tr>
<tr>
<td>Capital &amp; start-up costs</td>
<td>$180,000</td>
</tr>
<tr>
<td>Maintenance costs</td>
<td>To be determined</td>
</tr>
</tbody>
</table>

Assumptions

Capital Costs:
Six new vehicles are purchased at $30,000 per vehicle.\(^{36}\) To reduce total program costs, sponsor organizations may consider leasing options or partnerships with local agencies that use fleet vehicles for vehicle procurement.

Operating Costs:
Staffing requirements to implement the program may include at least one full-time employee, such as a Special Transportation Needs Coordinator. If the service is provided for a variety of transportation needs, this coordinator can manage multiple programs in a consolidated program. Clerical support staff, office equipment, and supplies may also be needed to support program administration.

- Staff salaries and benefits: $130,000 per year.\(^{37}\)
- Promotional activities and staff incentives: $50,000 per year.\(^{38}\)
- Staff training and licensing: $50,000 per year.

Potential Funding Sources

- Federal Section 5310 Capital Grants – Elderly and Disabled (for Paratransit vehicle purchase)
- Lifeline Transportation Program
- Job Access and Reverse Commute
- Private Foundations (as described in Chapter 8: Funding Sources & Opportunities)

Implementation:

Recommended to implement in 3 to 6 years

The Project Working Committee placed this program in a mid-term implementation timeframe to allow for more time to develop the program and an implementation strategy.

As a general guideline for developing a volunteer driver program, the following implementation steps are recommended:\(^{39}\)

- Determine the appropriate sponsor organization(s) to champion the program over the long-term. Sponsor organizations should consider insurance issues and liability of its

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\(^{36}\) Average price for a 15-passenger van from Edmonds.com (6/2006)

\(^{37}\) Annual Salary for Special Needs Transportation Coordinator assumed at $60,000. Two clerical support positions’ salaries are assumed at $20,000 each. Benefits are estimated at 30% of salary.

\(^{38}\) Promotional activities include program advertising, focus groups, and education. Driver incentives may include reimbursements for driving expenses.

volunteers as the responsible party or parties providing the service. Considerations include:

- Insurance purchase for the sponsor organization(s), vehicles, and volunteers including medical, automobile and business insurance;
- Waivers, releases, agreements to participate and indemnification to limit and/or share risks with riders;
- Personnel policies to determine and ensure the highest standard of service delivery.

- Develop support functions to operate the volunteer program, including:
  - Community relations;
  - Payment/donation procedures;
  - Reimbursement of volunteers (if appropriate) for meals and other service-related expenses;
  - Technical assistance, including customer contact and switchboard functions.

- Assess potential users of the service through registration procedures, identification, and other methods. Future customers may also be determined through community relations, surveys and focus group activities.

- Develop a process to select, train, and review volunteer drivers to ensure performance standards.

- Manage vehicle operations, including vehicle maintenance, inspection, trip planning procedures, and “after-market” equipment to ensure user safety. An example of an after-market addition may be a car seat or lift equipment to facilitate passenger safety and security.

- Develop a process for managing and reporting incidents, unusual occurrences, and accidents.

- Develop and maintain a record management system to keep driver records, incident reports, and rider records. Use the information to monitor and assess the program for future improvements.

Model Programs

Local programs sponsored by Outreach Inc., model much of the infrastructure and customer service systems that would be necessary to create and maintain a successful volunteer driver program. Other programs have been implemented in the State of Washington, specifically by the Washington Department of Transportation and Snohomish County’s Special Needs Transportation Coalition. For more information, refer to the toolkit developed by the Washington Department of Transportation at www.wsdot.wa.gov/transit/tdg.
Low-Cost Auto Ownership Program

Comprehensive program to facilitate car ownership for low-income drivers. May include allowances for gas, maintenance, insurance as well as repair and maintenance training programs.

Public Outreach Results: Suggested by Project Working Committee

Cost of car ownership is a countywide issue for low-income residents and was mentioned by a few CBTP focus group participants. Particularly for those making the transition from welfare to work, car ownership is often a deciding factor in the success of job hunting and maintaining employment.

Even where public transit is available, it may not be conducive to the off-hour shifts that many low-wage jobs require. Public transportation also can be problematic when a parent’s job is located some distance from childcare provider sites.

Often, low-wage earners cannot afford to buy or save for a car. Purchase price, with insurance, gas and maintenance may absorb a significant percentage of working incomes.

Why Recommended? Provides low-cost options for car ownership and maintenance

This proposal advocates innovative solutions for addressing the transportation needs of the working poor. These programs employ a number of strategies including making affordable and reliable vehicles directly available to customers; providing low-cost loans, and facilitating matched savings accounts to enable vehicle purchases. This program may also encompass programs that address other necessary considerations of car ownership, including repair and maintenance costs and gas purchase assistance.

Potential Program Sponsor(s): To be determined

This program will require coordination among existing car ownership programs and new programs. State of California expanded its Low-Cost Automobile Insurance Program to include Santa Clara County as one of 16 eligible counties. Other program components, including mechanisms to sell or lease vehicles to participants and discount programs for low-cost gas and maintenance services, would need to be developed and championed by one or more local agencies. Local agencies and community-based organizations may want to work with Outreach, Inc. to develop an appropriate strategy for the program.

Cost Estimates: To be determined

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40 AISPO, June 2006.
Car ownership programs entail a complex set of procedures for administrative functions including vehicle processing, client screening and loan processing, if financing is made available through the program. If a non-profit or social service agency chooses to administer a program, depending on the breadth of the program, these functions may need to be outsourced to other firms if the agency does not possess the necessary industry-related knowledge.

Potential Funding Sources
- Community Development Block Grants
- Job Access Reverse Commute Program
- Lifeline Transportation Program
- Private Foundations (as described in Chapter 8: Funding Sources & Opportunities)

**Implementation:** Recommended to implement in 3 to 6 years

Although the committee recommended this proposal, it was categorized for mid-term implementation to allow more time to develop a strong, comprehensive, and sustainable program.

Implementation steps would include:
- Determine vehicle acquisition policies. New cars can be purchased, but at significantly higher costs as compared to procuring and rebuilding older, donated vehicles. Local programs, including Outreach’s vehicle donation program, can serve as appropriate models for public donation strategies.
- Develop on-going funding strategy to sustain the various elements of the program.
- Create eligibility and screening criteria for potential program participants. For example, if the California Low-Cost Automobile Insurance Program is a component, strict standards are upheld for clean driving records of program participants.
- Develop a case management model to monitor clients’ progress and assist client issues, including personal budgeting, automobile maintenance education, and credit building.

The National Economic Development and Law Center developed a source document called *Shifting into Gear: A Comprehensive Guide to Creating a Car Ownership Program*. This guide provides a well-rounded assessment of various issues and suggestions in developing, implementing, and sustaining car ownership programs. Sample programs are also included that illustrate existing programs for vehicle donations, low-cost ownership and assistance. The guide is available online at [http://www.nedlc.org/center/car.htm](http://www.nedlc.org/center/car.htm).
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Chapter 8. Funding Sources & Opportunities

Funding for various forms of transportation is obtainable from federal, state, regional and local sources. Funds may be distributed either based on population and public transit ridership volumes or through a competitive process.

This chapter contains information regarding funding sources that can be used to implement projects and programs recommended in this CBTP.

Possible Requirements of Fund Sources

The information in this chapter provides a general understanding of the requirements for public and private funding sources that can finance proposals outlined in Chapter 7: Recommended Transportation Proposals. Each source agency may dictate if funding can be applied to capital (infrastructure) improvements, operational needs, and/or administrative costs.

Agencies may also require that grant applicants provide “local match” funds of a certain percent of the whole amount necessary to implement the program. Depending on the source agency’s requirements for the fund source, local match obligations may be met through cash contributions, staff costs, and/or other grants received by sponsor agencies.

Public/Government Funding Sources

Bicycle Transportation Account (BTA)

Source: California Department of Transportation (Caltrans) through:
- City of Gilroy
- County of Santa Clara
- Santa Clara Valley Transportation Authority (VTA)

Eligible CBTP Elements: Bicycle Infrastructure Improvements

BTA provides state funds for city and county projects that improve safety and convenience for bicycle commuters. During the Fiscal Year 2005-2006 funding cycle, California Department of Transportation (Caltrans) provided $7.2 million for statewide bicycle projects, including $690,000 for projects within Santa Clara County. This source is best suited for bicycle-related projects identified by the City of Gilroy, the County of Santa Clara, or VTA.
Projects and activities that are eligible for this funding source include:
- Bicycle path, lane or route construction and maintenance;
- Bicycle lockers;
- Bicycle racks on transit vehicles;
- Planning related to bicycle projects; and
- Bicycle-related safety education.

BTA grants require a minimum of 10% local match of the total cost of constructing proposed bikeways and facilities. The ratio of local funds to BTA funds on the original application form will determine the project’s reimbursement amount.

Contact:
Office of Local Assistance
California Department of Transportation
P.O. Box 23660
Oakland, CA 94623-0660
Ken McGuire at (916) 653-2750 or David Priebe (916) 653-0036.

Community Design and Transportation (CDT)

Source: Santa Clara Valley Transportation Authority (VTA)

CBTP Elements: with potential eligibility (design phases only):
- Bus Shelters/Amenities
- Bicycle/Pedestrian Infrastructure Improvements

VTA developed the CDT Program to provide information, tools, and planning, technical and design assistance to VTA member agencies (the 15 cities and towns of Santa Clara County and the County of Santa Clara) to influence a proactive planning and development process. In conjunction with this program, VTA distributes grants on a competitive basis to fund planning activities and to assist member agencies with implementing the concepts, principles, practices, and actions outlined in VTA’s CDT Manual of Best Practices for Integrating Transportation and Land Use.

The CDT Planning Grants are intended to prepare projects for implementation by member agencies, and to compete for VTA Livable Communities and Pedestrian Program (capital) Grants, as well as MTC Transportation for Livable Communities (TLC) grants.

Activities that are eligible for this funding source include:
- Policy planning activities to revise existing or create new policies, codes, ordinances, or enforceable design standards that encourage the design of pedestrian-friendly streets and well-designed developments along major transportation routes, downtowns, main streets, commercial areas, and stations; and
• Capital planning activities that integrate high-quality transit- and pedestrian-friendly designs of public streets, commercial areas or stations.

A 20% local match is required. The match must consist of a minimum of 11.5% in cash contributions with staff time accounting for a maximum of 9.5%. The requested grant funds may be awarded wholly or in part.

Contact:
Santa Clara Valley Transportation Authority (VTA)
3331 North First Street
San Jose, CA 95134
Chris Augenstein (408) 321-7093

Community Development Block Grants (CDBG)

Source: U.S. Department of Housing and Urban Development (HUD) through:
- City of Gilroy
- County of Santa Clara

Eligible CBTP Elements: Transit-Oriented Development
Low-Cost Auto Ownership Program
Bus Shelters/Amenities
Bicycle/Pedestrian Infrastructure Improvements

The Housing and Community Development Act of 1974 established CDBG as a replacement for a variety of federal urban renewal, housing and neighborhood development programs. CDBG was the first of the federal block grant programs. Government agencies and nonprofit organizations are eligible for funding. Target areas are low-income for these grants; therefore, most community development projects in this plan may be eligible for CDBG funding, including the proposals listed above.

Federal Section 5303 Technical Assistance

Source: Federal Transit Administration (FTA) through Metropolitan Transportation Commission (MTC)

Eligible CBTP Elements: Planning and technical assistance for transit-related proposals.

FTA Section 5303 funds are used to support planning activities in metropolitan areas. These funds are distributed by MTC and are available to all transit operators within the Bay Area.

Projects and activities that are eligible for this funding source include:
• Development of short-range transit plans;
• Route restructuring studies; and
• Technical assistance for implementing technology upgrades and similar projects.

**Federal Section 5310 Capital Grants - Elderly and Disabled**

**Source:** Federal Transit Administration (FTA) through Metropolitan Transportation Commission (MTC)

**Eligible CBTP Elements:** Volunteer Driver Program (if vehicles are purchased)

FTA funds capital grants through its Section 5310 Elderly and Disabled Transportation Program. Capital grants are provided for the purpose of assisting private non-profit corporations and, under certain circumstances, public agencies, in providing transportation services to meet the needs of seniors and persons with disabilities for whom public transit are unavailable, insufficient, or inappropriate. Through an annual application process, program grants are made for up to 80% of the total project cost. Applicants must have funds available to pay all operating and maintenance costs for the vehicles.

Projects and activities that are eligible for this funding source include:
• Purchase of paratransit vehicles; and
• Purchase of paratransit-related equipment.

**Hazard Elimination Safety Program (HES)**

**Source:** California Department of Transportation through:
• City of Gilroy
• County of Santa Clara
• Santa Clara Valley Transportation Authority (VTA)

**Eligible CBTP Elements:** Pedestrian-Scale Lighting

HES provides funds for safety improvements on public roads, surface transportation facilities and pedestrian or bicycle trails. The goal of the program is to eliminate or reduce the number and/or the severity of accidents at locations selected for improvements. These funds are available for preliminary design and engineering, right-of-way acquisitions, and construction expenses. A 10% local match is required.

Projects and activities that are eligible for this funding source include safety projects on public roads and highways (signals, median barriers, guard rails, lighting).
Job Access and Reverse Commute (JARC) Program

Source: Federal Transit Administration (FTA) through:
- Metropolitan Transportation Commission (MTC)
- California Department of Transportation (Caltrans)

Eligible CBTP Elements:
- Community Bus Services
- Shuttle Services
- Subscription Transportation Services
- Vanpool Program
- Promotional activities for:
  - Low-Cost Transit Pass Program
  - Enhanced Transportation Information Services

JARC provides grants to communities for employment-related transportation needs. The primary beneficiaries of JARC grants are low-income families who would otherwise have difficulty getting to jobs and other necessary services, like childcare and training. JARC funds must be used to provide new services, not to plan or coordinate activities or to improve existing services. Projects must be integrated into or coordinated with the existing transportation system. This program cannot be used to purchase individual transit passes, construction of childcare centers and employment support services at transit stations, or vehicle purchases for private automobile ownership.

Funds are allocated on a discretionary basis with 60% to areas of over 200,000 population; 20% to areas of under 200,000 population, and 20% to nonurbanized areas. A 50% local match is required, but only a 20% match is required for capital projects.

Two kinds of grants are available through the JARC program:
- Job Access Grants fund new transportation services for low-income workers or to provide transportation where none is available.
- Reverse Commute Grants fund projects that provide transportation to suburban jobs from urban, rural, and other suburban locations.

Projects and activities that are eligible for this funding source include:
- Those designed to transport low-income persons to work; and
- Those designed to move people to suburban job centers.
**Gilroy Community-Based Transportation Plan**  
**Chapter 8: Funding Sources & Opportunities**

### Lifeline Transportation Program (Lifeline)

**Source:** Metropolitan Transportation Commission (MTC) through a partnership between the County of Santa Clara and Santa Clara Valley Transportation Authority (VTA)

**Eligible CBTP Elements:** All recommended CBTP proposals

Lifeline funds are for innovative and flexible projects that address transportation barriers of low-income and welfare-to-work residents of Santa Clara County. Transportation needs specific to elderly and disabled residents of low-income communities may also be considered. Funds may be used for capital or operating purposes for projects within Santa Clara County. If a project extends beyond the county, other funds may be required to implement that portion of the project or program.

Approximately $3.9 million is available for a three-year funding cycle. MTC has dedicated $216 million to the program over the next 25 years. A minimum 20% local match is required for most projects.

Projects must be developed through a collaborative, community-driven process, such as a welfare-to-work or community-based transportation planning processes. All of the projects recommended in this Gilroy CBTP are eligible to enter the competitive process for Lifeline funding.

### Older Americans Act (OAA)

**Source:** County of Santa Clara

**Eligible CBTP Elements:** Shuttle Services  
Volunteer Driver Program

The Older Americans Act (1965) created the federal Administration on Aging as well as authorized grants to states for community planning and services programs, research, demonstration and training projects in the field of aging. Later amendments to the Act added grants to Area Agencies on Aging for local needs identification, planning, and funding of services, including but not limited to nutrition programs in the community as well as for those who are homebound and services for low-income minority elders. A reauthorization in 2000 added the National Family Caregiver Support Program, to assist families in providing care for elder family members. The state/local match for the National Family Caregiver Support Program is 25%. A match of 15% is maintained for other services, as is the 25% match requirement for state and local administrative activities.
Although OAA funds are allocated to non-transportation needs, such as meals and nutrition programs and medical services, a local program sponsor may be able to advocate for transportation-related funding with the County of Santa Clara.

Contact:
Administration on Aging
Washington, DC 20201
(202) 619-0724

Safe Routes to Schools (SR2S)

Source: California Department of Transportation (Caltrans) through:
• City of Gilroy
• County of Santa Clara

Eligible CBTP Elements: Bicycle Improvements
Bicycle/Pedestrian Infrastructure Improvements
Pedestrian-Scale Lighting (near schools)

The goal of the SR2S program is to encourage school-age children to walk or bike to school. SR2S grants are intended to fund construction projects that improve the safety of students who walk or bike to school. Projects can include new sidewalks, sidewalk widening, sidewalk gap closures, curbs, gutters, and curb ramps. New pedestrian trails, paths and pedestrian over- and under-crossings are also eligible.

Funding for traffic-calming measures, traffic-control devices, and new bicycle facilities and bikeways is also available through this program. Costs related to public outreach and education activities for these improvements are also eligible, but limited to 10% of construction costs.

Sidewalk repair, pavement repair, rehabilitation of traffic lanes, and compensation for crossing guards are ineligible for funding through this program.

The amount of SR2S funds available for the program is determined by statutory formula. Based on Fiscal Year 2004-2005 federal safety fund levels, this program can expect a funding level of $24 million to $28 million for each of the next three years. The maximum reimbursement percentage for any SR2S project is 90%. The maximum amount of SR2S funds that will be allocated to any single project is $450,000. If the total cost for a project exceeds $500,000 ($450,000 reimbursable), a local match is encouraged.
State Transit Assistance Program (STA)

Source: Metropolitan Transportation Commission (MTC) through Santa Clara Valley Transportation Authority (VTA)

Eligible CBTP Elements: Express Transit Service between Gilroy & San Jose
Express Transit Service between Monterey & San Jose
Community Bus Services

The State Transit Assistance Program (STA) provides funds for public transit operating and capital purposes, as well as for regional transit coordination projects. STA funds are apportioned by the State of California to MTC according to a formula based upon population and annual transit operator revenues, and are then distributed by MTC to the various public transit operators in the Bay Area. MTC usually receives about 38 percent of the state’s available STA funds per year. VTA’s annual share amounts to about $5 million to $7 million.

Transportation Fund for Clean Air (TFCA)

Source: Bay Area Air Quality Management District (Air District) -or- Santa Clara Valley Transportation Authority (VTA)

Eligible CBTP Elements: Gilroy-to-San Jose Express Transit Services
Monterey-to-San Jose Express Transit Services
Community Bus Services
Shuttle Services
Transit-Oriented Development
Vanpool Program
Low-Cost Transit Pass Program
Bicycle/Pedestrian Infrastructure Improvements

The TFCA grant program is funded by a $4 surcharge on motor vehicles registered in the Bay Area. This generates approximately $20 million per year in revenue. TFCA’s goal is to implement the most cost-effective projects in the Bay Area that will decrease motor vehicle emissions, and therefore improve air quality. The Bay Area Air Quality Management District (Air District) administers the TFCA program. Public agencies within the Air District’s jurisdiction, such as cities, counties, school districts, transit districts, and regional and state agencies, can apply for TFCA program funds. There is no local match requirement for TFCA funds, but applicants may receive a better score in the competitive process if the applicant can provide local match funding. Applicants can apply to either one of two types of TFCA grants:

- The Regional Fund comes from 60% of the revenue and is allocated directly by the Air District.
• The County Program Manager Fund constitutes the other 40% of revenues and is allocated by the Bay Area’s nine county Congestion Management Agencies. VTA manages the Air District’s TFCA County Program Manager Fund for Santa Clara County. Project sponsors apply directly to VTA on an annual basis for funding through the Program Manager Fund. The applications are reviewed and scored by a committee comprised of VTA staff and members of the Capital Improvement Program Subcommittee or their designees. The VTA Board of Directors then reviews the scored project list and approves programming of the funds, subject to approval by the Air District. Once approved, the project sponsors have two years to expend the funds allocated to their project.

Funds can be applied to a wide range of project types, including:
• Purchase or lease of clean fuel buses;
• Purchase of clean air vehicles;
• Shuttle and feeder bus service to train stations;
• Ridesharing programs to encourage carpool and transit use;
• Bicycle facility improvements such as bike lanes, bicycle racks, and lockers;
• Arterial management improvements to speed traffic flow on major arterials;
• Smart growth; and
• Transit information projects to enhance the availability of transit information.

Transportation for Livable Communities (TLC)
Source: Metropolitan Transportation Commission (MTC)
-or-
Santa Clara Valley Transportation Authority (VTA)

Eligible CBTP Elements:
Bus Shelters/Amenities
Bicycle/Pedestrian Infrastructure Improvements
-and-
Bicycle, pedestrian, traffic-calming projects planned by the City of Gilroy and the County of Santa Clara.

The TLC Program supports community-based transportation projects that bring new vibrancy to downtown areas, commercial cores, neighborhoods, and transit corridors, by enhancing their amenities and ambience and making them places where people want to live, work and visit. TLC provides funding for projects that are developed through an inclusive community planning effort, provide for a range of transportation choices, and support connectivity between transportation investments and land uses.

Capital projects are funded using regional Transportation Enhancements Activities funding from the federal Surface Transportation Program. Funding also comes from the Congestion Mitigation and Air Quality (CMAQ) program. Awards are made through a competitive grant process. Projects in their early or “conceptual” stages of development are eligible for TLC.
Planning Program grants of up to $75,000, which are awarded to help sponsors refine and elaborate promising project ideas. Projects with completed plans are eligible for TLC Capital Grants, which build the projects. Capital grants range from $750,000 to $2 million. A local match of at least 11.5% is required.

Projects and activities that are eligible for this funding source include bicycle, pedestrian, transit or other projects that enhance community vitality, including planning studies.

**Potential Future Government Funding Sources**

**2000 Measure A Local Sales Tax (Measure A)**

Santa Clara County voters passed Measure A in November 2000, a 30-year, 1/2-cent sales tax for a list of specific transit improvement projects. Listed among those transit projects are operating and maintenance costs for increased bus, rail and paratransit service.

As of this publication, the VTA Board of Directors is determining a funding strategy to deliver the Measure A projects. During this process, VTA will collaborate with local jurisdictions, including the City of Gilroy and the County of Santa Clara, to develop a more specific list of transit-related improvement projects and services to be funded by the Measure A sales tax.

**Agriculture Industry Transportation Services (AITS) Program**

The AITS program was started, in part, in response to fatal traffic accidents involving farm workers traveling to and from work in unsafe vehicles. AITS is an expansion of a pilot program implemented in Central Valley counties to provide safe, reliable, and affordable transportation options for farm workers. As of this publication, the California State Legislature is considering expanding the AITS program to include counties in which farm workers’ transportation needs are currently unmet, including Santa Clara County.

A proposed $20 million would be awarded to local transit agencies to implement the AITS program throughout California. Grant awards will require a dollar-for-dollar match from the local transit agencies, which can include their allocation of federal funds or other state funds. The funds would be available for awards over a five-year period, and will primarily be used for the purchase of vans and other equipment. It is projected that new AITS programs will be entirely self-sufficient within the fee revenues from passengers.41

**California Environmental Protection Agency Environmental Justice (CalEPA/EJ)**

41 California State Assembly, Budget Committee Report, May 2006.
The CalEPA/EJ grant program is primarily used to seed planning activities that encourage livable communities. CalEPA/EJ grants assist local agencies to better integrate land use and transportation planning, to develop alternatives for addressing growth and to assess efficient infrastructure investments that meet community needs. These planning activities are expected to help leverage projects that foster sustainable economies, increase available affordable housing, improve housing/jobs balance, encourage transit oriented and mixed use development, expand transportation choices, reflect community values, and include non-traditional participation in transportation decision making.

CalEPA/EJ grant funded projects demonstrate the value of these new approaches locally, and provide best practices for statewide application. Funding is provided by 80% federal/state and 20% local match.

**Federal Section 5317 New Freedom Initiative**

Under the 2005 Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU) legislation, the “New Freedom Initiative” provides grants to fund transit programs to integrate disabled persons into the workforce and daily community life. The program provides funding through a formula-based allocation depending on states’ and urbanized areas’ populations of persons with disabilities. Funds are to be used to provide public transit services and alternatives above and beyond ADA legislation, especially to assist disabled persons access job and employment related services. The funds may be used for capital expenses (at an 80% share) or operating expenses (at a 50% share).

It is expected that the Federal Transit Administration (FTA) will provide more guidance on the details of this program, likely by mid-2006 or early 2007. FTA has indicated that the New Freedom funding program may be expanded to fund services that also assist seniors, individuals with low incomes, and/or the general public, if they primarily meet the needs of individuals with disabilities.42

**MTC Transportation 2030 (T2030)**

Although no direct funding is provided from T2030, MTC’s regional transportation plan, projects must be included in the plan to be eligible for future funding allocations from MTC. T2030 does allocate funding to lifeline transportation projects, bicycle and pedestrian improvements, and to the Transportation for Livable Communities Program.

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Valley Transportation Plan 2030 (VTP2030)

VTP 2030 is the long-range countywide transportation plan for Santa Clara County. VTA, in its role as the appointed Congestion Management Agency for Santa Clara County, is responsible for preparing and periodically updating the countywide transportation plan. The projects listed in VTP 2030 are submitted to MTC for inclusion in T2030, the regional transportation plan, making them eligible for funding allocations from MTC.

VTP 2030 identifies existing and future transportation-related needs, considers all travel modes, links land use and transportation planning and decision-making, and identifies what can be accomplished with the projected available funding for projects and programs. Projects and programs are organized into 10 categories:

- Highways
- Expressways
- Local Streets and County Roads
- Pavement Management
- Sound Mitigation
- Landscape Restoration & Graffiti Removal
- System Operations Management/Intelligent Transportation System
- Transit
- Bicycles
- Livable Communities and Pedestrians

VTP 2030 does not include schedules for project implementation and does not make assumptions regarding financing costs that may be needed to implement specific projects in specific years. Much like MTC’s T2030, VTP 2030 describes transportation projects that could be funded by local, regional, state, and federal funding sources.

Private Foundations

Private foundations offer opportunities to fund small, focused projects that provide a direct benefit to low-income communities. The following section lists some of the local private organizations that may provide additional funding for projects in this Gilroy CBTP. Other foundations not listed here may also make grants available to support transportation-related projects if they are consistent with their organizational goals.

Community Foundation Silicon Valley

Community Foundation Silicon Valley today manages more than 600 individual, family and corporate funds, as well as nonprofit endowments. Cash grants program includes three grant programs designed to provide financial support and technical assistance to community-based organizations. Two of the three programs for which Gilroy CBTP projects may be eligible are listed below:
Community-Based Transportation Plan for Gilroy

- Community Investment Grants: One-year general support grant awards of up to $20,000 to nonprofits working in one or more of the following areas: Arts and Cultural Participation, Education and Lifelong Learning, Civic Engagement, and Self-Reliant Individuals and Families. There are four quarterly grant application deadlines for Community Investment grants.

- Neighborhood Grants Program: This once-yearly program provides grants of up to $5,000 and technical assistance to help resident-based groups conduct activities that improve neighborhood conditions or address issues important to their quality of life.

Contact:
60 South Market Street, Suite 1000
San Jose, CA 95113-2336
(408) 278-2200

David & Lucile Packard Foundation
The David & Lucile Packard Foundation has a long commitment to local areas of historical importance to the Packard family, including Santa Clara and Monterey Counties. Grants are available to community organizations in these local counties that advance the foundation’s goals. Though its Local Opportunities Grants, the foundation supports non-profits that directly serve residents by operating food banks and homeless services for families with children, after-school youth services, and family planning and adolescent reproductive health services. Many grants are also made to local organizations by three major program areas in Population; Conservation and Science; and Children, Families, and Communities. Proposals for general operating expenses are accepted.

Contact:
300 Second Street
Los Altos, California 94022 USA
(650) 948-7658
inquiries@packard.org

Nathan Cummings Foundation
The Nathan Cummings Foundation is committed to democratic values and social justice, including fairness, diversity, and community. The foundation’s goal is to “build a socially and economically just society that values and protects the ecological balance for future generations; promotes humane health care; and fosters arts and culture that enriches communities.”

Of primary interest to the Nathan Cummings Foundation are issues of access to healthcare, community-inspired art projects, and projects and programs that promote environmental justice.
Robert Wood Johnson Foundation
The Robert Wood Johnson Foundation seeks to improve health and healthcare, including eliminating barriers to receiving quality healthcare and promoting physical environments that foster better health. The foundation supports training, education, research (excluding biomedical research), and projects that demonstrate the effective delivery of healthcare services. Past grant recipients include hospitals; medical, nursing, and public schools; hospices; professional associations; research organizations; state and local government agencies; and community groups.

Contact:
PO Box 2316
College Road East and Route 1
Princeton, NJ 08543-2316
(888) 631-9989

Santa Clara Valley Medical Center Foundation
The mission and focus of the VMC Foundation includes all of the services under the umbrella of the Santa Clara Valley Health & Hospital System. This foundation also conveys to the community and the private sector the diverse extensive medical services of the Health & Hospital System, its indispensable role in the community and its financial needs. All donations and grants received by the Foundation are used for equipment, patient care services and programs that do not duplicate or replace funds from Santa Clara County or other government entities.

Contact:
Santa Clara Valley Medical Center
751 South Bascom Avenue
San Jose, CA 95128
(408) 885-5201

Surdna Foundation
Surdna Foundation makes grants in the areas of environment, community revitalization, effective citizenry, the arts and the nonprofit sector, with annual grantmaking of approximately $30 million. Specifically, the foundation supports programs that offer viable solutions to difficult systemic problems, as well as high quality, direct service programs. Its “Community
Revitalization” program seeks to transform environments and enhance the quality of life in urban places, increase their ability to attract and retain a diversity of residents and employers, and ensure that urban policies and development promote social equity.

**Contact:**
330 Madison Ave., 30th Floor
New York, NY 10017
(212) 557-0010
questions@surdna.org

**van Löben Sels/RembeRock Foundation**
van Löben Sels/RembeRock Foundation is a social justice foundation that provides grant funding to community-based organizations serving Northern California. The Foundation maintains a focus on public interest law and social service programs that impact underserved and vulnerable populations. Current areas of public interest law that may be applicable to programs proposed in the Gilroy CBTP include: immigrant and newcomer legal rights; legal services for children; women’s reproductive rights and access to healthcare; and general support to legal service organizations in rural counties. On a selective basis the foundation will provide grants in the fields of health, mental health, substance abuse, job training, and the arts.

This organization provides grants for projects and programs that provide direct services to enhance fair treatment and equal access to the law, target underserved and at-risk populations, and enhance access to services.

**Contact:**
131 Steuart Street, Suite 301
San Francisco, CA 94105
(415) 512-0500
info@vlsrr.org

**Zellerbach Family Foundation**
The Zellerbach Family Foundation’s mission is “to be a catalyst for constructive social change by initiating and investing in efforts that strengthen families and communities.” Various grantmaking programs through this foundation support programs to increase local communities’ ability and capacity in decision-making processes that affect their communities. Of particular importance are mental health and child welfare service systems, immigrant-serving organizations, and promotion of increased resident participation in decision-making and community improvement efforts. The foundation recognizes that an informed and active citizenry is essential for building and sustaining vibrant communities that address the needs of all residents.

**Contact:**
Appendix A: South County Collaborative Member Agencies

The South County Collaborative is a collective of social service agencies that serve low-income residents of Gilroy, San Martin and Morgan Hill.

American Cancer Society
Blue Cross
Boccardo Family Living Center
CA Rural Legal Assistance
Catholic Charities
Center for Employment Training
Chamberlain’s Mental Health Services
Child Advocates
CHPD Foster Care
City of Gilroy
Community Outreach Services
Community Solutions
Community Technology Alliance
Santa Clara County Department of Alcohol & Drug Services
Santa Clara County Department of Family and Children Services
Employment Development Department
Education Foundation Bonfante Gardens
Employment Service Center
ESO
First 5
Gardner Family Health Network
Gavilan College
Gilroy City Council
Gilroy Family Resource Center
Gilroy Library
Gilroy Neighborhood Health Clinic
Gilroy Police Department
Girl Scouts
Go Kids
GUSD Cal-Safe Program
GUSD Health Services
Head Start
Health Connections
Health Trust Dental
Kaiser Permanente
Learning and Loving Center
MACSA
Mobile HIV Test
Mount Madonna YMCA
Planned Parenthood
Project Sentinel
Rebekah’s Children Services
Restorative Justice
RotaCare
San Andreas Regional Center
Santa Clara County Public Health
Santa Clara County Regional Occupational Program
School Linked Services
Silicon Valley Independent Living Center
Social Services - South County
South County Housing
St Louise Regional Hospital
St. Joseph’s Family Center
SVWIN One Stop
The Health Trust
United Neighborhoods of Santa Clara County
United Way - Silicon Valley
Valley Health Center at San Martin
Vision Literacy
WestEd
Your Morgan Hill
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Appendix B: Gilroy Economic Information from the 2000 Census Data

<table>
<thead>
<tr>
<th></th>
<th>Gilroy</th>
<th>100.0%</th>
<th>Santa Clara County</th>
<th>100.0%</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>TOTAL POPULATION</strong></td>
<td>41,464</td>
<td>41,034</td>
<td>1,682,585</td>
<td>1,652,871</td>
</tr>
<tr>
<td>In households</td>
<td>41,034</td>
<td>99.0%</td>
<td>1,652,871</td>
<td>98.2%</td>
</tr>
<tr>
<td>In group quarters</td>
<td>430</td>
<td>1.0%</td>
<td>29,714</td>
<td>1.8%</td>
</tr>
<tr>
<td><strong>RACE</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>White</td>
<td>24,426</td>
<td>58.9%</td>
<td>905,660</td>
<td>53.8%</td>
</tr>
<tr>
<td>Black or African American</td>
<td>745</td>
<td>1.8%</td>
<td>47,182</td>
<td>2.8%</td>
</tr>
<tr>
<td>American Indian and Alaska Native</td>
<td>661</td>
<td>1.6%</td>
<td>11,350</td>
<td>0.7%</td>
</tr>
<tr>
<td>Asian</td>
<td>1,810</td>
<td>4.4%</td>
<td>430,095</td>
<td>25.6%</td>
</tr>
<tr>
<td>Native Hawaiian and Other Pacific Islander</td>
<td>105</td>
<td>0.3%</td>
<td>5,773</td>
<td>0.3%</td>
</tr>
<tr>
<td>Some other race</td>
<td>11,499</td>
<td>27.7%</td>
<td>204,088</td>
<td>12.1%</td>
</tr>
<tr>
<td>Two or more races</td>
<td>2,218</td>
<td>5.3%</td>
<td>78,437</td>
<td>4.7%</td>
</tr>
<tr>
<td><strong>HISPANIC OR LATINO AND RACE</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hispanic or Latino (of any race)</td>
<td>22,298</td>
<td>53.8%</td>
<td>403,401</td>
<td>24.0%</td>
</tr>
<tr>
<td>Not Hispanic or Latino</td>
<td>19,166</td>
<td>46.2%</td>
<td>1,279,184</td>
<td>76.0%</td>
</tr>
<tr>
<td>White</td>
<td>15,767</td>
<td>38.0%</td>
<td>744,282</td>
<td>44.2%</td>
</tr>
<tr>
<td>Black or African American</td>
<td>615</td>
<td>1.5%</td>
<td>44,475</td>
<td>2.6%</td>
</tr>
<tr>
<td>American Indian and Alaska Native</td>
<td>193</td>
<td>0.5%</td>
<td>5,270</td>
<td>0.3%</td>
</tr>
<tr>
<td>Asian</td>
<td>1,658</td>
<td>4.0%</td>
<td>426,771</td>
<td>25.4%</td>
</tr>
<tr>
<td>Native Hawaiian and Other Pacific Islander</td>
<td>74</td>
<td>0.2%</td>
<td>5,040</td>
<td>0.3%</td>
</tr>
<tr>
<td>Some other race</td>
<td>58</td>
<td>0.1%</td>
<td>3,522</td>
<td>0.2%</td>
</tr>
<tr>
<td>Two or more races</td>
<td>801</td>
<td>1.9%</td>
<td>49,824</td>
<td>3.0%</td>
</tr>
</tbody>
</table>
## PLACE OF BIRTH BY CITIZENSHIP STATUS

<table>
<thead>
<tr>
<th>Citizenship Status</th>
<th>Gilroy</th>
<th>Santa Clara County</th>
</tr>
</thead>
<tbody>
<tr>
<td>Native</td>
<td>31,545</td>
<td>1,109,455</td>
</tr>
<tr>
<td>Foreign born</td>
<td>10,042</td>
<td>573,130</td>
</tr>
<tr>
<td>Naturalized citizen</td>
<td>2,575</td>
<td>235,952</td>
</tr>
<tr>
<td>Not a citizen</td>
<td>7,467</td>
<td>337,178</td>
</tr>
</tbody>
</table>

## SEX

<table>
<thead>
<tr>
<th>Gender</th>
<th>Gilroy</th>
<th>Santa Clara County</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>20,656</td>
<td>852,974</td>
</tr>
<tr>
<td>Female</td>
<td>20,808</td>
<td>829,611</td>
</tr>
</tbody>
</table>

## AGE

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Gilroy</th>
<th>Santa Clara County</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under 5 years</td>
<td>3,903</td>
<td>119,418</td>
</tr>
<tr>
<td>5 to 17 years</td>
<td>9,598</td>
<td>296,984</td>
</tr>
<tr>
<td>18 to 64 years</td>
<td>25,148</td>
<td>1,105,656</td>
</tr>
<tr>
<td>65 years and over</td>
<td>2,815</td>
<td>166,527</td>
</tr>
<tr>
<td>Median age</td>
<td>29.9</td>
<td>34</td>
</tr>
</tbody>
</table>

## HOUSEHOLDS

<table>
<thead>
<tr>
<th>Household Type</th>
<th>Gilroy</th>
<th>Santa Clara County</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total households</td>
<td>11,869</td>
<td>565,863</td>
</tr>
<tr>
<td>Family households</td>
<td>9,590</td>
<td>395,561</td>
</tr>
<tr>
<td>Families with children under 18</td>
<td>5,660</td>
<td>197,245</td>
</tr>
<tr>
<td>Average household size</td>
<td>3.46</td>
<td>2.92</td>
</tr>
<tr>
<td>Average family size</td>
<td>3.74</td>
<td>3.41</td>
</tr>
</tbody>
</table>

## HOUSING OCCUPANCY

<table>
<thead>
<tr>
<th>Median gross rent (dollars)</th>
<th>Gilroy</th>
<th>Santa Clara County</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>936</td>
<td>1,185</td>
</tr>
</tbody>
</table>
### INCOME AND POVERTY IN 1999

<table>
<thead>
<tr>
<th></th>
<th>Gilroy</th>
<th>Santa Clara County</th>
</tr>
</thead>
<tbody>
<tr>
<td>Median household income</td>
<td>$62,135[^1]</td>
<td>$74,335</td>
</tr>
<tr>
<td>(dollars)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Median family income</td>
<td>$65,330</td>
<td>$81,717</td>
</tr>
<tr>
<td>(dollars)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Per capita income</td>
<td>$22,071</td>
<td>$32,795</td>
</tr>
<tr>
<td>(dollars)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Individuals in poverty</td>
<td>4,250</td>
<td>124,470</td>
</tr>
<tr>
<td></td>
<td>10.4%</td>
<td>7.5%</td>
</tr>
</tbody>
</table>

### EDUCATIONAL ATTAINMENT

<table>
<thead>
<tr>
<th></th>
<th>Gilroy</th>
<th>Santa Clara County</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population 25 and over</td>
<td>24,105</td>
<td>1,113,058</td>
</tr>
<tr>
<td></td>
<td>100.0%</td>
<td>100.0%</td>
</tr>
<tr>
<td>High school graduate</td>
<td>4,833</td>
<td>176,926</td>
</tr>
<tr>
<td></td>
<td>20.0%</td>
<td>15.9%</td>
</tr>
<tr>
<td>Bachelor's degree</td>
<td>3,209</td>
<td>267,449</td>
</tr>
<tr>
<td></td>
<td>13.3%</td>
<td>24.0%</td>
</tr>
<tr>
<td>Graduate or professional</td>
<td>1,388</td>
<td>183,090</td>
</tr>
<tr>
<td>degree</td>
<td>5.8%</td>
<td>16.4%</td>
</tr>
</tbody>
</table>

### LABOR AND EMPLOYMENT BY OCCUPATION

<table>
<thead>
<tr>
<th></th>
<th>Gilroy</th>
<th>Santa Clara County</th>
</tr>
</thead>
<tbody>
<tr>
<td>Employed civilian population 16 years and over</td>
<td>19,259</td>
<td>843,912</td>
</tr>
<tr>
<td></td>
<td>100.0%</td>
<td>100.0%</td>
</tr>
<tr>
<td>Management, professional and related</td>
<td>5,511</td>
<td>409,371</td>
</tr>
<tr>
<td></td>
<td>28.6%</td>
<td>48.5%</td>
</tr>
<tr>
<td>Service</td>
<td>2,741</td>
<td>88,797</td>
</tr>
<tr>
<td></td>
<td>14.2%</td>
<td>10.5%</td>
</tr>
<tr>
<td>Sales and office</td>
<td>5,405</td>
<td>191,719</td>
</tr>
<tr>
<td></td>
<td>28.1%</td>
<td>22.7%</td>
</tr>
<tr>
<td>Farming, fishing &amp; forestry</td>
<td>622</td>
<td>3,494</td>
</tr>
<tr>
<td></td>
<td>3.2%</td>
<td>0.4%</td>
</tr>
<tr>
<td>Construction, extraction, and maintenance</td>
<td>2,095</td>
<td>55,616</td>
</tr>
<tr>
<td></td>
<td>10.9%</td>
<td>6.6%</td>
</tr>
<tr>
<td>Production, transportation, and material moving</td>
<td>2,885</td>
<td>94,915</td>
</tr>
<tr>
<td></td>
<td>15.0%</td>
<td>11.2%</td>
</tr>
</tbody>
</table>

### CLASS OF WORKER

<table>
<thead>
<tr>
<th></th>
<th>Gilroy</th>
<th>Santa Clara County</th>
</tr>
</thead>
<tbody>
<tr>
<td>Self-employed workers</td>
<td>1,146</td>
<td>52,302</td>
</tr>
<tr>
<td></td>
<td>6.0%</td>
<td>6.2%</td>
</tr>
<tr>
<td>MEANS OF TRANSPORTATION TO WORK FOR WORKERS 16 YEARS AND OVER</td>
<td></td>
<td></td>
</tr>
<tr>
<td>---------------------------------------------------------------</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>18,774</td>
<td>100.0%</td>
</tr>
<tr>
<td>Car, truck, or van</td>
<td>16,760</td>
<td>89.3%</td>
</tr>
<tr>
<td>Drove alone</td>
<td>13,158</td>
<td>70.1%</td>
</tr>
<tr>
<td>Carpooleled</td>
<td>3,602</td>
<td>19.2%</td>
</tr>
<tr>
<td>Public transportation</td>
<td>675</td>
<td>3.6%</td>
</tr>
<tr>
<td>Bus or trolley bus</td>
<td>366</td>
<td>1.9%</td>
</tr>
<tr>
<td>Streetcar or trolley car</td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td>Subway or elevated</td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td>Railroad</td>
<td>309</td>
<td>1.6%</td>
</tr>
<tr>
<td>Ferryboat</td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td>Taxicab</td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td>Motorcycle</td>
<td>44</td>
<td>0.2%</td>
</tr>
<tr>
<td>Bicycle</td>
<td>187</td>
<td>1.0%</td>
</tr>
<tr>
<td>Walked</td>
<td>331</td>
<td>1.8%</td>
</tr>
<tr>
<td>Other means</td>
<td>289</td>
<td>1.5%</td>
</tr>
<tr>
<td>Worked at home</td>
<td>488</td>
<td>2.6%</td>
</tr>
</tbody>
</table>

**Notes**
(1) Increased to 46,671 by 2005, according to the California Department of Finance.
(2) Increased to $71,500 by 2005, according to the California Department of Finance.
Appendix C: VTA Fare Structure (as of January 2006)

**Cash Fares**

**Single Ride (regular & limited stop buses, light rail)**

<table>
<thead>
<tr>
<th>Category</th>
<th>Adult</th>
<th>Youth (5 - 17 years)</th>
<th>*Senior/Disabled/Medicare</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Cash Fares</strong></td>
<td>$1.75</td>
<td>$1.50</td>
<td>$0.75</td>
</tr>
</tbody>
</table>

**Express Single Ride**

<table>
<thead>
<tr>
<th>Category</th>
<th>Adult</th>
<th>Youth (5 - 17 years)</th>
<th>*Senior/Disabled/Medicare</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Express Single Ride</strong></td>
<td>$3.50</td>
<td>$1.50</td>
<td>$0.75</td>
</tr>
</tbody>
</table>

**Day Pass**

<table>
<thead>
<tr>
<th>Category</th>
<th>Adult</th>
<th>Youth (5 - 17 years)</th>
<th>*Senior/Disabled/Medicare</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Day Pass</strong></td>
<td>$5.25</td>
<td>$4.50</td>
<td>$2.25</td>
</tr>
</tbody>
</table>

**Express Day Pass**

<table>
<thead>
<tr>
<th>Category</th>
<th>Adult</th>
<th>Youth (5 - 17 years)</th>
<th>*Senior/Disabled/Medicare</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Express Day Pass</strong></td>
<td>$10.50</td>
<td>N/A**</td>
<td>N/A**</td>
</tr>
</tbody>
</table>

* Senior (65+)/Disabled/Medicare Reduced Fares- To qualify for the Senior/Disabled/Medicare fare, present one of the following: a Medicare Card, Regional Transit Connection (RTC) Discount Card, DMV Disabled License Plate registration, DMV Disabled Parking Placard printout, a valid card from another transit provider or proof of age (65 and older).

** Senior/Disabled/Medicare, Day Pass and Youth Day Pass are valid on Express Bus Service.

Day Passes are good for unlimited rides on VTA and can be purchased from a bus operator or light rail ticket vending machines. Children under 5 years ride free with an accompanying adult or parent.

Caltrain passengers with monthly passes for two or more zones may ride all VTA Local and Limited Stop Buses, and Light Rail service free of charge.
Monthly Flash Passes, Monthly Stickers and Day Pass Tokens

**Adult Flash Pass** - $61.25
Good for one calendar month of unlimited rides on VTA Local Buses, Limited Stop Buses, and Light Rail.

**Youth Flash Pass (ages 5 through 17)** - $49.00
Good for one calendar month of unlimited rides on VTA Local Buses, Limited Stop Buses, Express Buses, and Light Rail.

**Senior/Disabled/Medicare Monthly Sticker** - $26.00
Good for one calendar month of unlimited rides for Seniors, Persons with Disabilities and Medicare cardholders on VTA Local Buses, Limited Stop Buses, Express Buses, and Light Rail. Sticker must be properly affixed to the Regional Transportation Connection (RTC) Discount Card to be valid.

**Express Flash Pass** - $122.50
Good for one calendar month of unlimited rides on VTA Local Buses, Limited Stop Buses, Express Buses, and Light Rail.

**Monthly Pass Subscriptions**
The Annual Pass Subscription Program allows pre-purchase of 12 monthly passes (for 12 consecutive months) for the price of 11 monthly passes.

**Adult:** $674.00  
**Youth:** $539.00  
**Senior/Disabled/Medicare:** $286.00  
**Express:** $1,348.00

**Day Pass Tokens**
- **Adult Day Pass Tokens (Bag of 5)** $23.60
- **Youth Day Pass Tokens (Bag of 5)** $20.25

Adult Day Pass Tokens are valid for one day of unlimited rides on VTA Local Buses, Limited Stop Buses, and Light Rail. There is an additional charge for VTA Express Service. Youth Day Pass Tokens are valid for one day of unlimited rides on all VTA Local Buses, Limited Stop Buses, Express Buses and Light Rail.
Appendix D:  
Excerpts from City of Gilroy General Plan & Master Plan Documents
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CHAPTER SIX

Transportation and Circulation

Introduction

This chapter of the General Plan sets forth the City’s goals, policies and implementing programs for Transportation and Circulation, including:

- Traffic Circulation and Parking
- Transit
- Bicycle and Pedestrian Circulation
Goals and Policies

Traffic Circulation and Parking

**Goal:** (a) A functional and balanced transportation system that provides access for all, is compatible with existing and proposed land uses, and minimizes emissions of air pollutants; (b) A coordinated multi-modal system that accommodates private motor vehicles, pedestrians, bicycles and mass transit.

**Policy 12.01**

**Street System.** Use the proposed major street system (designed to accommodate traffic at build-out of the General Plan) shown on the Circulation Map and the Bicycle Transportation Plan Map to guide long-term planning of the citywide circulation system.

**Policy 12.02**

**System Function and Neighborhood Protection.** Ensure that the existing and proposed highways, streets, bikeways and pedestrian paths serve the functions they are intended to serve, while protecting the character of residential neighborhoods.

**Policy 12.03**

**Residential Street System Design.** Design street systems in residential areas to encourage direct connections between neighborhoods; to encourage internal movement by bicycling and walking; and to provide safer and quieter neighborhoods.

**Policy 12.04**

**Scenic Routes.** Preserve the scenic character and ecology of the hillsides to the west of the City when designing circulation facilities. Any roadways that must pass through hillside areas will be designed so as to preserve the ecological and scenic character of the hillsides, and high quality vistas from scenic routes in the Planning Area will be preserved.

**Policy 12.05**

**Uvas Creek Bridge Service.** New development will not be permitted southwest of Uvas Creek unless such development provides adequate bridge service.
Policy 12.06  
**Expressway Access.** Limit driveway intersections on Santa Teresa Boulevard and Hecker Pass Highway to maximize safety and traffic-carrying capacity, and to maintain the high-speed inter-city character of these expressway routes. Street intersections shall be minimal, with an average spacing of one-half mile between intersections.

Policy 12.07  
**Commercial Driveways.** To minimize traffic conflicts, keep commercial driveways to a minimum, located so as to prevent conflicts at intersections and with other driveways.

Policy 12.08  
**Standard Level of Service (LOS).** Maintain traffic conditions at LOS C or better at Gilroy intersections and roadways, allowing some commercial and industrial areas (as specified on the ‘Level of Service D Areas’ Map, page 6-11) to operate at LOS D or better. Exceptions to this standard will be allowed only where the City Council determines that the improvements needed to maintain the City’s standard level of service at specific locations are infeasible.

Policy 12.09  
**LOS and Air Quality.** Maintain the City’s Standard Level of Service whenever feasible to minimize traffic congestion and thereby minimize exposure to carbon monoxide, since vehicles generate less air pollutant emissions at higher speed.

Policy 12.10  
**Land Use and Congestion.** Promote land use planning that helps to reduce automobile trips, thereby reducing congestion and helping to achieve air quality goals. In particular, strive for a balance of jobs and housing in future development to provide Gilroy residents the opportunity to work within Gilroy, and reduce long distance commuting both to and from Gilroy. The jobs-housing balance must strive for parity in the total number of jobs to the total number of housing units, as well as in the salary ranges of jobs compared to the costs of housing prices and rents.
Transportation and Circulation

Policy 12.11
On-site Parking. Ensure adequate on-site parking in new developments to meet the needs of residents, employees, and patrons, in keeping with the requirements of the City's Zoning Ordinance. For residents and businesses in the Downtown area, parking requirements should be determined in accordance with the provisions of the City's Downtown Parking Ordinance.

Policy 12.12
Shared Parking. Encourage shared parking facilities where uses on the same or adjoining sites have parking requirements at different times of the day or week.

Transit

GOAL: Local and regional public transit systems that are responsive to the changing needs of Gilroy area residents.

Policy 13.01
Transit and Development. Plan new residential and commercial development to fully accommodate, enhance, and facilitate public transit, including pedestrian and bicycle access to transit.

Policy 13.02
Park and Ride Lots. Designate specific areas for Park and Ride lots, with supporting commercial and transit activities.

Policy 13.03
Transit-Oriented Development. Encourage higher density residential and mixed use developments in close proximity to transit services, especially in the vicinity of the Downtown Caltrain station and multi-modal transit center.

Policy 13.04
Regional Transit Services. Support regional transit operations that serve the Gilroy area through coordination of planning efforts and development policies that promote transit use.
14 Bicycle and Pedestrian Circulation

GOAL: Bicycling and walking as significant transportation modes, promoting personal health and recreational enjoyment while minimizing energy consumption and environmental degradation.

Policy 14.01
Non-Auto Modes of Travel. Emphasize non-auto travel modes of transportation as a key strategy for achieving air quality goals. For example, encourage bicycle riding to school from an early age by providing safer bikeways between residential areas and schools and encourage the schools to provide secured bike racks and/or lockers.

Policy 14.02
Land Use Planning to Promote Walking and Biking. Promote compact, mixed use development patterns that encourage pedestrian and bicycle travel and transit use. For example, providing commercial services such as day care centers, restaurants, banks and stores near employment centers can reduce auto trips by promoting pedestrian travel. Providing neighborhood commercial and park uses within residential developments can reduce short auto trips by making pedestrian and bicycle trips feasible. Support implementation of the Neighborhood Districts, infill development, and mixed use development in the Downtown for their potential air quality benefits, as well as their other community benefits.

Policy 14.03
Bicycle and Pedestrian Paths and Facilities. Correct deficiencies, expand existing facilities, and provide for the design of safer, convenient and attractive bicycle and pedestrian facilities whenever possible. Proposed roadways will be planned to accommodate bicycle traffic in accordance with the bikeway designations set forth in the City's Bicycle Transportation Plan. Similarly, greenbelts, linear parks, public easements and drainages reserved in public open space will be planned to accommodate bike and pedestrian traffic if they are so designated in the Bicycle Transportation Plan.
Policy 14.04  
**Crossings.** Design street crossings to provide for the safety needs of bicyclists and pedestrians. River and other crossings by bridges will be designed to accommodate bike lanes or paths in accordance with the designations set forth in the Bicycle Transportation Plan. Bridges for the exclusive use of pedestrians and bicycles should be considered whenever barriers exist which impede convenient and safe access.

Policy 14.05  
**Private Development of Bike and Pedestrian Facilities.** Involve private development in providing bikeways, pedestrian pathways, and support facilities when such facilities pass through or about a development site.

Policy 14.06  
**Traffic Impact Fee for Bikeway Improvements.** Use the comprehensive traffic impact fee to finance General Plan bikeway improvements in conjunction with roadway improvements.
Implementing Actions

12 Traffic Circulation and Parking

Action 12.A
Functional Street and Highway Improvements. Adopt the functional street and highway improvements indicated in the General Plan Map to facilitate maintenance of the City's Standard Level of Service. The major circulation improvements are listed in the General Plan appendices.

Action 12.B
Future Alignment Planning. Plan and reserve proposed expressway, arterial, collector street and bicycle path alignments in advance of development in areas in which increased traffic will be generated. Development will be set back along the entire right-of-way (ROW) with sufficient width to accommodate anticipated future traffic requirements.

Action 12.C
Local Street Design in Residential Neighborhoods. Encourage residential street designs that discourage high speed and high volume through-traffic, while providing for roadway connections between adjacent residential subdivisions and multiple points of access to nearby collectors and arterials. Residential street designs should include sidewalks as part of an interconnected pedestrian circulation system (with the exception of hillside areas) and curbside planting strips for street trees (with the exception of cul-de-sacs and private streets). In accordance with actions recommended by the Bay Area Air Quality Management District, consider including these and other traffic calming strategies in the City's capital improvement program.

Action 12.D
Collector Street Design in Residential Neighborhoods. Design Collector Streets in new residential areas to ensure an even distribution of traffic, to maintain the City's Standard Level of Service, and to protect and enhance the quality of the residential area.
Action 12.E
**Access for Public Safety Vehicles.** Require dual access on all streets serving 26 or more dwelling units to facilitate access by public safety vehicles.

Action 12.F
**Parking Standards.** Ensure the provision of adequate on-site parking in new development in accordance with the parking standards in the Zoning Ordinance.

Action 12.G
**Downtown Parking District.** Use the Downtown Specific Plan process to address parking coordination and design issues in the Downtown, and update the City's Downtown Parking Ordinance as necessary to ensure adequate parking facilities while maintaining the area's pedestrian orientation.

Action 12.H
**Traffic Impact Fee.** Establish a comprehensive traffic impact fee for new development to be used to finance General Plan roadway improvements.

Action 12.I
**County Coordination.** Work with Santa Clara County to adopt official plan lines for all circulation facilities designated on the General Plan map that are within the jurisdiction of the County.

Action 12.J
**Signal Timing.** In accordance with the recommendations of the Bay Area Air Quality Management District in the 2000 Clean Air Plan, continue and expand local signal timing programs.

13 **Transit**

Action 13.A
**Park and Ride Land Set-asides.** Reserve land in the vicinity of the Monterey/Buena Vista intersection, Monterey/Masten-Fitzgerald intersection, and/or other suitable sites for potential park and ride lots to support ride-sharing and commuter bus service.
Action 13.B
Transit Oriented Development Downtown. Use the Downtown Specific Plan process to identify sites for potential Transit Oriented Development near the Downtown Caltrain station, and to identify strategies for encouraging such development.

Action 13.C
Interagency Cooperation for Transit Services. Work with the County of Santa Clara transit planning effort to plan for new rail and/or other express services to northern Santa Clara County and the rest of the Bay Area.

Action 13.D
Signal Preemption for Buses. In accordance with the recommendations of the Bay Area Air Quality Management District in the 2000 Clean Air Plan, study signal pre-emption for buses on arterial streets with a high volume of bus traffic.

14 Bicycle and Pedestrian Circulation

Action 14.A
Trail and Pathway Implementation. Work with the County in implementing trails and bike paths planned locally as part of the County-wide network in the County Trails and Pathways Master Plan. New development along designated trail or bikeway corridors should be required to dedicate land and construct the designated facility.

Action 14.B
Bicycle Transportation Plan. The City should implement the comprehensive City Bicycle Transportation Plan. Developers shall be responsible for implementing planned bike paths/lanes within and along the frontage of their parcels.

Action 14.C
Bridge Crossings. Work with Caltrans and the Santa Clara Valley Water District to provide bike and pedestrian bridge crossings across the South Valley Freeway and drainage channels.
Action 14.D
Bike Parking and Storage. Work with the Valley Transportation Authority (VTA) to develop standards for providing bike racks and lockers at major transit stops, and encourage safe and adequate facilities for storing and locking bicycles at trip destinations such as business and employment centers, recreation areas, and major public facilities. New public institutions, shopping centers, industrial centers, apartments and condominiums should provide bicycle parking as well as automobile parking.

Action 14.E
Easements for Pedestrian and Bicycle Access. Encourage street patterns that provide direct access between neighborhoods for autos, pedestrians, and bicycles. Where access is not provided through the design of the street system, require developers to provide easements for pedestrian and bicycle access (e.g., between cul-de-sacs). Designate and design easements to ensure clear sight lines into and through the easement from adjacent roadways; to minimize maintenance requirements; and to address other security and adjacency issues. Easements should be provided at the ends of cul-de-sacs and other locations where they do not directly abut private property.

Action 14.F
Road Surfacing. Strive to maintain and improve the quality of the surface of the right-hand portion of existing roads as well as the travel lanes so that they are suitable for bicycle travel, regardless of whether or not bikeways are designated.

Action 14.G
Roadway Design. Encourage the design of all future roads, bridges and facilities in residential and commercial areas to accommodate bicycle and pedestrian travel.

Action 14.H
On-Street Parking. If all other appropriate street modifications are determined to be infeasible, consider removing or restricting existing on-street parking in areas of critical width in order to facilitate traffic flow and accommodate bike lanes.
Action 14.I
Bike Paths for Emergency Access. Design bike paths to be wide enough for emergency vehicles where other emergency routes do not exist, located and designed to enhance the personal safety of bicyclists. Use removable bollards or other devices to prevent vehicles other than emergency and maintenance vehicles from using the bike paths.

Action 14.J
Bikeway Planning and Design Criteria. Follow the criteria for bikeways outlined in the California Department of Transportation’s publication Planning and Design Criteria for Bikeways in California.

Action 14.K
Bicycle and Pedestrian Improvements to Improve Air Quality. Implement the following bicycle-related improvements to implement the recommendations of the Bay Area Air Quality Management District in the 2000 Clean Air Plan:
   a) Establish and maintain a bicycle advisory committee.
   b) Designate a staff person as a Bicycle Program Manager.
   c) Designate a staff person as a Pedestrian Program Manager.
   d) Provide bicycle safety education.
NOTE: WHEN BIKE LAKES AND PATHS ARE BOTH ON THE SAME ROAD SECTION, NO LANE IS NECESSARY ON THE SIDE OF THE ROAD WHICH HAS THE PATH.
Appendix E:
Transportation Surveys & Results
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Surveys were conducted between July and November 2005 in support of the Gilroy Community-Based Transportation Plan (CBTP), a joint effort of Metropolitan Transportation Commission (MTC) and Santa Clara Valley Transportation Authority (VTA).

**Preliminary Findings**

The vast majority (65-71%) of respondents use an automobile to travel. Nearly a quarter (17-27%) use public transit.

50% of the respondents own their own car. Those who do not cite “Cost” (47%) as the primary reason for not owning a car. Other reasons include “Can’t drive” (19%) and “No license” (17%).

Most respondents travel within Gilroy, or to Morgan Hill, San Jose and San Martin to receive services (medical, child care) or to go to work or school.

Respondents listed the following locations as impossible to get to given transportation currently available to them: Shops/malls (29%); Work (21%); Doctor/hospital (18%).

When asked why they cannot reach these locations, most respondents cited public transit related issues (proximity of bus stops, lack of bus route, or service issues) as the reasons.

A majority of respondents travel with children, family members, and friends to various locations. Responses to open-ended questions reveal that many respondents would like discounted fares or other incentives when traveling in groups.

Overall, public transit service received a majority of ratings in the good, fair or poor categories. Responses to open-ended questions cited the following as suggested improvements to the transit system: more buses; more bus routes with shorter route times; better amenities (shelters, safety features); and better service from drivers.

A majority of the respondents are employed or looking for work. 21% of respondents are students.

75% of respondents described themselves as Hispanic/Latino.

79% of respondents have an annual household income of under $35,000. 61% of respondents have an income of under $20,000.
1. In a normal week, approximately how many times do you make a trip by: (Mark all that apply.)

<table>
<thead>
<tr>
<th>Trip by:</th>
<th>Less than 5</th>
<th>5 to 10</th>
<th>10 or more</th>
</tr>
</thead>
<tbody>
<tr>
<td>Auto – driving alone</td>
<td>40%</td>
<td>25%</td>
<td>36%</td>
</tr>
<tr>
<td>Auto – as a passenger</td>
<td>48%</td>
<td>28%</td>
<td>25%</td>
</tr>
<tr>
<td>Auto – shared ride or carpool</td>
<td>58%</td>
<td>20%</td>
<td>22%</td>
</tr>
<tr>
<td>Bicycle</td>
<td>73%</td>
<td>14%</td>
<td>13%</td>
</tr>
<tr>
<td>Walk</td>
<td>51%</td>
<td>20%</td>
<td>30%</td>
</tr>
<tr>
<td>Shuttle</td>
<td>76%</td>
<td>12%</td>
<td>11%</td>
</tr>
<tr>
<td>Paratransit (OUTREACH)</td>
<td>78%</td>
<td>13%</td>
<td>10%</td>
</tr>
<tr>
<td>VTA</td>
<td>54%</td>
<td>23%</td>
<td>23%</td>
</tr>
<tr>
<td>Caltrain</td>
<td>79%</td>
<td>10%</td>
<td>10%</td>
</tr>
<tr>
<td>Other</td>
<td>82%</td>
<td>10%</td>
<td>9%</td>
</tr>
</tbody>
</table>

2. Do you currently own (or lease) your own vehicle?
   Yes 50%
   No 50%

   If no, what is the primary reason? (open-ended)
   Cost 47%
   Can't drive 19%
   No license 17%
   Too old 2%
   Poor vision 2%
   Car in someone else's name 2%
   Other 10%
   No answer 1%

3. What transportation methods do you use to travel to: (Mark all that apply.)

<table>
<thead>
<tr>
<th>Location</th>
<th>Shuttle</th>
<th>Paratransit</th>
<th>Bicycle</th>
<th>Walk</th>
<th>Public Transit</th>
<th>Auto</th>
</tr>
</thead>
<tbody>
<tr>
<td>Doctor/Healthcare</td>
<td>3%</td>
<td>5%</td>
<td>5%</td>
<td>12%</td>
<td>27%</td>
<td>69%</td>
</tr>
<tr>
<td>Work</td>
<td>2%</td>
<td>1%</td>
<td>6%</td>
<td>14%</td>
<td>24%</td>
<td>70%</td>
</tr>
<tr>
<td>Shopping</td>
<td>2%</td>
<td>3%</td>
<td>5%</td>
<td>17%</td>
<td>20%</td>
<td>71%</td>
</tr>
<tr>
<td>Recreation</td>
<td>2%</td>
<td>2%</td>
<td>6%</td>
<td>18%</td>
<td>18%</td>
<td>69%</td>
</tr>
<tr>
<td>School</td>
<td>2%</td>
<td>2%</td>
<td>6%</td>
<td>22%</td>
<td>18%</td>
<td>65%</td>
</tr>
<tr>
<td>Day Care</td>
<td>1%</td>
<td>2%</td>
<td>5%</td>
<td>16%</td>
<td>17%</td>
<td>69%</td>
</tr>
</tbody>
</table>

   Where?

<table>
<thead>
<tr>
<th>Location</th>
<th>Gilroy</th>
<th>Morgan Hill</th>
<th>San Jose</th>
<th>San Martin</th>
<th>Palo Alto</th>
<th>Fremont</th>
</tr>
</thead>
<tbody>
<tr>
<td>Health Services</td>
<td>39%</td>
<td>3%</td>
<td>13%</td>
<td>22%</td>
<td>2%</td>
<td>--</td>
</tr>
<tr>
<td>Employment</td>
<td>47%</td>
<td>14%</td>
<td>12%</td>
<td>1%</td>
<td>--</td>
<td>1%</td>
</tr>
<tr>
<td>Shopping</td>
<td>64%</td>
<td>8%</td>
<td>9%</td>
<td>--</td>
<td>--</td>
<td>--</td>
</tr>
<tr>
<td>Recreation</td>
<td>44%</td>
<td>6%</td>
<td>31%</td>
<td>1%</td>
<td>--</td>
<td>--</td>
</tr>
<tr>
<td>Education/School</td>
<td>56%</td>
<td>12%</td>
<td>5%</td>
<td>3%</td>
<td>--</td>
<td>--</td>
</tr>
<tr>
<td>Day Care</td>
<td>56%</td>
<td>15%</td>
<td>8%</td>
<td>4%</td>
<td>--</td>
<td>--</td>
</tr>
</tbody>
</table>

   Other locations specified:
   senior center
   family visits
   church
   mental health
4. Rate transportation that you use to these locations:

<table>
<thead>
<tr>
<th>Location</th>
<th>Excellent</th>
<th>Good</th>
<th>Fair</th>
<th>Poor</th>
<th>No Opinion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Health Services</td>
<td>24%</td>
<td>35%</td>
<td>21%</td>
<td>4%</td>
<td>15%</td>
</tr>
<tr>
<td>Employment</td>
<td>22%</td>
<td>30%</td>
<td>25%</td>
<td>5%</td>
<td>19%</td>
</tr>
<tr>
<td>Shopping</td>
<td>24%</td>
<td>33%</td>
<td>22%</td>
<td>5%</td>
<td>16%</td>
</tr>
<tr>
<td>Recreation</td>
<td>22%</td>
<td>31%</td>
<td>21%</td>
<td>6%</td>
<td>20%</td>
</tr>
<tr>
<td>Homes of Friends/Family</td>
<td>25%</td>
<td>31%</td>
<td>22%</td>
<td>5%</td>
<td>18%</td>
</tr>
<tr>
<td>Education/School</td>
<td>24%</td>
<td>28%</td>
<td>20%</td>
<td>6%</td>
<td>22%</td>
</tr>
<tr>
<td>Day Care</td>
<td>21%</td>
<td>21%</td>
<td>18%</td>
<td>5%</td>
<td>35%</td>
</tr>
</tbody>
</table>

5. List specific places you need to reach where you cannot reach now and explain why (for example, parks, office or workplace, shopping, recreation): (open-ended)

- **Places**: Shops/malls, Doctor, Hospital, Work, Beaches/parks/recreation, Airport, San Jose, Day Care, Other
- **Why can't be reached**: No close bus stops, No bus route, Limited service, Unreliable service, Slow service, No weekend service, Inconvenient, Expensive, Other

6. Who usually travels with you to these locations? (Mark all that apply.)

<table>
<thead>
<tr>
<th>Location</th>
<th>Children</th>
<th>Adult</th>
<th>Family</th>
<th>Friends</th>
<th>Caretaker</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>Health Services</td>
<td>55%</td>
<td>52%</td>
<td>17%</td>
<td>3%</td>
<td>6%</td>
<td></td>
</tr>
<tr>
<td>Employment</td>
<td>20%</td>
<td>48%</td>
<td>39%</td>
<td>4%</td>
<td>13%</td>
<td></td>
</tr>
<tr>
<td>Shopping</td>
<td>48%</td>
<td>52%</td>
<td>35%</td>
<td>3%</td>
<td>5%</td>
<td></td>
</tr>
<tr>
<td>Recreation</td>
<td>49%</td>
<td>50%</td>
<td>36%</td>
<td>2%</td>
<td>6%</td>
<td></td>
</tr>
<tr>
<td>Education/School</td>
<td>57%</td>
<td>27%</td>
<td>25%</td>
<td>1%</td>
<td>9%</td>
<td></td>
</tr>
<tr>
<td>Day Care</td>
<td>65%</td>
<td>21%</td>
<td>14%</td>
<td>4%</td>
<td>13%</td>
<td></td>
</tr>
</tbody>
</table>

7. Rate public transit service for each of the following:

<table>
<thead>
<tr>
<th>Service</th>
<th>Excellent</th>
<th>Good</th>
<th>Fair</th>
<th>Poor</th>
<th>No Opinion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cost</td>
<td>8%</td>
<td>17%</td>
<td>27%</td>
<td>29%</td>
<td>20%</td>
</tr>
<tr>
<td>Hours of bus operation (early or late enough)</td>
<td>8%</td>
<td>24%</td>
<td>29%</td>
<td>19%</td>
<td>21%</td>
</tr>
<tr>
<td>Days of week transit operates</td>
<td>10%</td>
<td>26%</td>
<td>30%</td>
<td>13%</td>
<td>21%</td>
</tr>
<tr>
<td>Length of time to take a trip</td>
<td>7%</td>
<td>22%</td>
<td>27%</td>
<td>24%</td>
<td>20%</td>
</tr>
<tr>
<td>Availability of information about transit</td>
<td>8%</td>
<td>25%</td>
<td>29%</td>
<td>16%</td>
<td>22%</td>
</tr>
<tr>
<td>Pedestrian access to bus stops</td>
<td>9%</td>
<td>25%</td>
<td>30%</td>
<td>15%</td>
<td>21%</td>
</tr>
<tr>
<td>Bus stop facilities (benches, shelters, lighting)</td>
<td>8%</td>
<td>22%</td>
<td>27%</td>
<td>23%</td>
<td>21%</td>
</tr>
<tr>
<td>Security and safety</td>
<td>7%</td>
<td>25%</td>
<td>30%</td>
<td>18%</td>
<td>20%</td>
</tr>
<tr>
<td>Cleanliness of vehicles</td>
<td>8%</td>
<td>27%</td>
<td>36%</td>
<td>8%</td>
<td>21%</td>
</tr>
<tr>
<td>System easy to understand</td>
<td>9%</td>
<td>30%</td>
<td>29%</td>
<td>12%</td>
<td>21%</td>
</tr>
<tr>
<td>Overall transit service within Gilroy</td>
<td>9%</td>
<td>22%</td>
<td>31%</td>
<td>16%</td>
<td>22%</td>
</tr>
<tr>
<td>Overall transit service outside of Gilroy</td>
<td>8%</td>
<td>24%</td>
<td>31%</td>
<td>13%</td>
<td>24%</td>
</tr>
</tbody>
</table>
8. What times do you travel using public transit? (Mark all that apply.)
   - 5 a.m. to 9 a.m. 42%
   - 9 a.m. to 12 p.m. 41%
   - 12 p.m. to 3 p.m. 34%
   - 3 p.m. to 6 p.m. 35%
   - After 6 p.m. 29%

9. Do you have any comments/suggestions on your community’s transportation needs?
   - More buses 21%
   - Better safety/shelters at stops 16%
   - Better service from drivers 9%
   - Longer hours/weekend service 8%
   - On-time service 6%
   - Lower fares 15%
   - More/better bus routes 20%
   - Shorter route times 7%
   - Need shuttle buses 2%
   - Better schedules 4%
   - More stops 3%

10. Tell us about yourself:
    a. Are you: (Mark all that apply)
       - Employed, full time 39%
       - Employed, part time 14%
       - Looking for work 19%
       - Retired 3%
       - Unemployed 9%
       - Student 21%
       - Receiving Public Assistance 8%
    
    b. What is your ethnic background?
       - Asian/Pacific Islander 3%
       - Black/African American 2%
       - Hispanic/Latino 75%
       - Vietnamese 1%
       - White/Caucasian 19%
       - Other 3%
    
    c. What is your age?
       - 13-17 9%
       - 18-24 16%
       - 25-34 27%
       - 35-44 21%
       - 45-64 15%
       - 65-74 5%
       - 75 and over 7%
    
    d. Do you have a disability that makes it difficult to use some methods of transportation?
       - No 88%
       - Yes 12%

      If “Yes,” please specify:
      - Eyesight 22%
      - Walking/legs/knees 39%
      - Pregnant 7%
      - Back problems 13%
      - Other 33%
e. What is your yearly household income?

<table>
<thead>
<tr>
<th>Income Range</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under $20,000</td>
<td>61%</td>
</tr>
<tr>
<td>$20,000 to $34,999</td>
<td>18%</td>
</tr>
<tr>
<td>$35,000 to $49,999</td>
<td>10%</td>
</tr>
<tr>
<td>$50,000 to $74,999</td>
<td>7%</td>
</tr>
<tr>
<td>$75,000 to $99,999</td>
<td>2%</td>
</tr>
<tr>
<td>$100,000 and over</td>
<td>2%</td>
</tr>
</tbody>
</table>
Senior Transportation Survey

Thank you for taking time to complete this survey and helping to better understand the transportation needs of seniors. **This is a confidential survey!**

1. **In a normal week, approximately how many times do you make a trip by:**

<table>
<thead>
<tr>
<th></th>
<th>0 to 10 trips</th>
<th>10 or more trips</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. Car – driving alone</td>
<td>![ ]</td>
<td>![ ]</td>
</tr>
<tr>
<td>b. Car – as a passenger</td>
<td>![ ]</td>
<td>![ ]</td>
</tr>
<tr>
<td>c. Car – shared ride or carpool</td>
<td>![ ]</td>
<td>![ ]</td>
</tr>
<tr>
<td>d. Walk</td>
<td>![ ]</td>
<td>![ ]</td>
</tr>
<tr>
<td>e. Bus</td>
<td>![ ]</td>
<td>![ ]</td>
</tr>
<tr>
<td>f. VTA Free Shuttle</td>
<td>![ ]</td>
<td>![ ]</td>
</tr>
<tr>
<td>h. Rides provided by Community Agency</td>
<td>![ ]</td>
<td>![ ]</td>
</tr>
<tr>
<td>i. Caltrain</td>
<td>![ ]</td>
<td>![ ]</td>
</tr>
<tr>
<td>j. Outreach Paratransit</td>
<td>![ ]</td>
<td>![ ]</td>
</tr>
<tr>
<td>k. Rides provided by Housing Complex</td>
<td>![ ]</td>
<td>![ ]</td>
</tr>
</tbody>
</table>

2. **Do you currently own (or lease) your own car?**

   _____ Yes    _____ No

3. **If you do own or lease a car, please check which costs put a strain on your budget:**

   **Cost too much**

   - Car Insurance
     - Yes [ ] No [ ]
   - Car Repair
     - Yes [ ] No [ ]
   - Gas
     - Yes [ ] No [ ]

4. **What kind of transportation do you use to travel to?** (Mark all that apply.)

<table>
<thead>
<tr>
<th>Drive Own Car</th>
<th>Passenger in Car</th>
<th>Bus</th>
<th>Train</th>
<th>Walk</th>
<th>Paratransit</th>
<th>Agency Van</th>
<th>Housing Complex</th>
</tr>
</thead>
<tbody>
<tr>
<td>Medical/Health</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Shopping/Services</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Recreation</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Adult Day Care</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Nutrition</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
5. Which form of transportation would you prefers for most of your trips?

<table>
<thead>
<tr>
<th>Car</th>
<th>Bus</th>
<th>Train</th>
<th>Agency Provides</th>
<th>Walk</th>
<th>Paratransit</th>
<th>Housing complex Provides</th>
</tr>
</thead>
</table>

6. What time do you travel using public transit (bus or rail)? (Mark all that apply.)
- [ ] Early morning
- [ ] Middle of the day
- [ ] Evenings

7. If you use public transit (bus or rail), which days? (Mark all that apply.)
- [ ] Weekdays
- [ ] Saturday
- [ ] Sunday

8. If you drive your own car or ride as a passenger with others, please mark all of the challenges you experience? (Mark all that apply.)
- [ ] a. Cost of gas
- [ ] b. Cost of insurance
- [ ] c. Concerns about safety such as driving at night
- [ ] d. No driver’s license or concerned about keeping a driver’s license
- [ ] e. Take very few rides, as I have to depend on others to drive
- [ ] f. Difficulty with carrying packages or walking long distances

9. Have you had to choose where to live based on if transportation was offered?
   - [ ] Yes
   - [ ] No

10. Have transportation problems ever affected your keeping a medical or other important appointment?
    - [ ] Yes
    - [ ] No

11. If you take trips to San Jose, how do you usually travel? Please check:

<table>
<thead>
<tr>
<th>Drive Own Car</th>
<th>Passenger in Car</th>
<th>Bus</th>
<th>Train</th>
<th>Paratransit</th>
<th>Agency Van</th>
<th>Housing Complex Provides Ride</th>
</tr>
</thead>
</table>

12. If you use paratransit service, tell us about yourself:

| Paratransit Is Affordable | [ ] I need someone to ride with me, and stay at appointments or help with shopping, and it is difficult to find someone |
| Paratransit Is Not-affordable | [ ] I sometimes take a bus for some trips |
| I use a wheelchair/scooter | [ ] I live more than 1 mile away from Monterey Road |
13. Please select all of the types of strategies below that you think would help the seniors in Gilroy meet their transportation needs? Check all the strategies that you think may be beneficial.

a. _____ Older driver programs to help older drivers stay safe
b. _____ Volunteer driving programs;

c. _____ More agency rides to services
d. _____ A community helper/escort program to help you travel

e. _____ Community Bus Services/VTA service with smaller vehicles and flexible routes

f. _____ Ride matching or sharing service;

h. _____ Senior discounts for gas;

j. _____ Safe walking programs;

l. _____ Longer crossing signals

n. _____ Free bus service off-peak hours

p. _____ Business/Shopping shuttles connecting housing to shopping

q. _____ Discounted Senior Car Repairs

r. _____ Larger senior discount for train
g. _____ Discounted Taxi Rides

i. _____ Discounted senior car insurance

k. _____ Sidewalk improvements

m. _____ Improved curb cuts at corners

o. _____ Larger senior discount for bus

What is your ethnic background? Please check:

Asian/Pacific Islander
Black/African American
Hispanic/Latino
Vietnamese
White/Caucasian
Other

What is your age? Please check:

60-69
70-79
80 plus

What is your yearly income level? Please check:

_____ Under $20,000
_____ $20,000 to $34,999
_____ $35,000 to $49,000
_____ $50,000 plus

Thank You
Senior Transportation Survey
August 2005

Survey was conducted by OUTREACH, Inc. staff of 81 of its current clients who are Gilroy residents.

Preliminary Findings

Demographics

<table>
<thead>
<tr>
<th>Gender</th>
<th>Males</th>
<th>20 (25%)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Females</td>
<td>61 (75%)</td>
</tr>
<tr>
<td>Ethnicity:</td>
<td>Asian</td>
<td>1 (1%)</td>
</tr>
<tr>
<td></td>
<td>Vietnamese</td>
<td>2 (2%)</td>
</tr>
<tr>
<td></td>
<td>Hispanic</td>
<td>38 (47%)</td>
</tr>
<tr>
<td></td>
<td>White</td>
<td>37 (46%)</td>
</tr>
<tr>
<td></td>
<td>Black</td>
<td>3 (4%)</td>
</tr>
<tr>
<td>Age:</td>
<td>60-69 years</td>
<td>16 (21%)</td>
</tr>
<tr>
<td></td>
<td>70-79 years</td>
<td>26 (33%)</td>
</tr>
<tr>
<td></td>
<td>80+ years</td>
<td>36 (46%)</td>
</tr>
<tr>
<td>Income:</td>
<td>&lt;$20,000</td>
<td>75 (95%)</td>
</tr>
<tr>
<td></td>
<td>$20,000-$34,999</td>
<td>4 (5%)</td>
</tr>
</tbody>
</table>

The vast majority of seniors take 10 or fewer trips per week.

Number of seniors that own a car: 33 (41%)

The vast majority of seniors travel to their destinations by car, either as the driver or passenger.

Vehicle use by trip purpose:
- The most frequent trip purpose were: medical/health and shopping/services.
- The usual transportation mode for these trips was by car. The major exception being those seniors that used Paratransit. Some seniors reported two different modes of transportation: bus and car (as passenger); bus and paratransit; car (as passenger) and paratransit.
- The most frequent mode of transportation reported was by car (either as driver or as passenger)
The mode of transportation preferred by senior respondents:

- **Car**: 50 (67%)
- **Bus**: 7 (9%)
- **Agency Provided**: 1 (1%)
- **Paratransit**: 17 (23%)

Number of seniors who responded “yes” when asked, “have transportation problems ever affected your keeping a medical or other important appointment?” = 10 (12%)

Strategies that “would help seniors in Gilroy meet their transportation needs:

- More agency rides to services: 62 (77%)
- Discounted taxi rides: 51 (63%)
- A community helper/escort program: 47 (58%)
- Volunteer driving programs: 39 (48%)
- Senior discounts for gas: 37 (46%)
- Community bus services: 37 (46%)
- Larger senior discount for bus: 36 (44%)
- Discounted senior car insurance: 35 (43%)
- Business/shopping shuttles connecting housing to shopping: 34 (42%)
- Sidewalk improvements: 25 (31%)
- Free bus service during off-peak hours: 24 (30%)
- Improved curb cuts at corners: 19 (23%)
- Discounted senior car repairs: 12 (15%)
- Older driver programs to help older drivers stay safe: 11 (14%)
- Ride matching or sharing service: 8 (10%)
- Safe walking program: 7 (9%)
- Longer crossing signals: 6 (7%)
- Larger senior discount for train: 1 (1%)

Other information:
- One respondent uses a shopping shuttle service operated by Nob Hill Supermarket.
- Many seniors indicate that they do not travel to San Jose.
- One respondent receives a free annual bus pass from COA.
Appendix F:
Comments from Focus Group Meetings
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Connections and Trip Times

Learning and Loving Center

Example trip:
- 10-12 minute walk from home to Gilroy bus (line 16 at Main Street).
- 8:30 am bus to Morgan Hill at 9am with child
- borrows a car to drive son to El Toro Elementary School

Doctor’s office on Wren Street is a 35-minute walk.

Movies, fun things are all in Morgan Hill. No close activities for kids, accessible by transit in Gilroy

25-minute walk to grocery store (Safeway at 1st Street). Line 18 used to go there, but line was discontinued

To go to WIC (1235 First Street): Line 68 from Morgan Hill used to go directly to the office. Now, need to take Line 68 and connect at Transit Center to go to Downtown Gilroy. Too long of a trip, and not direct like it used to be.

Need more transportation to Mervyn’s, Target.

Transit runs less on weekends, but people still work. Ex: need to walk 20-25 minutes through an open field (farmland) to get to the nearest bus stop. (from Butterfield via Cochrane and over train tracks to Santa Teresa to board bus; to Llagas Creek and Santa Teresa)

From 6 p.m. to 9 p.m. need to get a ride because Line 16 does not run at these times.

To go shopping (food or clothing) is at least 90 minutes one way.

Holiday schedule is not frequent enough. Need more service on Line 68 to San Jose and Line 27 to Los Gatos for holiday shopping.

Our Lord’s Table

During winter months, the walk to transit from the Gilroy Armory (Emergency housing at 8490 Wren Ave) takes about 20 minutes. Usually cut through Las Animas School to get between transit and the armory.
For doctor’s visits, 3 times/week from Gilroy to San Jose (Valley Medical Center), the trip is 3 hours. Start at 6am, end at 9am Line 68 to Line 25 to Line 62. A direct route from Gilroy to Valley Medical would be better.

We need a bus to the Garlic Farm on Bolsa Road and to Bonfante Gardens

Using transit to get to Elmwood Correctional (Milpitas) take a long time. If one bus is late, I'm late, then I'M IN TROUBLE!!!

Line 19 from Bonfante Gardens to the bus route goes the wrong direction and does not travel at the right time. Does not travel anytime in the afternoon.

Wheeler Manor

OUTREACH Pickups are often late on weekends. Service is inconsistent on weekends

OUTREACH Need to synchronize trips better.
VTA Goes to Gilroy Transit Center and waits 45-60 minutes to take a 10-minute bus ride.

How about a round or circular route around the city instead of routes from transit center?

Bus service is the best between San Jose and Cupertino. Very good!

Bus does go to Target, but not north of 10th Street or east of 101

OUTREACH Loading wheelchairs takes a long time, but this is not factored into scheduling.

OUTREACH The wait is too long for return trips.

Can't always get an early pickup. Sometimes, I have to wait too long (over an hour).

From VA Palo Alto (3801 Miranda Avenue) to Gilroy takes 90 minutes one way using OUTREACH.
**Cost Concerns**

*Learning and Loving Center*

Son just turned 5 years old. Now mother must pay child and adult fare for each trip. Too expensive.

*Our Lord’s Table*

Three times a week for two people, with all the transfers (or day passes) still costs about $200 a month.

When economy goes down, bus prices go up, and it makes it harder for us to afford to use the buses.

*Wheeler Manor*

Need transfers! Especially for short trips. Makes no sense to pay full fare for short trips

Is it possible to make an exception on transfers policy in Gilroy? Re: free or low-cost transfers between routes
Customer Service Issues

Learning and Loving Center

No shelter at Monterey Road and Watsonville Road. The bus sometimes passes by without picking up the passengers because the driver can’t see the stop.

Bus drivers say unkind words (curse words) to people who don’t speak English.

Our Lord’s Table

No schedules are posted at bus stops

Wheelchairs are not a problem on buses. Lifts work well

Wheeler Manor

Shelters hide people…bus drivers don't see people waiting until it's too late.

Buses are too cold inside

Bus Line 17 at IOOF and Forest: the stop has no pad. Lots of weeds. Hard for wheelchairs to board.

Forest and 6th Streets at Monterey Road near the railroad tracks. It is dangerous for wheelchairs/walkers/scooters. Insufficient sidewalks.

Ramps don't work sometimes and don't meet "flush" with the sidewalk.

All stops need to be inspected.

Carmel and Princevalle Streets have buckled sidewalks, especially near Wheeler Manor (6th Street)

Some walk with walkers or use wheelchairs because there are no sidewalks (eg: 1st and 2nd Streets at Carmel has no sidewalks)

Sidewalks not safe enough in neighborhoods to do recreational walking.

Need audible pedestrian signals at major crosswalks, like in Downtown Gilroy

Inset lights used on Monterey at 7th and 8th streets don't work. Drivers don't slow down to yield to pedestrians, even if the lights are flashing!
Include a vibrating post at intersection to let visually impaired know it's OK to cross the street.

Drivers fall asleep.

MACSA

VTA Website is too complicated. Need to find transit information, but there's too much “other stuff” that is not relevant to transit or Gilroy. Need trip-planning online, but can't find it on the website.
**Facilities Issues**

*Learning and Loving Center*

Some bus drivers will lower platforms for large carts, but some drivers yell at people when they ask for the lower platform to board with strollers.

*Our Lord’s Table*

Buses do not have schedules inside.

Bus drivers need to stay off their cell phones

Bus drivers are courteous

Newcomers (new to the area or the country) need more help in using VTA (connections, schedules, cost, how to use the system, where do buses go).

*Wheeler Manor*

About 2/3 of audience uses OUTREACH

- Drivers don't have enough time for breaks. Too many trips.
- Drivers need courtesy and technical training
- Drivers talk to friends/relatives on cell phones during almost the entire trip
- South County drivers are good in general
- Drivers play music too loud
- Drivers of White and Yellow Cabs are not good for paratransit service
- Riders don't have a sense of comfort and safety.

Generally, the drivers are wonderful, courteous and helpful.

OUTREACH is a very good service

Rider needs a sedan, but always gets a minivan for pickup. Minivans are hard to get into.

Drivers speed to reach destinations because their schedules are so tight.
Drivers don't know streets and routes. Need maps and more training on getting to destinations

Create satisfaction report card for each trip available on board. Make the cards with SASE or postage prepaid. Maybe include report card with monthly bill to send back to OUTREACH.

About 1/3 of audience uses VTA fixed route (buses and light rail)

Gilroy bus drivers are friendly

New/substitute drivers get lost on routes.
MACSA Meetings Comments

Note: these comments were left separate from other comments gathered because the “strategy” used to solicit comments was different for this audience.

Describe how you travel everyday:

Lives near Ochoa Migrant Farm.
  - Walks to babysitting job
  - Walks younger kids to school
  - Shares one family truck
  - When truck is not available, shares rides whenever
  - Family members give rides to One Stop because bus is too expensive and does not run often enough.
  - Transit does not go by house. More than 30 minutes walk to Line 68 – VTA cut closest route near Ochoa.

Lives by Orchard
  - 45-minute walk to One-Stop from home
  - Takes Line 68 to work
  - Gets $3/day for transit from mother. Chooses to pocket $1.50 and walk home from work instead of ride the bus.

How do you feel about VTA buses?

- Buses smell bad
- Crazy people ride buses
- Drunk person sat on a girl once
- Drivers stopped to speak for 15 minutes on the cell phone during route
- Driver to a passenger on Line 68 to Gavilan College and took a 25-minute break. Passenger decided to walk home (30-minute walk).
- Likes to go to Eastridge, Oakridge, or Great Malls, but trip is over 2 hours.
- Bus was late, person was late for court date.
- Bus drove off with bicycle still on the rack
- Having money for a car means freedom, but cost to own a car (gas, insurance, maintenance) is too much.
- To take transit to the One Stop, either arrive too early or too late. Wait at the transit center is 20 minutes. Then take Line 17 to the One Stop, but the 17 only runs every hour. So either you’re early or late for meetings.
- One driver does not drive directly to the WalMart, even though he is supposed to. Riders complain all the time, but he still won’t do it!

How else do you get around in Gilroy if you don’t take the bus or get a ride?

- Bicyclist chooses to ride on the sidewalk at Santa Teresa and Mantelli because she almost got hit by a car. Bike lanes are too dangerous to use in that area.
- Kids use skateboards on sidewalks because its their only way to get around Gilroy.
If you could change the bus system, what would you change?

- More shelters
- Discounted prices
- Prices are too high for teenagers
- Crazy person hugs people...do not feel safe on the bus. Will never ride alone again.
- More buses...sometimes, Line 68 is crowded.
- Takes too long to get to San Jose (90 minutes, up to 2 hours to get to final stop)
- Not enough bus routes within Gilroy
- Need more seats, and comfortable seats
- No shelters at the bus stops near high schools
- Buses only go down main streets, not near neighborhoods
- Transfers are confusing, take too long, and are expensive (e.g.: what bus goes to San Ysidro Park?)
- Fares cost students about $40/month
- One hour wait to connect between Line 17 and Line 19
- Driver yelled at passenger

What do you miss out on because you could not get there?

- Job Interview
- Curfew
- Going to San Jose Library
- Movies
- Fun things with friends

What are the major obstacles to getting around in Gilroy?

- If car was available, they would use it, but expensive to own/maintain
- Time in transit takes away from time to run errands (personal or family)
- Need to always plan extra time into traveling because of transit and transfers
- Lack of information about buses (where they go, how long it takes to go places)
- Buses stop running in Gilroy
- Lack of train trips out of Gilroy

Where do you like or need to go (or would if you could go) on transit?

- Doctor's appointments in San Jose, Valley Medical Center
- School (South Valley Middle School, Princevalle (HS)
- Malls (Oakridge, Valley Fair, Great Mall)
- Great America
- Raging Waters
- Bonfante Gardens
- Coyote Lake
- Christmas Park (Gilroy)
- Legal/Court matters (on First Street in San Jose)
• Job Interviews
• Movies (in San Jose)
• Hang out with friends after school
• Santa Cruz or Capitola (Boardwalk, beaches, shopping)
• Local festivals (Garlic Festival in Gilroy, Artichoke Festival, County Fair)

Design your perfect bus route…

• House → School directly
• 4th and Rosanna → Arroyo Circle
• Longmeadow and Santa Teresa → SJSU (4th and San Fernando in San Jose) and downtown San Jose
• Connect east side and west side of Gilroy better…only one connection between east and west at the Transit Center!!!
• Put maps of routes and schedules at bus stops
**Boccardo Family Living Center**

1) Travel destinations: all over the county and also to Carmel and Monterey (one respondent is a home hospice aide).
   - Lots up to San Jose to the Civic/Justice Center,
   - downtown (Park/Delmas)
   - downtown to the Mental Health/Drug court.
   - East Valley Pavilion (mental health)
   - Flea Markets in San Jose (Berryessa), MH and Gilroy

2) Time of travel – all during the day

3) Mode of travel – bus, walking. The home hospice aide has a car, the other are completely dependent on public transit.

4) Who goes with you? All travel with someone in their family at one time or another. All of the four traveled with small children, one has two twin baby girls (8 weeks old) who must fold up a double stroller and get on the bus with two infants and the stroller! One in a wheelchair also traveled with her husband.

5) Is transportation affordable? Resounding answer: Hell no. Homeless families in transitional housing pay 1/3 of their income, whatever it is, on housing. VTA provides assistance by offering deeply discounted flash passes at $7 each month for 3 months. The challenge is that transitional housing programs, particularly for families, are as long as a year or more. They can’t afford the $61.25 for a regular pass after month 3. Homeless services agencies have been trying to change VTA policy on this for year, to no avail. **Homeless people CAN’T AFFORD the public transit they so deeply need.**

Also mentioned: there are no discounted single trip tickets for youth. They pay full price.

Also mentioned: Switching from line 17 to line 19 or 68 to one of those two lines (which often happens when shopping) requires two single trip tickets per person. That makes a mom and a kid pay an expensive $6.50 to run an errand. Walking isn’t really possible in this barren stretch of Monterey Highway from San Martin to Gilroy or to Morgan Hill. There is no shade on the side of the road, and the temps for the last two weeks have been mostly 90’s and even 100’s.

6) Major obstacles:
   - The bus is crowded and it’s difficult with twins (8 week old infants)
   - Disabled riders often face buses with broken lifts. They must wait for another bus. Or, wait for the bus driver to call someone who will help them onto the bus, and when disembarking from a bus with a broken
ramp, wait for someone to help them off. **This happens 4-5 times a month!**

- **Drivers are rude to people with wheelchairs** because they take too much time to get on/off
- **Buses aren’t on time** (this happened to my intern this morning. He was 35 minutes late!)
- Buses take too long. If working in San Jose, must leave no later than 2 hours before shift starts. **Roundtrip travel time is 4 hours, causing extra child care costs.**

7) Ideas for improvement: a shuttle to go to downtown San Jose to the places where people need to go for official docs/appointments with probation officers/court appointments, etc.

Other comments:
- Light rail is great, but doesn’t come down here
- Can’t use the train with the pass, even though it’s right across the street and faster
Appendix G: Evaluation of Transportation Proposals

Evaluation Questions

Support/Relevance
• Does this proposal address a transportation barrier as identified during public outreach?
• Does this proposal provide a transportation solution to provide more direct service to critical locations?
• Do local stakeholders support the proposal in concept?
• Are stakeholders willing to provide funding, staffing, materials, and/or equipment to ensure the proposal’s success?
• Can other residents, regardless of income, benefit from this proposal?
• Does this proposal address different lifeline transportation needs?

Funding
• Can this solution be provided at little or no cost?
• Is the solution an effective use of available funding? Is there an historical perspective to show that this proposal would be cost-effective?
• Are “incremental” costs prohibitive? Specifically, if service were expanded, could it be sustained with indicated funding sources?
• Are underutilized resources available to support operations?
• Is the proposal eligible for possible state and/or federal funding?
• Is funding in place or identified to implement the project?
• Is funding available in the short-term (first two years) for any necessary capital investments, start-up costs, and overhead (including marketing)?
• Is long-term funding available for operations, maintenance, and/or future upgrades?

Implementation
• Who is the program champion?
• Has the program champion identified this proposal, or some form of it, in a planning or programming (funding) document?
• Does the proposal have a short start-up time?
• Is available funding in place to begin implementation?
• Does this proposal meet service standards set by the program champion?
• Is the service/program flexible to changing transportation needs?
• If other connected services change, can this service/program change to maintain service continuity?
Usability
- Does this proposal fit with other existing transportation services?
- Does this proposal require other services to change?
- Can this proposal provide seamless connections with other existing services?
- Will target communities use this service to fill transportation needs?
- Does this proposal have the potential to reduce waiting times or improve travel times?
- Does this proposal have the potential to reduce or remove spatial barriers?
- Does this proposal provide an affordable transportation option?
- Does this proposal provide transportation to locations identified as “essential” to target communities?
- Is this service/program easy to use?
- Is this service/program easy to understand?
- Does this service/program require little additional “user education”? 

CBTP Proposals Recommended for Long-Term Implementation

- Carpool/Ride Share Program
- Citywide Car Share Program
- Senior Drivers’ Education Program
- Escort “Ride-Along” Services
- Citywide Bicycle Sharing Program

Carpool/Ride Share Program
Source of Suggestion: Committee Brainstorming Activity, MTC (Regional Rideshare Program)

Definition: Shared use of a car, in particular for commuting to work, often by people who each have a car but travel together to save costs. There are sometimes special facilities for carpoolers, including high occupancy vehicle lanes specifically for cars with multiple riders.

Project Working Committee Decision: Recommended for long-term focus.

Carpooling and ridesharing are important programs, but do not specifically meet the needs expressed by low-income populations during CBTP public outreach activities.
**Citywide Car Share Program**
Source of Suggestion: Committee Brainstorming Activity

Definition: Pay-as-you-use program that allows members to reserve and drive a car.

Project Working Committee Decision: Recommended for long-term focus.

More research needs to be done on the actual costs of implementing a citywide car-sharing program in Gilroy. Based on programs run in other markets, this program can be an expensive option. It is also not known if low-income drivers would consider car-sharing as a viable use of their limited budgets.

**Senior Drivers’ Education Program**
Source of Suggestion: OUTREACH

Definition: Seminar that offers senior drivers the opportunity to refresh their driving skills, including rules of the road and information to adapt driving techniques as they age.

Project Working Committee Decision: Recommended for long-term focus.

Committee members felt this program was important, but not applicable for immediate transportation needs. It was advised to pursue private partnerships to implement this program.

**Escort “Ride-Along” Services**
Source of Suggestion: OUTREACH

Definition: Service that provides escorts to accompany seniors not requiring physical assistance but are fearful of or uncomfortable with traveling alone.

Project Working Committee Decision: Recommended for long-term focus.

OUTREACH, Inc. expressed the importance of this program, particularly for members of Gilroy’s senior population who are not eligible for paratransit services. Again, this service is great in concept, but difficult to administer. This proposal was categorized for a long-term focus to develop an implementation plan to ensure its success.
Citywide Bicycle Sharing Program
Source of Suggestion: Committee Brainstorming Activity

Definition: Community bicycle-lending program that provides registered members with access to a fleet of bikes.

Project Working Commitee Decision: Recommended for long-term focus.

Depending on the costs to participate, this program may provide another low-cost transportation option for target communities. Committee members opted to place this proposal in a long-term focus. This would allow time to improve the city’s bicycle-friendly infrastructure prior to implementing this program.

CBTP Proposals That Were Not Recommended

- Expanded Fixed-Route Service
- Community Park & Ride Lots
- Commuter Check Program
- Public Art Projects
- Bicycle/Pedestrian Watchdog Committee

Expanded Fixed-Route Services
Source of Suggestion: Public Comments, Committee Brainstorming Activity

Definition: Increased coverage and span of VTA fixed-route bus services within the city. Increased bus service would include any or all of the following:

- More frequent bus service (15-20 minute frequencies);
- Extended bus service hours (before 7am, after 7 pm, during weekends and holidays); and
- Increased route coverage, in neighborhoods and throughout Gilroy.

Project Working Commitee Decision: Not recommended.

The committee agreed that expanding the service as it is designed now will not effectively serve the transit needs of target populations. Committee members recommended other transit service options, including express bus and community bus services. Expansion of alternate transit-related proposals would be considered as part of quarterly transit service reviews to maximize efficiency and meet customer demands.
**Community Park & Ride Lots**  
Source of Suggestion: Committee Brainstorming Activity

Definition: Lots reserved for use by commuters. Lots can be placed in designated communities and/or adjacent to transit facilities.

Project Working Committee Decision: Not recommended.

Park & Ride Lots are a good idea for general transportation demands, but do not specifically meet the transportation needs expressed by low-income populations.

**Commuter Check Program**  
Source of Suggestion: VTA

Definition: Vouchers that can be redeemed for transit passes, tickets or tokens and to pay for vanpool fares. They are provided tax-free to employees in amounts up to $105 per month. Commuter Checks are used as an employee benefit, either as a substitute for taxable salary or supplemental benefit. It allows employers to be fully IRS compliant.

Project Working Committee Decision: Not recommended.
Committee members expressed concern with a payroll deduction for transportation uses, particularly for the large denominations of commuter checks currently administered through companies that currently sell commuter checks.

**Public Art Projects**  
Source of Suggestion: Committee Brainstorming Activity

Definition: Public-sponsored art projects to enhance public spaces and promote multimodal transportation uses.

Project Working Committee Decision: Not recommended.

Public art projects are important to beautify transportation facilities. The committee, however, felt that this program did not directly address specific transportation needs for low-income communities.
Bicycle/Pedestrian “Watchdog” Committee
Source of Suggestion: Committee Brainstorming Activity

Definition: Committee that monitors and reports bicycle-and-pedestrian related issues in Gilroy and South County to established advisory bodies, including those of Gilroy and VTA.

Project Working Committee Decision: Not recommended.

Committee members chose to eliminate this proposal because committees focused on local bicycle and pedestrian issues already exist.