



Menlo Park Station



Menlo Park Shuttle Study

Technical Advisory Committee Meeting #3

September 20, 2024

Caltrain Park Shuttle Rules

- 24-hour Max
- One space per vehicle
- No camping
- No loitering





Agenda

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

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Goals of the Meeting

Meeting Goals

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



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What We Have Learned

Summary of Engagement

Event	Date
#Service Scenarios	
TAC Meeting	Feb 16, 2024
Crane Place Senior Center	Jan 24, 2024
Menlo Park Farmers Market	Jan 28, 2024
Survey Timeline:	Jan – April 2024

MENLO PARK COMPREHENSIVE SHUTTLE STUDY



PROJECT OVERVIEW

The Menlo Park Shuttle Program provides community, commuter, and door-to-door service in Menlo Park. Given changing ridership patterns and future development, the City of Menlo Park is reevaluating its current shuttle system to better serve community needs. The Menlo Park Comprehensive Shuttle Study will develop recommendations to improve the Menlo Park Shuttle Program.



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

SHARE YOUR INPUT ON PROPOSED SERVICE SCENARIOS

During the first phase of outreach in fall 2023, we requested input from the Menlo Park Community through on-board surveys, online surveys, public meetings, co-creation sessions, virtual workshops, and pop-up events. The project team has used this input to help inform several proposed service scenarios.

Help the City of Menlo Park identify which of these proposed scenarios will make the shuttle service more convenient, reliable, and efficient for current and future riders by taking the survey at surveymonkey.com/r/MPSE02_02 or by scanning the QR code below. The survey will be available starting in mid-January through the end of February 2024.



GET INVOLVED

On Tuesday, January 23 from 11 a.m.-1 p.m. join the project team at Crane Place to learn more about the project, ask questions, and provide your input on proposed service scenarios.

All who attend will be entered into a raffle.

To stay up-to-date on project information, visit the project webpage at menlopark.gov/shuttlestudy.

Service Scenarios - Recap

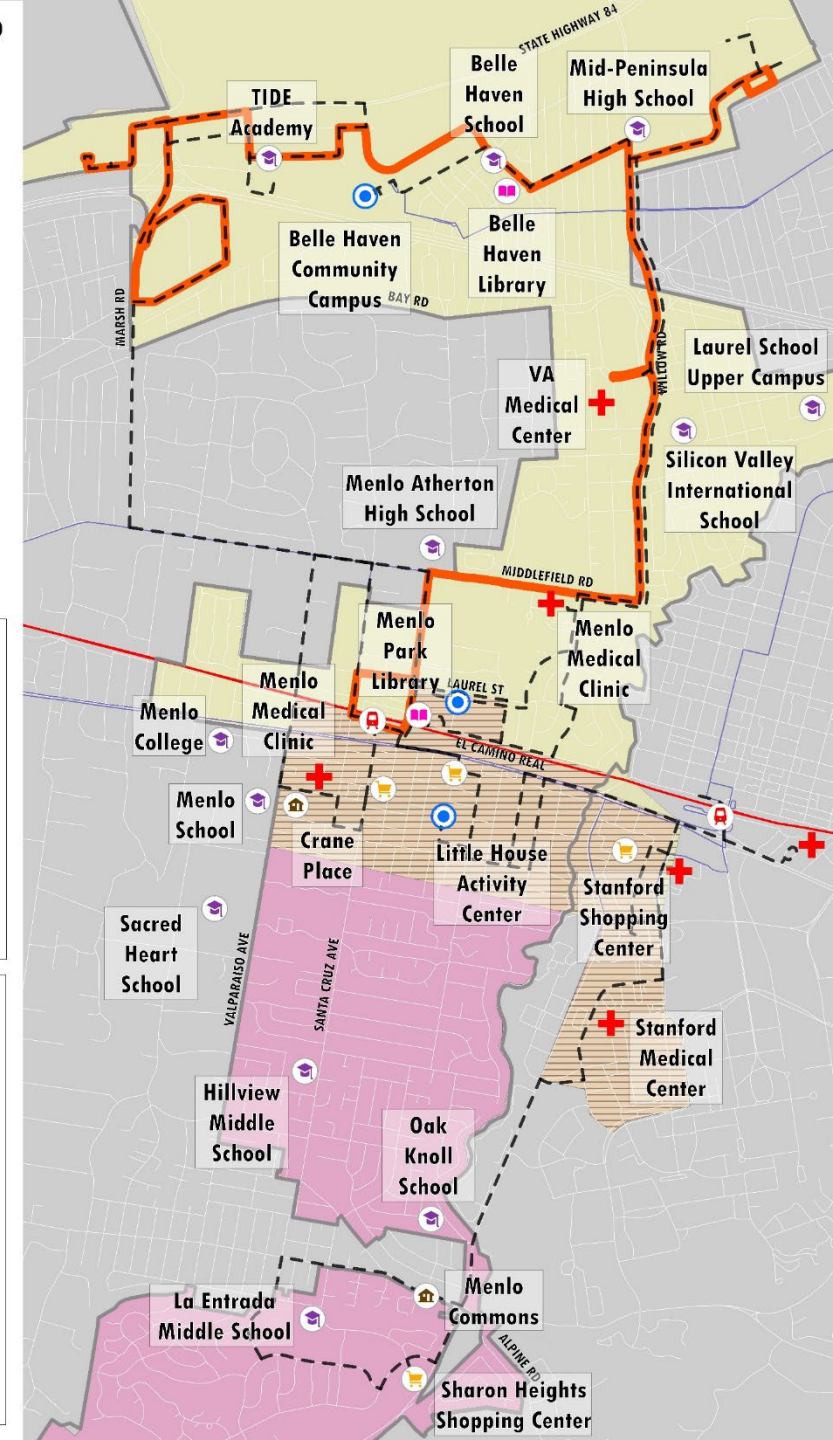
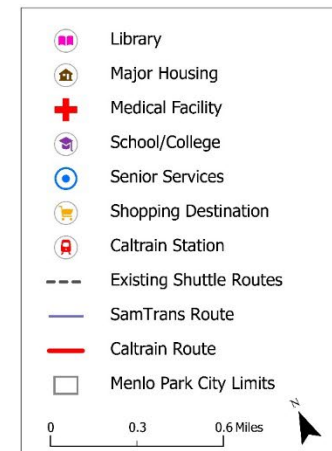
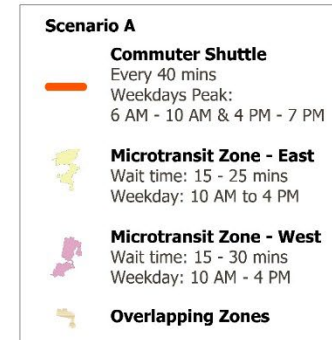
Based on the feedback received during Phase 1 of the Community Feedback project, two conceptual service scenarios were developed:

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

Scenario A: Coverage Focus

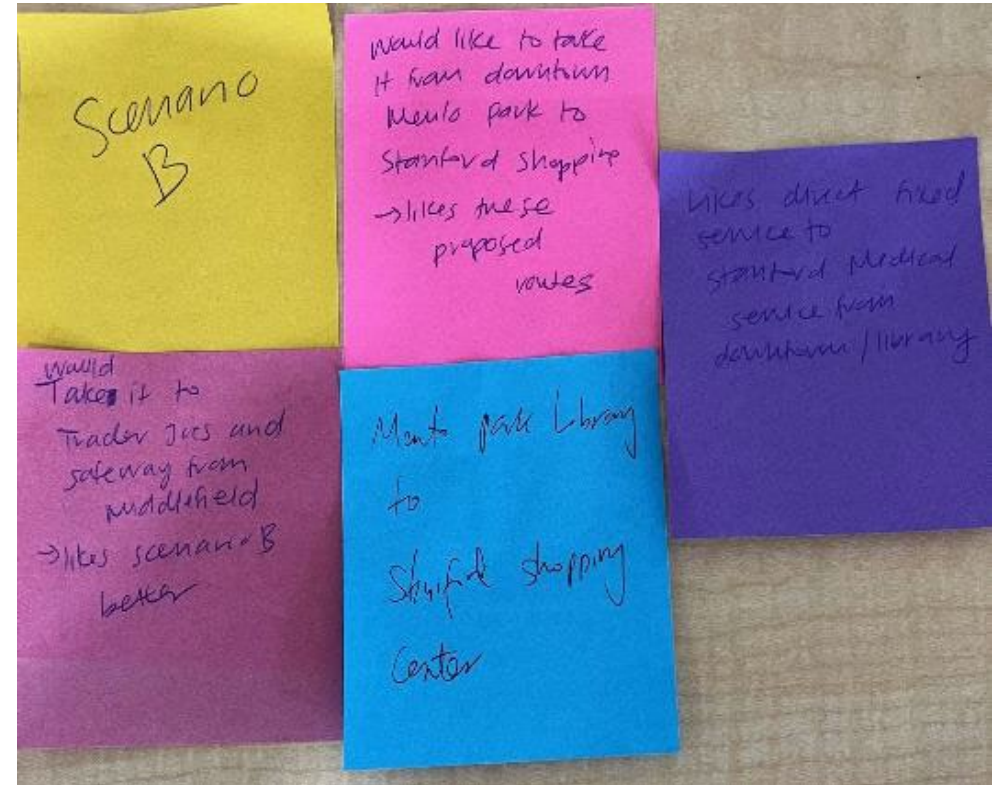
- Weekday service
- Service focused on serving all city residents at the expense of maximizing ridership
- Replaces Crosstown and Shoppers Shuttles with microtransit service split between east and west zones
- Replaces Willow and Marsh Shuttles with a consolidated commuter shuttle
- More direct routing for the commuter shuttle to reduce travel times
- Increases the frequency of commuter service to the Bayfront and Belle Haven during peak hours
- Microtransit fares are estimated to be **\$3 per trip**, with reduced fares for youth and older adults

Destinations & Travel Time (Estimate)



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.



Scenario A:

When asked to rate the importance of different elements in the Scenario, the majority of respondents believed that **improvements to frequency, routing, and service focusing on residents were important or very important.** Respondents also listed the **fares for Microtransit service as important or very important.**

Important

- 78% - More direct routing for the Commuter Shuttle to reduce travel times
- 72% - Microtransit fares are estimated to be \$3 per trip, with reduced fares for youth and older adults
- 72% - Service focused on serving all residents of the city at the expense of maximizing the ridership
- 70% - Increases the frequency of commuter service to Bayfront and Belle Haven during peak hours
- **Less important**
 - 24% - Replaces Willow and Marsh Shuttles with a consolidated Commuter Shuttle
 - 23% - Replaces Crosstown and Shoppers Shuttle with microtransit service split between east and west zones

Scenario B

When asked to rate the importance of different elements in the Scenario, most respondents believed that focusing on **ridership generators, improved frequency, and lack of TNC accessibility as important or very important**. Respondents also rated that, **reduced service to West Menlo Park, and TNC Replacement for the Crosstown shuttle as less or least important**.

Important

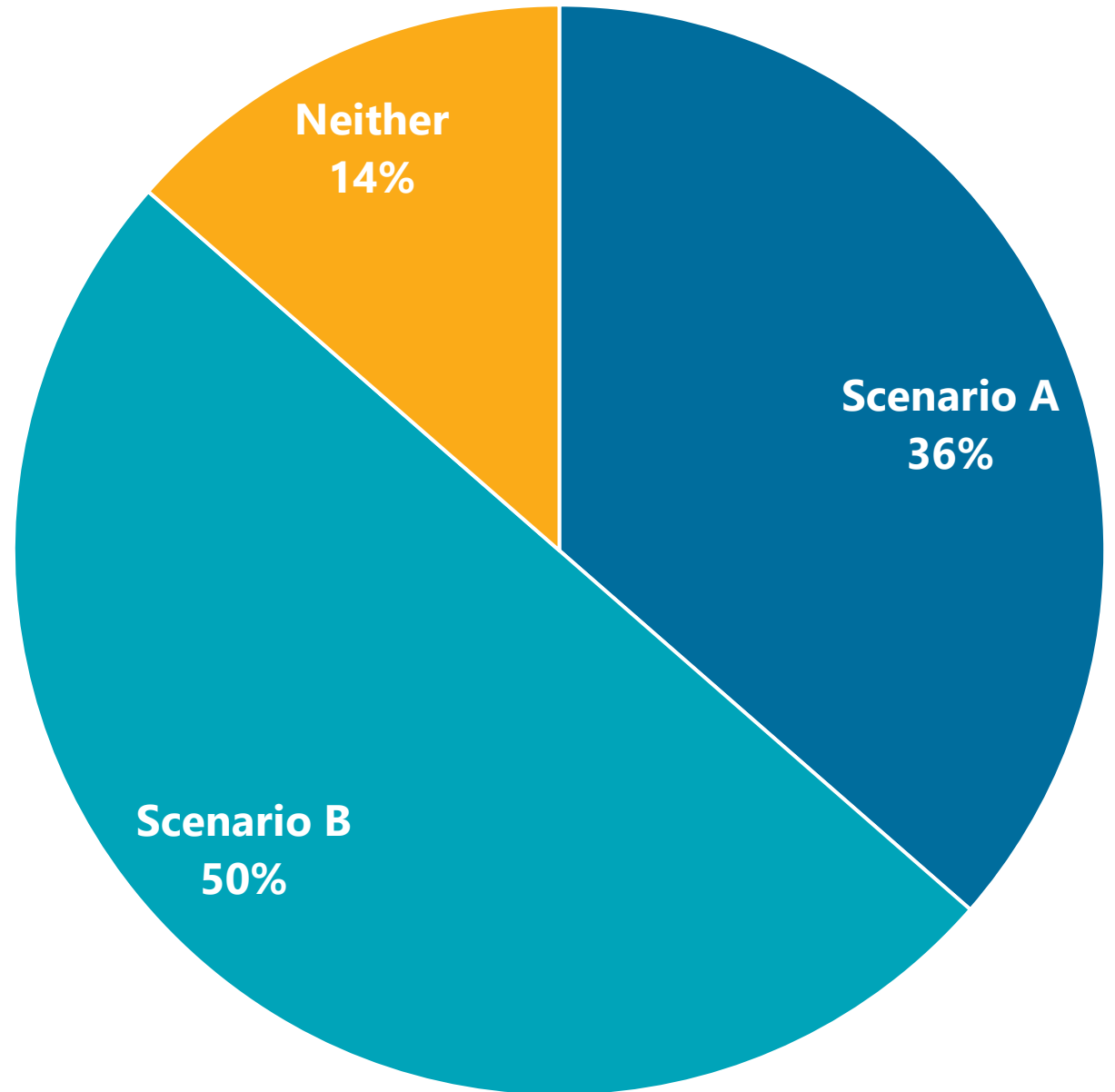
- 73% - Service is focused on locations that generate ridership (Belle Haven, Downtown and Stanford Shopping Center, and Stanford Medical Center) at the expense of coverage
- 66% - 30-minute frequency Commuter Shuttle with more direct routing to reduce travel times replaces Willow and Marsh Shuttles
- 48% - TNC/Rideshare wouldn't be Wheelchair accessible

Less important

- 28% - TNC/Rideshare replaces the Shoppers Shuttle
- 34% - Reduced shuttle service to Central Menlo Park and Sharon Heights

What Scenario was Preferred?

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



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Travel Demand Analysis

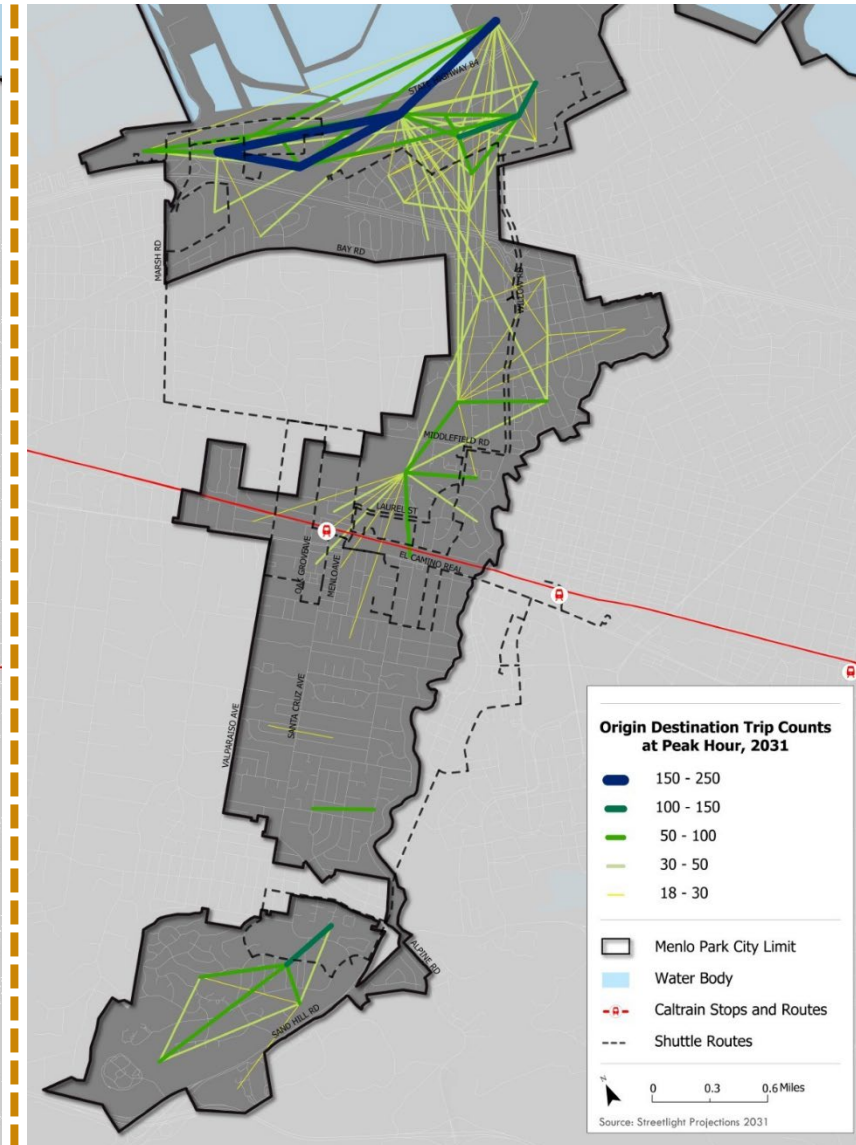
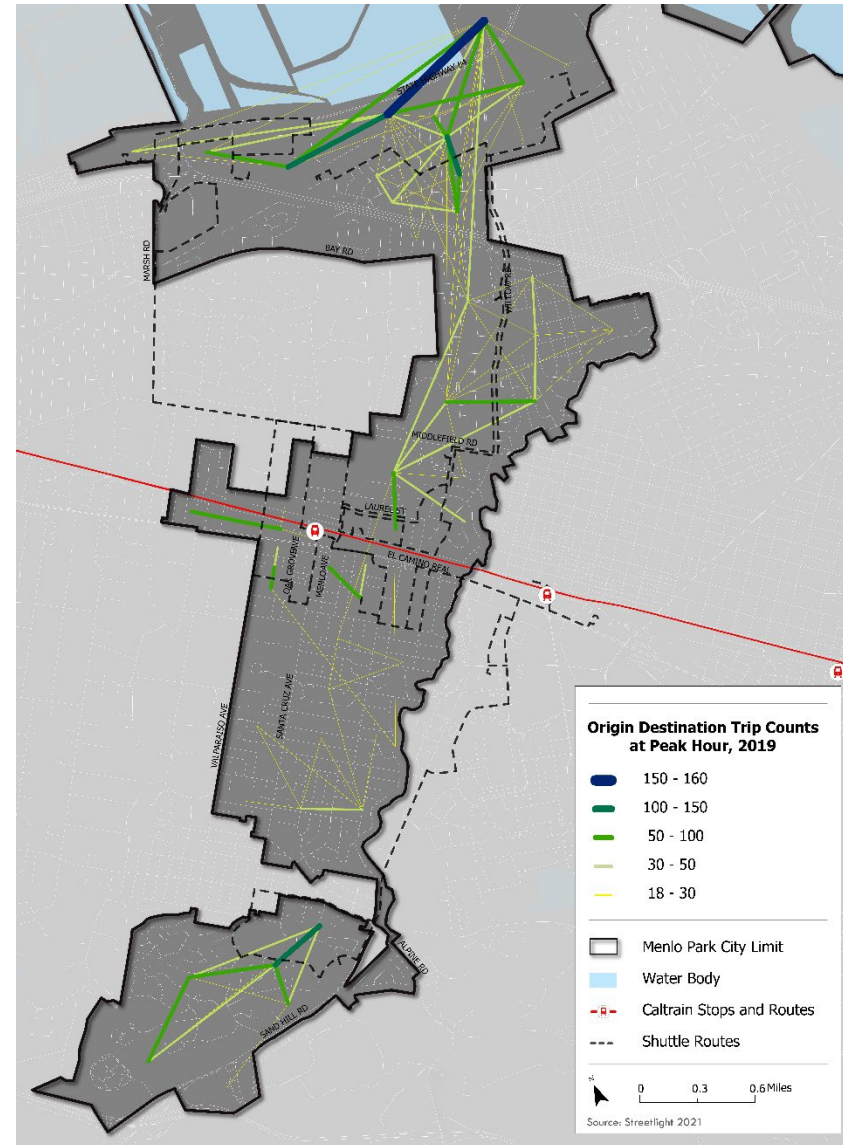
City Level

2019

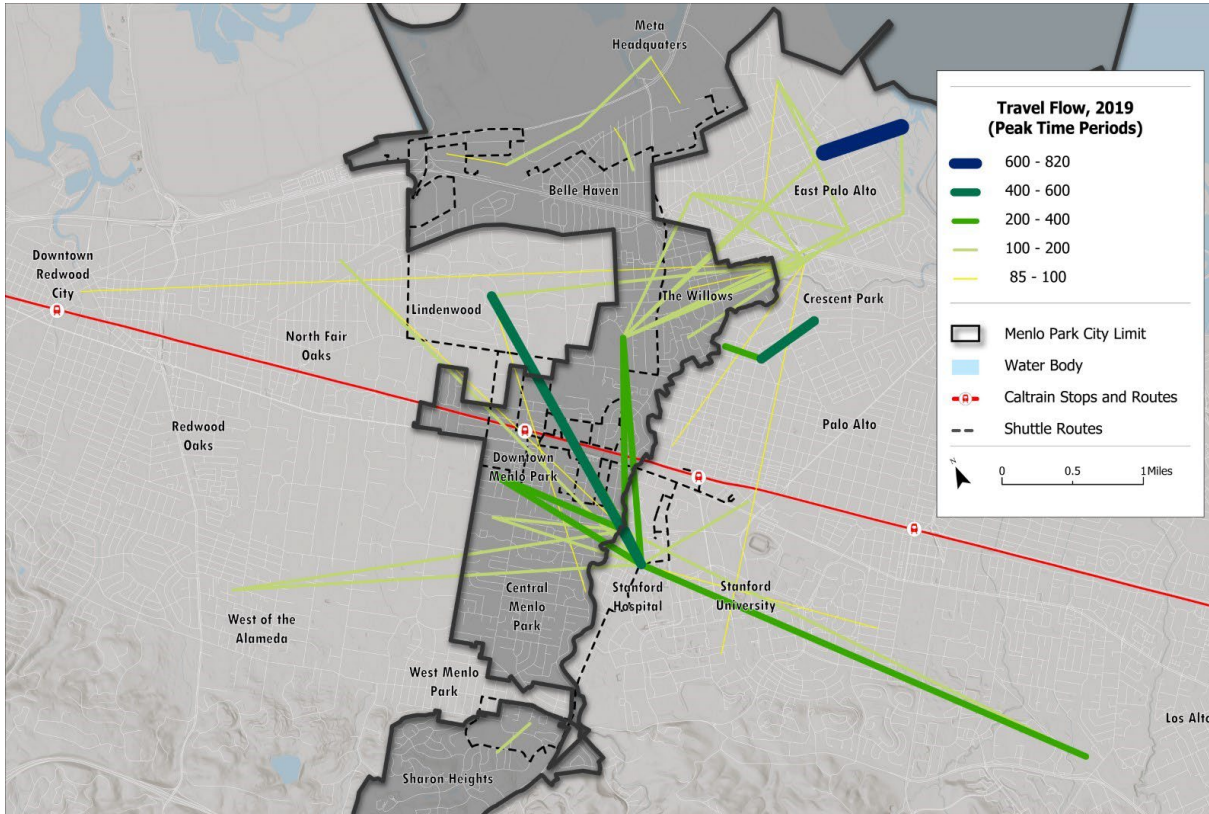
- Highest trip concentrations in northern/northeastern areas: **Bayfront, Belle Haven**
- Moderate travel in Central Menlo Park: Middlefield Road, Laurel Street
- Lower trip volumes in western part which is Sand Hill Road and Santa Cruz Avenue
- Reflects business district proximity and local travel patterns

2031

- Increased trip density in **Bayfront, Belle Haven, and Flood Triangle**
- Central Menlo Park projected to experience increased travel flow
- West of the city remains lower in trip volumes
- Influenced by ongoing developments and major employers

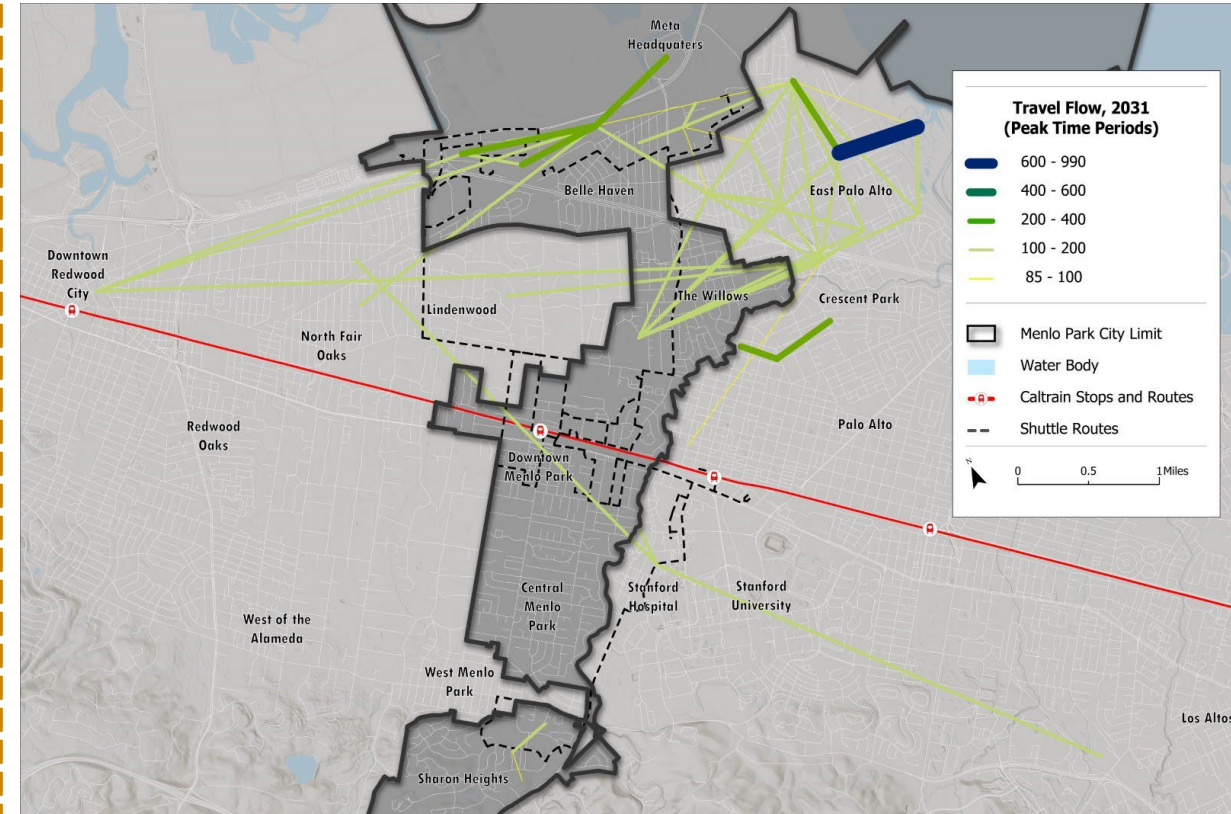


Within 500-meters



2019

- Highest trip concentration (600-800) in East Palo Alto
- Second largest cluster around Stanford Hospital from Downtown Menlo Park and Lindenwood
- Major nodes: East Palo Alto (& around Crescent Park), Stanford University, and around Vintage Oaks/The Willows



2031

- Noticeable increase in flow towards Meta Headquarters, East Palo Alto, and downtown Redwood City
- Decrease in trips to Stanford University

Key Takeaway

Travel Demand Analysis

- Eastern Menlo Park and surrounding areas will see significant increases in travel flow by 2031
- Western Menlo Park expected to remain stable in travel flow and trip counts
- Shifts in trip patterns indicate potential future transit service adjustments
- Need for improved transit provisions for major nodes like Stanford and East Palo Alto

Commute Patterns of Menlo Park Residents



- **Out of 14,980 residents**, 13% work locally, while 23% commute to nearby cities like Palo Alto, Stanford, and Redwood City.
- San Francisco attracts 8% of the city's workforce despite being 30 miles away, showing the regional labor market interconnectedness.

Menlo Park as an Employment Destination



- **Menlo Park attracts 61,023 workers, with only 3% residing in the city.**
- Major workforce sources include San Francisco (11%), San Jose (9%), and Fremont (6%).
- 32% of workers travel less than 10 miles, while 41% commute between 10-24 miles.

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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.



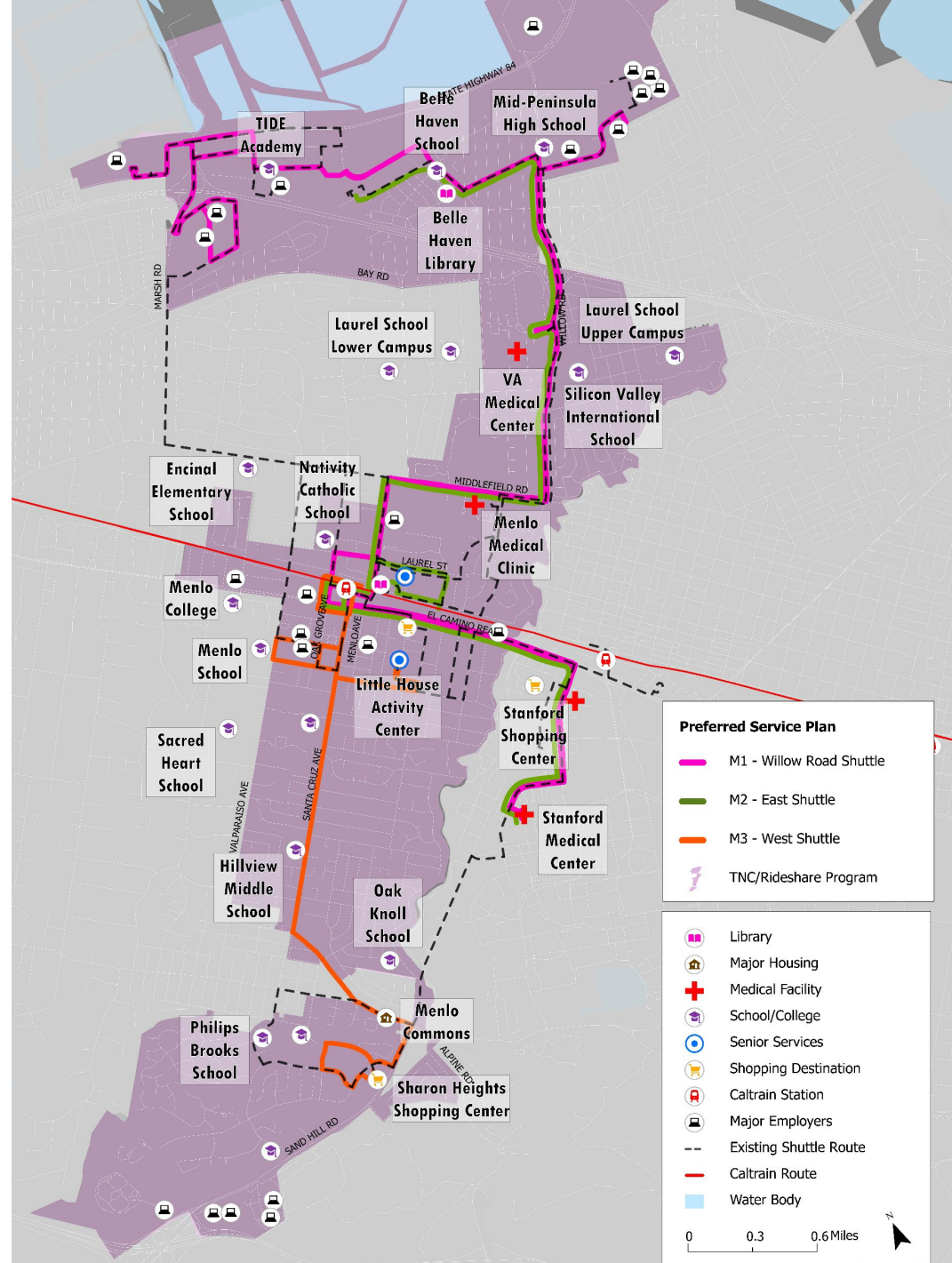
Modify service to more effectively serve Belle Haven. One of the top desires of community members was to offer better service to Belle Haven and the Bayfront to reduce car trips and improve access to opportunities for low to moderate-income workers. Belle Haven is currently served by SamTrans Fixed Route 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



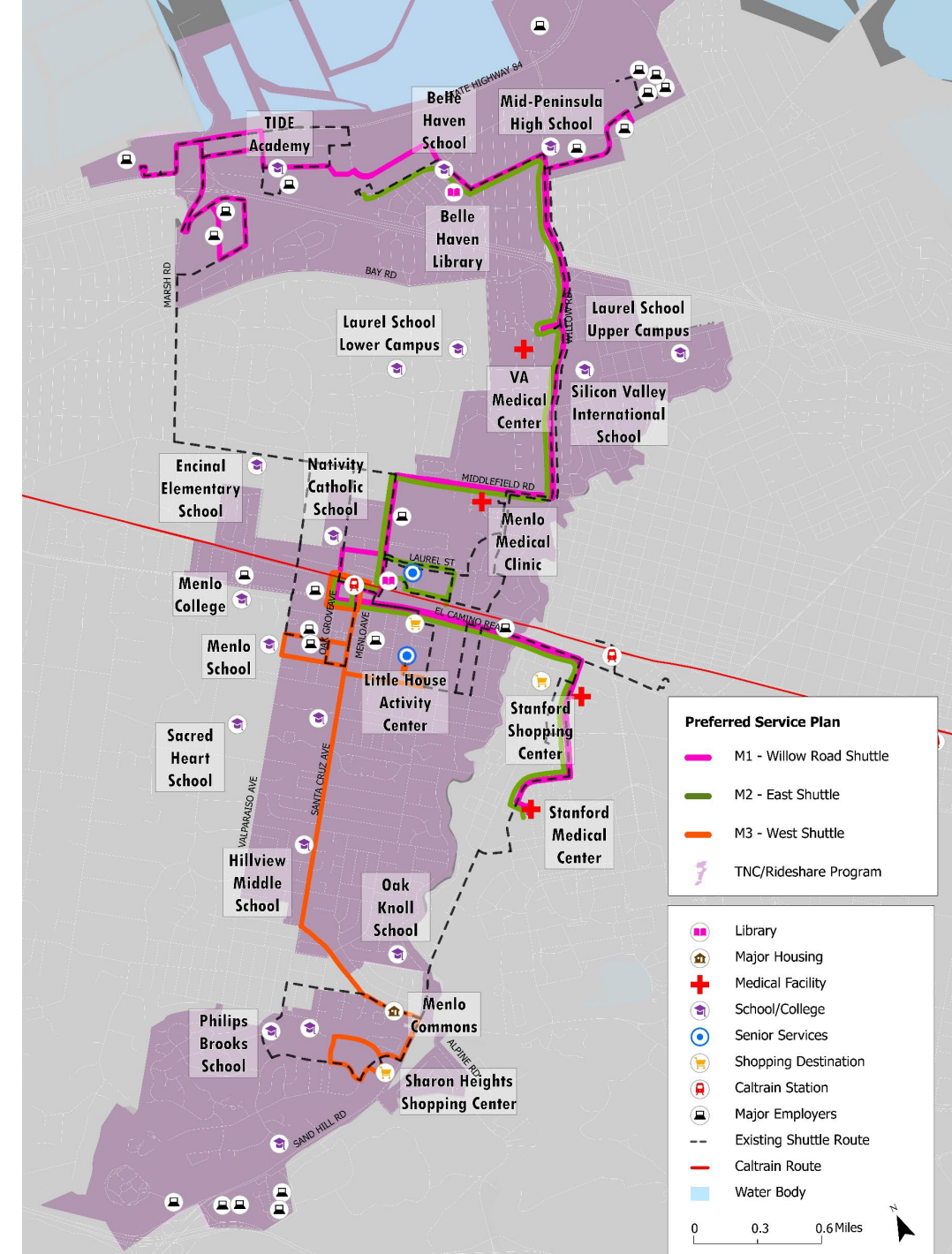
1. Preferred Service Plan

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

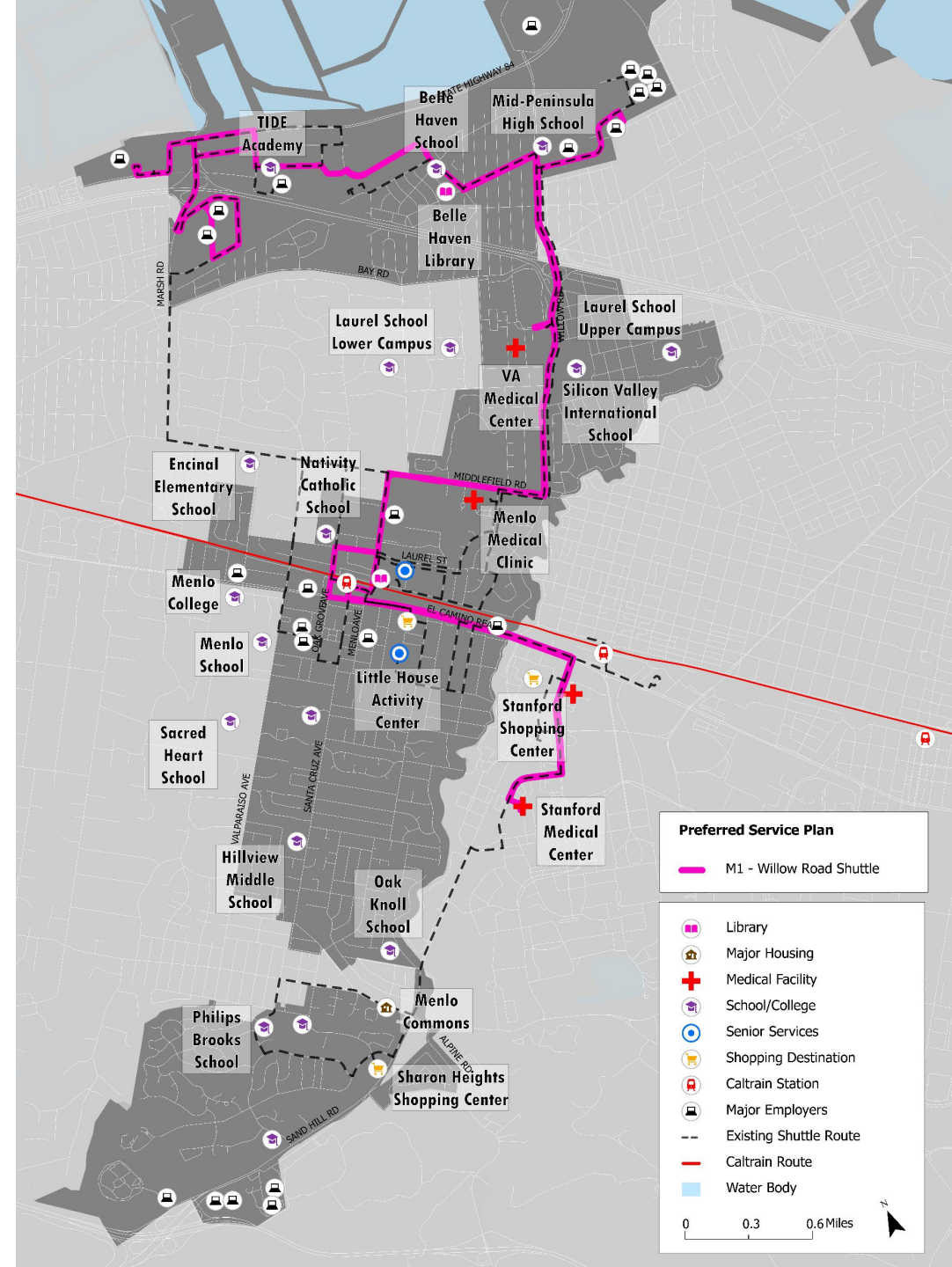
Hours of Operation

- 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

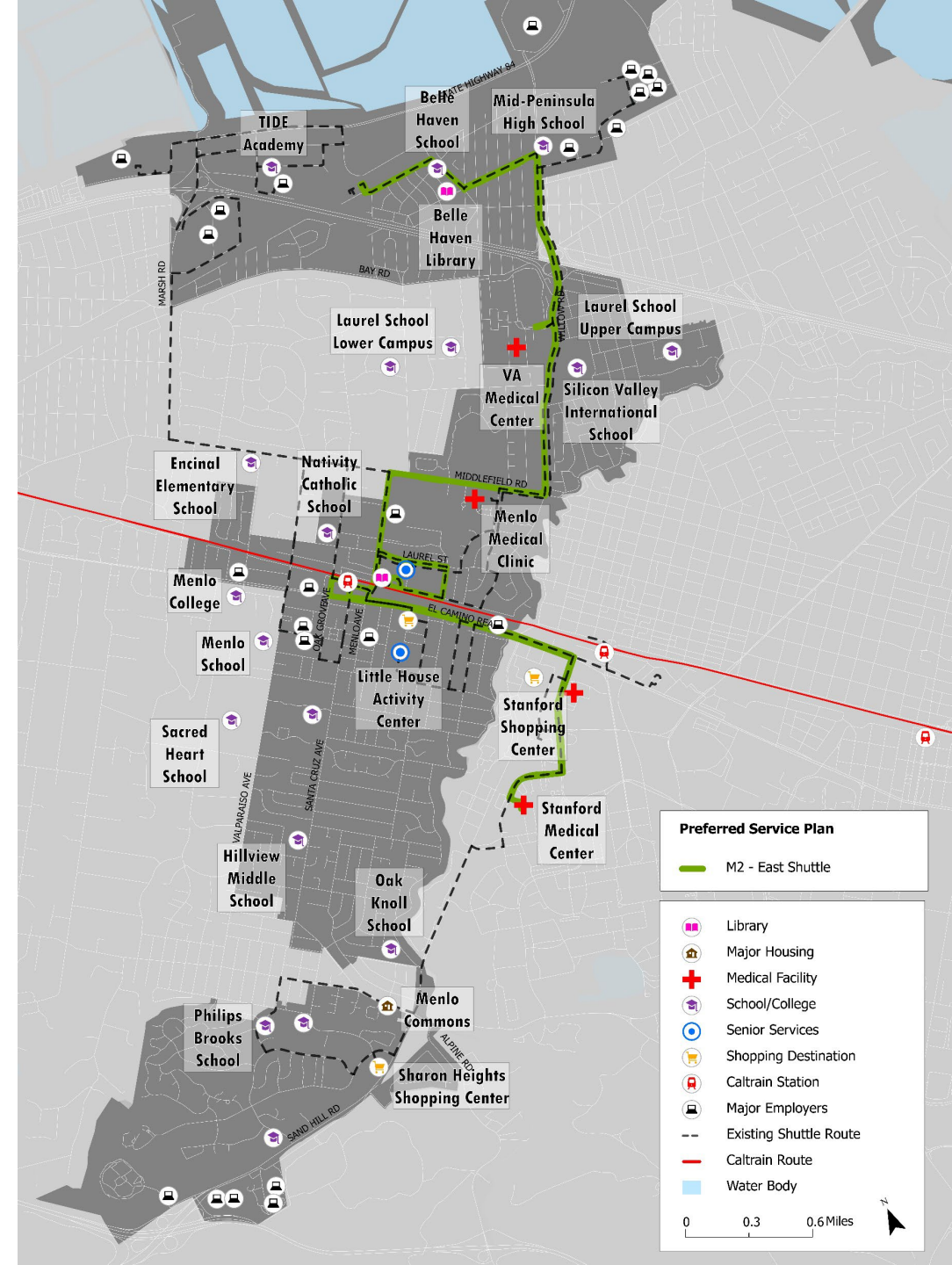
Hours of Operation

- 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

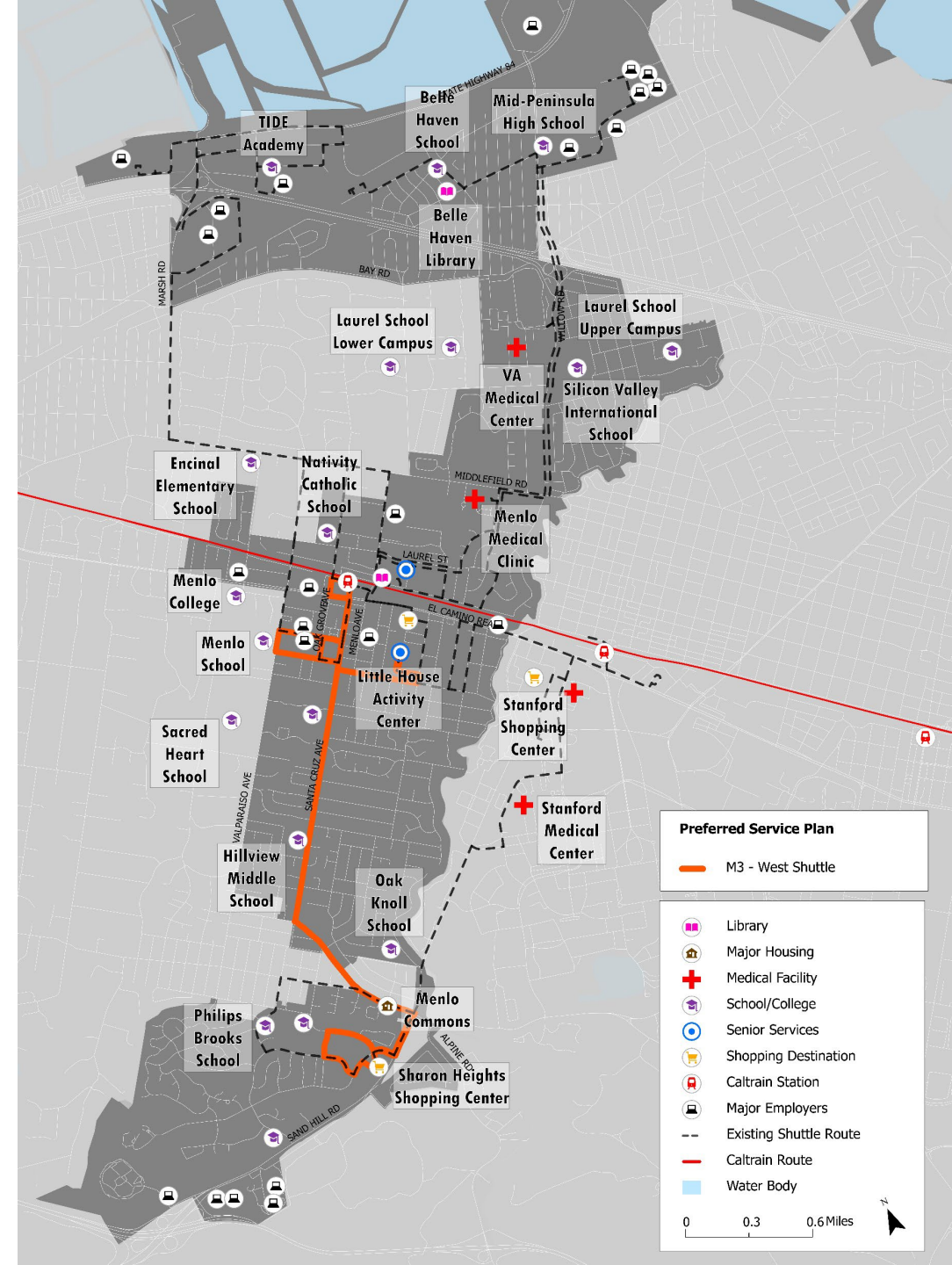
Hours of Operation

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

Markets Served

- Sharon Heights
- Central Menlo Park
- Menlo Park Caltrain

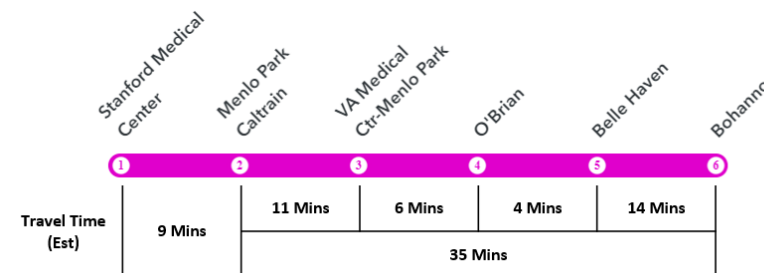
Service Type: Fixed-Route Shuttle



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.

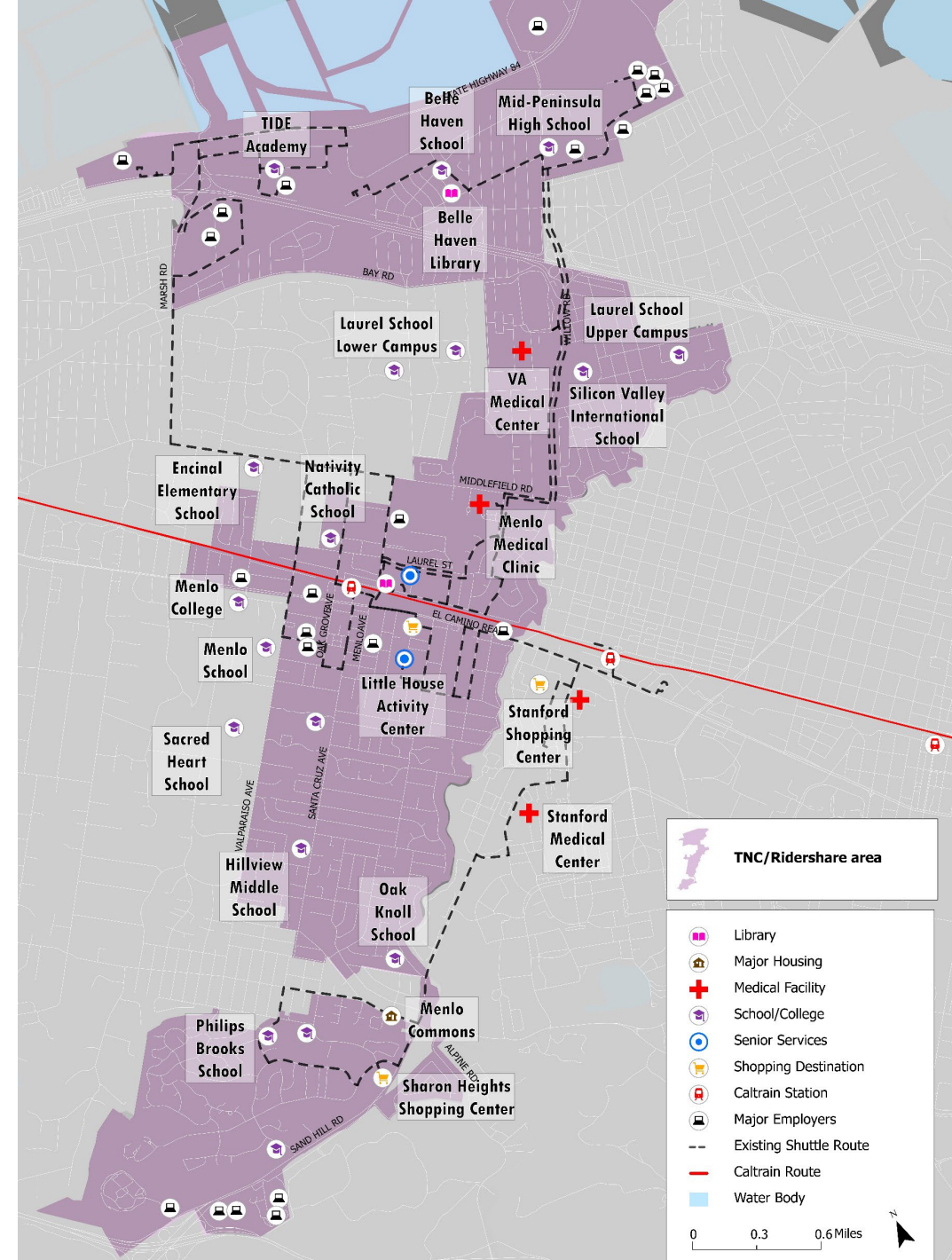
- TNC/rideshare replaces Shoppers Shuttle **for residents over 65 years old**
- Service fills the need for Medical Transportation
- Service would extend to surrounding communities for registered users
- **Proposed Fare of \$4**, City covers the remaining ride cost up to \$20. Rider is responsible for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



TNC/Rideshare program

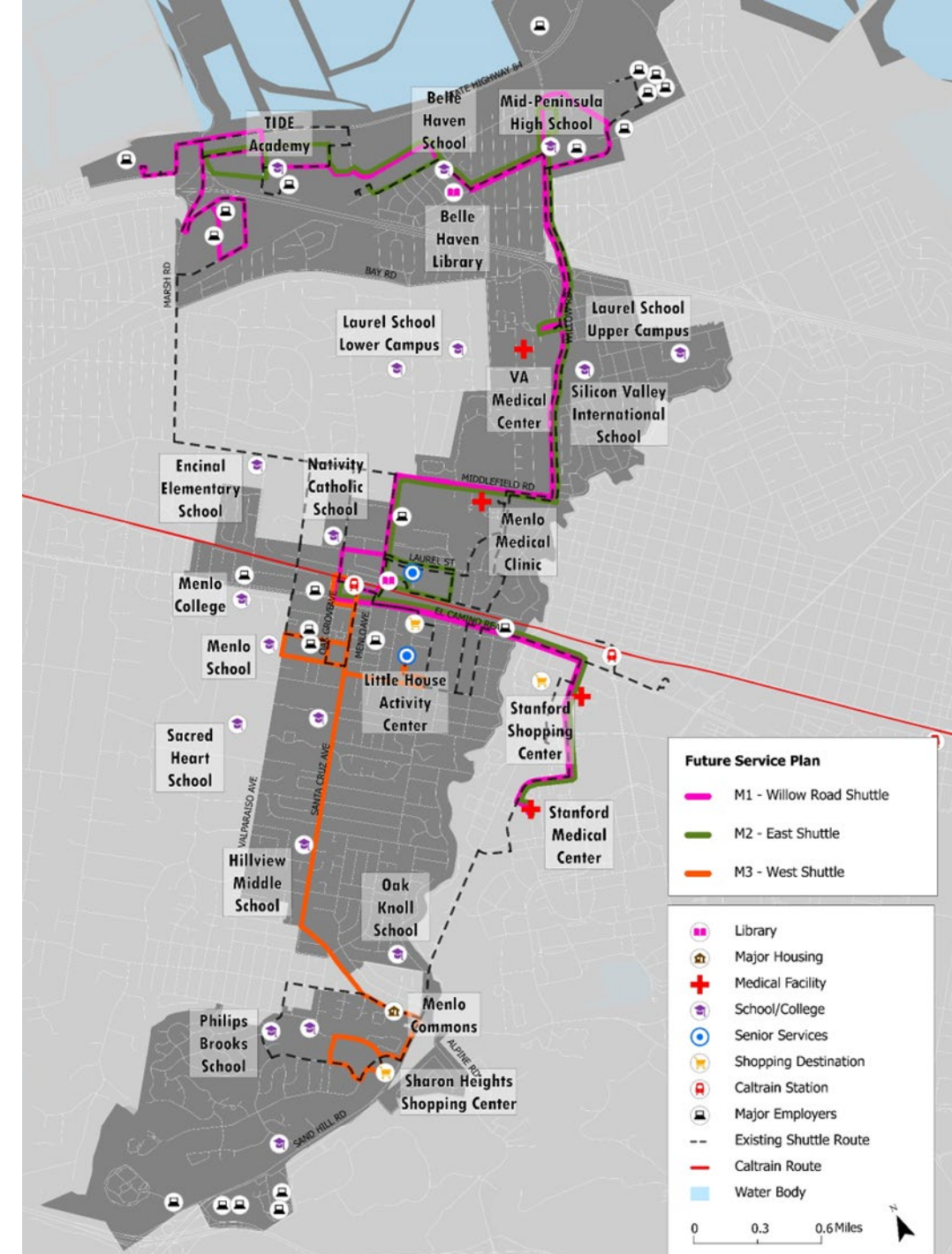
Program Recommendations

- 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



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



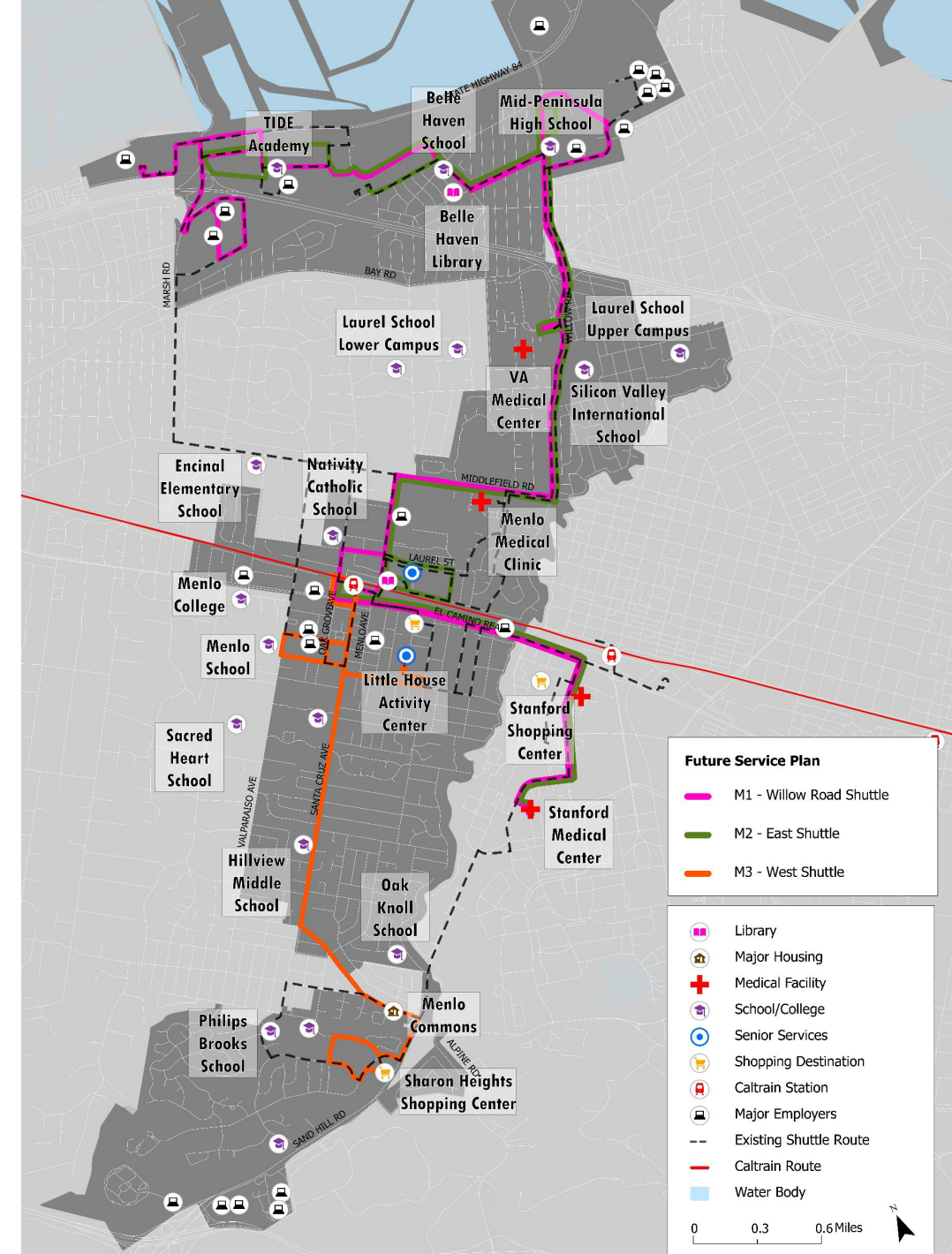
2. Future Service Plan

Benefits

- More frequent peak service to Belle Haven, the Bayfront, and Stanford Medical Center
- Expanded service to new developments on the Bayfront including Willow Village
- Faster service to Caltrain for Belle Haven and Sharon Heights
- 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



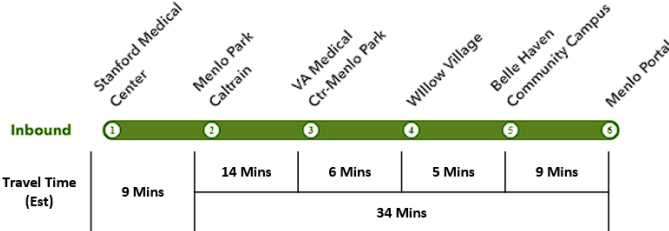
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East Shuttle Caltrain/Belle Haven	<ul style="list-style-type: none"> Stanford Medical Center Stanford Shopping Center Caltrain VA Medical Center Belle Haven Bayfront Area Willow Village 	Weekdays: Midday: 9 am- 4 pm	Every 60 mins
West Shuttle Caltrain/Sharon 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

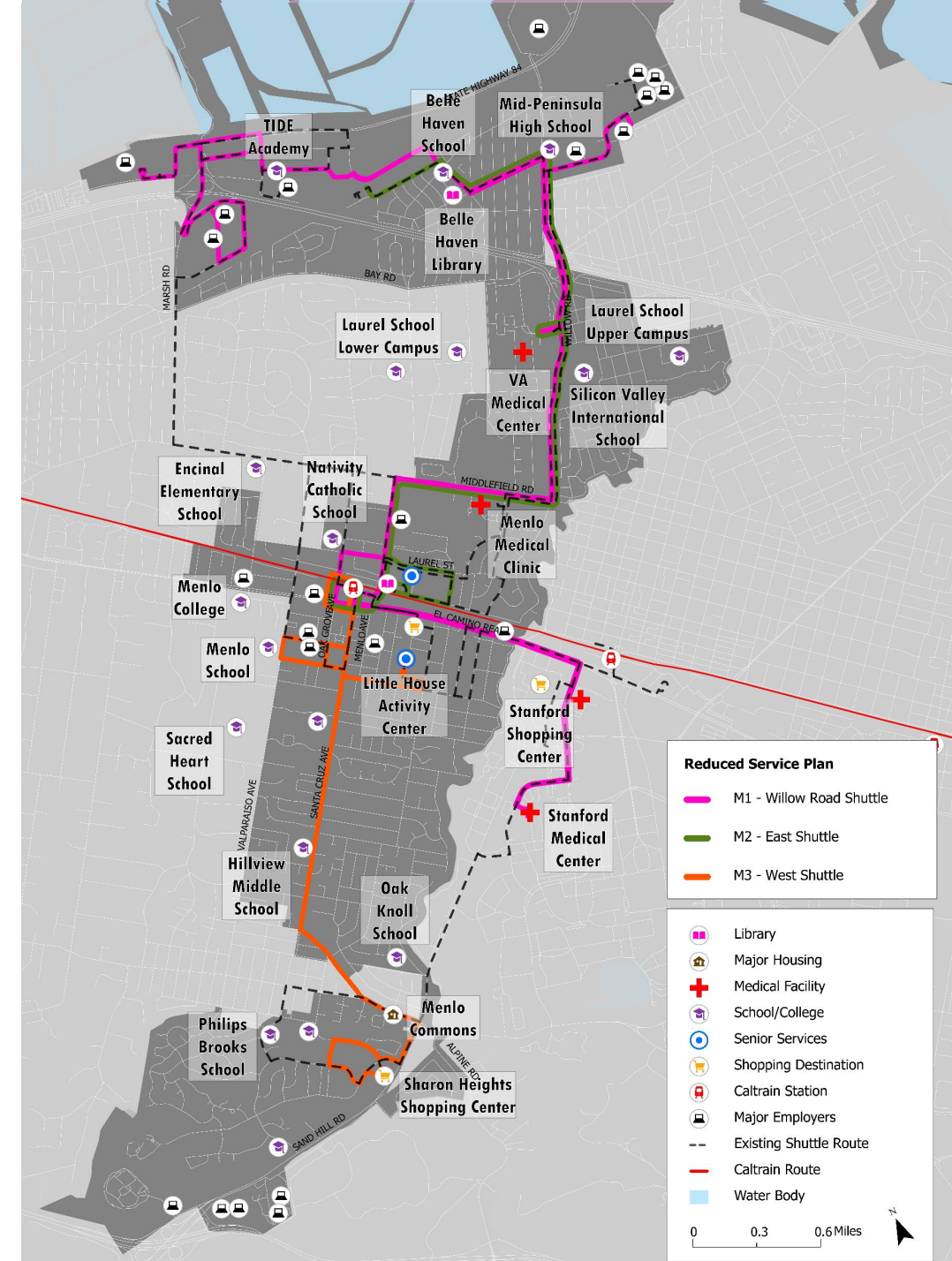


West Shuttle Sharon Heights - Caltrain



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**



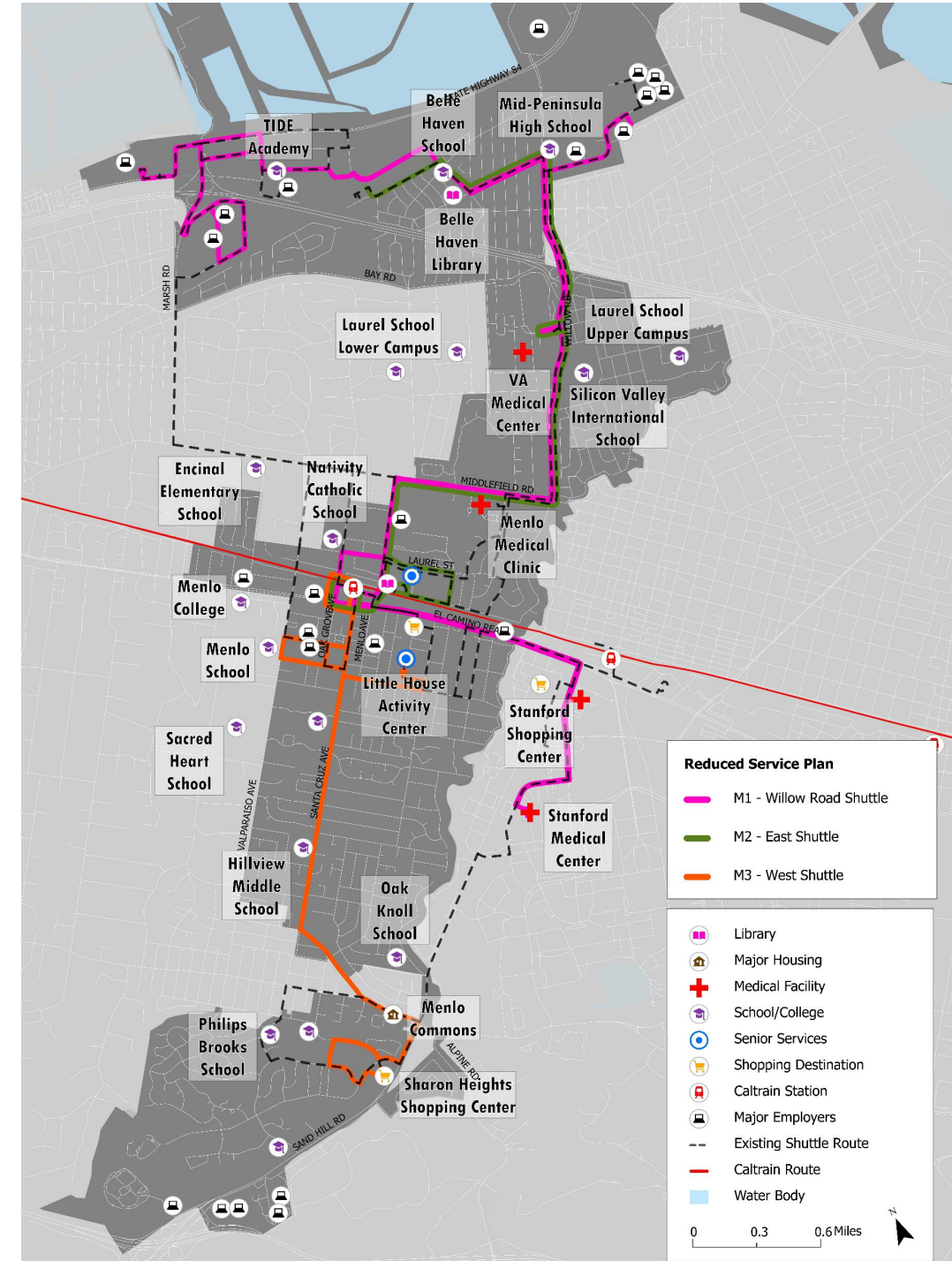
3. Reduced Service Plan

Benefits

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

Disadvantages

- No Midday service to Stanford Medical Center
- Reduced frequency compared to the Preferred Service Option
- Longer travel times for commuters
- Revised routing may require a longer walk to access stops



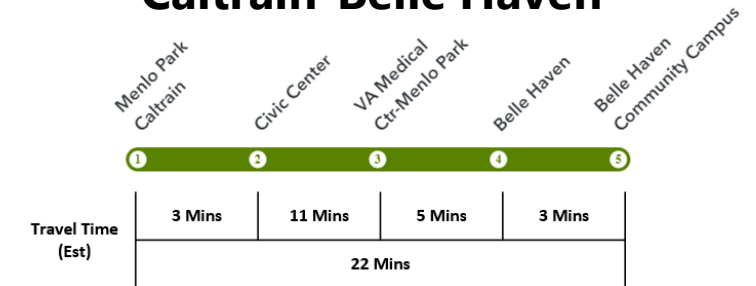
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East Shuttle Caltrain/Belle Haven	<ul style="list-style-type: none"> Downtown Menlo Park Caltrain Civic Center VA Medical Center Belle Haven 	Weekdays: Midday: 10 am- 3 pm	Every 60 mins
West Shuttle Caltrain/Sharon Heights	<ul style="list-style-type: none"> Sharon Heights West Menlo Park Santa Cruz Ave Downtown Menlo Park Caltrain 	Weekdays: Midday: 10 am- 3 pm	Every 60 mins

Travel Times

Commuter Shuttle Willow/Stanford/Bayfront



East Shuttle Caltrain-Belle Haven



West Shuttle Sharon Heights - Caltrain



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 bus lanes, 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



5

Next Steps



Next Steps:

- Promote **Virtual Meeting on Oct 15, 2024 at 7:00 PM.**
- Share **toolkit and Feedback Form**
- **Finalize Recommendations**

Visit us at:

menlopark.gov/shuttlestudy

Thank you