US-101 Express Bus Feasibility Study

Board of Directors Update

July 11, 2018
Project Status

Task 1: Project Management & Administration

- Task 3: Baseline Conditions and Market Analysis
- Task 4: Project Justification and Evaluation Framework
- Task 5: Modeling Methodology/Validation
- Task 6: Identification of Conceptual Alternatives
- Task 7: Initial Screening
- Task 8: Technical Assessment
- Task 9: Detailed Evaluation
- Task 10: Funding and Implementation Plan
- Task 11: Final Report

Next Steps

Task 2: Public Outreach (1st Round)

Task 2: Public Outreach (2nd Round)

Tasks Completed

Tasks In Progress

Next Steps
Provide a **direct, fast, frequent** and **reliable** transportation choice for **long-distance commute** trips within and between San Mateo, San Francisco, and Santa Clara counties.
| Goal 1: | Provide **Mobility Options** and Improved **Connections** for **Regional** Trips |
| Goal 2: | Increase **Transit Market Share** in Corridor |
| Goal 3: | Develop a **Cost-Effective Service** |
| Goal 4: | Improve Transportation **Equity** |
| Goal 5: | Enhance **Access** to **Jobs** and Population Centers |
| Goal 6: | Support Sustainable **Land Use** and Transportation Policies |
Market Analysis Factors

O-D Pairs
- Origin-destination trip data from Streetlight, C/CAG Model, MTC Model, and CHTS, serving:
  - North-South trips focused on US-101
  - Trips to, from, or through San Mateo County
  - Possible intermediate stops

Regional Transit Access
- Underserved by BART, Caltrain Baby Bullet, or employer shuttle service
- Trips requiring two or more transfers via transit

Likelihood of Transit Use
- Previous Express Bus Performance
- Transit-supportive land uses
- Strong TDM programs

Equity
- Communities of Concern
- Underserved by long-haul transit
Market Analysis

Key Takeaways

1. Most trips in cars within study corridor are relatively short-distance and short-duration.

AM Peak Period County-to-County Flows, South of 101/92 Interchange
Key Takeaways

2. Upcoming improvements to Caltrain and BART present strong potential for mode shift in San Francisco and San Mateo counties – and may be hard to compete with.
Key Takeaways

3. Express bus service shows greatest ridership potential in dense areas underserved by regional transit and employer shuttles.
Route Development and Evaluation

1. Develop Initial Routes
   - 15 route concepts based on market analysis

2. Initial Qualitative Screening
   - Result: Shortlisted 10 routes

3. Detailed Evaluation and Route Comparison
   - Preliminary results: Six top performing routes
Top Performing Routes

- One limited stop route between San Bruno and Sunnyvale
- Three routes into downtown San Francisco
- Two routes into Western San Francisco
- Four bidirectional routes, two one-directional routes
Public Outreach

- Public outreach in July 2017 and June 2018
- Two community meetings, six pop-up events, online website and comment form
- Engaged with 250+ people
Next Steps

Summer 2018
- Complete travel demand modeling and detailed route evaluation
- Identify express bus network and phased implementation plan
- Develop funding strategy – SB1 funds have been allocated
- Meetings with Technical Advisory Committee and stakeholder group

Fall 2018
- Complete draft and final Express Bus Feasibility Study