



Menlo Park
Station



Menlo Park Shuttle Study

September 14th, 2023

Virtual Kick-Off Meeting



Welcome and Introductions





Agenda

- 1 Welcome and Introductions**
- 2 Goals of the Meeting**
- 3 What is a Shuttle Study**
- 4 Overview of Transit Planning Principles**
- 5 Tradeoffs Exercise**
- 6 Next Steps and Q&A**

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Goals of the Meeting

Meeting Goals

- **For you:**
 - An update on the Shuttle Study
 - Background on transit planning principles
 - Ability to tell us your priorities for how shuttle service should be provided
- **For the project team:**
 - Clarification on community priorities
 - A better understanding of local service needs
 - A framework for redesigning shuttle services



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What is a Shuttle Study?

What is a Shuttle Study?

The project takes a comprehensive look at Menlo Park's shuttle service, with the goal of improving the existing system and services.

Project Goals

- Efficiently connect the community to transit, jobs, shopping, and other destinations
- Ensure shuttle service complements other San Mateo County transit services to create a holistic regional transportation network
- Find cost savings, while continuing to provide high quality shuttle service
- Provide an attractive transit alternative to driving



Workplan

Primary Tasks:

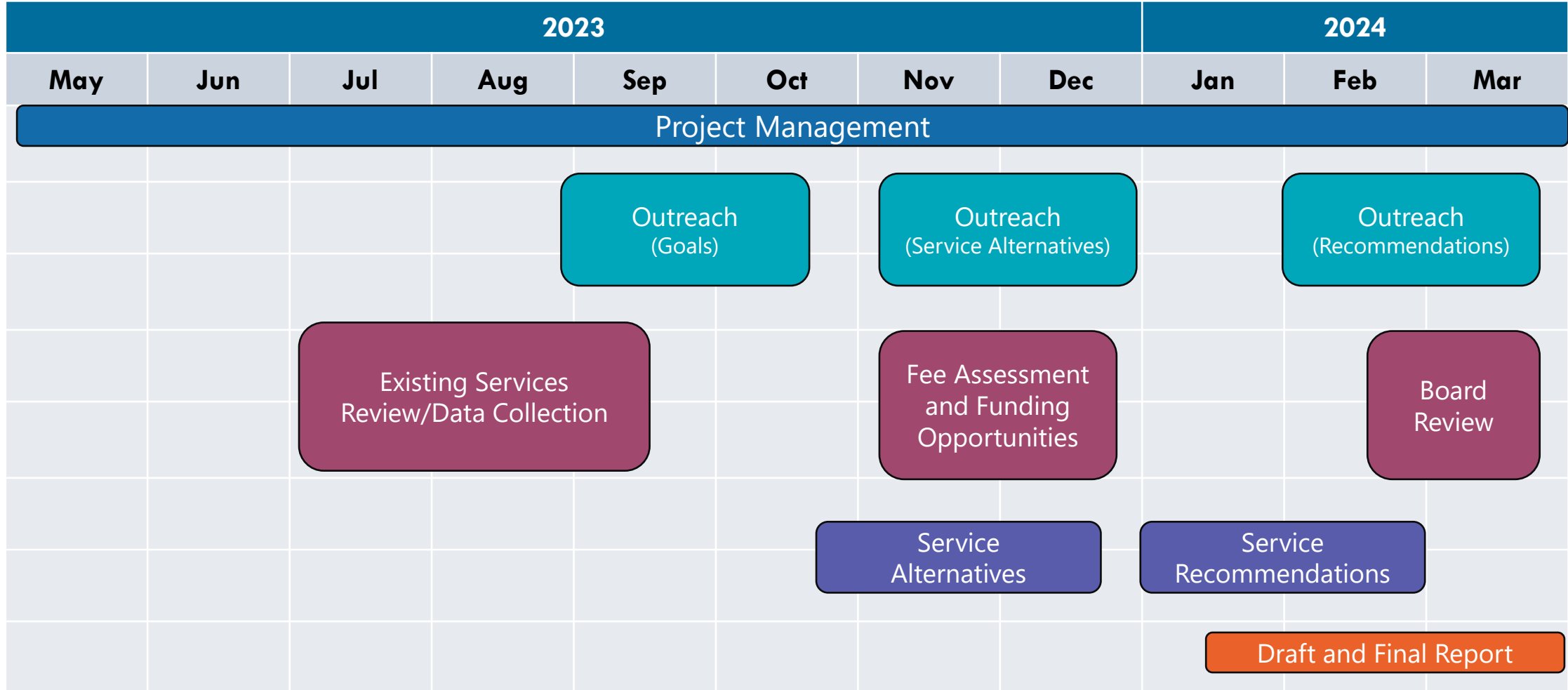
- Existing Conditions
- Current and Future Travel Analysis
- Service Alternatives
- Community Outreach and Input Summary
- Service Recommendations

Supporting Tasks:

- Shuttle Fee Assessment
- Funding Opportunities and Partnerships



Study schedule



WE ARE HERE

Demographics



Snapshot



Population

33,677

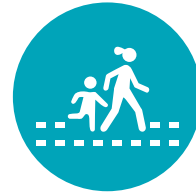
Density: 3,019 people per square mile

(World Population Review, 2023)



People of Color

38%



Age Composition

24.0% Under 18

36.6% 19 – 44

19.2% 45 – 60

20.5% Above 60



People with Disability

7.3%



Work - Mode Choice

54% Drive Alone

23% WFH

10% Walk/Bike

5% Transit

Population Density

Menlo Park City Limits

Water Body

Parks & Recreational

Equity Priority Communities

Caltrain Station

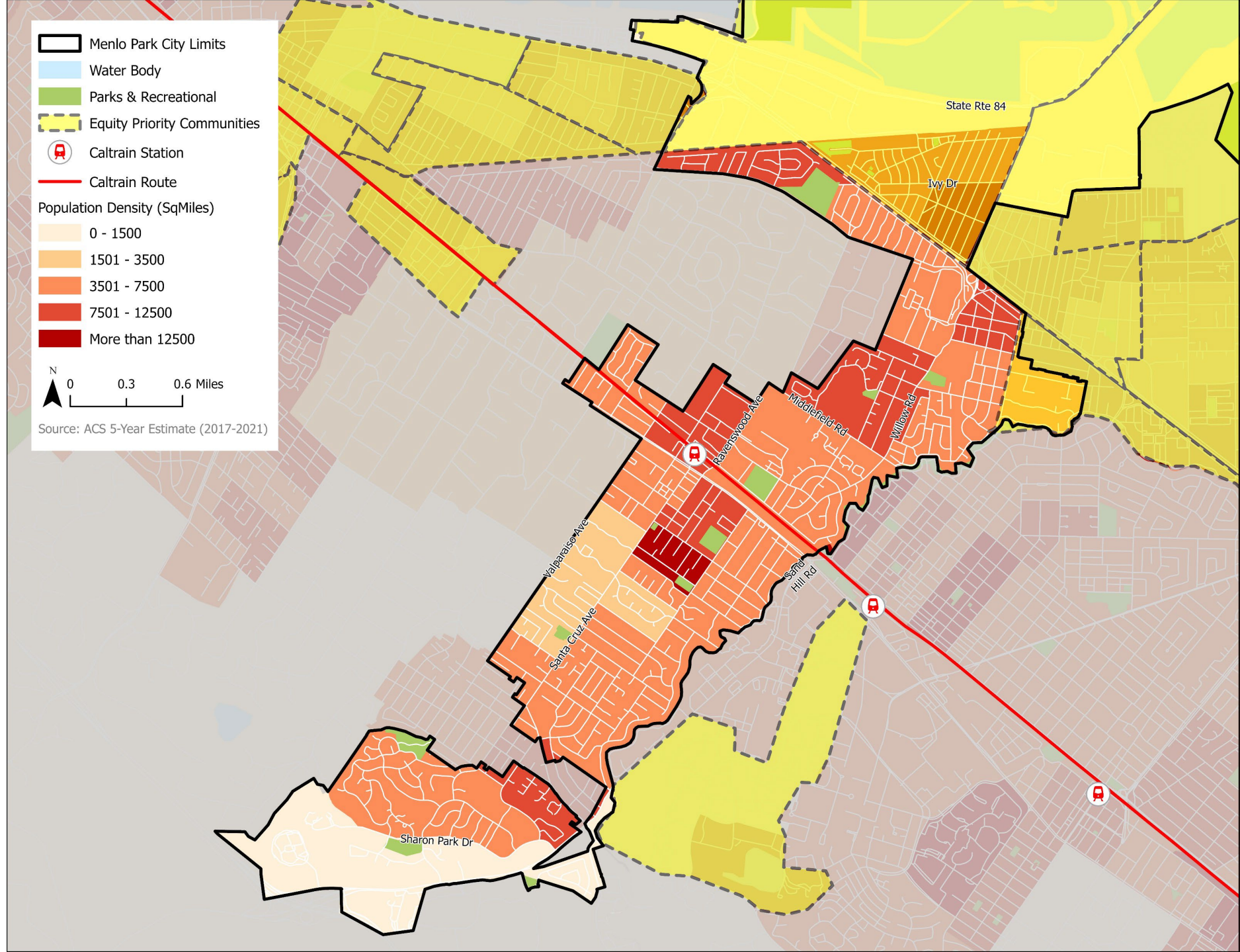
Caltrain Route

Population Density (SqMiles)

- 0 - 1500
- 1501 - 3500
- 3501 - 7500
- 7501 - 12500
- More than 12500

0 0.3 0.6 Miles

Source: ACS 5-Year Estimate (2017-2021)



Transit Propensity

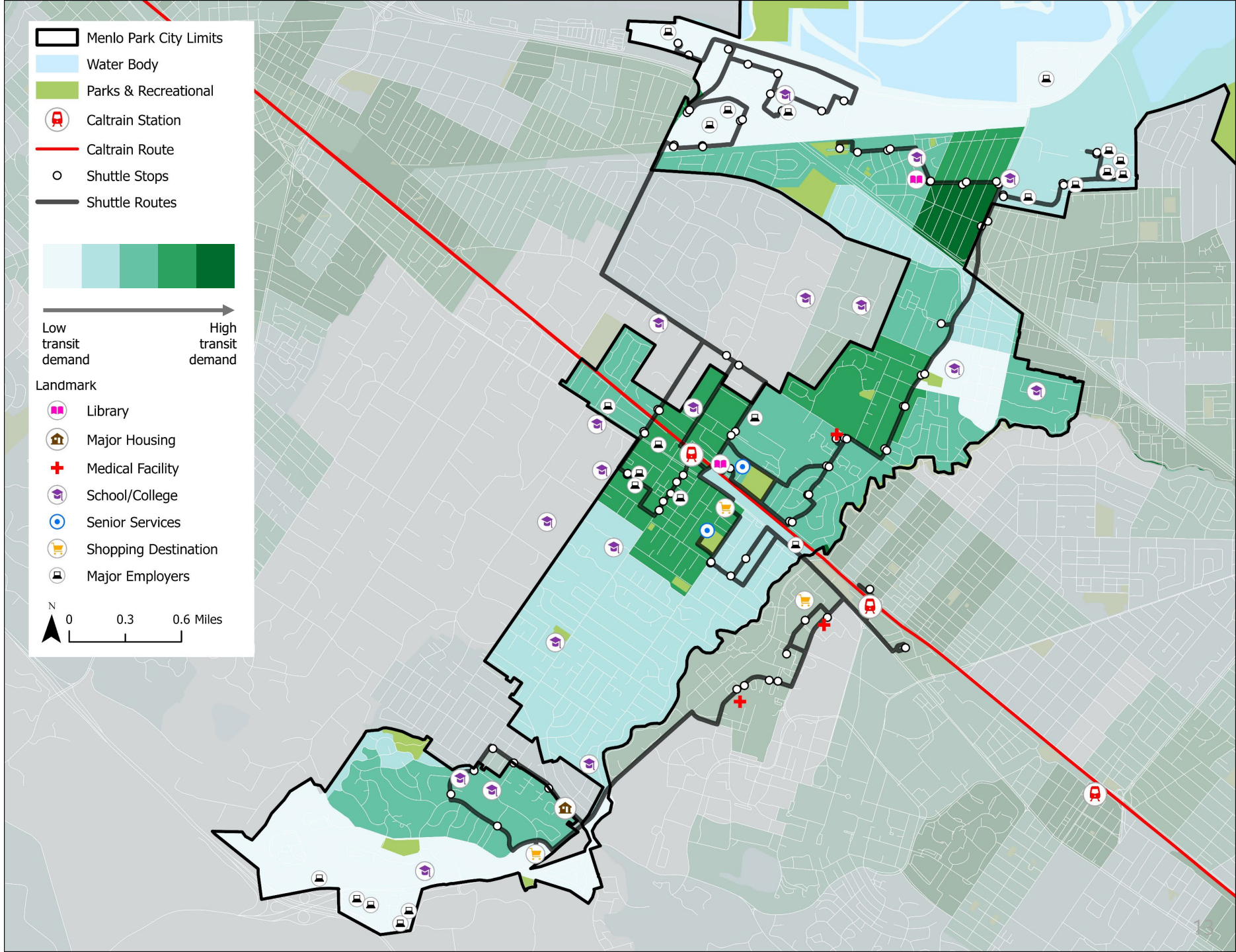
Indicator	Weightage
Older Adults (60 +)	1
0 Vehicle Household	3
1 Vehicle Household	1
People of Color	2
Poverty line below 200%	3
People with Disabilities	1

Menlo Park City Limits
 Water Body
 Parks & Recreational
🚆 Caltrain Station
 Caltrain Route
 Shuttle Stops
 Shuttle Routes

Low transit demand
 High transit demand

Landmark
📖 Library
🏠 Major Housing
+ Medical Facility
🎓 School/College
👴 Senior Services
🛒 Shopping Destination
🏢 Major Employers

N
 0 0.3 0.6 Miles



Population and Employment Density

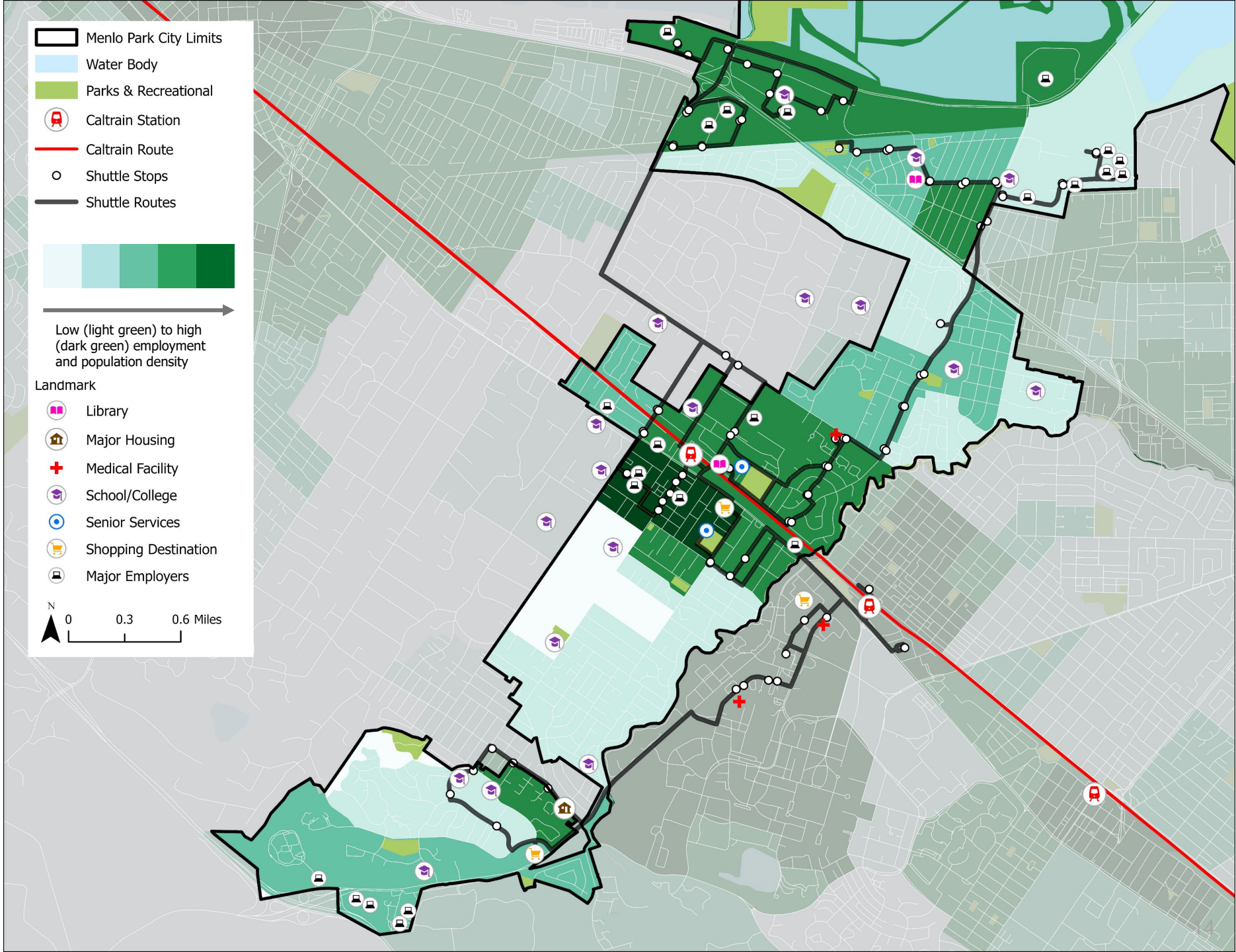
- Menlo Park City Limits
- Water Body
- Parks & Recreational
- Caltrain Station
- Caltrain Route
- Shuttle Stops
- Shuttle Routes

Low (light green) to high (dark green) employment and population density

Landmark

- Library
- Major Housing
- Medical Facility
- School/College
- Senior Services
- Shopping Destination
- Major Employers

0 0.3 0.6 Miles



Existing Services



Shuttle System Today

- **Goal:** To complement existing transit services while offering mobility to vulnerable populations such as seniors and individuals in low-income communities or with limited English proficiency.
- Ridership in recent years has decreased due to
 - COVID-19 pandemic
 - Increase in work from home
 - Increased use of private company shuttles
 - Changing travel patterns





SHOPPERS' SHUTTLE

Door-to-Door to Menlo Park, Palo Alto, Redwood City

Route Information

Targeted User:

- Elderly and Disabled Residents

Hours of Operation

- Tuesdays, Wednesdays, and Saturdays, from 9:30 a.m. to 1:30 p.m.

Markets Served

- Menlo Park, Palo Alto and Redwood City

Service Type:

Dial-a Ride/Door to Door Shuttle

Menlo Park and Palo Alto destinations

The Shoppers' Shuttle travels around the Menlo Park area on Wednesdays and Saturdays. The following are sample destinations:

- Banks
- Downtown Menlo Park
- Grocery stores
- Library/Burgess Park
- Medical appointments*
- Menlo Medical Clinic*
- Palo Alto Medical Foundation*
- Pharmacies
- Sharon Heights Shopping Center
- Stanford Medical Center*
- Stanford Shopping Center

Redwood City destinations

The Shoppers' Shuttle travels to Redwood City on Tuesdays. The following are sample destinations:

- Costco
- Jo-Ann Fabrics and Crafts
- Kaiser Permanente*
- Kohl's
- Marshalls
- Michaels
- Old Navy
- Party City
- Peninsula Boardwalk Plaza
- Sequoia Station
- Sequoia Hospital*
- Stanford Medicine Outpatient Center*
- Target
- Whole Foods
- Woodside Plaza

M1 CROSSTOWN SHUTTLE

Belle Haven to Sharon Heights

Route Information

Targeted User:

- Elderly and Disabled Residents, and General Public

Frequency

- Every 60-90 Minutes

Hours of Operation

- Weekdays, from 8:00 a.m. to 6:00 p.m.

Markets Served

- Menlo Park, Belle Haven, Sharon Heights, Palo Alto

Service Type:

Fixed-Route Shuttle





MARSH ROAD SHUTTLE

Menlo Park Caltrain to Marsh Road Business Parks

Route Information

Targeted User:

- Commuters

Frequency

- Every 60 Minutes

Hours of Operation

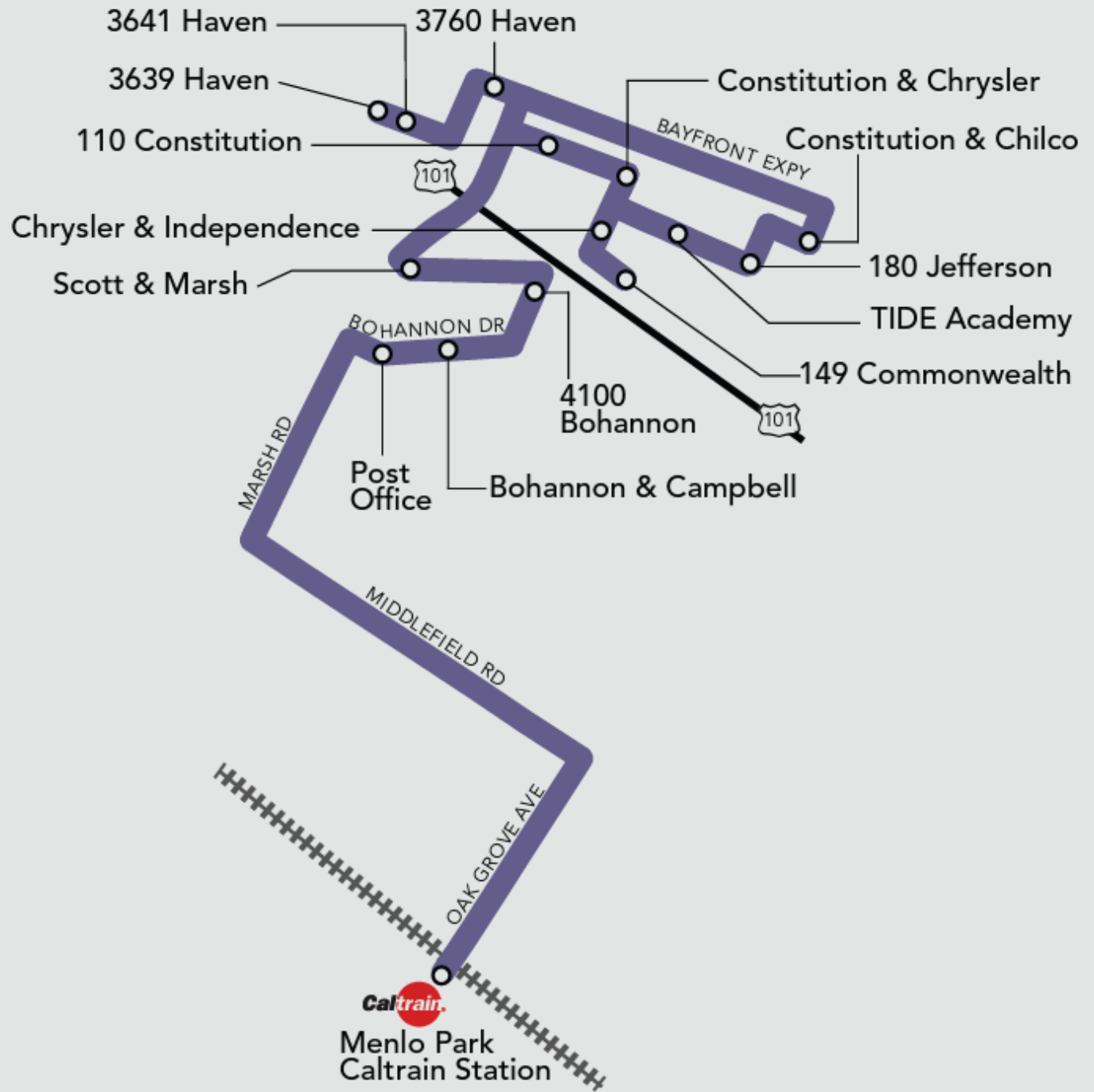
- Weekdays from 6:30 a.m. to 10:00 a.m. and 4:00 p.m. to 6:30 p.m.

Markets Served

- Menlo Park, Marsh Road Business Parks

Service Type:

Fixed-Route Shuttle





WILLOW ROAD SHUTTLE

Menlo Park Caltrain to Willow Road Business Parks

Route Information

Targeted User:

- Commuters

Frequency

- Every 60 Minutes

Hours of Operation

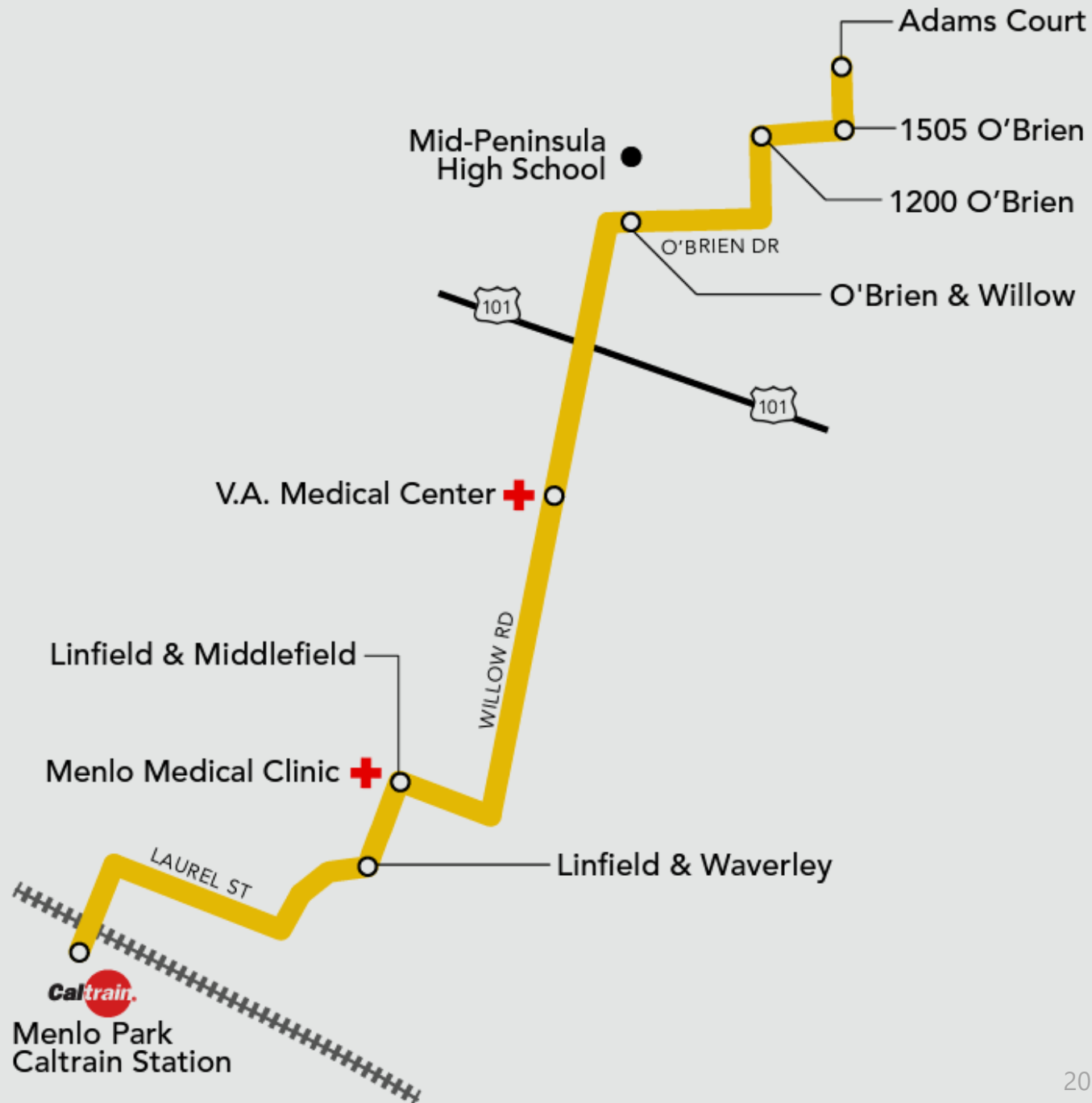
- Weekdays from 6:30 a.m. to 10:00 a.m. and 4:00 p.m. to 6:30 p.m.

Markets Served

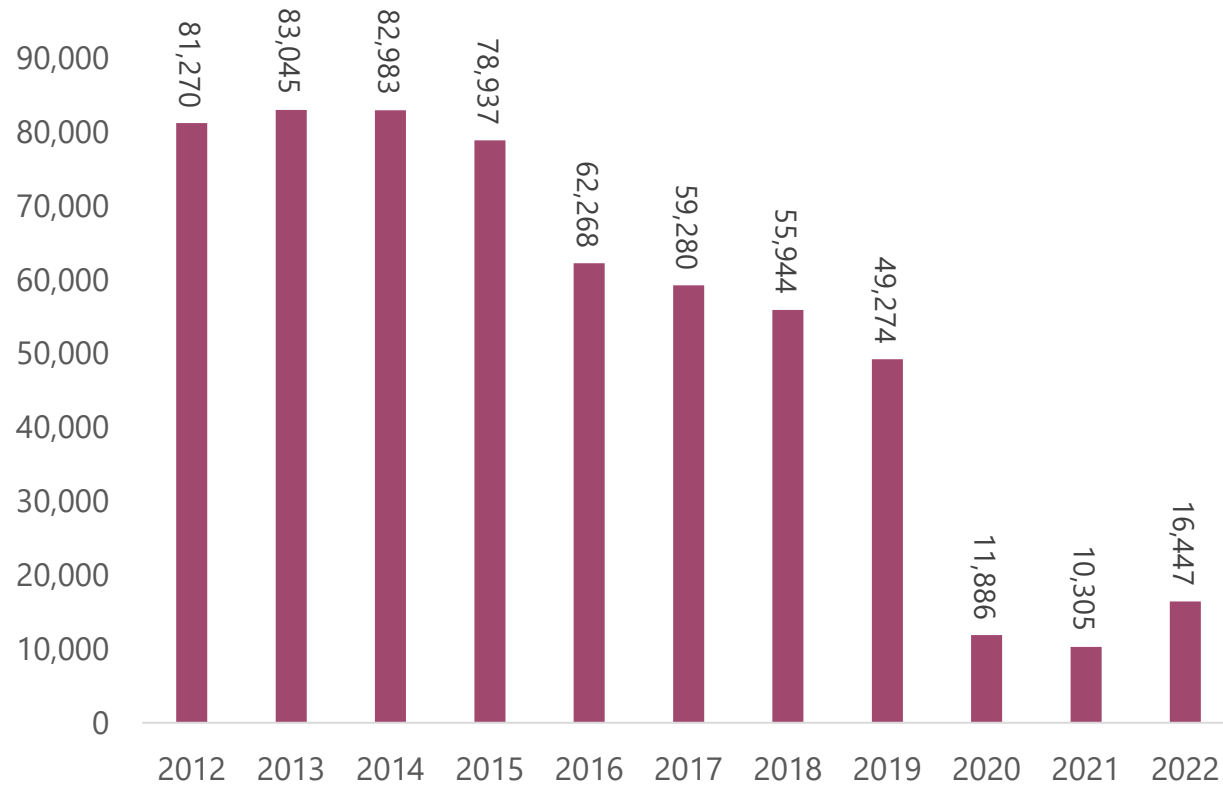
- Menlo Park, Willow Road Business Parks

Service Type:

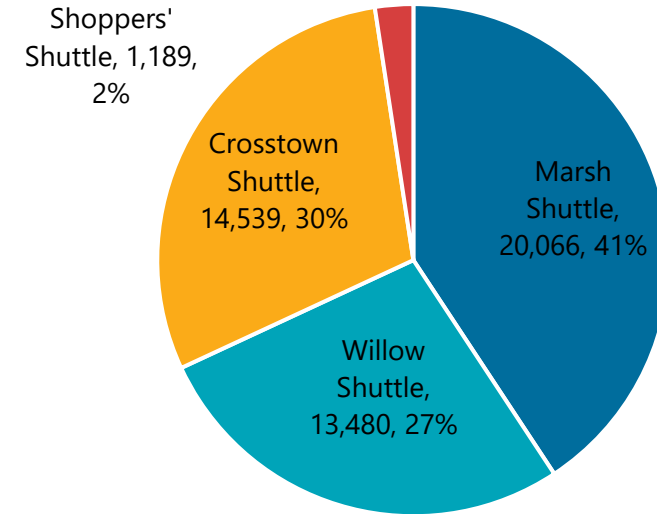
Fixed-Route Shuttle



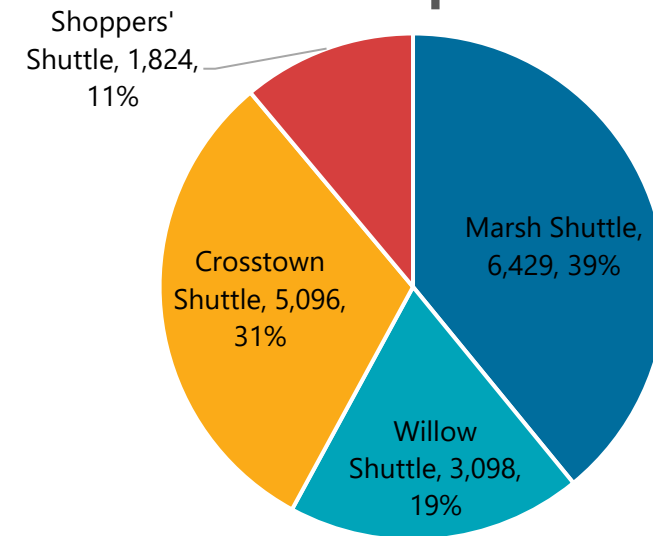
Ridership Trends



Ridership 2019



Ridership 2022



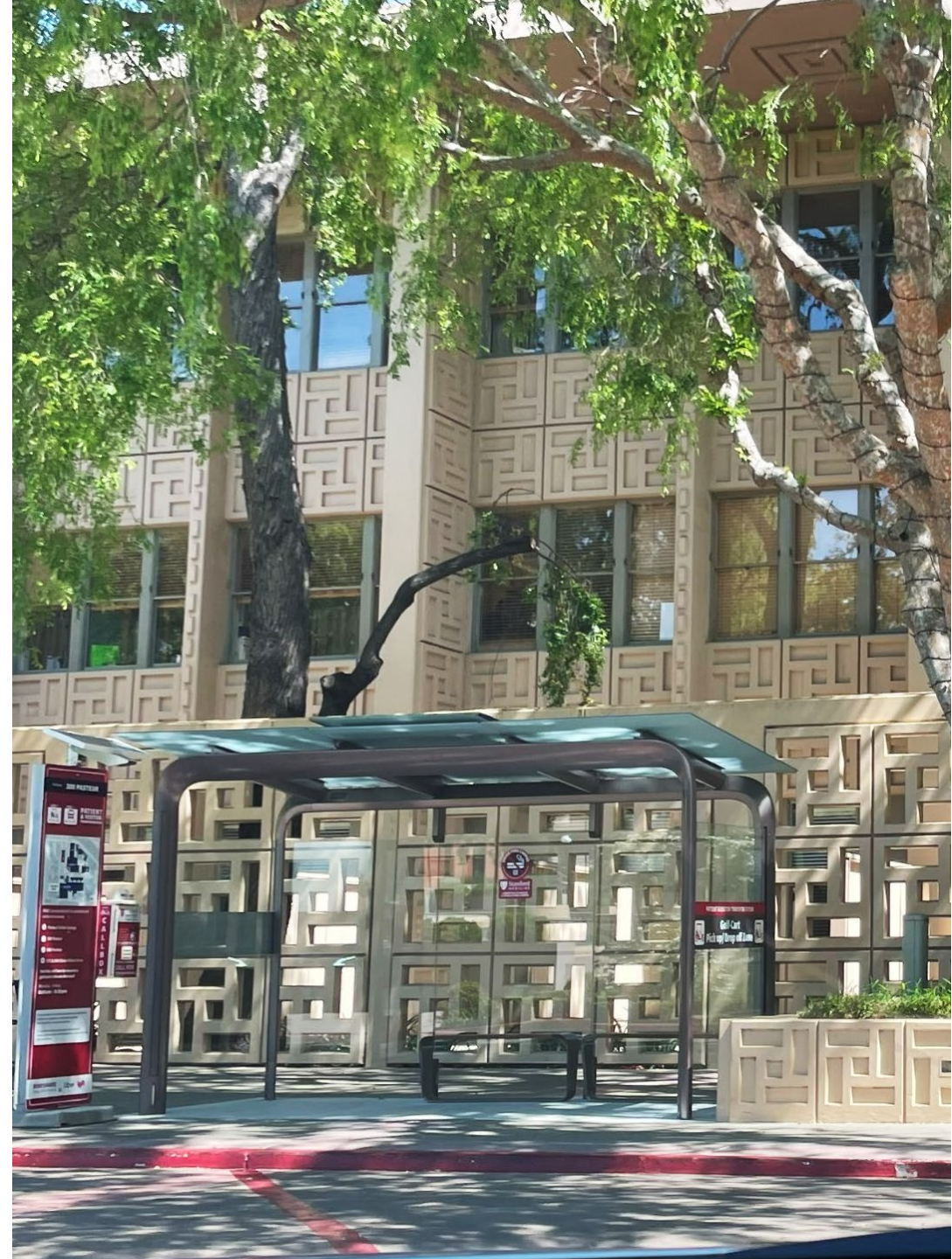
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Transit Planning Principles

What do riders value?

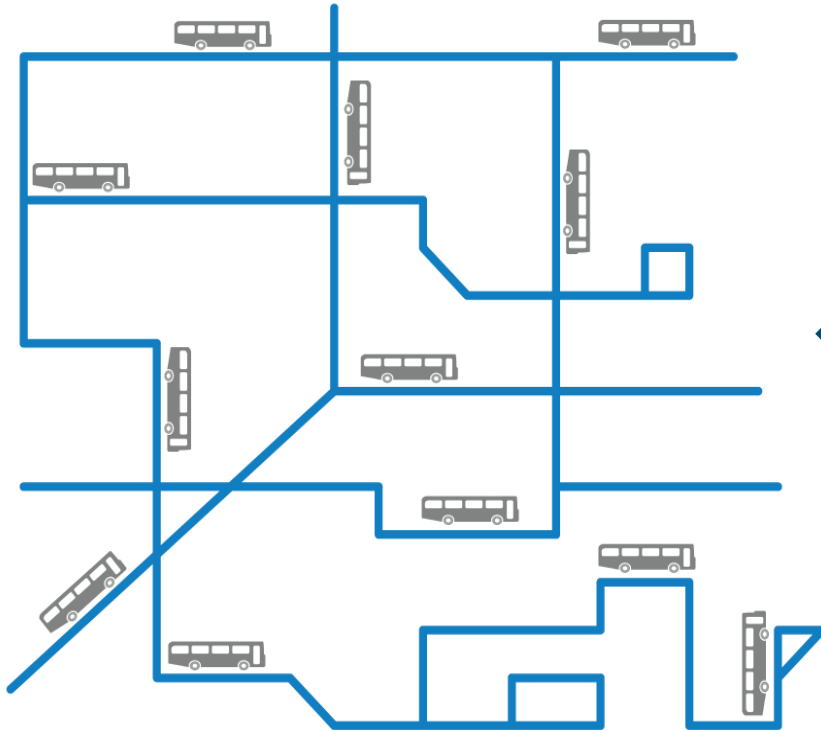
- The service is **reliable** - you don't worry about major delays
- The service **goes where they want it to go**
- The service operates **when they want it to**
- The service **runs frequently** enough that they don't have to think about it (or consult a schedule)
- The service is **comfortable and safe**
- **Friendly and helpful** operators
- The service is **affordable**
- The service is **reasonably fast**
- They can **conveniently walk** from the service to their destination

Based on 2020 Customer Satisfaction Survey, APTA



The primary transit planning tradeoff

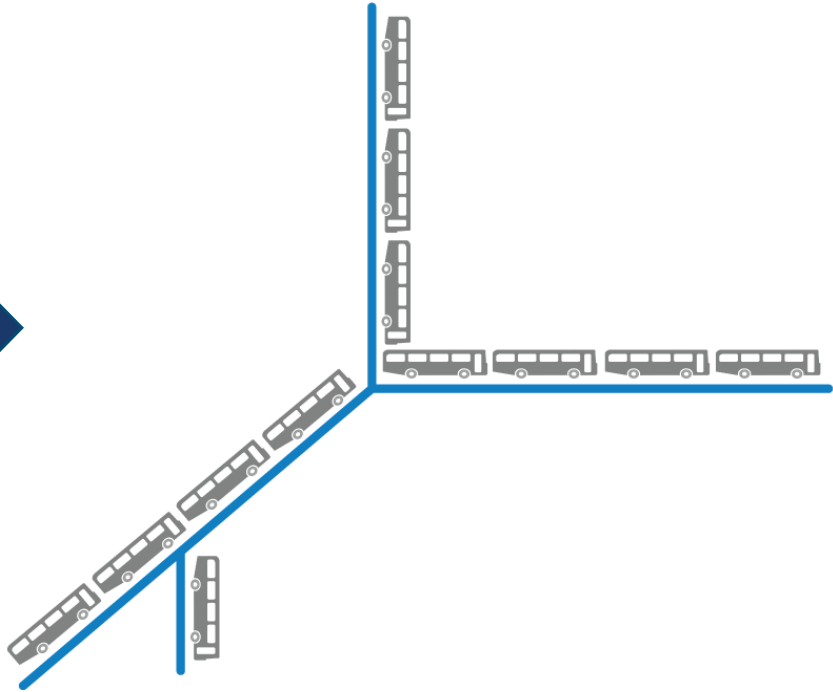
Coverage



LOW RIDERSHIP...
But really important for the people who use it



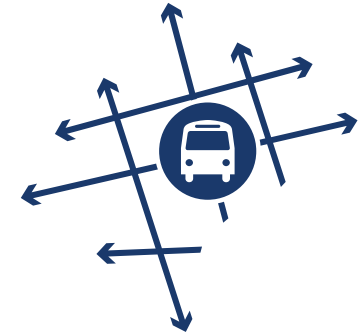
Frequency



HIGH RIDERSHIP...
But no service in many places

Other tradeoffs to think about

- **All day versus Peak Service**
 - Concentrate service on weekdays when demand is higher,
or
 - Provide less service but seven days a week?
- **Transfers**
 - Do you want longer, less direct trips with fewer transfers
or
 - Shorter, more direct trips with more transfers?
- **On-Demand**
 - On-demand service can provide better coverage in lower-density areas **but**
 - can have more restrictions on service due to cost

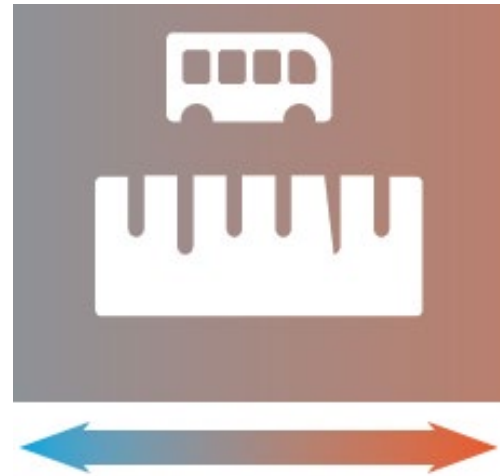


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Tradeoffs Exercise

How should the city approach span of service?

Provide more service in the peak period
(morning and afternoon rush hour)



Provide more service outside the peak period
(midday and evening)

How should the city approach coverage?

Provide less
frequent service
to more areas



Provide more
frequent service
to fewer areas

How should the city approach days of service?

Provide less
weekday and
more weekend
service



Provide more
weekday and
less weekend
service

What is the one thing the City could do to get you to ride the shuttle more regularly?



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Next Steps and Q&A



Community Survey →



Next Steps:

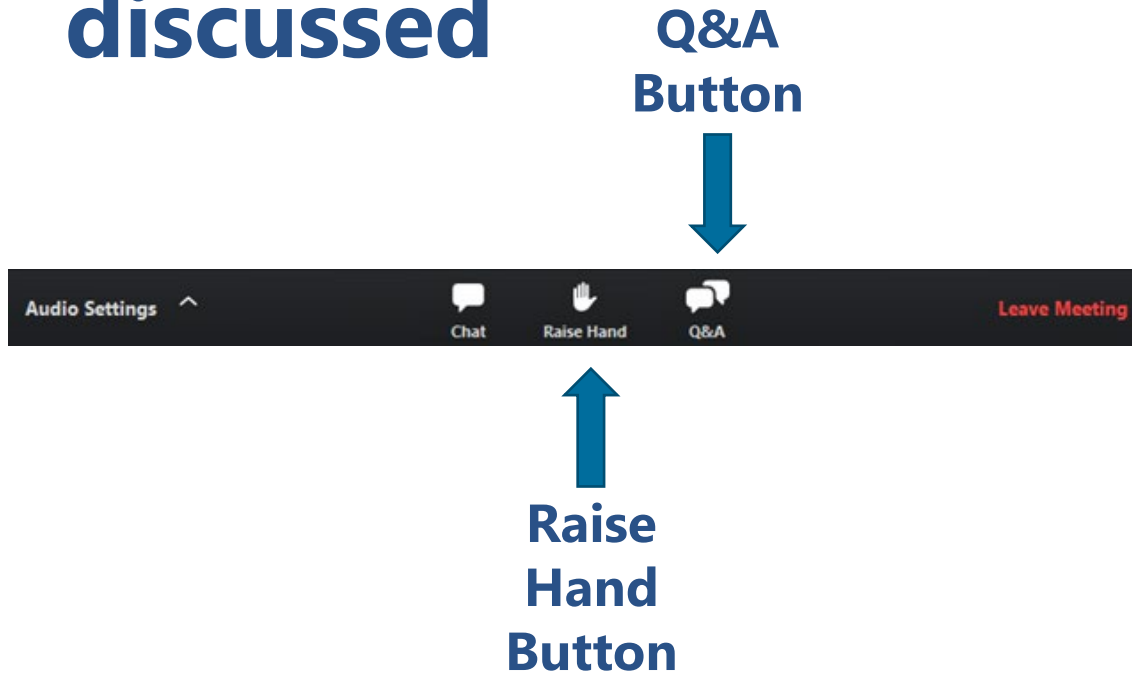
- Summarize Round 1 of Engagement
- Develop Service Alternatives
- Engagement Round 2 (November 2023)

Visit us at:

menlopark.gov/shuttlestudy

Q&A

- Questions about the Evaluation, the concepts or ideas we have discussed



Thank you