



Menlo Park
Station



Menlo Park Shuttle Study

**Public Meeting –
Service Recommendations**

October 15, 2024





Agenda

- 1 Welcome**
- 2 Goals of the Meeting**
- 3 What We Have Learned**
- 4 Service Recommendations**
- 5 Next Steps**



Welcome

Tell us what neighborhood you live in, and what you like about it?



2

Goals of the Meeting

Meeting Goals

1. Update on the Engagement
 - Recap Community Engagement Results
 - Scenario Survey Results
2. Review Service Recommendations



3

What We Have Learned

Summary of Engagement

Event	Date
Service Scenarios	
TAC Meeting	Feb 16, 2024
Mi Tierra Linda	Jan 29, 2024
Menlo Park Farmers Market	Jan 28, 2024
Survey Timeline:	Jan – March 2024
Service Recommendations	
TAC Meeting	Sep 20, 2024
CoCreation Session #2	Oct 14, 2024



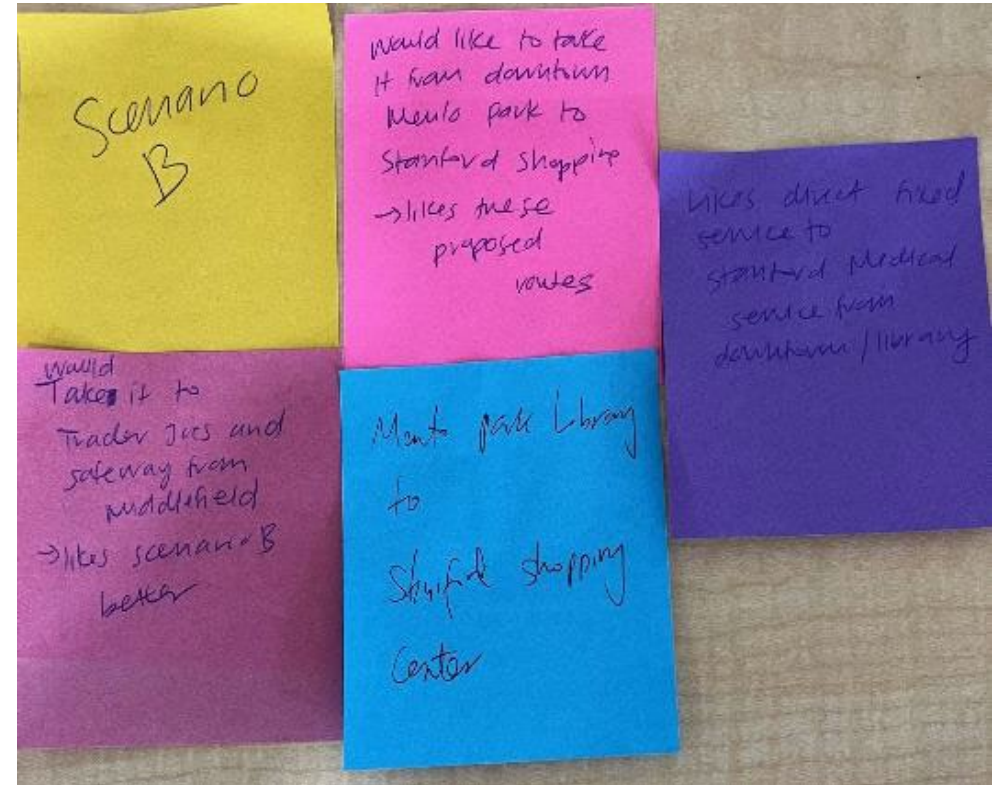
Service Scenarios - Recap

Based on the feedback received during Phase 1 of the Community Feedback project, two conceptual service scenarios were developed:

SCENARIO A	SCENARIO B
<ul style="list-style-type: none"> • Focuses on providing access to all city residents 	<ul style="list-style-type: none"> • Focuses on maximizing ridership
<ul style="list-style-type: none"> • Commuter shuttle service from Caltrain is maintained and enhanced with a 40-minute frequency during peak hours. 	<ul style="list-style-type: none"> • More direct routing for fixed route shuttle service to reduce travel time between major destinations and improve frequency throughout the day
<ul style="list-style-type: none"> • Microtransit service as the primary service mode 	<ul style="list-style-type: none"> • Citywide on-demand TNC/rideshare service for older adults and disabled people supplements the shuttle service in less populated areas

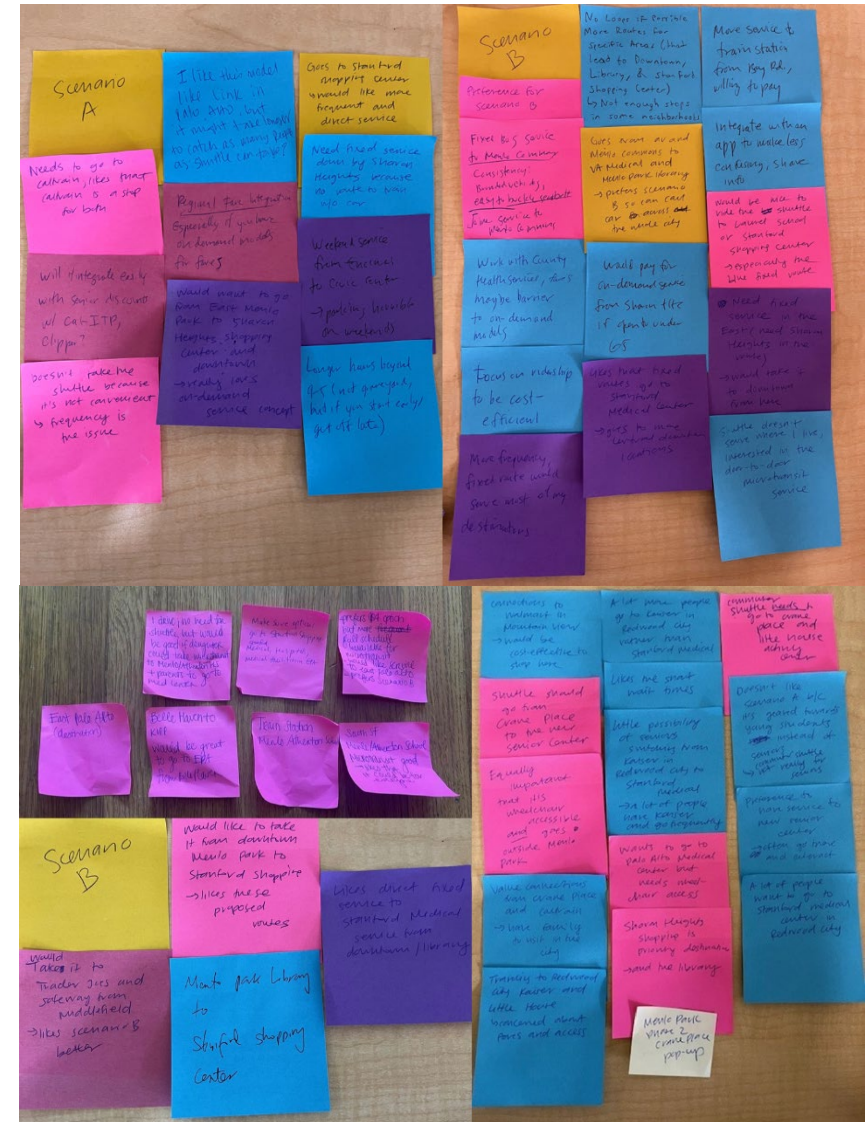
Key Takeaways

- **Scenario B was Preferred Over Scenario A:** More than half of respondents preferred Scenario B over Scenario A, with a few concerns. There were concerns about the span of service and reduced service to Sharon Heights and Palo Alto Transit Center.
- **Respondents Had Concerns About Both Scenarios:** Consistent feedback was provided on the limitations of both scenarios regarding service span and access to community amenities.
- **Respondents Desired an Increased Span of Service:** Members of the TAC and the public commented about expanding service in the evenings and weekends.



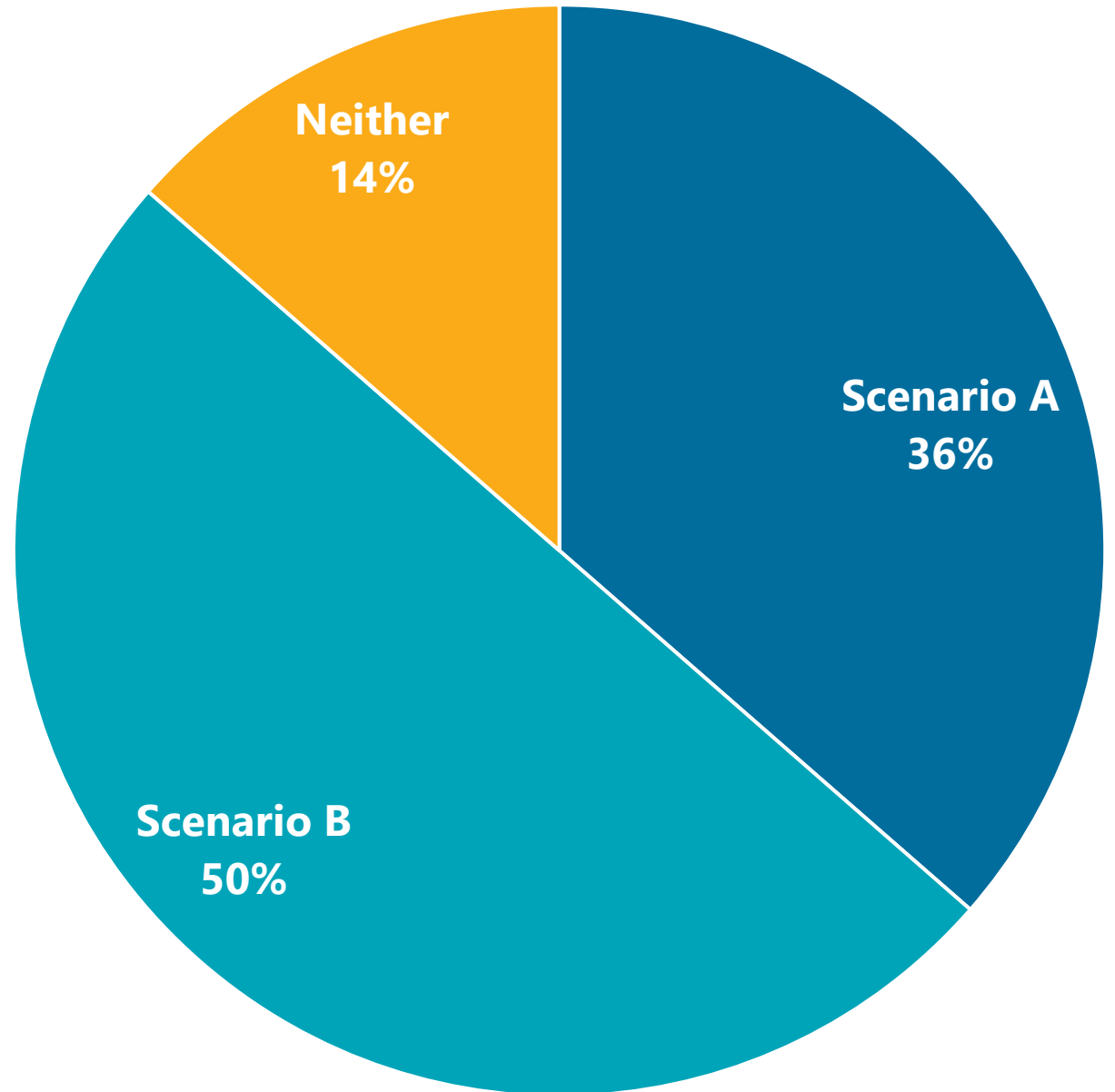
Key Takeaways

- Fares for TNC service were Less Important than Fares for Microtransit:** Survey respondents were more concerned about the affordability of Microtransit fares than the cost of TNC service.
- Major Concerns for Reduced Service to West Menlo Park:** The reduction of service to Sharon Heights and West Menlo Park was noted as a concern in both scenarios.
- Community Members Supported Expansion for TNC Service:** Members of the TAC and the public supported expanded TNC service for the disabled and older adults. Comments supported expanding that service to all residents.



What Scenario was Preferred?

- 50% of respondents preferred Scenario B (50%) over Scenario A (36%) with 14% preferring neither scenario.



4

Service Recommendations

Service Recommendations

1.

The **Preferred Service Plan** was developed to operate with existing financial resources but to better align existing service with demographic and travel changes in Menlo Park.

2.

In the medium-term, the service improvements identified in the **Future Service Plan** are recommended if additional financial resources can be identified.

3.

A **Reduced Service Plan** is also provided if funding or cost increases require a reduction in service.

Service Considerations



Focus on bidirectional service. The existing Shuttle routes have one-way service to either expand geographic coverage or to ensure long routes can effectively connect back to Caltrain. However, one-way routes also force round-trip travel for most trips to be longer than necessary. The preferred service plan focuses on service where it is highest and creates bidirectional routes that serve the same corridor in both directions and is easier for passengers to understand.



Minimize non-productive route segments. Several route segments serve areas that generate very little or no ridership – either because of land use or because they operate non-stop on some corridors. The preferred service plan reduces the number of these segments so that valuable resources can be focused on areas that will generate ridership.



Streamline service and reduce duplication. The shuttle routes that serve Menlo Park share some segments and stops with SamTrans and AC Transit routes. It is important that the Shuttle Service complements existing transit service and has a narrower focus than the larger transit operators in the City.

Service Considerations



Provide new transportation options. A new TNC/Rideshare program fills the transportation gap for Menlo Park older adults and people with disabilities by providing access to medical care and shopping in neighboring communities. This service model has been successful in other communities, improving mobility of older adults within and outside of their community.



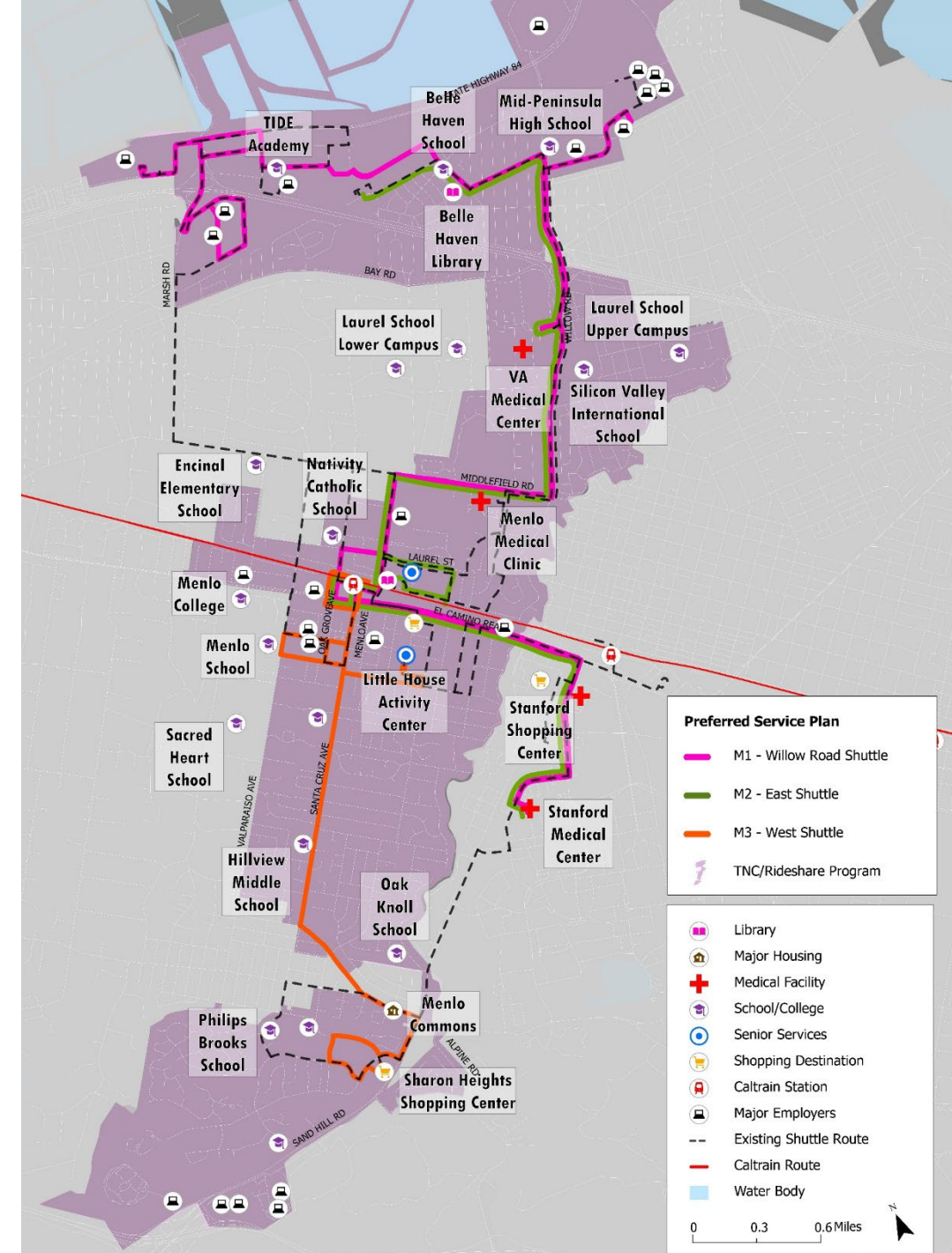
Modify service to more effectively serve Belle Haven. One of the top desires of community members was to offer better service to Belle Haven and the Bayfront to reduce car trips and improve access to opportunities for low to moderate-income workers. Belle Haven is currently served by SamTrans Fixed Route and Microtransit service. The Preferred Service Plan improves service to Caltrain, Central Menlo Park, Stanford Medical Center, and Stanford Shopping Center.



Improved frequency and span of service. The top desire among existing riders was to improve frequency and hours of service. The preferred service plan recommends increased frequencies with clockface scheduling and expanded service hours.

1. Preferred Service Plan

- Service is focused on locations that generate ridership (Belle Haven, Downtown, Stanford Shopping Center, and Stanford Medical Center)
- 30-minute frequency commuter shuttle, with more direct routing to reduce travel times, replaces Willow and Marsh Shuttles
- Coordination with electrified Caltrain schedule
- Midday Hourly service with an East and West Shuttle between Caltrain and Belle Haven and Caltrain and Sharon Heights and Stanford Medical Center to replace the Crosstown Shuttle
- Timed connection at Caltrain for the Midday shuttle



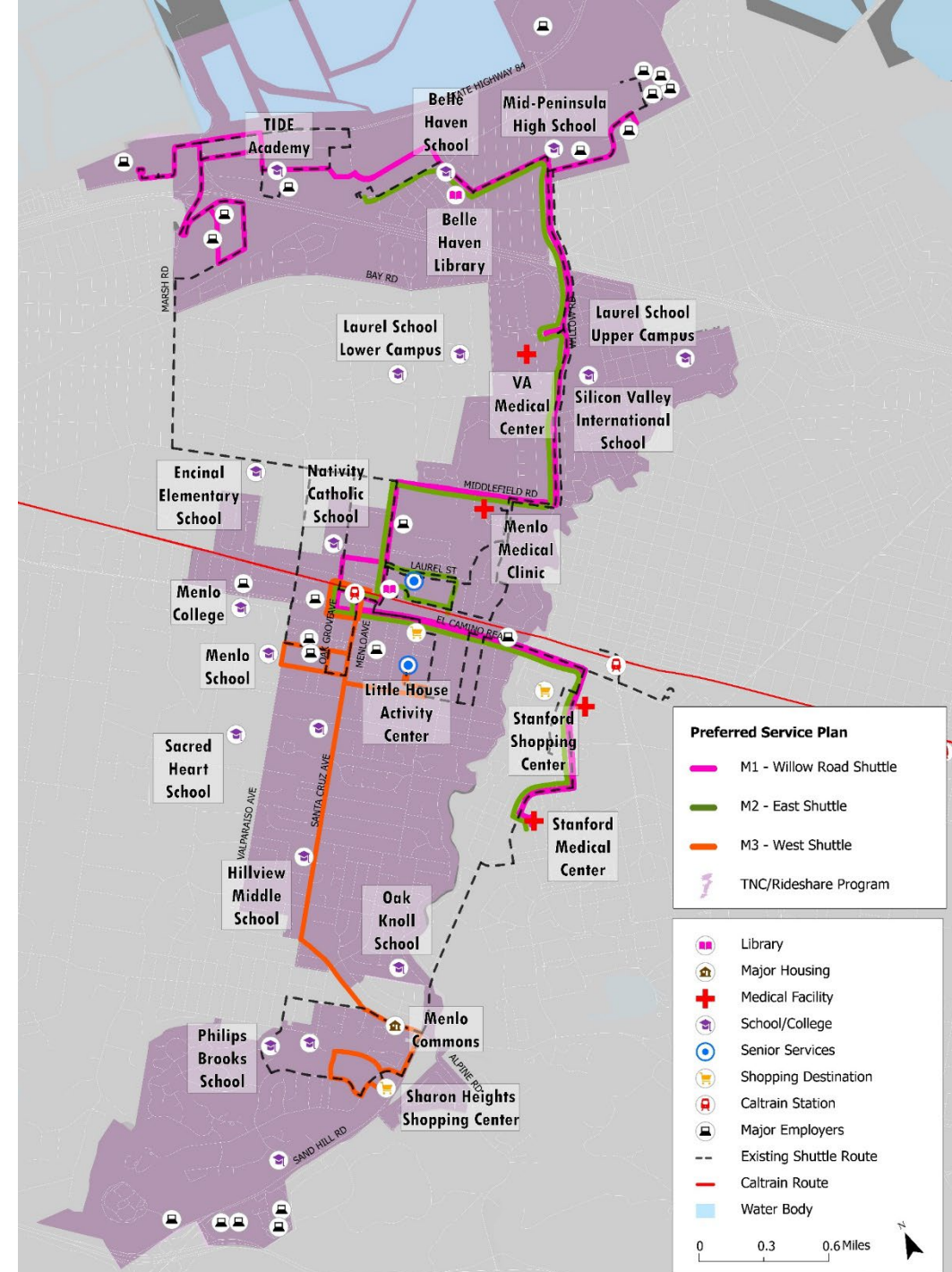
1. Preferred Service Plan

Benefits

- More frequent peak service to Belle Haven, the Bayfront, and Stanford Medical Center
- Faster service to Caltrain for Belle Haven and Sharon Heights
- Direct Service on Santa Cruz Ave Corridor
- Subsidized TNC/rideshare service is available to more residents

Disadvantages

- Longer travel times for commuters
- Revised routing may require a longer walk to access stops





Willow Road Shuttle

Stanford Medical Ctr – Menlo Park Caltrain – Bayfront

Targeted User:

- Commuter and General Public

Frequency

- Every 30 Minutes

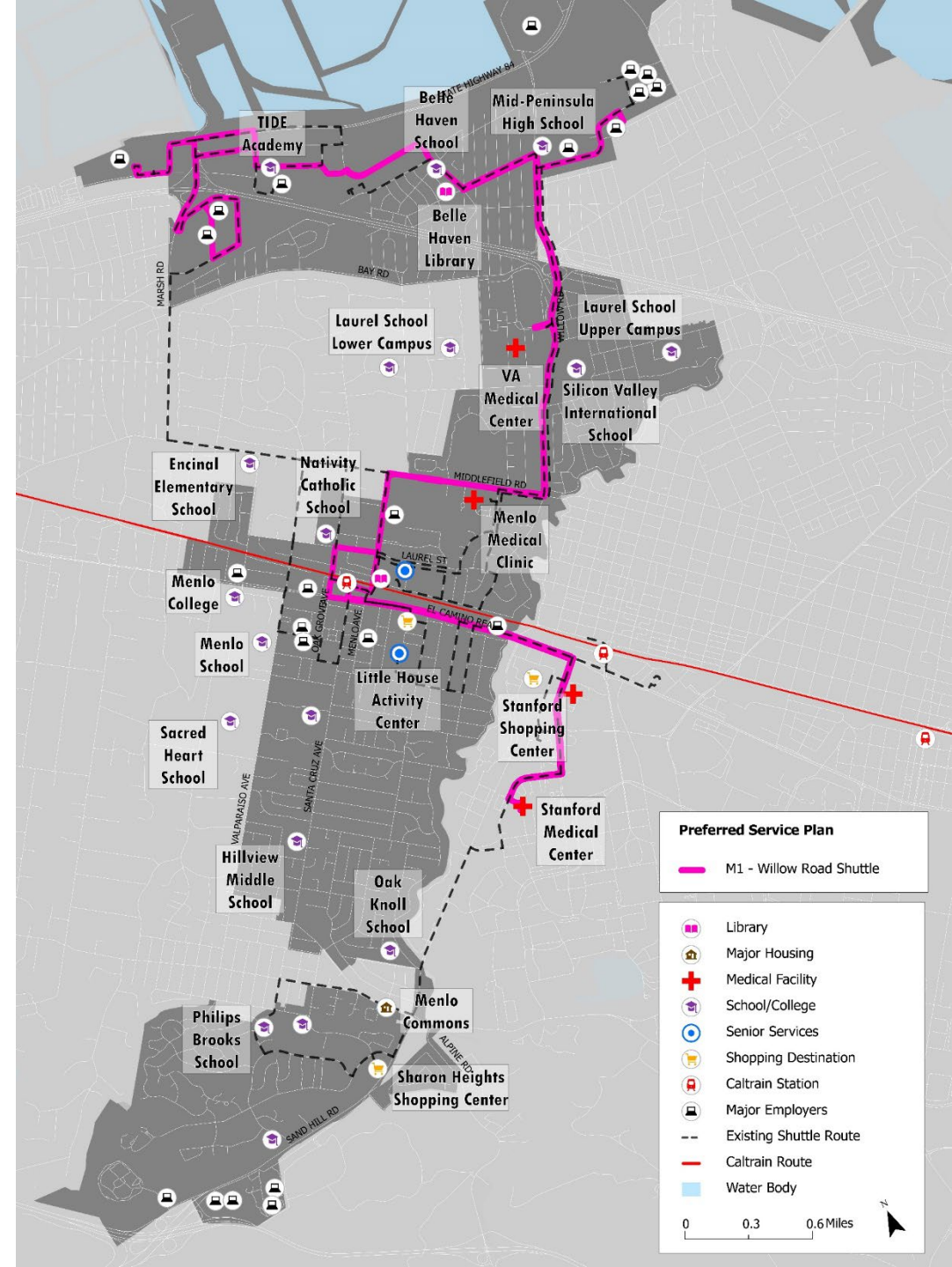
Hours of Operation

- Weekdays from 6:00 a.m. to 10:00 a.m. and 4:00 p.m. to 8:00 p.m.

Markets Served

- Stanford Medical Center
- Menlo Park Caltrain
- Belle Haven
- Willow and Marsh Road Business Parks

Service Type: Fixed-Route Shuttle





East Shuttle

Stanford Medical Ctr – Menlo Park Caltrain – Belle Haven

Targeted User:

- Senior and Disabled Residents, and General Public

Frequency

- Every 60 Minutes

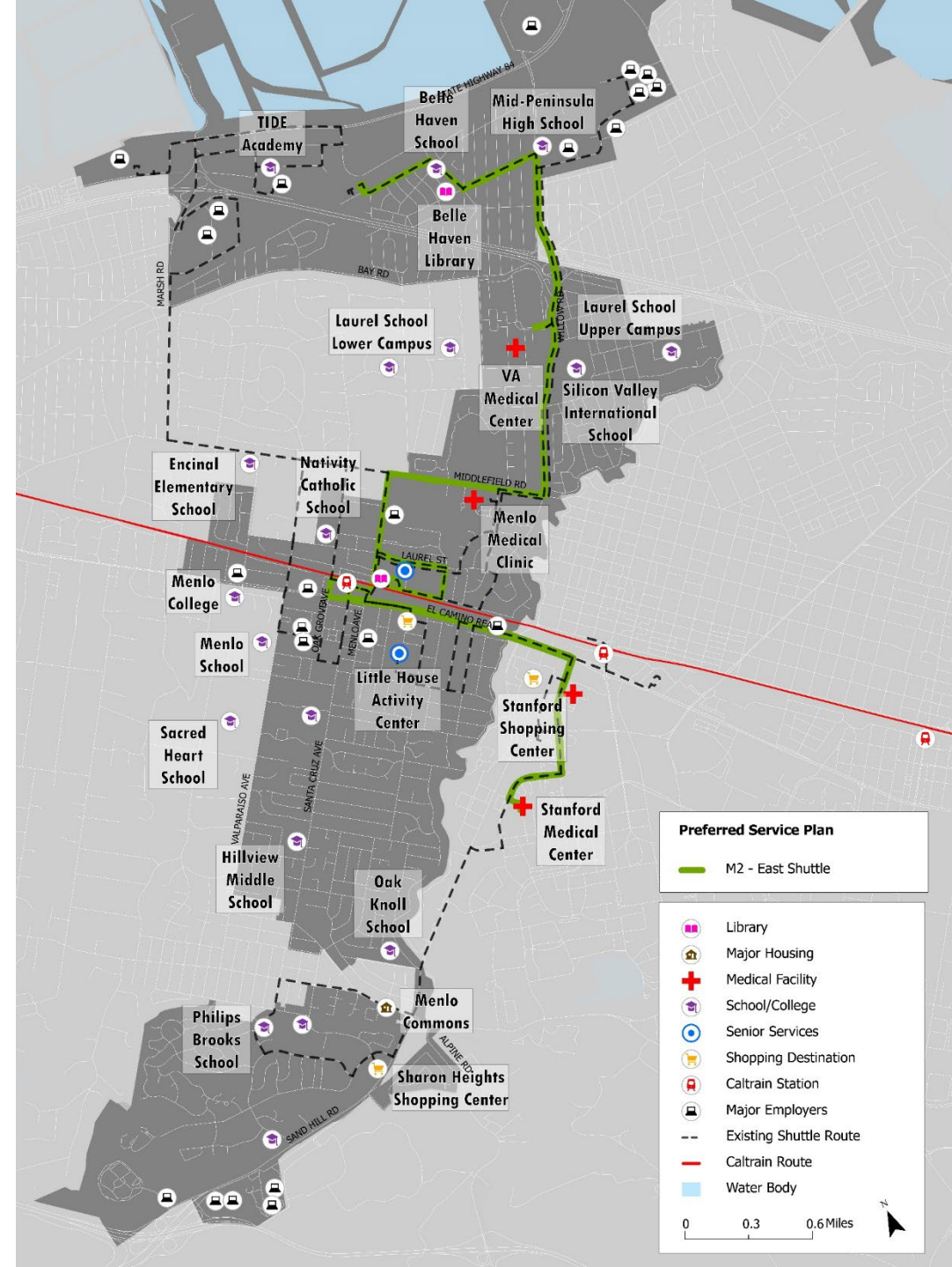
Hours of Operation

- Weekdays from 8:30 a.m. to 3:00 p.m.

Markets Served

- Stanford Medical Ctr
- Menlo Park Caltrain
- Belle Haven

Service Type: Fixed-Route Shuttle





West Shuttle

Sharon Heights – Central Menlo Park – Menlo Park Caltrain

Targeted User:

- Seniors and Disabled Residents, and General Public

Frequency

- Every 60 Minutes

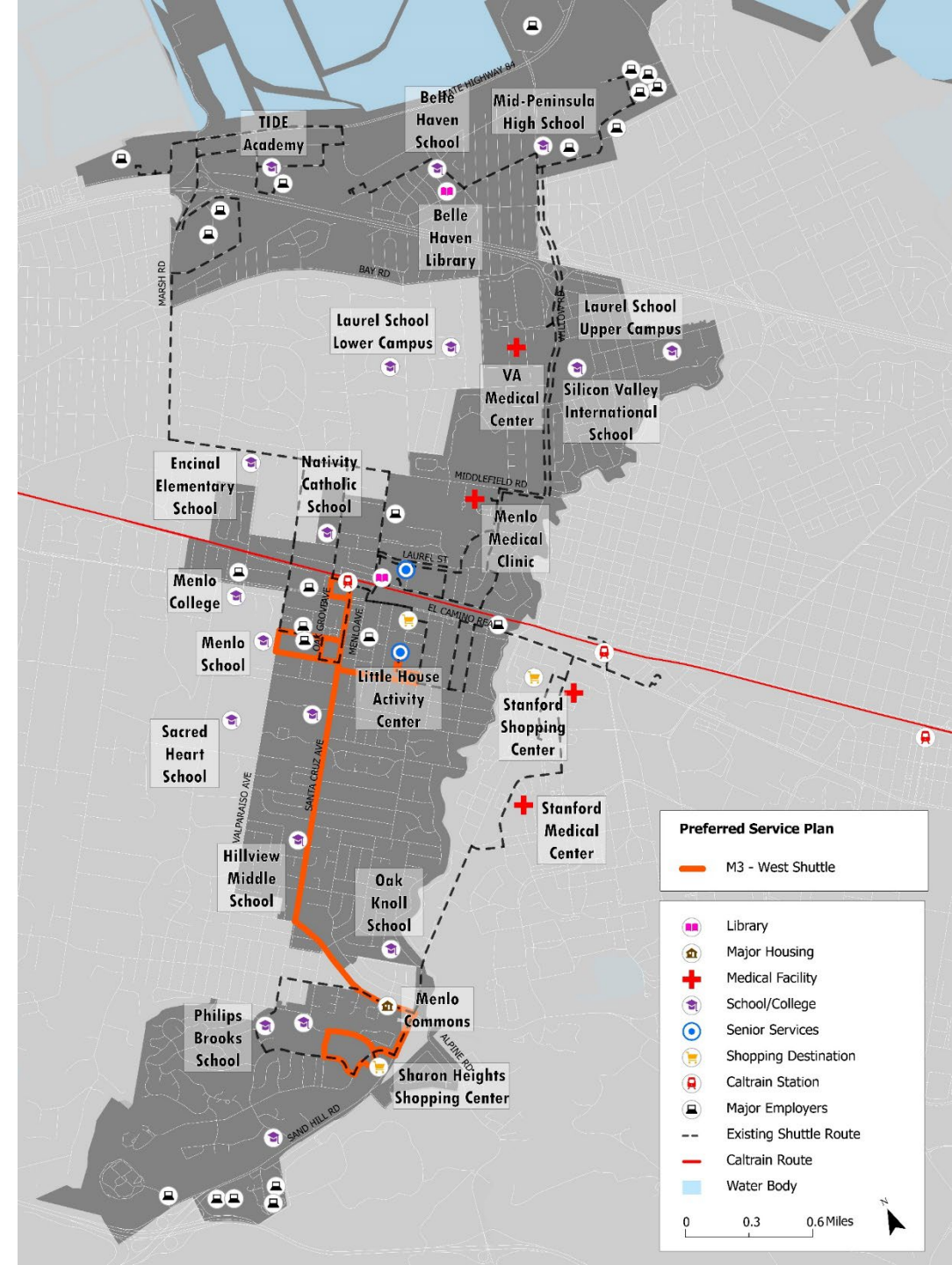
Hours of Operation

- Weekdays from 8:30 a.m. to 3:00 p.m.

Markets Served

- Sharon Heights
- Central Menlo Park
- Menlo Park Caltrain

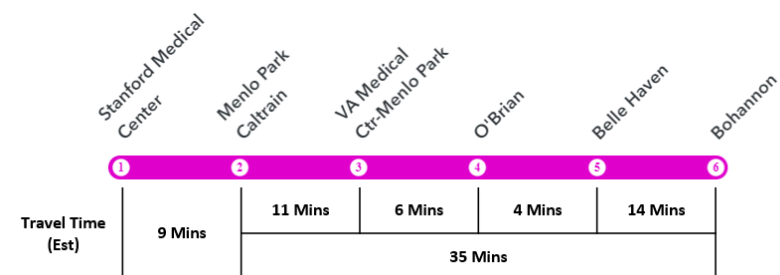
Service Type: Fixed-Route Shuttle



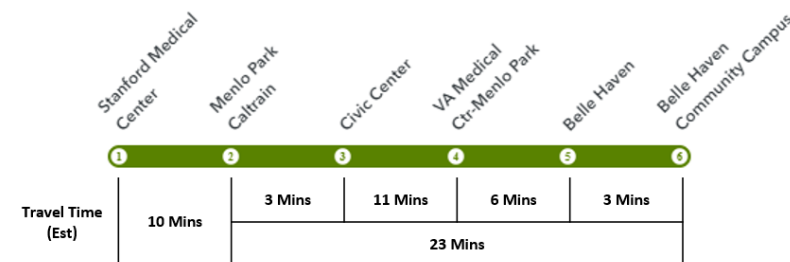
Service	Destinations:	Service Span	Frequency
Commuter Shuttle Willow/Stanford/Bayfront	<ul style="list-style-type: none"> Stanford Medical Center Stanford Shopping Center Downtown Menlo Park Caltrain Belle Haven Bayfront Area 	Weekdays: Peak: 6-10 am, 4-7 pm	Every 30 mins
East Shuttle Caltrain/Belle Haven	<ul style="list-style-type: none"> Stanford Medical Center Stanford Shopping Center Caltrain Civic Center VA Medical Center Belle Haven 	Weekdays: Midday: 9 am- 4 pm	Every 60 mins
West Shuttle Caltrain/Sharon Heights	<ul style="list-style-type: none"> Sharon Heights West Menlo Park Santa Cruz Ave Downtown Menlo Park Caltrain 	Weekdays: Midday: 9 am- 4 pm	Every 60 mins

Travel Times

Commuter Shuttle Willow/Stanford/Bayfront



East Shuttle Caltrain-Belle Haven



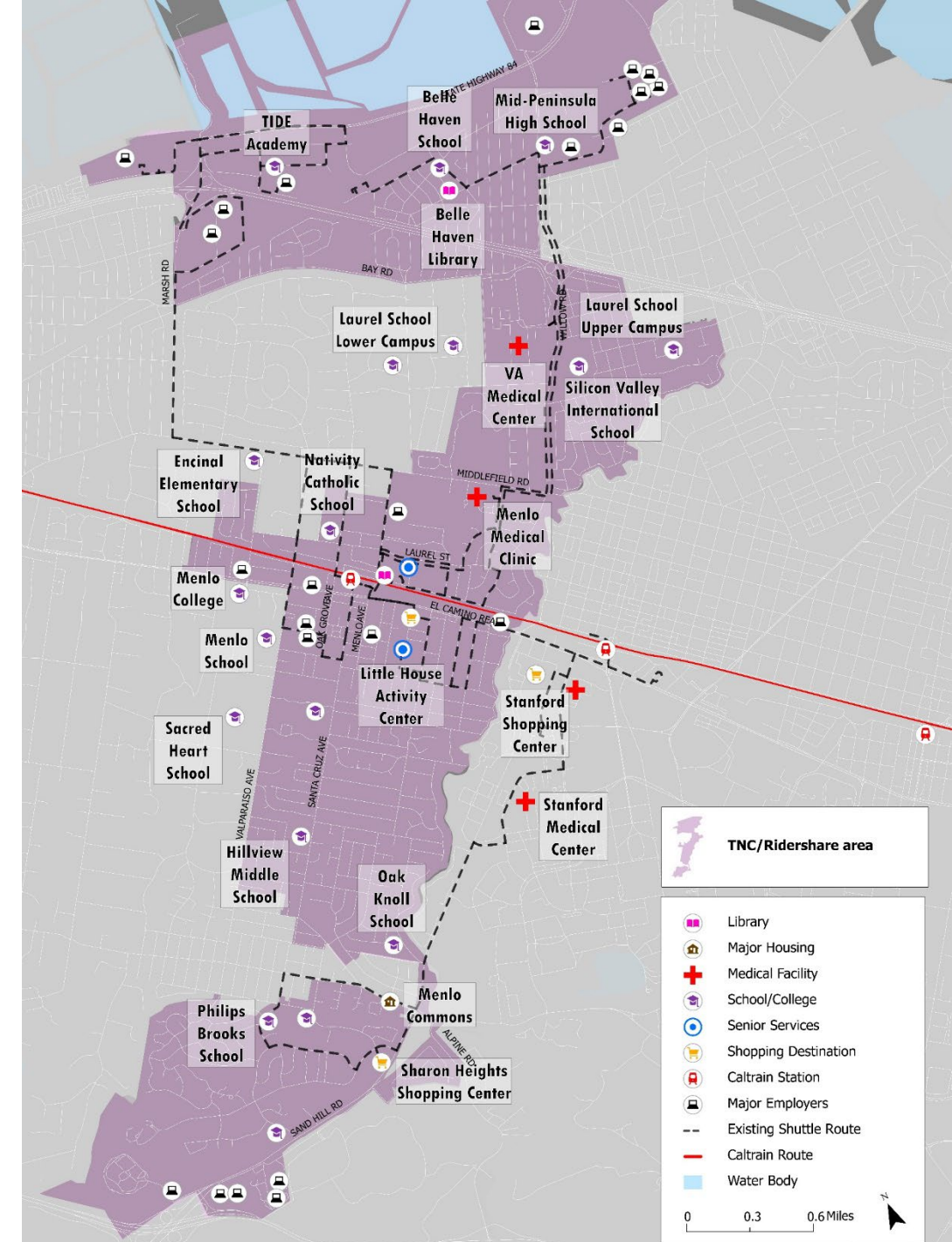
West Shuttle Sharon Heights - Caltrain



TNC/Rideshare Program

TNC/Rideshare fills the transportation gap for Menlo Park Seniors and Disabled. Riders would request a ride through a smartphone app or by phone.

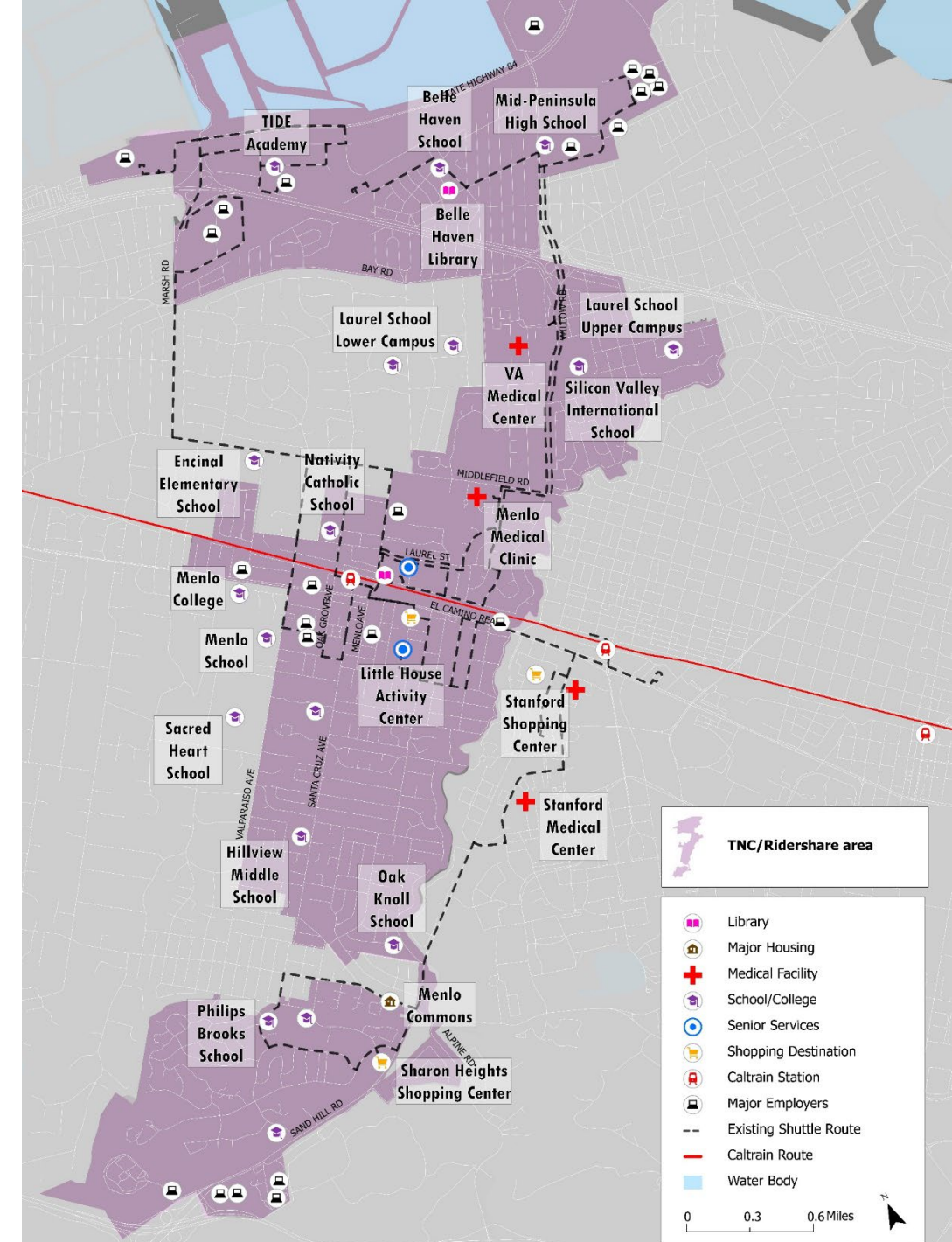
- TNC/rideshare replaces Shoppers Shuttle **for residents over 65 years old**
- Service fills the need for Medical Transportation
- Service would extend to surrounding communities for registered users
- **Proposed Fare of \$4**, City covers the remaining ride cost up to \$20. Rider is responsible for a cost above \$24.



TNC/Rideshare program

Program Recommendations

- The ability to schedule trips via concierge program
- Trip limits based on available funding
- Open to all trip purposes for registered users
- Development of a fare subsidy program for low-income users

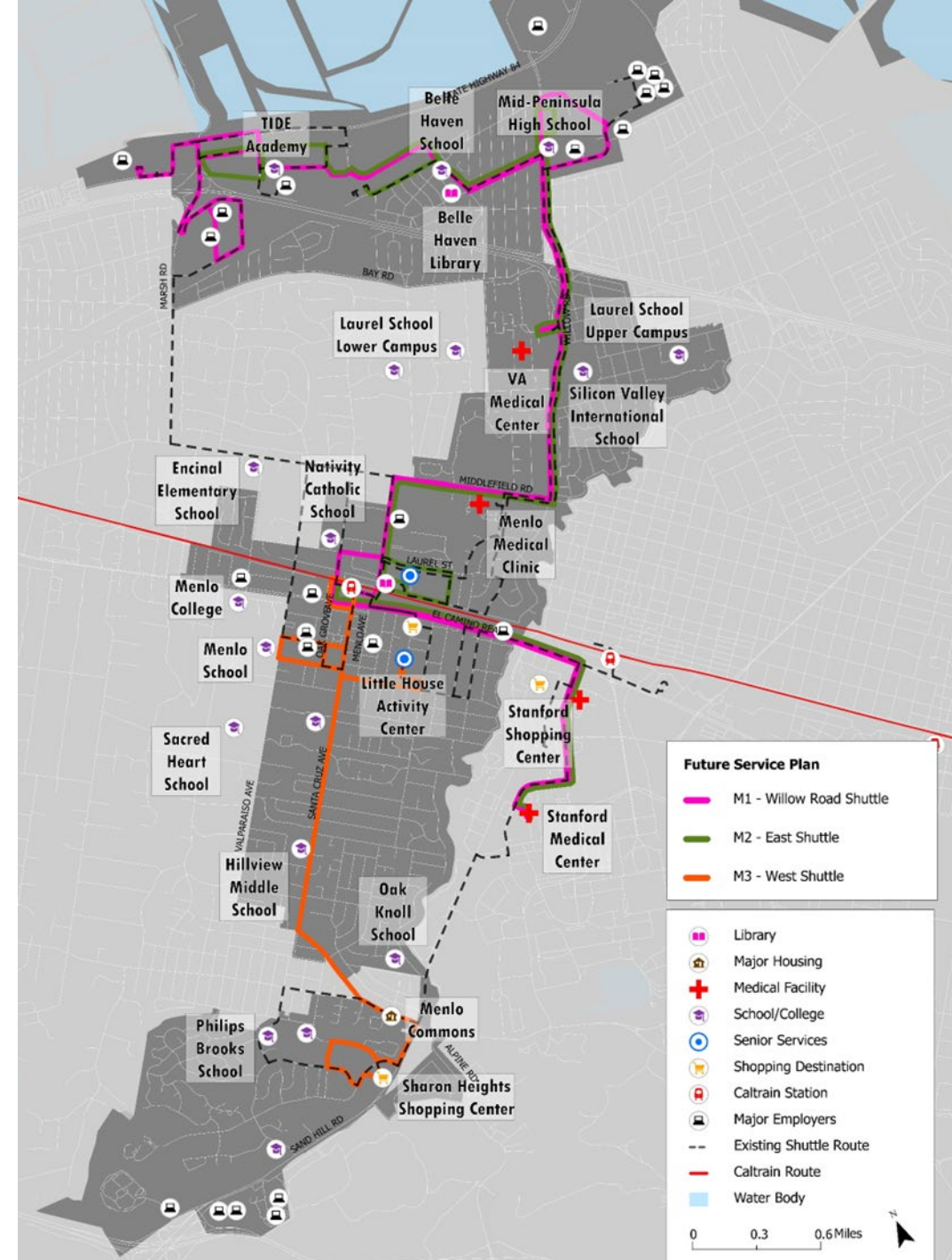


What do you think about the Preferred Service Plan?



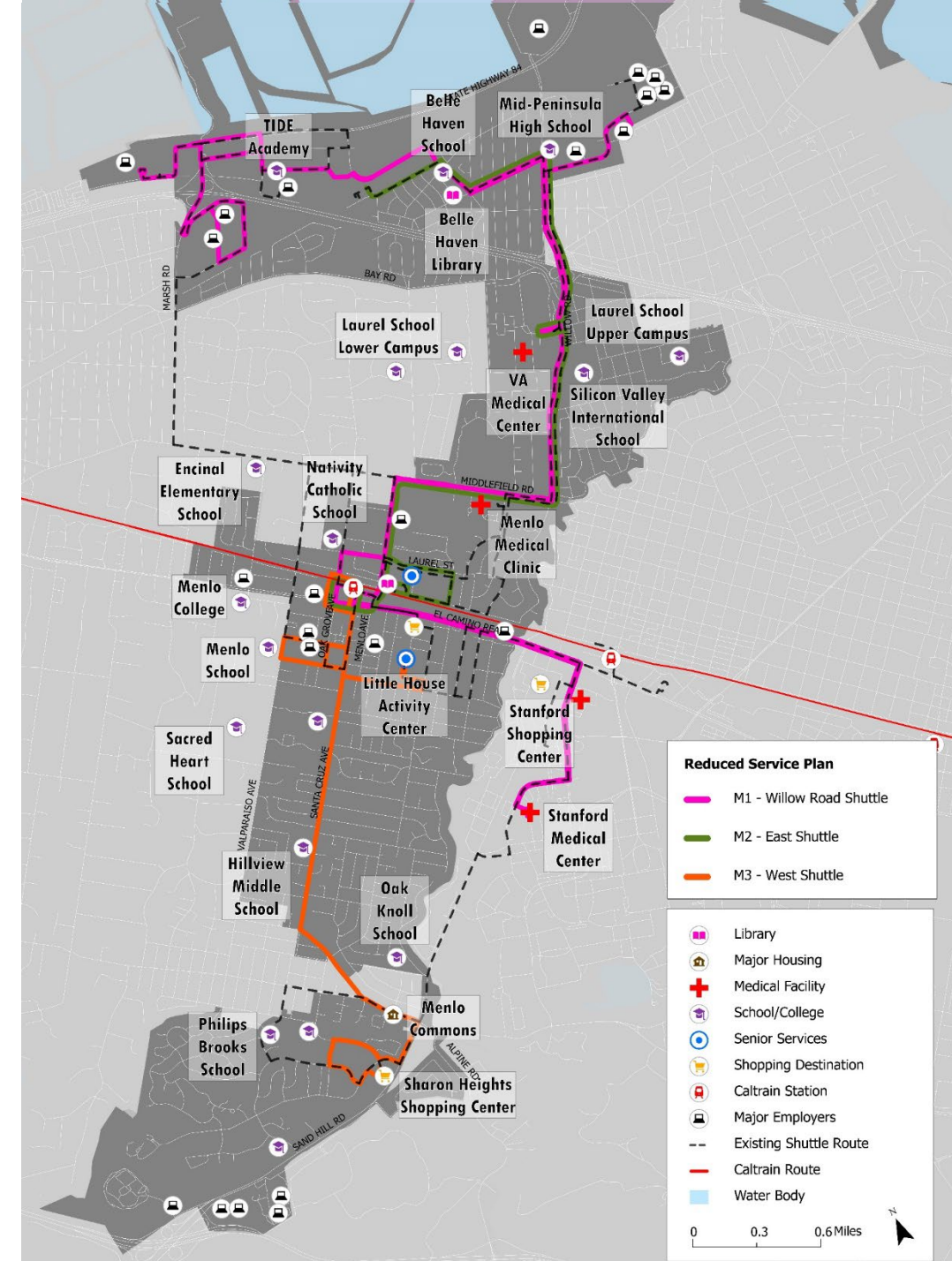
2. Future Service Plan

- Expanded service to new development on the bayfront including Willow Village, and developments on Independence and Constitution Drive
- Commuter and midday shuttles are rerouted to better serve Willow Village
- Midday Shuttle is extended to serve north bayfront developments on Constitution/Independence Drive



3. Reduced Service Plan

- Service is focused on locations that generate ridership (Belle Haven, Downtown, Stanford Shopping Center, and Stanford Medical Center) at the expense of more coverage
- Midday hourly service with an East and West Shuttle between Caltrain and Belle Haven and Caltrain and Sharon Heights to replace the Crosstown Shuttle
- 45-minute frequency** commuter shuttle, with more direct routing to reduce travel times, replaces Willow and Marsh Shuttles
- TNC/rideshare replaces Shoppers Shuttle **for residents over 65 years old**
- TNC/rideshare wouldn't be wheelchair accessible, has an estimated **fare of \$4**



Other Recommendations

TRANSIT PROVIDERS

SamTrans

Proposed enhancements to SamTrans service include extending existing service from Belle Haven into new development areas to the north. These changes would improve access to SamTrans service from the new developments north of Belle Haven.

Recommendations

- Extend Route 281 to Marsh Rd via Belle Haven.
- Extend Ride Plus service Area to Marsh Rd.
- Modify EPX Routing to include Constitution Drive



Other Recommendations

BUSINESS COMMUNITY

Businesses adjacent to the shuttle service should work with the City to improve the waiting environment for shuttle users; these improvements could include shelters, benches, signage, and other investments that make the shuttle more attractive to users.

Recommendations

- Improved transit waiting environment
- Dedicated mobility/commute manager for the Bayfront Area



Other Recommendations

CITY OF MENLO PARK

Invest in transit infrastructure to improve service reliability in areas with high congestion. Investments could include transit signal priority, and queue jumps. Partnering with community organizations to establish a mobility management program for residents. To connect residents to transportation resources within the community and help fill mobility gaps in the City.

Recommendations

- Improved marketing to increase program awareness, engagement, and visibility
- Investments in transit-priority infrastructure
- Mobility management program



Questions?



5

Next Steps



Next Steps:

- Present recommendations to the **Complete Streets Commission** and **City Council**
- Finalize **Recommendations** and **Final Report**

Visit us at:

menlopark.gov/shuttlestudy

Thank you