



# COASTSIDE TRANSIT STUDY

## Draft Final

July 2018

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# 1 Study Goals

The Coastsides area of San Mateo County is currently served by multiple SamTrans routes, including regular and school-related routes. However, connectivity between coastal communities and elsewhere in the county and region remains a challenge for residents. For the purposes of this study, the Coastsides is defined as San Mateo County west of Interstate 280 inclusive of Pacifica, Montara, Moss Beach, Princeton, El Granada, Half Moon Bay, and Pescadero.

In 2015, the Pacifica Climate Committee, comprised of Coastsides residents dedicated to environmental sustainability, wrote to SamTrans seeking an analysis of transit service on the Coast. Specifically, the letter mentioned trips between the Pacifica area and key destinations in North County (i.e. BART stations at Daly City and Colma) and San Francisco, citing that many Pacifica residents commute to San Francisco from Pacifica.

This study aims to evaluate 1) current SamTrans service in Pacifica, Half Moon Bay, and other Coastsides communities in San Mateo County, and 2) the potential demand for additional or modified transit service through engagement with these communities and through analysis of external data sources tracking commute trips, population density, and employment density.

This study aims to answer the following questions:

- What transit needs are not being met by existing SamTrans service?
- Is there a true market for express service into San Francisco?
- Could routing or frequency modifications on the existing Coastsides transit service meet the needs of the community?
- What service changes should be made in the near-term? What new routes or service modifications might be explored in the future if additional resources were available?

SamTrans most recently conducted a systemwide evaluation of bus service as part of the 2013 SamTrans Service Plan (SSP) process. This study aimed to reconnect with the Coastsides community four years after SSP changes were implemented to identify whether additional changes are warranted.

## Report Overview

This report includes the following sections in the order presented below:

- **A review of existing conditions on the Coast**, including analysis of population density and other demographics, as well as past and current SamTrans service on the Coast
- **A summary of public outreach** conducted as part of this study
- **An overview of potential improvement concepts** for the Coastsides, including benefits and trade-offs for each concept and the criteria considered to advance concepts
- **The recommended improvements** suggested for near-term and longer-term implementation, as well as ideas for future consideration

## 2 Existing Conditions on the Coast

### COMMUNITY PROFILE

The Coastsides is a unique environment compared to other parts of San Mateo County, particularly the communities lining US-101 on the bayside portion of the county. The Coastsides and its residents provide a “backyard” for the rest of the county, which visits the Coastsides for leisure and social gatherings. This frequently means there is significant vehicle traffic heading to the Coast on weekends in particular, presenting challenges to Coastsides residents in making local trips. According to a combined data set of eight key park sites on the coast, these attractions generate more than one million visits per year.<sup>1</sup>

The Coastsides also differs from the rest of the county in that the area has an inverse jobs/housing imbalance compared to much of the Bay Area – while there is housing on the coast, there are fewer jobs. As of 2014, there were about 8,781 residential units and 7,855 jobs in the mid-Coast area (Half Moon Bay and unincorporated).<sup>2</sup> This land use mix forces residents to commute beyond the Coastsides for work. This trend discussed further starting on Page 12.

Communities on the Coast typically have a more distributed land use pattern, as well as lower population density. As shown in Figure 1, census tracts on the Coastsides have typically up to 6,000 people living per square mile, compared to areas on the bayside which have up to 30,000 per square mile.

A typical indicator of public transit propensity is whether households have access to private vehicles. Figure 2 shows vehicle access on the Coastsides and shows that in Pacifica, Montara, and Moss Beach areas only 1-4% of households do not have access to a vehicle. Half Moon Bay is slightly more transit-dependent with 5-6% of households without access to a vehicle. Areas in northern San Mateo County like Daly City and Colma are more likely to live without a vehicle with up to 25% of households not having access to a car.

Finally, with respect to household income, the areas of the Coast with the most density of lower income households is Half Moon Bay, Daly City and Colma. Pacifica, Montara, and Moss Beach have fewer low income households.

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<sup>1</sup> *San Mateo County Coastsides Access Study*, April 2015, Table 2-1, Page 2-2; eight park sites include Devil’s Slide Coastal Trail, Gray Whale Cove State Beach, Montara State Beach + McNee Ranch, Point MONTARA Light Station, Fitzgerald Marine Reserve + Pillar Point Bluff, Mirada Surf E+W, Ranch Corral de Tierra, and Quarry/Wicklow.

<sup>2</sup> *Development Forecast for the San Mateo County Comprehensive Transportation Management Plan*, November 2015, Tables 1 and 2, Pages 5-6.

Figure 1 San Mateo County Population Density

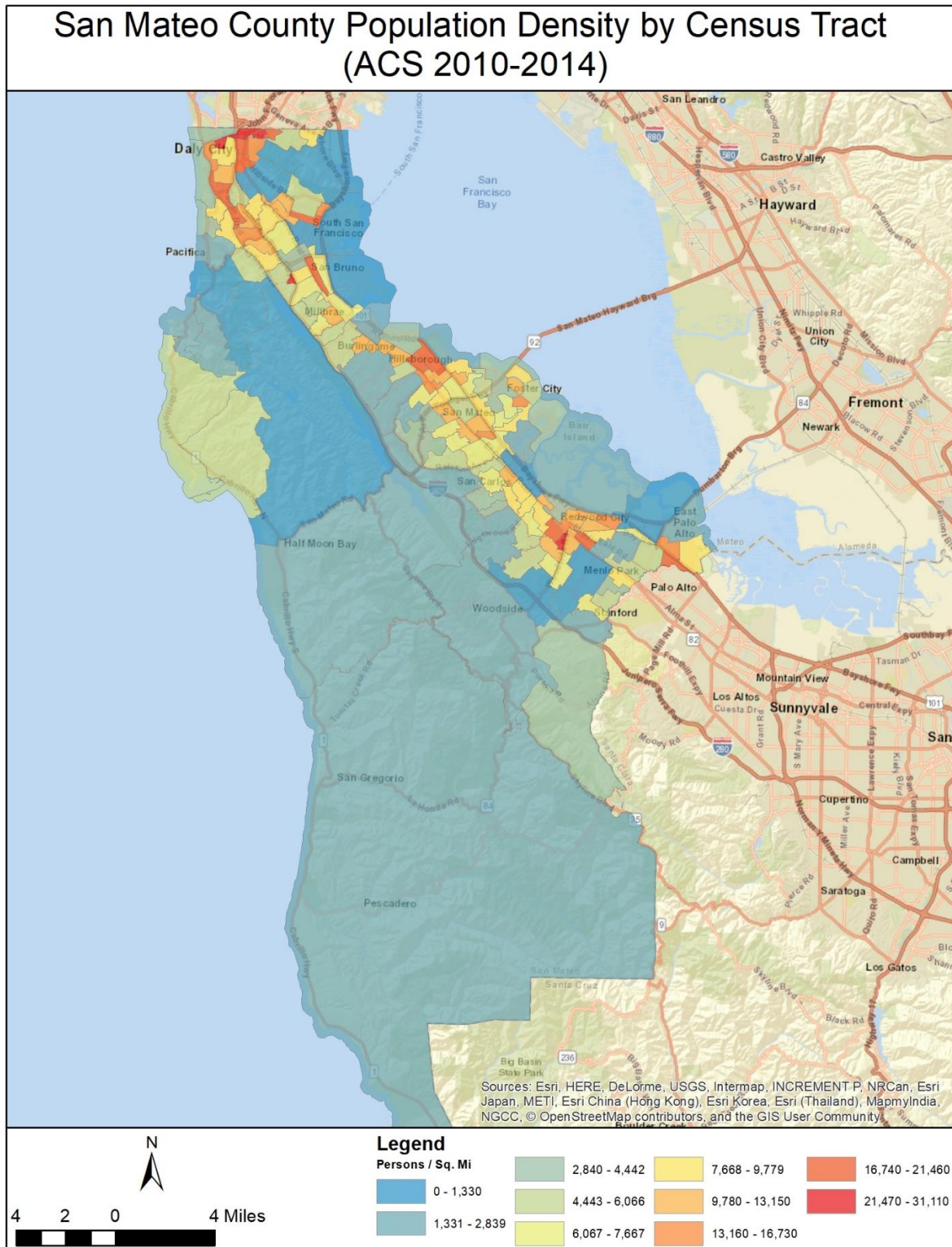




Figure 2 Zero Vehicle Households on the Coastside

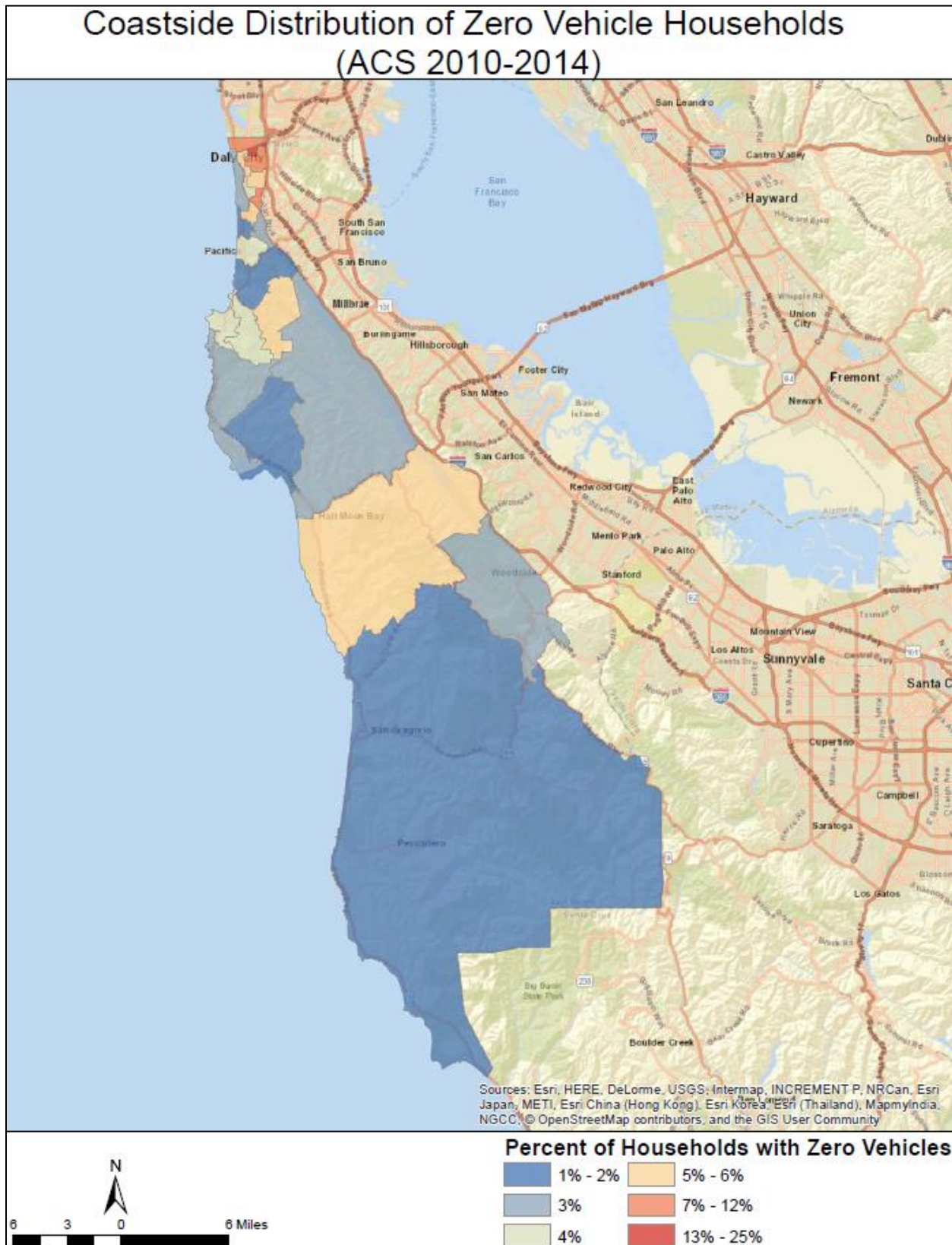
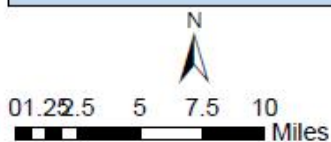
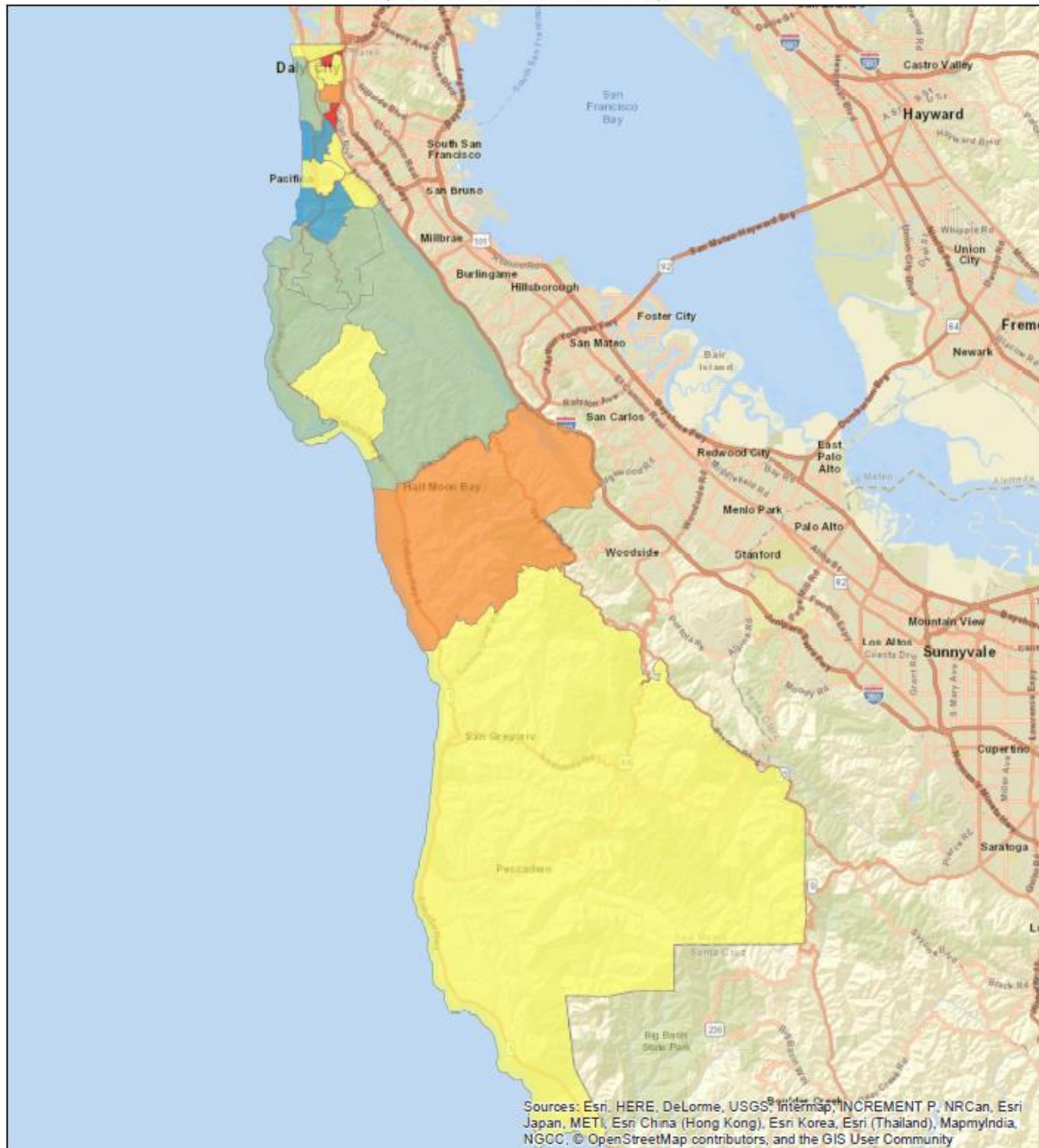


Figure 3 Low Income Households on the Coastsides

## Coastside Distribution of Low Income Households (ACS 2010-2014)



### Legend

#### Low Income Households

375 - 460

461 - 767

768 - 1261

1262 - 1752

1753 - 2290



## EXISTING SAMTRANS SERVICE ON THE COAST

SamTrans offers multiple regular and school-related routes to Coastside communities. A section of the SamTrans bus network map showing North County and Coastside service areas is shown in Figure 5.

In addition to the regular routes described in more detail below, SamTrans operates a set of school-related routes on the Coastside including the 14, 16, 19, and 49 routes in Pacifica and the 18 in Half Moon Bay. School-related service was not, however, a focus of this Study and thus is not examined in detail. SamTrans does re-evaluate its school-related service regularly, including efforts to update bus schedules to reflect changes to bell times and school start and release schedules.

### Regular Routes

**Route 110 (Pacifica):** Route 110 serves Highway 1 and Skyline Drive between Linda Mar Park & Ride in Pacifica and Daly City BART station. This is a daily route, though there are far fewer trips on Saturdays and Sundays. The 110 operates between 5:41 AM and about 10:45 PM on weekdays, with 30-minute frequency in the morning and evening peak periods (6 am to 8:30 am and 4 pm to 7:30 pm) and hourly service in the midday period. Weekend service operates every 60 minutes between 6 am and 8 pm.

*Route 110 Snapshot: Long span, 30-minute frequency in peak, 60-minute in off peak on weekdays; shorter span and 60-minute frequency on weekends. Local route with many stops.*

**Route 112 (Pacifica):** Route 112 serves Linda Mar Park & Ride in Pacifica and Colma BART station via Highway 1 and Gateway Drive. Route 112 provides daily service at hourly intervals. Service is provided every 60 minutes between 6:30 am – 7:30 pm on weekdays. On Saturdays and Sundays, service begins a bit later around 8:30 am. Route 112 provides service from Pacifica to BART via a different route than the 110, serving Serramonte Shopping Center and Junipero Serra Blvd.

*Route 112 Snapshot: Moderate span and 60-minute frequency all day. Less direct service to BART.*

**Route 118 (Pacifica):** Route 118 serves Linda Mar Park & Ride and Colma BART station via Highway 1. This route is designed to be the fastest route to BART for Pacifica residents with a 15-20 minute travel time. This route provides peak period service only with five trips in AM (three north, two south) and five trips in PM (two trips north, three south). Route 118 does not run on weekends.

*Route 118 Snapshot: Quasi-express service to BART from Pacifica, peak service only with minimal trip options, does not allow much flexibility to customers of when to leave/arrive at work.*

**Route 17 (Pacifica and Half Moon Bay):** Route 17 connects Linda Mar Park & Ride in Pacifica to Moonridge Apartments in Half Moon Bay, with limited service connecting south to Pescadero. Route 17 travels via Highway 1 through Montara and Moss Beach. Route 17

*Route 17 Snapshot: Lifeline service along Highway 1 between coastal communities; hourly frequency at best and two hours on weekends*

provides daily service at about 60-minute intervals on weekdays and two-hour frequency on weekends.

**Route 294 (Half Moon Bay):** Route 294 provides east-west service between Half Moon Bay and San Mateo via Highway 92. Route 294 runs daily between 6:15 am and about 9 pm every 60 minutes. College of San Mateo is served in the eastbound direction in the morning and westbound in the afternoon and evening on weekdays only. Serves Hillsdale Shopping Center, ECR, and Hillsdale Caltrain station.

*Route 294 Snapshot: Only service east from Half Moon Bay, low frequency service (60-min), connects to Caltrain and ECR*

**FLX Pacifica (Pacifica):** The FLX Pacifica route provides a fixed-route bus service with the option to deviate up to a half-mile off the route when requested by a passenger for pick-up or drop-off. The route operates on weekdays only in a one-directional loop within Pacifica. The route was previously served by the 14 route until 2014 when the 14 became a school-related route.

*FLX Pacifica Snapshot: A one-directional loop service in Pacifica that will deviate up to a half-mile off the route if requested.*

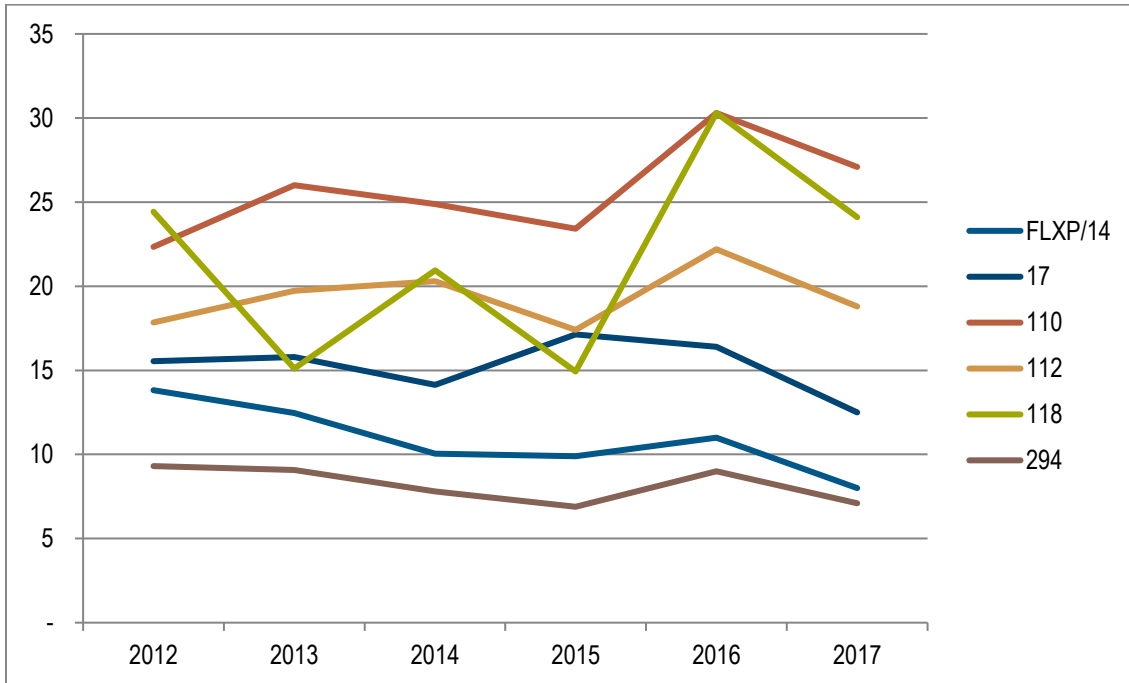
## Ridership

Ridership declined on all Coastside routes in 2017 compared to 2016. Routes 110 and 118 are the most productive in terms of ridership per service hour at 27 and 24 riders per service hour respectively. The 294 is the least productive at 7.1 riders per service hour, followed closely by the FLX Pacifica route at 8 passengers per service hour. The 17 route had the largest drop in ridership with a 28 percent drop in the ridership per service hour.

Ridership was also evaluated starting in 2012. As shown in Figure 4, most routes are currently less productive than they were in 2012. Some routes saw an increase in riders per service hour in 2016 but have again experienced a decline since then.

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Figure 4 Riders per Service Hour by Route 2012-2017



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Figure 5 SamTrans Bus Network Map – North County and Coastside





## TRIP PATTERNS ON THE COAST

SamTrans staff analyzed trip patterns during key commute periods using origin/destination (O/D) GPS data purchased from StreetLight Data based in San Francisco. StreetLight aggregates location-based data collected from GPS devices in smartphones and car navigation systems and then provides data on the number of vehicle person trips (VPT) for people in cars between a set of origin and destination zones.

The data set utilized as part of the Coastsides Study reflects trips made during the AM peak period (6:00 AM to 10:00 AM) as a proxy for the potential demand for transit during a typically busy time period, and includes zones within San Mateo, San Francisco, and Santa Clara counties. The data was collected in May 2017.

The following pages discuss trips made between Pacifica, Half Moon Bay, and the rest of the region for which trip data was acquired. However, it should be noted that the Pacifica zone discussed in this section includes Pacifica and Linda Mar; the Half Moon Bay zone includes the communities of Half Moon Bay, Montara, Moss Beach, and El Granada, as well as the Moon Ridge Apartment community.

Unfortunately, the communities of San Gregorio and Pescadero in the southern part of the San Mateo County coast were not included in the Half Moon Bay zone as it was designed for a different project. Trips made from this area were included in a larger zone which wraps around San Jose and encompasses more rural parts of Santa Clara County, as well as the southern San Mateo County coastline. See Figure 12 for this visual.

### StreetLight GPS Data Processing<sup>3</sup>

StreetLight's GPS data has benefits and drawbacks. It offers a large sample of recent empirical origin-destination data with a high level of spatial resolution. However, it introduces some sampling bias toward higher income persons who have a higher likelihood of owning a vehicle with embedded GPS, a smartphone, or handheld GPS device. Other potential sources of error include possible double-counting of people with multiple GPS devices (such as a phone and navigation device), imperfect sampling of cell phone providers, sampling of people in buses and shuttles (who may not be totally excluded), and undercounting of people with GPS or phones turned off. Furthermore, due to privacy concerns, StreetLight's trip values represent relative rather than absolute trips: showing the relationship of trips between zones but not the total number of trips in a given zone.

For these reasons, the travel market analysis adjusted the StreetLight data using a combination of outputs from the C/CAG travel model, Metropolitan Transportation Commission (MTC) travel model, and 2012 California Household Travel Survey (CHTS). Total trip generation by zone was calculated by incorporating data from each of these sources, while trip distribution was based on StreetLight data. The final dataset used for the travel market analysis combines a comprehensive representation of the study area with the spatial precision of StreetLight's GPS data.

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<sup>3</sup> The purchase of StreetLight Data, and the processing of said data used to inform the Coastsides Study, was completed by Fehr & Peers as part of the SamTrans US-101 Express Bus Feasibility Study.

## Key Findings

Nearly 30,000 vehicle trips are estimated to be made during the morning peak period either to, from, or within the Coastsides study area. Of these, about one-third start and end on the Coastsides – many in the same zone in which they started, indicating that many short trips are being made either to local jobs or perhaps for school-related trips during the morning peak period. More detail on where the other two-thirds of trips are originating or traveling is found in the following sections.

### Trips to the Coast

Nearly 12,000 trips are made to or within the Coastsides during the morning peak period. Of these, about 8,300 both begin and end on the Coast, leaving about 3,700 true trips to the Coast from the region. Figure 6, which shows the origins of all trips including the Coast-based trips, demonstrates the skew these Coast-based trips have on the data.

Figure 7 shows the data without the trips that end or begin in the same zone. This shows that Pacifica draws a large share of trips from the northern part of San Mateo County, while Half Moon Bay draws a small number of trips from many areas, including some parts of Santa Clara County.

Figure 6 Origins of Trips within or to the Coastside

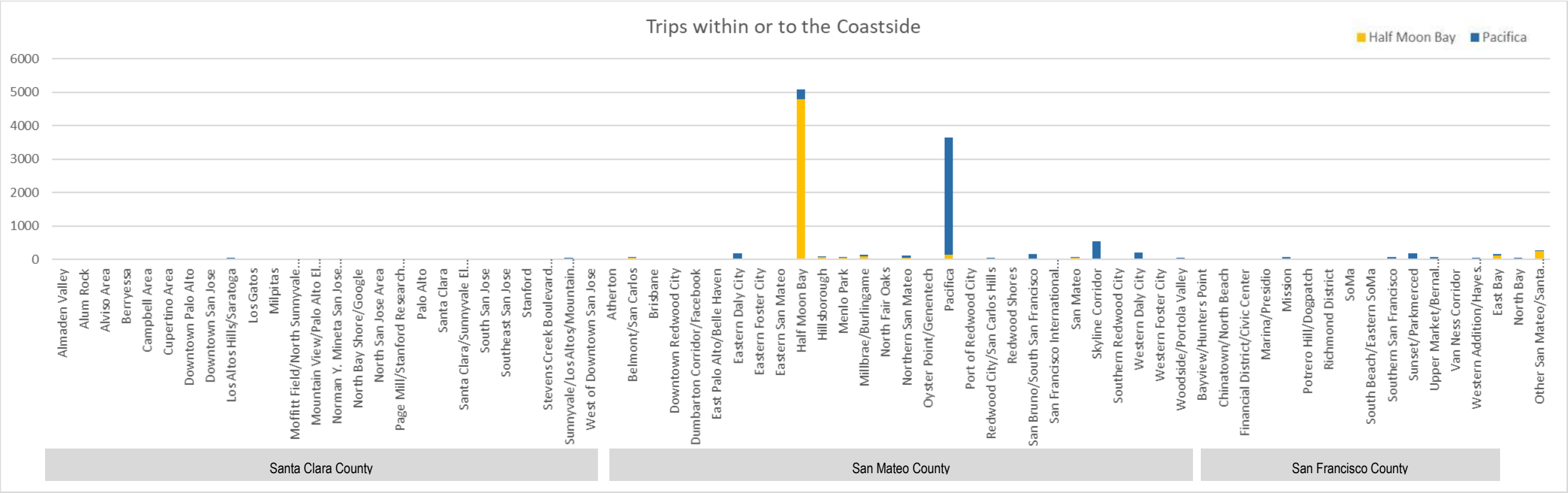
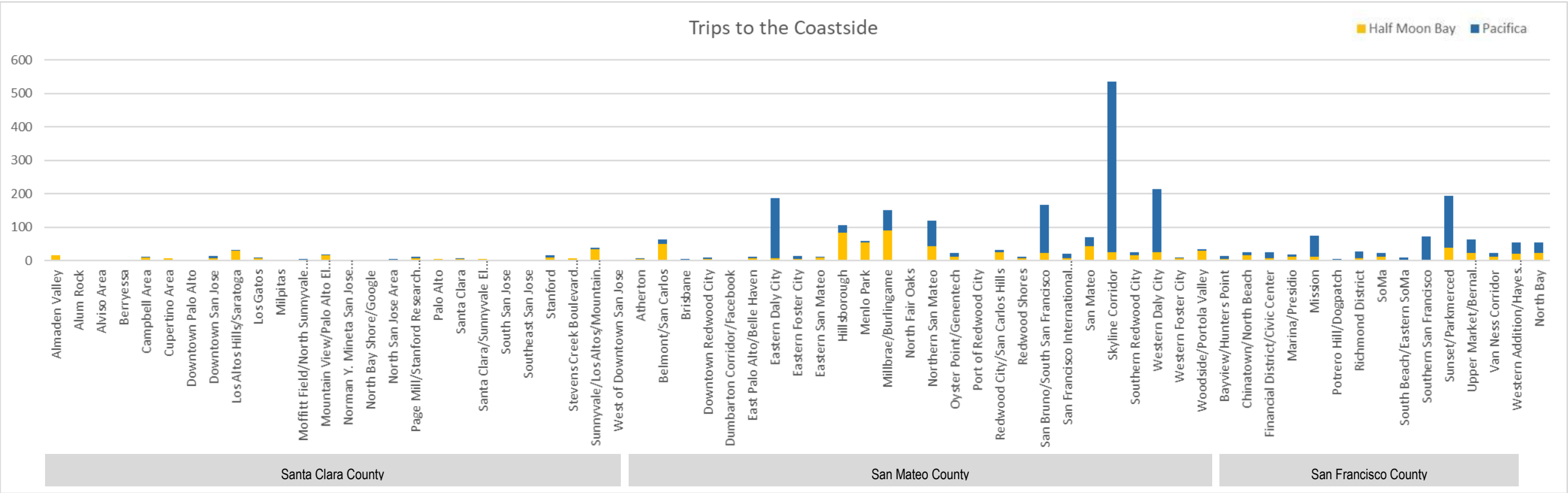


Figure 7 Origins of Trips to the Coastside



**Trips to Pacifica**

Approximately 5,700 trips are made within or to Pacifica from the region during the morning peak period. About 3,500 of these are trips that both start and begin in Pacifica. Other key origins for trips to Pacifica are Daly City, Colma, Westborough, and Half Moon Bay (see below). About 89 percent of trips to Pacifica originate in San Mateo County, while 8 percent of trips come from San Francisco County and less than 1 percent from Santa Clara County (another 2 percent from other counties or unincorporated parts of the region). See Figure 10 for a graph of origins of trips to Pacifica and Figure 12 for a map of this data.

**Figure 8      Top Origins of AM Trips to Pacifica**

Zone to Pacifica	Approximate Number of Weekday AM Trips
Pacifica (remains in zone)	3,510
Westborough / Serramonte	510
Daly City / Colma / Western Daly City	371
Half Moon Bay	275
Western SF	155
San Bruno / South San Francisco	142

**Trips to Half Moon Bay**

Approximately 6,300 trips are made within or to Half Moon Bay during the peak morning period. Of these, 4,800 start and end in Half Moon Bay (76 percent of trips), leaving about 1,500 trips into Half Moon Bay. These 1,500 trips are coming from many places around San Mateo County and the neighboring counties. The most external trips are coming from San Mateo County (88 percent of trips) with about 3 percent from San Francisco and Santa Clara counties respectively. Another 6 percent are from other counties or unincorporated areas. See Figure 11 for a graph showing the spread of origins of trips to Half Moon Bay and Figure 13 for a map of this data.

**Figure 9      Top Origins of AM Trips to Half Moon Bay**

Zone to Half Moon Bay	Approximate Number of Weekday AM Trips
Half Moon Bay (remains in zone)	4,796
Pacifica	135
Millbrae / Burlingame	91
Hillsborough	83
Menlo Park	55
Belmont/San Carlos	51



Figure 10 Vehicle Trips to Pacifica

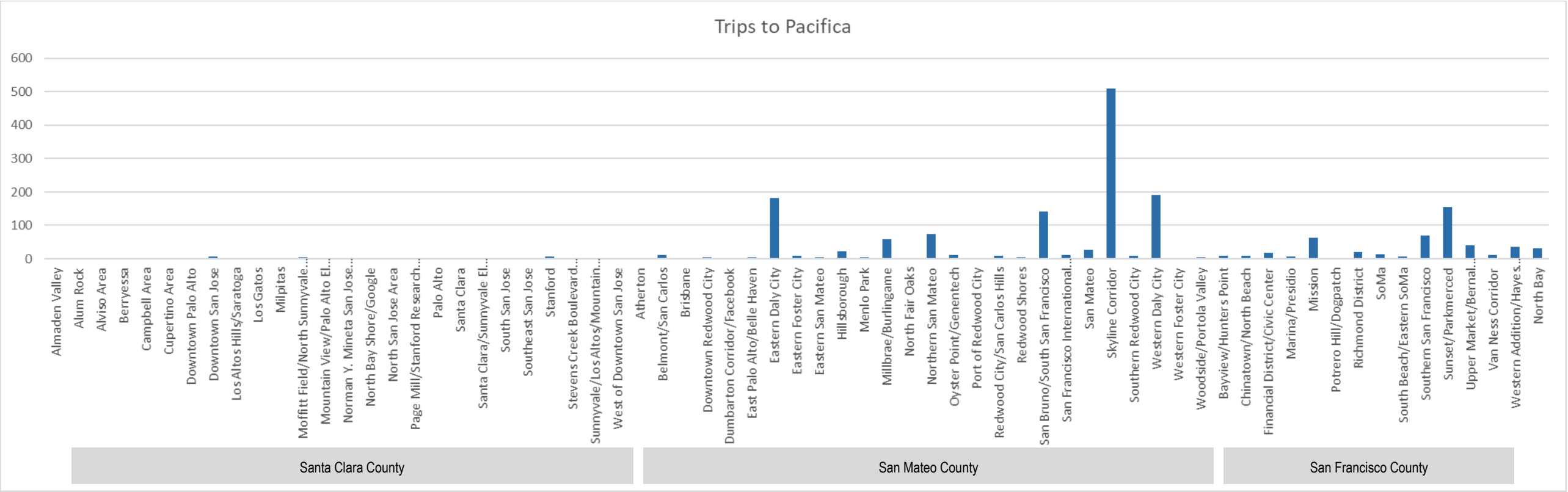


Figure 11 Vehicle Trips to Half Moon Bay

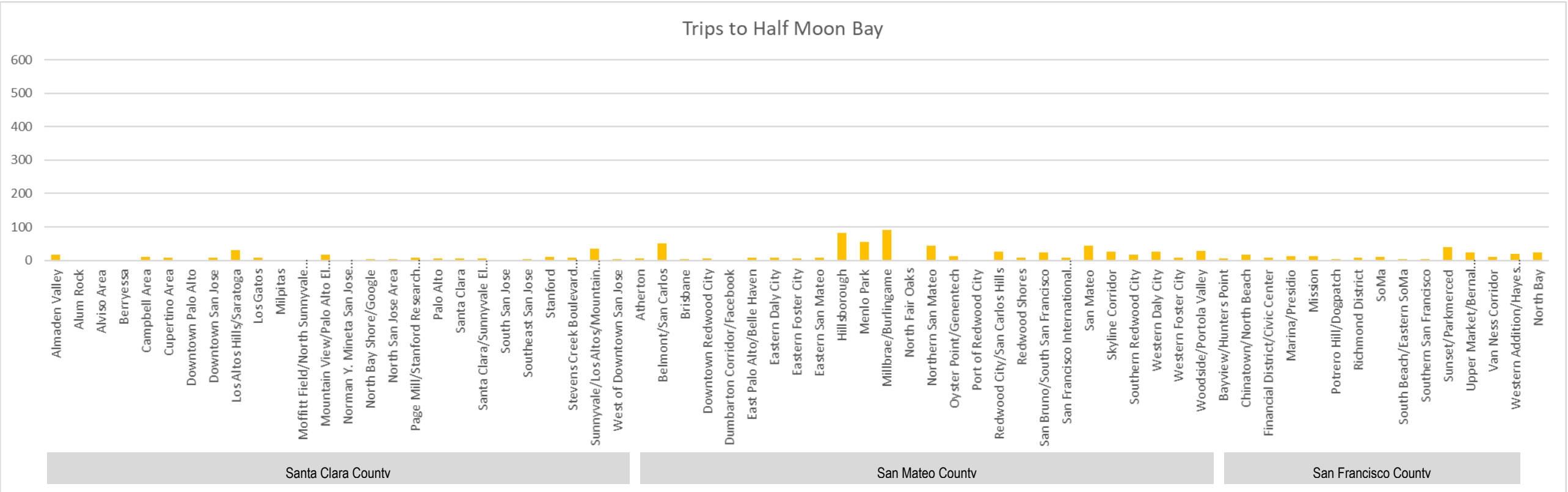


Figure 12      Origins of Trips to Pacifica

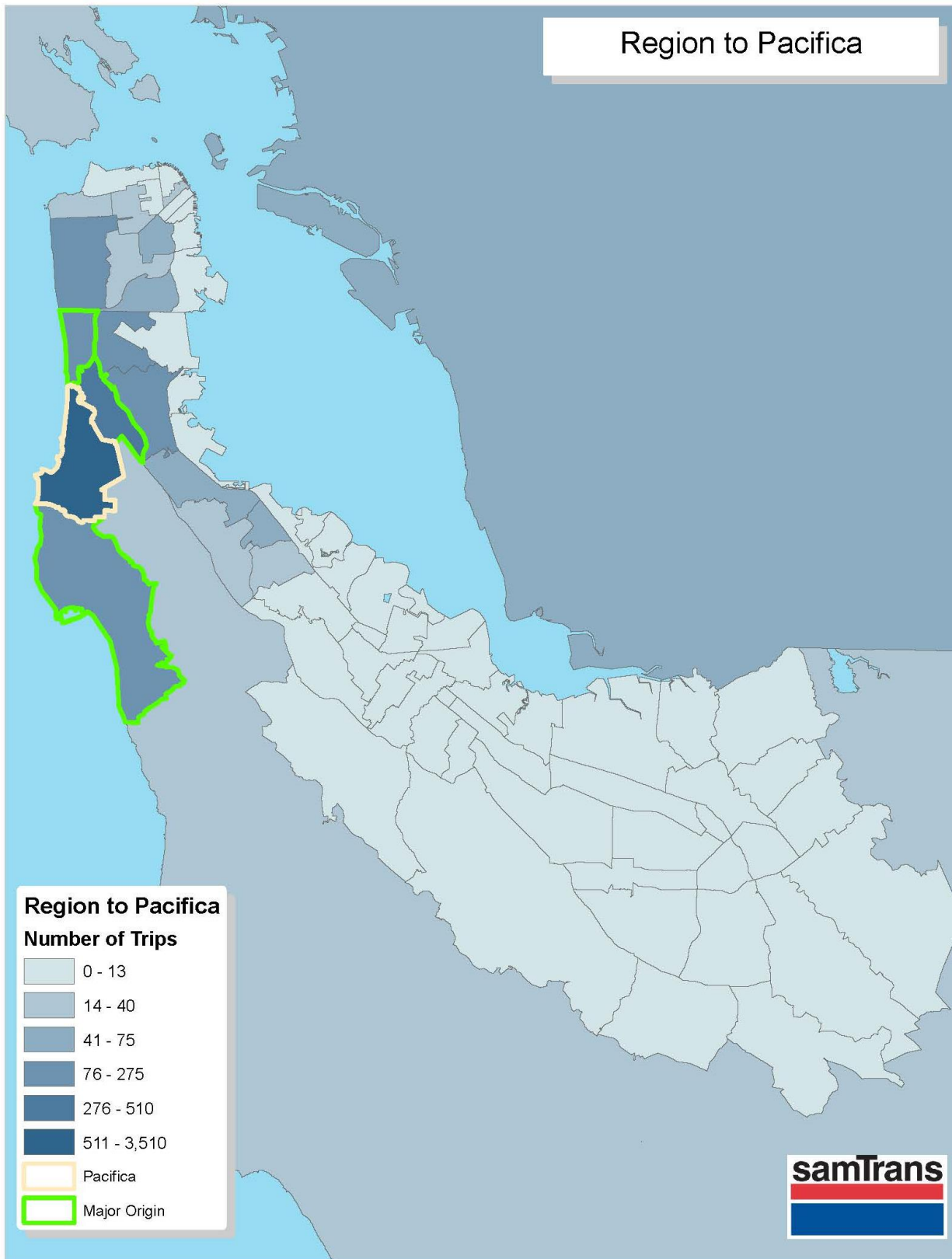
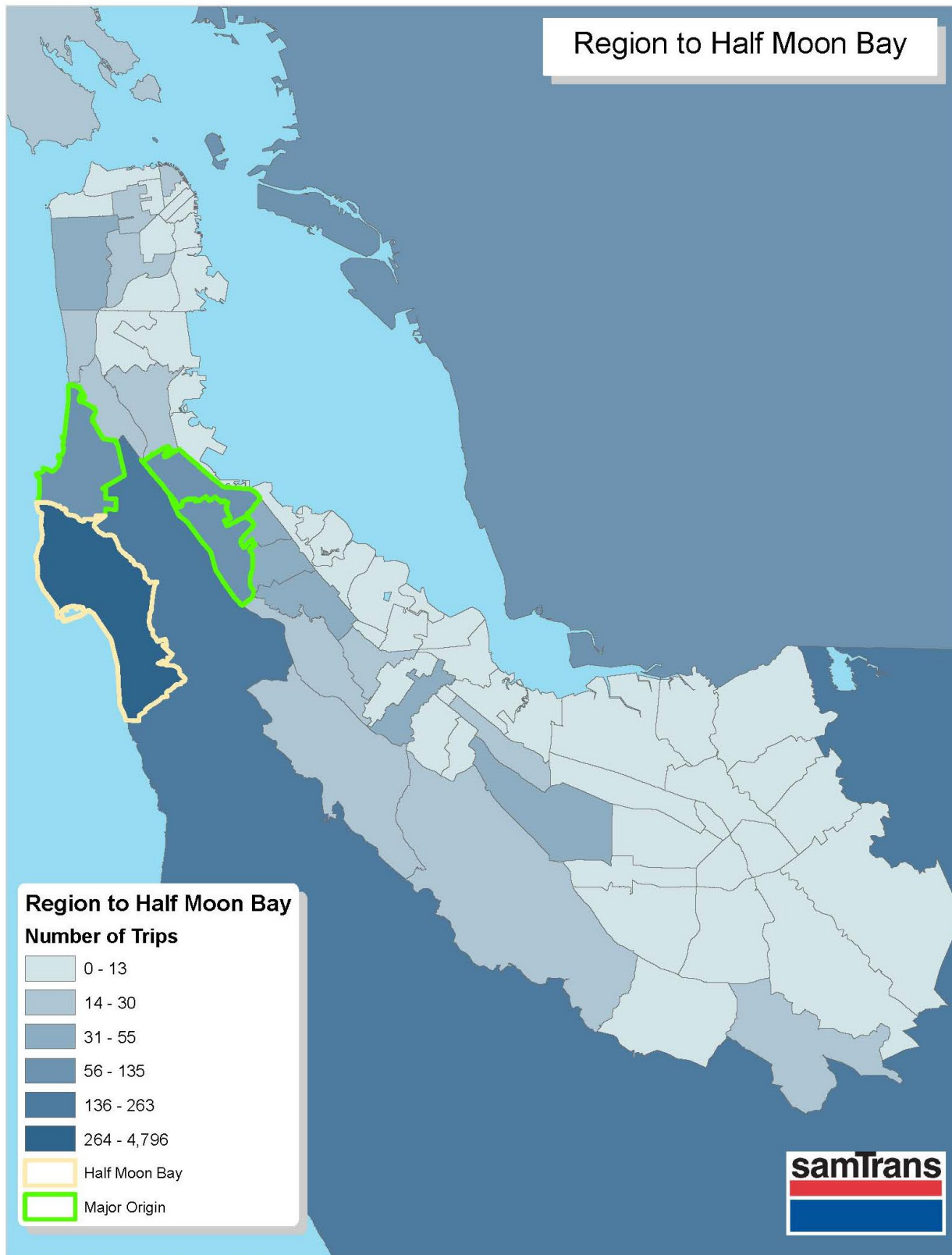


Figure 13      Origins of Trips to Half Moon Bay



## Key Findings: Trips from the Coast

An estimated 17,000 trips are made from or within the Coastsides each morning. This again includes the trips that remain on the Coast (about 8,700) leaving about 8,300 vehicle trips with leave the Coast for destinations around the region. Figure 14 below shows the trips within or from the Coastsides, again showing the skew of trips that remain on the Coast.

Figure 15 removes those trips from the graph, demonstrating where the 8,300 or so trips that leave the Coast are heading. Trips from Pacifica are more heavily concentrated with destinations in San Mateo County or San Francisco, while trips from Half Moon Bay are more evenly spread throughout the region, still with many trips heading for northern San Mateo County areas like Daly City and Oyster Point (Genentech), as well as San Mateo and Millbrae.



Figure 14 Destinations of Trips From or Within the Coastside

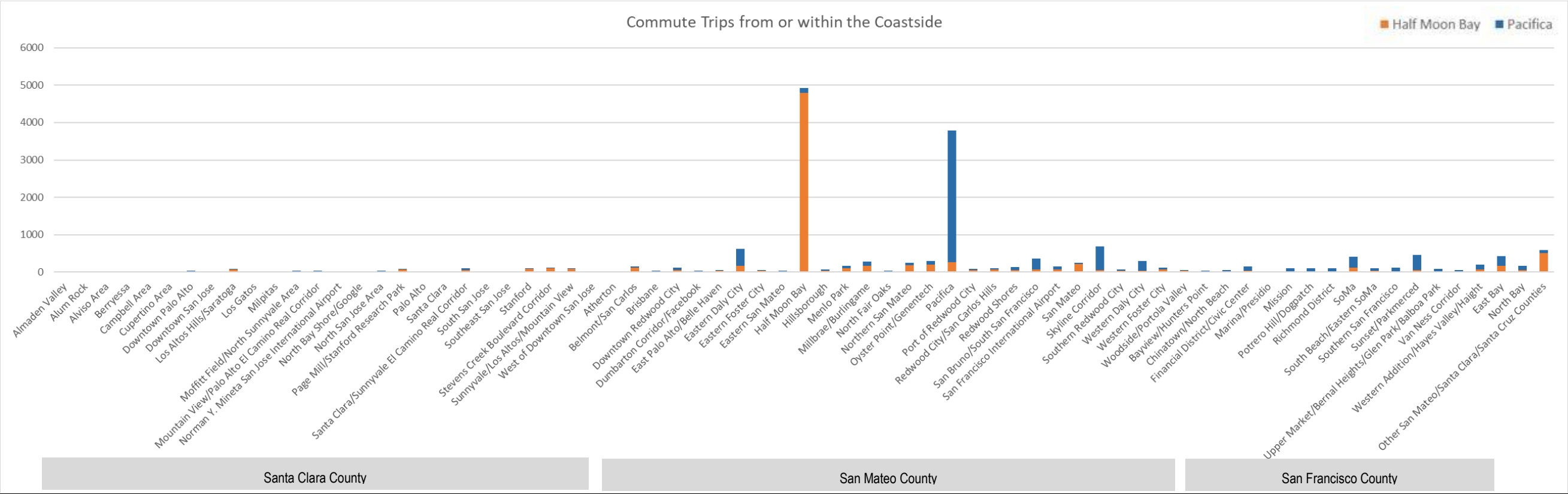
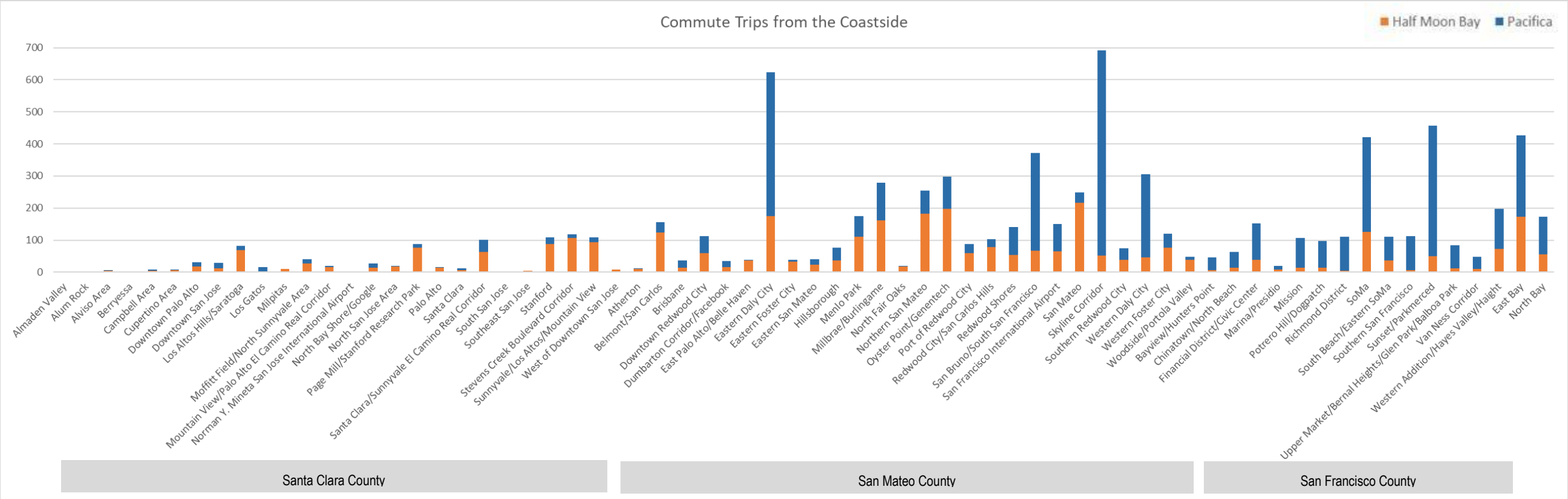


Figure 15 Destinations of Trips from the Coast



*Trips from Pacifica*

Approximately 4,900 trips leave Pacifica during the morning peak period. The highest concentration of trips are headed for destinations in Daly City, Colma, and Westborough areas of northern San Mateo County. About 19 percent of trips are bound for San Francisco, with the Sunset, SoMa and Financial District areas generating the most trips. Other parts of San Mateo County are generating fewer than 100 trips each and very few trips are bound for Santa Clara County. See Figure 18 for a graph of destinations from Pacifica and Figure 20 for a map of that data.

**Figure 16 Top Destinations of AM Trips from Pacifica**

Pacifica to:	Approximate Number of Weekday AM trips
Pacifica (remaining in zone)	3,510
Daly City / Colma / Western Daly City	709
Westborough / Serramonte	640
Western SF	407
SoMa & Financial District, SF	408
San Bruno	305
South San Francisco	304
Half Moon Bay	135

*Trips from Half Moon Bay*

About 4,000 trips are made from Half Moon Bay during the morning peak period. Compared to Pacifica, the destinations of these trips are spread out much more with fewer concentrations of note. Pacifica is the zone receiving the most trips from Half Moon Bay at about 275 trips, followed by Daly City and Colma with about 220 trips. Only 4.6 percent of trips are bound for San Francisco, or about 400 trips. This is compared to about 1,600 trips from Pacifica. See Figure 19 for destinations of trips from Half Moon Bay and Figure 21 for a map of that data.

**Figure 17 Top Destinations of AM Trips from Half Moon Bay**

Half Moon Bay to:	Approximate Number of Weekday AM trips
Half Moon Bay (remains in zone)	4,796
Pacifica	275
Daly City / Colma / Western Daly City	221
San Mateo	216
Oyster Point / Genentech	198
South San Francisco	183
SoMa & Financial District, SF	164
Millbrae / Burlingame	162
Belmont / San Carlos	123

Figure 18 Vehicle Trips from Pacifica

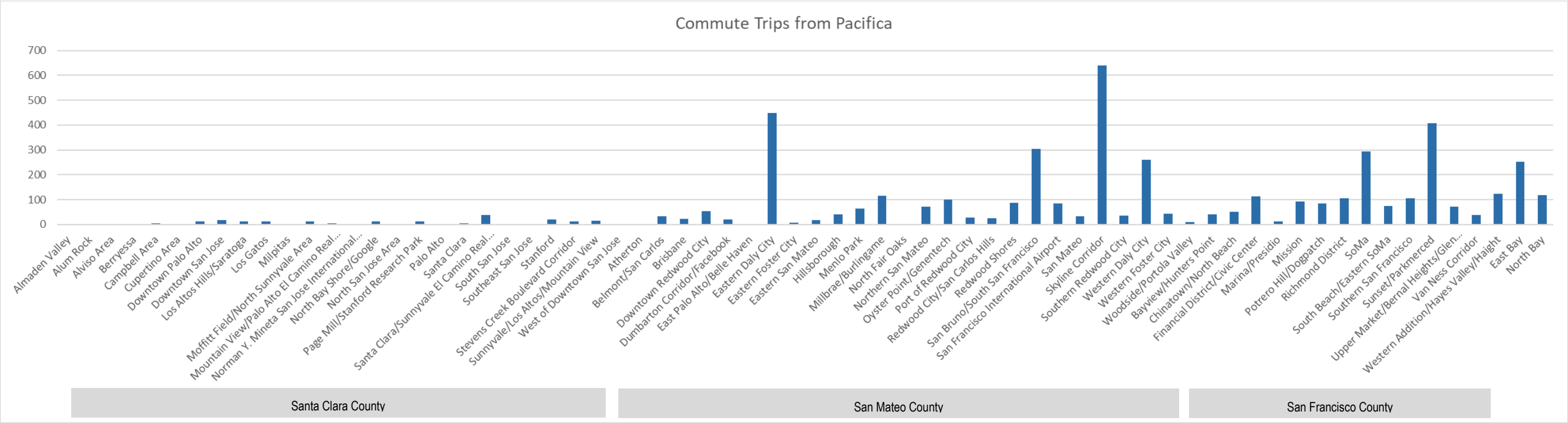


Figure 19 Vehicle Trips from Half Moon Bay

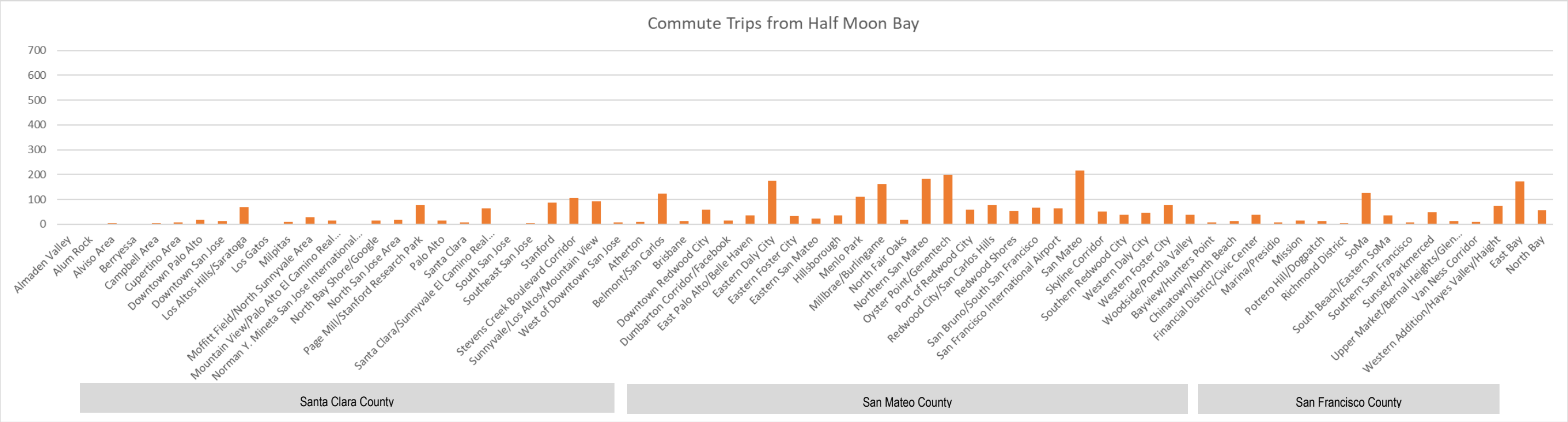


Figure 20 Destinations of Trips from Pacifica

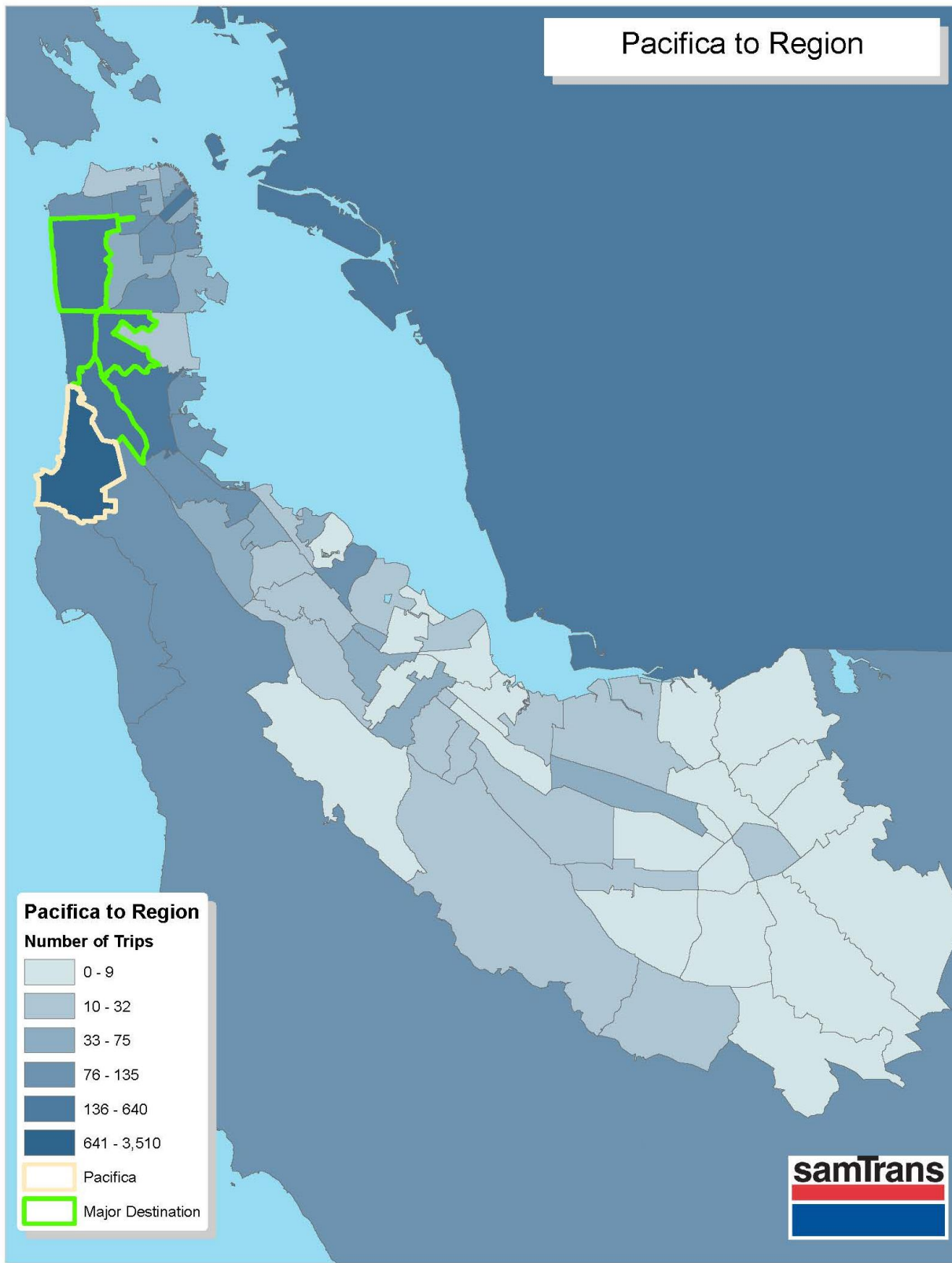
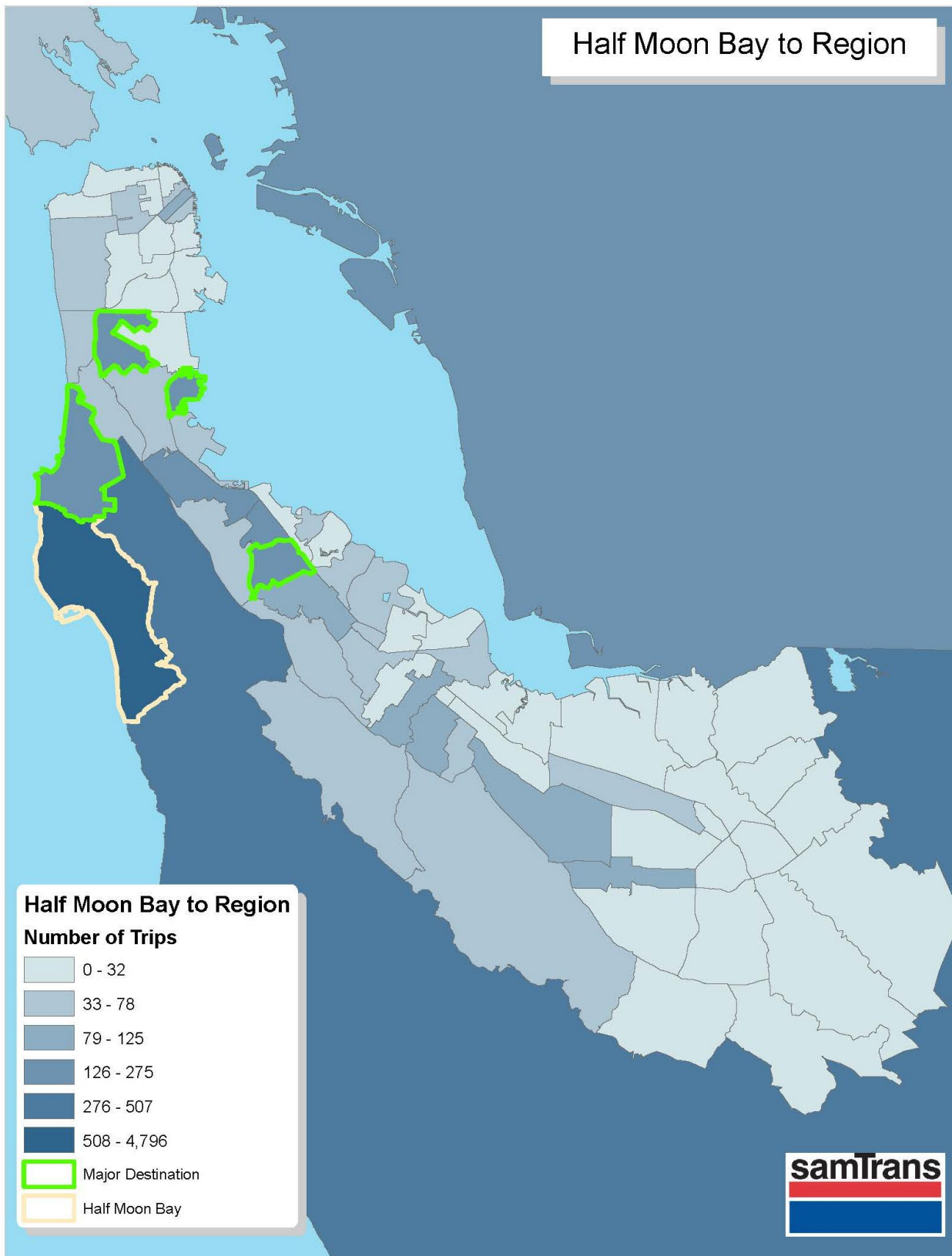




Figure 21 Destinations of Trips from Half Moon Bay



## 3 Study Outreach

A series of stakeholder engagement efforts were undertaken as part of the existing conditions and goal-setting process for the Coastsides Transit Study. Engagement efforts included:

- Two rounds of public meetings held in April 2017 and January/February 2018 in both Pacifica and Half Moon Bay
- Collection of comments from the community and interested stakeholders on the SamTrans study webpage and via emails with staff
- Presentation at and letter from Half Moon Bay City Council
- Letter and phone calls with representatives of Pacifica Climate Committee
- Phone calls with County of San Mateo planning staff responsible for the related and ongoing Connect the Coastsides and Plan Princeton planning efforts

### FIRST ROUND OF COMMUNITY MEETINGS

The first round of community meetings were held in Pacifica and Half Moon Bay in April 2017 in order to introduce the Coastsides Study effort and allow the community to guide the initiatives considered as part of the study.

About 50 people total participated in the two meetings, with attendance at similar levels between Pacifica and Half Moon Bay. The meetings were publicized on SamTrans' social media channels and through a press release. SamTrans Board Member Zoe Kersteen-Tucker, who represents the Coastsides on the SamTrans Board, attended and welcomed participants at both meetings.

### Common Themes

**Connections to Regional Rail and Destinations:** Attendees at both meetings placed high importance on frequent and direct access to BART stations. Most attendees mentioned using the service during peak periods to access work, though some requested mid-day and weekend service to reach other activities.

Participants in Half Moon Bay requested that a new express bus service be introduced from Half Moon Bay, while attendees in Pacifica asked that the express service into downtown San Francisco be reinstated. This service was, called the DX, was discontinued in 2009 around the time of the Great Recession as part of a larger set of cuts in routes that were becoming less productive. While there were requests for a direct route into San Francisco, a similar share of attendees indicated that a frequent route with service to BART would be acceptable or even preferable to a bus into SF, noting that during peak periods the bus would encounter congestion possibly making it slower than BART.

**Service Span:** Requests for longer service span was a common point of discussion at both meetings, particularly service on weekends within Pacifica and later trips into the evening and

late night hours for both parts of the Coastsides. Seniors mentioned that service within Pacifica is non-existent on weekends, leaving transit-dependent people stranded. Others, particularly in Pacifica, mentioned that the 118 currently stops running relatively early in the evening, which makes some commuters nervous that they won't be able to leave work and make the BART trip in time to make the last 118 traveling south. One meeting attendee in Half Moon Bay pointed out that the current schedule of the 294 does not run late enough to accommodate a family member takes evening classes at College of San Mateo.

**Facilities and Vehicles:** Questions about the size of vehicles that SamTrans uses on the Coast, as well as requests for more amenities at bus stops was a common theme. Attendees at both meetings discussed the need for more amenities at Linda Mar Park-and-Ride, where riders wait for most Coastsides bus routes. Specifically, attendees discussed a better waiting area and requested secure bike lockers for those who might want to access the bus on bicycle. Bus stops throughout the Coastsides area were requested as well. Many attendees asked about the typical vehicle size that SamTrans uses on the Coastsides and whether the agency could use smaller vehicles (and whether this would save the agency money).

**Communications and Marketing:** In Pacifica, meeting attendees expressed confusion over how to use the FLX Pacifica route, indicating that an education campaign on this topic is a good idea. In addition, participants requested that SamTrans better market service changes, particularly minor ones that occur during runbook changes three times per year. Suggestions included the dissemination of paper schedules and a scrolling ticker on the SamTrans website homepage.

## WEBSITE COMMENTS

A project webpage is housed on the SamTrans website and offers a study overview, schedule updates, and a form to leave comments. Between April and December 2017, 39 online comments were received via the website or email. Staff read and categorized the comments in order to analyze themes or requests made repeatedly. The full set of comments can be found in Appendix A.

Of the 39 comments, the most common requests included better connections to BART from the Coastsides and a direct connection to San Francisco. The community also submitted comments requesting more frequent service on existing bus routes, more information or service on the FLX Pacifica route, bus service to more places, and additional communications tools (e.g., real-time bus arrival information). Less popular comments were related to intra-Coastsides service and connections to Caltrain or San Mateo. Multiple commenters suggested that SamTrans consider using smaller vehicles on the Coastsides. The full set of comment categories and the number of comments related to each is shown below.

**Figure 22      Online Comment Categories and Number of Related Comments**

Category Code	Categories	Number of Related Comments
BART	Service to BART	13
SF	Service to SF	8
FREQ	More frequent service	7
FLX	Comments related to FLX or more flexible service	7
COV	Coverage-related request	5
COMM	Communications breakdown or education needed, such as real time arrival info	4
SMALL	Smaller buses mentioned	4
OPS	Operations-related comment (e.g., Clipper machine broken on FLX bus, on-time performance issue)	3
SPAN	Comments requesting additional service span, including late night and evening service	3
LESS	Requests for less service	2
FARE	Fare-related request, including request for a transfer policy	2
INTRA	Discussion of intra-Coastside service needed	1
SM	San Mateo destination/Foster City/Bayside locations	1

## INSIGHTS FROM ELECTED OFFICIALS AND COMMUNITY GROUPS

As part of the study outreach, SamTrans received input written from the Half Moon Bay City Council and the Pacifica Climate Committee.

The Half Moon Bay City Council sent a letter to SamTrans with respect to the Coastside Study requesting an increase in frequency of Coastside services during commute periods and service which better accommodates commuters using BART and Caltrain. The Council also suggested a weekend beach service to help relieve traffic on Highway 92 and a policy in which more employers in the area subsidize transit for employees. The full letter is found in Appendix B.

The Pacifica Climate Committee, a grassroots community group dedicated to environmental sustainability efforts in Pacifica, submitted a letter with specific requests in August 2016. Staff also interviewed two members of the Pacifica Climate Committee to learn more about their requests and efforts. Key requests discussed in the letter were re-introduction of an express bus

route from Pacifica to San Francisco, as well as additional service between Pacific and BART stations. Communications-related efforts were also discussed, including promotion of Linda Mar park-and-ride, free bus token days for students in the area, and expanded social media efforts. The group also requested that SamTrans undertake a Coastside Transit Study. The full letter from the Pacifica Climate Committee is found in Appendix B.

## SECOND ROUND OF COMMUNITY MEETINGS

A second round of community meetings was held in late January and early February 2018 in both Pacifica and Half Moon Bay again. The purpose of these meetings was to share the findings of the market analysis conducted as part of the Coastside Study, as well as the draft recommendations for near and long-term implementation. Again, the meetings were promoted via SamTrans social media channels and through a press release. The meetings and recommendations were included on Patch.com, *Mass Transit Magazine*, and *The Almanac*.<sup>4</sup>

Four members of the public attended the meeting in Half Moon Bay and about 40 people attended the Pacifica meeting. Again SamTrans Board Member Zoe Kersteen-Tucker, who represents the Coastside, attended and welcomed participants at both meetings.



## Common Themes

In general, participants were pleased with the near-term improvements for the 118 and FLX service, as well as the proposed longer-term initiatives (described in Chapter 5 of this report). Participants also reiterated or noted new considerations SamTrans will continue to consider in ongoing planning efforts. A summary of key themes from meeting comments are below.

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<sup>4</sup> Mass Transit Magazine; [http://www.masstransitmag.com/press\\_release/12394168/san-mateo-county-transit-district-releases-recommendations-for-improved-coastside-transit](http://www.masstransitmag.com/press_release/12394168/san-mateo-county-transit-district-releases-recommendations-for-improved-coastside-transit)

The Almanac; <https://www.almanacnews.com/news/2018/01/25/san-mateo-county-floating-half-cent-sales-tax-for-transportation-improvements>

Patch.com; <https://patch.com/california/menlopark-atherton/samtrans-makes-changes-hosting-2-meetings-recent-study>

**Connections to Regional Rail and Destinations:** Participants in Pacifica noted they would like to get to other places in the Colma and Daly City areas, particularly medical facilities like Seton Medical Center and Kaiser Daly City. Express bus routes from Pacifica to San Francisco and from Half Moon Bay to BART were both requested, along with a bus route into Western San Francisco, eliminating the transfer to SF Muni. A group of parents at the Pacifica meeting also brought up a specific request for a route serving Terra Nova High School students who live in Brisbane. Finally, participants requested a transfer credit between BART and SamTrans for trips that use both services.

**Service Span:** Meeting participants reiterated their request for weekend service within Pacifica and for later service up to midnight, aligning with BART's service window. A participant in Half Moon Bay also noted again that the last westbound trip on Route 294 is too early to serve those taking evening classes at College of San Mateo.

**Facilities and Vehicles:** Participants responded well to the idea of making park-and-ride facilities more multimodal with bicycle facilities and other amenities. Some also encouraged SamTrans to look into a park-and-ride option in Half Moon Bay should a new express-like service be introduced there. However, this facility should be designed to optimize circulation and access into and out of the facility. Participants also encouraged SamTrans to increase the capacity of bike parking at stops and on buses.

**Communications and Marketing:** Participants expressed that reading and locating schedules is a challenge and also requested real-time bus arrival information at stops. One participant suggested that Route 118 be publicized to tourists who want to visit Pacifica and see the coast. Participants also suggested that SamTrans conduct more marketing in order to educate residents on what bus service already exists.

## For Future Outreach

In the future, staff plan to consider holding outreach events in more of a pop-up style as an effort to reach stakeholders in places they normally go, rather than strictly at evening community meetings. For this study, staff had good participation and attendance at the first meeting in Half Moon Bay which was held at the Half Moon Bay Brewing Company in conjunction with an ongoing series of community conversations.



## 4 Improvement Concepts for the Coast

Based on requests generated by participants of the community meetings and shared via the online comment portal, SamTrans generated a list of potential improvement concepts to address the requests. Benefits and trade-offs were identified for each improvement concepts following the review of trip patterns, as well as SamTrans' operational and fiscal constraints.

See Figure 23 on the following page for a breakdown of the potential improvement concepts that were explored as well as the trade-offs and benefits.

### EVALUATION CRITERIA

The following criteria were considered when advancing some improvement concepts as near or longer-term recommendations. Staff evaluated the extent to which the improvement concept was:

- able to be implemented with existing resources (near-term recommendations),
- requested or supported by Coastsides community members who participated in the Study's public process,
- supported as a key market with demand by trip data analysis,
- viable and reinforced by operational constraints and trends, and
- consistent with SamTrans' goal to expand mobility options set forth in the SamTrans Strategic Plan 2015-2019.

Figure 23 Potential Improvement Concepts for the Coastsides

Solution Category	We Heard	Potential Solution	Benefits	Trade-Offs
Coverage	Half Moon Bay residents would like a one-seat ride to BART.	<b>Extend the 118 south to Half Moon Bay.</b>	Estimated nearly 400 trips made currently during AM peak to BART-adjacent zones from Half Moon Bay.	Significant additional resources required. This route would be longer than the ECR, leading to concerns about managing reliability and on-time performance.
	Colma BART station is not served by as many trains as Daly City station.	<b>Adjust route of 118 to serve Daly City BART station instead of, or in addition to, Colma.</b>	Access to more frequent BART service for connecting customers. Slightly cheaper BART fare for northbound trips.	Potential for some resource investment.
	We want a one-seat ride into San Francisco from the Coast.	<b>Reinstate SF-bound express route from the Coast.</b>	Estimated approximately 400 trips made currently during AM peak to downtown San Francisco from Pacifica.	During peak congestion, BART is likely to be faster than remaining on bus into downtown SF. Significant resource investment required.
	We need better connections to eastern San Mateo County and points south.	<b>Add more service to key destinations south and east of the Coastsides.</b>	About 1,200 daily trips from Half Moon Bay and 1,000 trips from Pacifica to eastern and southern San Mateo County during AM peak.	Trips made to the bay side are spread widely throughout the county, presenting challenges for successful transit service. The largest clusters of origin-destination pairs are Pacifica-San Bruno at about 450 trips and Half Moon Bay-San Mateo at 250 trips. Resources required.
Service Span	The 118 does not have enough trips or run late enough in the evening.	<b>Add an additional trip on the 118 in the evenings.</b>	Potential to attract riders by allowing more time and improving comfortability with using BART after work and then catching the 118.	Resources required. Unclear how many riders this will generate.
	SamTrans service is non-existent on the weekends in Pacifica.	<b>Add FLX Pacifica weekend service.</b>	Offers fixed-route bus service to transit-dependent population in Pacifica on weekends.	FLX ridership in general is declining. Significant resource investment.
	The 294 doesn't run late enough to serve late evening College of San Mateo classes.	<b>Adjust schedule or add additional trip westbound to the Coast from CSM.</b>	Ensures service meets school schedule.	Low ridership today. Less than one passenger on average on current last trip of the day heading to the Coastsides from CSM.
Facilities	We'd like to have more amenities at the Linda Mark Park-and-Ride, such as secure bike parking, and at bus stops throughout the Coastsides.	<b>Work with Caltrans and City of Pacifica to add more amenities at the Linda Mar Park-and-Ride.</b> <b>Continue to monitor stop-level ridership for stop amenities.</b>	Improve customer experience waiting for and transferring between SamTrans routes at Linda Mar.	Significant resources and multi-agency coordination required.
Communications	We don't know how to use the FLX route in Pacifica.	<b>Launch an education campaign to users how to use FLX route.</b>	Ensures communication and awareness is not a major barrier to use of the FLX and thus a cause of declining ridership on the FLX Pacifica.	Resources and staff time required.
Operations	Can you run smaller buses on the Coast?	<b>N/A</b> <b>This could be considered when new buses are needed.</b>	--	--
	The Clipper machine is frequently broken on the FLX Pacifica.	<b>This was passed along to Operations to rectify.</b>	--	--

## 5 Recommended Improvements

### NEAR-TERM IMPROVEMENTS

Based on input from the community and technical analysis, SamTrans staff developed a set of Coastside service recommendations for both near-term and longer-term implementation.

Near-term improvements:

- **Extend Route 118 to Daly City BART.** Route 118 currently serves Colma BART. By extending service to Daly City BART, passengers will have new access to a BART station with twice as much train service and a slightly less expensive fare for trips heading north into San Francisco. The current route will not change. *This change took effect in January 2018.*
- **Introduce one additional trip in the evening on the 118.** The new trip will depart Daly City BART around 7:30 pm. This will offer more flexibility to passengers that require a later connection between BART and SamTrans. *This change took effect in January 2018.*
- **Educate the community on how to use the FLX service in Pacifica.** We heard there was confusion around how to use the FLX service in Pacifica. This outreach will seek to spread information on how to call SamTrans to request a deviation on the FLX route, as well as how to use the FLX route as a normal service with stops and timetables. *This campaign will be implemented in 2018.*
- **Evaluate opportunities for better timed transfers to and from Coastside routes.** This improvement will be an ongoing effort to evaluate scheduling with respect to the transfer experience, minimizing wait times and improving connectivity where a transfer is required. *This will be an ongoing effort in 2018.*

### LONGER-TERM IMPROVEMENTS

Longer-term improvements, requiring significant resource investment, which will be further studied by SamTrans staff:

- **Make modifications to the 118 route which may include service to more destinations and/or increased frequency.** This service may extend south to Half Moon Bay and/or operate on weekdays at 20 or 30-minute frequency in the peak commute periods and hourly in the midday period.
- **Invest in physical improvements at Linda Mar park-and-ride,** such as secure bike parking, better waiting areas, restrooms, and other amenities. This would require significant coordination with Caltrans, the owner of the park-and-ride, and the City of Pacifica. Additionally, staff should evaluate options for an **additional park-and-ride**

**facility in the mid-coast/Half Moon Bay area.** This additional facility would provide parking for passengers on the extended 118 route for weekday commutes and serve as a place for weekend coastal visitors to park before using transit or a bicycle (personal or shared) to reach other destinations on the coast. The development of such a facility for dual commuter and visitor purposes would be consistent with the recommendation in the 2013 Local Coastal Plan.<sup>5</sup>

- **Continue to assess opportunities to use non-traditional options** to meet mobility needs on the coast, such as microtransit, bike share, or other new mobility or app-based services. This could include modifying the existing FLX Pacifica service to operate as an on-demand microtransit service for an improved customer experience and more efficient operations.

## NEXT STEPS

### Near and Longer-Term Initiatives

Two of the four near-term improvements were implemented in the January 2018 set of service changes. The FLX Pacifica education campaign will be implemented in Summer 2018 through partnership with SamTrans marketing staff.

Longer term improvements will continue to be evaluated and have been included in the SamTrans Business Plan (2018). Staff will seek to begin developing the necessary partnerships with other agencies such as Caltrans and the cities of Pacifica and Half Moon Bay. However, additional funding will be necessary to implement one or more of these initiatives.

### Initiatives for Future Study

This Study sparked ideas for additional planning and evaluation work. Though outside of the scope of this Study, these questions and ideas are worthy of future exploration for their potential to focus and address the mobility needs of residents and visitors of San Mateo County's Coastsides communities.

#### Establish SamTrans goals for providing service on the Coastsides.

The Coastsides service area differs in many ways to the rest of SamTrans' service area, including the North County and the San Francisco Bay side communities of San Mateo County. Identifying the goals for serving the Coast will help SamTrans prioritize the type of service investment it makes in this service area. SamTrans will consider the differing context and needs of the Coast and develop a set of goals as part of either an upcoming Short Range Transit Plan (SRTP) or Comprehensive Operations Analysis (COA).

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<sup>5</sup> *Local Coastal Program Policies*, County of San Mateo, June 2013, section 2.54, page 2.23.

Explore whether a Coastside bike share system could help address mobility needs.

The Coastside is a beautiful part of the County where, with infrastructure investment creating a safe environment, short trips could be achieved by bicycle. SamTrans will identify and/or partner with the appropriate agency to explore the potential for a bike share system on the coast.

Analyze complementary weekend trip-making data for patterns.

This Study included detailed analysis of weekday peak period vehicle trips made to and from the coast. In a future effort, SamTrans will seek to evaluate a weekend data set to determine how trip patterns may differ between weekdays and weekends.

Consider re-introduction of Express Bus service from the coast.

SamTrans understands that prior to the Great Recession, an express bus service existed between Pacifica and downtown San Francisco. SamTrans evaluated the potential for re-introduction of this route as part of both the ongoing Express Bus Feasibility Study and this Coastside effort. The Pacifica to San Francisco market did not meet the daily trips threshold to be included as a shortlisted route in the Express Bus Study. Operations staff also indicated that due to heavily-congested freeway conditions, this route would likely be 30 minutes longer with less reliability than it was previously scheduled. However, SamTrans may consider re-introduction of this service again in the future.

Continue regular evaluation of bus service on the coast.

SamTrans will continue to monitor performance and demand for bus service on the Coastside. Some of the ideas generated as part of this Study have not been included in the list of near- or longer-term initiatives. However, they will be considered in the future should development or demand conditions change and warrant a different type of service. Initiatives for future consideration include:

- Weekend bus service and bus service in the late evening hours
- More frequent bus service
- Extended service into San Francisco
- Service using smaller vehicles

# Appendix A Website Comments Received

Date Received	Comment
4/7/2017	Please don't run the 17 Route bus any later than they run now - 8:45 PM. Drivers are already very noisy in the AM at 6th & Farallone in Montara.
4/11/2017	I'd like to see buses coming more regularly. On a 20 minute basis would be ideal. I mostly need to get to BART in Daly City, and shopping areas like Hillsdale, Tanforan and Serramonte. I would like to see a service like Flex that allows riders to book pickups in advance.
4/11/2017	I think you should re-instate the 294 run from Pacifica to Hillsdale. An express bus to downtown SF would be good too even if it only started at Linda Mar. I think that used to exist. Thanks for asking.
4/12/2017	Please consider access to national park sites (as well as other recreation destinations) in your study. GGNRA manages 3 locations in Pacifica, as well as 1 large site on the coastside. Please contact me if you would like to discuss with NPS and get more input. Thanks!
4/17/2017	- Would be great to have direct or express bus to SF Downtown/SOMA. Similar to the Golden Gate bus routes. 1hr travel time or less. - Weekend express bus to key areas similar to Muni's 76x to encourage more people heading to the beach for activities. - Have those routes a few times a day
4/17/2017	I greatly value Samtrans my daughter uses it to get to school in SM. I'd love to see a bus that goes all the way to SF without a bus transfer & or a direct bus up to the BART without a transfer. I'm not sure about the ridership but having a midday bus to Pescadero bus would be terrific. 2 a day seems so far apart.
4/18/2017	I would like to suggest SAMTrans establish a more direct and more frequent bus service from Half Moon Bay and the mid-coast to Daly City or Colma BART. In addition, I believe consideration should also be given to a more direct and frequent bus service to San Mateo or Hillsdale CalTrain. Both of these services would connect the coastside to regional transit and thus eliminate the need for a car for many trips over the hill. I think the frequency of every half hour would be necessary especially during a couple of hours of both morning and evening commutes. One might consider a new route altogether or repurposing the 294 route to service both ends of BART connection to the north and CalTrain to the south. A well-crafted survey might be useful for determining the viability and potential use for such services and to determine whether efficient connections to both regional transit systems would have any value to coastside residents. I formerly commuted to Oakland from HMB by car and BART and I would have given anything for fast bus service to BART. I think this service could also benefit from good wifi and perhaps could be half or three quarter size bus rather than full-sized, depending on frequency and demand. The service might also benefit from extra bike capacity on weekends to further facilitate the visiting public's mobility once at a destination on the coast. The key to the success of any bus route improvement is frequency, efficiency in getting to the destination with as few stops as possible and to allow sufficient time for people to become aware and try the service and sufficient advertising to attract new customers to it and make the public aware. I think we would also need to address mobility within the mid-coast by increasing shuttle service. The current one shuttle is not likely enough service to make the shuttle viable. I think we can also benefit from other alternatives e.g. Ebikes, pedicabs, etc to facilitate mobility for visitors to reduce car use on the coastside. Perhaps we could use the Naomi Patridge trail along Hwy 1 to move people using Ebikes or even a series of pods pulled along by a sustainably powered vehicle of some sort.



**COASTSIDE TRANSIT STUDY | DRAFT FINAL**  
SamTrans

Date Received	Comment
4/18/2017	In pacifica, losing the extension of service through Everglades between Oddstat and Terra Nova on weekdays had a big impact on our family's ability to rely on samtrans as a consistent and safe mode of transportation for our child as well as in keeping reliable caregivers. The timetables created stress in planning not only for transportation to and from school but to extracurricular activities. Early in the inception of the Flx route, I attempted to call to inquire about flexing the route to help meet our needs, I had no success in getting through. With great reluctance, we too started using shared ride service as an option. So my suggestions would be to reconsider the expansion of service routes and timetables, and making the FLX routes easier to use as they were intended. Thank you.
4/19/2017	Pacifica needs service in to the 19th Ave/Junipero Serra Corridor. This would lend access to the SamTrans trains of SF. An express line into SF and into Daly City (BART) is very much needed. Also, why doesn't SMC SamTrans offer transfers like SF does? This would make taking the bus more affordable.
4/19/2017	I sometimes take the 118 bus to Colma BART - I would take it more frequently if it ran more often, but the times are too limited. A similar service to Daly City BART, which has more lines to the city, would also be desirable. I know lots of people who daily commute to SF or SJ and don't take transit because the bus schedule is too inflexible. The 110 and 112 have too many stops and it takes too long for a ride to work.
4/19/2017	Bring back service from Pacifica to San Francisco financial district and return during commute hours.
4/19/2017	We need much more bus service than we currently have. Some years ago service was much better in that there was an express bus that went directly to downtown San Francisco. We also had more frequent express bus service to Colma BART station. All of this was taken away in spite of public outcry about it. I finally was forced to drive to BART because there were no other options available that suited my needs. It would be nice to see a return of a bus that goes directly to downtown San Francisco.
4/19/2017	Many older adults are reluctant to drive out of the area for shopping, healthcare and leisure activities. WE want to go to a movie in San Mateo, the symphony in SF but we are not used to public transportation, We need education in using public transportation, introduction to Clipper Card (reduced fees!) , assurances of safety and good connections. Door to door transportation projects now in use in many cities, a great idea. Uber/Lyft connection. Great!
4/19/2017	I think that SamTrans should be an active component of the Connect the Coast study. This is because Connect the Coast is not seriously considering public transit as a part of their solution. Also smaller buses, more frequency. Perhaps have your stops more like in other parts of the world... You stand on the side of the main road in certain spots and the bus stops and gets you/ then pull the cord when you want off? Faster and more direct
4/19/2017	I was at the meeting in HMB. I am in the process of collecting names of people who might take an express commute shuttle/bus from the coast to Foster City. I've setup a website to collect a list: coastcommute.org Also - there was talk of a 'free' shuttle within the towns on the coast - I think you should also look at some kind of paid service - even if very cheap \$10 per household per month for unlimited rides. Perhaps if people have 'skin-in-the-game' they will be more likely o go out of their way to take advantage - might be worth an experiment.
4/19/2017	Express routes from certain points in Pacifica to major transit. (BART, Caltrain). May also need to start thinking out of the box on how to partner with rideshare companies. Mass public transportation on the coast is not an easy task due to small disperse populations.
4/20/2017	More direct bus service along route one from Half Moon Bay to the BART would be great, particularly during the day. In Seattle, there were Rapid Ride bus lines that made limited stops and were only along major roads.

**COASTSIDE TRANSIT STUDY | DRAFT FINAL**  
SamTrans

Date Received	Comment
4/20/2017	We need more frequent service both north and southbound on highway 1. Use large vans or small buses, not the usual bus size appropriate for larger numbers of riders. There is a real need for more bus stops, particularly just north and south of town.
4/20/2017	Would love more bus routes from Rockaway to Colma or other BART stations. Thanks!
4/21/2017	I use bus (110, 112) to get to BART - for events, for SFO, to meet friends, etc. If it weren't so arduous, I could use it for work, but right now it's not time or cost effective. I would like to use bus to get to/from tunnel walk, to/from Half Moon Bay, etc. but I don't see how all that works. Thx.
4/22/2017	Need better bus service directly to SF!
4/25/2017	The teenagers, young adults, and non-drivers need a direct bus to BART or points in San Francisco on weekends at reasonable times. The buses now to BART take nearly an hour with 35-40 stops in what is a 10-min car ride.
4/27/2017	I live at [omitted] in Pacifica. I am unable to attend the meeting tonight as the last FLX service ends at 6:15pm from Linda Mar Transit Center to my home. For 10 years, I have been a substitute teacher's aide for the Pacifica School District. I need transportation from [omitted] to the Linda Mar Transit Center where I am able to transfer to the 110, 112 or 118 bus. The distance between the Oddstad busstop and the Linda Mar Transit Center is approximately two miles. I do not have a car and, as a senior, I cannot walk the round-trip four miles a day after working in the classroom. This would be unfair to me. If FLX were discontinued, I would no longer be able to work for the school district. Continued service is vital for me. FLX weekend service was already discontinued, which severely limits my transportation options on Saturdays and Sundays. The Clipper machine on FLX has not been working for a long time. Are you aware of it? If the machine is not working, you would not be aware of how many riders have used FLX. Please feel free to contact me at [omitted]. Thank you. [omitted]
4/27/2017	Please bring back the DX from southern Pacifica to downtown or any near BART station. Even if it's a half bus, like Chariot in SF, it would be much appreciated. This will take so many cars off the road and improve our quality of life!
4/27/2017	It would be nice to have bus service for kids getting to and from their schools in Pacifica from the Park Pacifica area in back of valley. At least run it in the morning and mid-afternoon hours.
4/27/2017	Is it possible to use smaller buses during off peak hours? It would reduce the cost per trip and perhaps allow for more frequent runs.
4/27/2017	The ability to provide GPS data to popular transit apps.
4/27/2017	The transit needs of the coast are as follows: on time buses by Palmetto Ave in Pacifica, especially in the morning for kids going to school, more bus stops going to Half Moon Bay and in Half Moon Bay
4/28/2017	I stopped taking the FLX because the clipper card machine has been broken for over 3 weeks and I got tired of always having to look for cash to pay my fare. It took me 2.5 hours to get to my job in the city (FLX to Linda mar, 110 or 118 to Colma, etc...). If there could be an Express bus into the city, I think it would be convenient for many.
5/2/2017	During peak hours, you should combine the 17 and 118 so that there is direct service from Half Moon Bay to BART. Please also consider interlining the 112 and 17 buses at other times to provide direct service to BART. The transfer at Linda Mar is completely random and is often missed due to tight scheduling/delays.

**COASTSIDE TRANSIT STUDY | DRAFT FINAL**  
SamTrans

Date Received	Comment
5/6/2017	<p>Provide express bus to Colma Bart and San Mateo Caltrain during the morning and evening commutes. Use a limited number of park and ride locations, eg. 1 or 2 per city: South Half Moon Bay, North Half Moon Bay, El Granada, and South Pacifica. A limited number of stops will reduce the commute time and increase participation.</p> <p>Create a Canada Road stop on SamTrans bus routes. This will allow bicyclists to commute along the peninsula and to the coast. It would be used for commuters to work and recreational bikers.</p>
5/16/2017	<p>I live in a Sr. housing apt. in Park Pacifica. I work for Pacifica Spindrift Players at 1050 Crespi Drive, which is 2.3 miles from my home. The Pacifica Flex Bus only runs clockwise and only during the week. There is no weekend bus service. I feel like I'm being held hostage because of no buses on the weekend. Also, the 110 only runs on school days so no 110 during the summer when school is out. There are 2 Sr. housing apts. here and we need better bus service.</p>
7/19/2017	<p>Three different routes run down Inverness Drive in Pacifica at all hours of the day and night. There are cars parked on both sides of the road and there is barely enough room for one lane of traffic let alone two buses trying to use the same road. Often one will have to pull their car over for a bus to pass, and sometimes busses are stuck waiting at one end of the street waiting for a another bus to traverse. In later afternoon there is very frequently no one riding the busses. Can you please look at rerouting the buses that use Inverness so frequently. Could they just remain on Skyline and not come into the residential areas? Thank you.</p>
9/1/2017	<p>We need more buses especially during the week kids have lots of activities and seems like there is only one bus every hour our town is growing so much we should be able to have a bus every 30 from HMB to Montara and vice versa. Many also travel to San Mateo more frequent service on 294 route</p>
9/8/2017	<p>Pacifica definitely is a coastal city ,integral to SF, midcoast, HMB, Pescadero, Foster City, San Mateo ,Palo Alto, Santa Clara, San Jose, Oakland,Sacramento, SFO, etc. Interconnectedness is NEEDED. Intra, a complete web within and around internal Pacifica is essential as well. We can not compete with ridership on the El Camino. We are a tourism, recreation business area. The flow of people is vital. We don't want multi cars whizzing through us. People need access with bicycles, surf boards, babycarriages, skateboards, fishing poles. They need to get from one place to another in town with these items. Mobility into and around Pacifica must be complete ,convenient and that means often. Transportation must meet that criteria.The coast economy depends on it. Our economy is the County, is the States, is the Nation's economy. Our recreational sites and activities, the Pacifica Ocean and our numerous access points to the ocean are unique, are an asset to all The viability of the cossy, Pacifics, is revenue tol those entities as well as to local businesses. Please connect with me regarding coastal transportation. [omitted]. Thanks. Why aren't we part of connect the coast?</p>
12/14/2017	<p>I just wanted to say that I think that an express bus from HMB to Daly City would be a great asset to HMB. I think it would need to continue to run hourly after evening rush hours up until 11:00pm or even midnight to correspond to BART hours. I think it would be a great improvement over driving all the way by car to SF, etc. We could even have connectivity to SFO via BART. Really deserves consideration!</p>
12/14/2017	<p>I live on Oddstad Blvd in Pacifica and there is NO transportation on the weekends. My husband passed away a couple of years ago and I don't drive. I feel like I'm being held hostage with no buses on the weekends or on holidays and when schools are closed.</p> <p>I also don't understand why the Flex Pacifica does not run in both directions. I work at [omitted] and I have to take a bust to Linda Mar Park and Ride, get off, get back on and pay another fare in order to get to [omitted].</p>

**COASTSIDE TRANSIT STUDY | DRAFT FINAL**  
SamTrans

Date Received	Comment
12/19/2017	<p>The near- term improvements regarding extending the 118 route to Daly City and the additional 7:30 pm bus service will indeed be of great benefit to commuters and passengers. While clarification on the use of the FLX service will be extremely helpful.</p> <p>I would however like to make two comments about longer-term improvements. The introduction of an express bus route between Half moon Bay and Daly City Bart would be a long awaited benefit to the area. However it is essential to these plans that you include a stop in Pacifica. Pacifica Manor is right next to Highway 1 and would not involve any major changes to scheduling. Obviously there would not be any need to duplicate the 118 peak commute service, but the hourly midday periods would be of significant use to those passengers who travel at other times of the day, and would illustrate that Sam Trans cares for all its passengers not just commuters.</p> <p>My second comment involves the fact that there is still no provision being considered to providing a late night bus to Pacifica on weekends. I am advocating for the addition of one late night bus at around 10:30 or 11:00 pm on Saturdays and Sundays from Daly City to Linda Mar.</p>
5/9/2018	<p>Thanks to all for all of you hard work on these important issues. Again, my comment is to request weekend service from the Park Pacifica Area in Pacifica. Presently, there is no Sam Trans Bus Service and no service on major holidays, including the Flex Bus. There are 2 Senior Citizens Housing complexes and many residential homes in this area. Not to have service on the weekends and major holidays makes me feel like I'm stranded on a deserted island.</p>
5/9/2018	<p>use smaller, more frequent buses, and add a few more nonstop/express buses to BART</p>
5/13/2018	<p># 112 (Linda Mar Park &amp; Ride - Colma BART) Morning: More frequent service, or one that works to bell schedule for Summit Shasta High School Afternoon: Current service from Hickey Blvd and Campus Drive back towards Pacifica leaves at around 3:35 pm. If it were shifted to around 3:45 (and at 5:10), Shasta students can take it back home. There is also a comment for #112 wishing to run wider area including Fassler Ave in Pacifica instead of small circle at Linda Mar. Also stop at Reina Del Mar Ave and Fassler Ave on Highway 1 in Pacifica.</p>
5/13/2018	<p># 17 (Linda Mar Park &amp; Ride - Miramontes/Moonridge; Pescadero (limited service) Student coming from Moss Beach takes #17 transfers to # 112 wishes better connection between these lines.</p>
5/13/2018	<p>There are several requests for increased and better timed service on #112 from Shasta families from Pacifica. Shasta's regular bell schedule is currently 8:20am - 3:30pm, and 5:00pm is after school activities ends. School location is planned to be changed about 1 block farther away from Serramonte Center next year.</p>
5/16/2018	<p>My son goes to Summit Shasta High School in Daly City. Since this school is new, there is no bus service established even though it is located conveniently close to Serramonte Center. I have collected some request from Shasta students' families and I would like to share them with you.</p> <p>Summit Shasta Bell Schedule (2017-2018)</p> <p>8:20 am - 3:30 pm Monday - Friday</p> <p>5:00 pm activities and office hour end Monday - Friday</p> <p>* School new building location will be a little farther from Serramonte Center</p> <p># 130 (Daly Bart - Airport/Linden) extend to Brisbane</p> <p>This is the best possible route for Brisbane students if it is extended to Brisbane which is about 2 miles away from the last Airport/Linden stop as it takes short time and runs often.</p>

**COASTSIDE TRANSIT STUDY | DRAFT FINAL**  
SamTrans

Date Received	Comment
	<p>(Currently it stops at Linden, so students have to change to #292 which requires long wait as long as 30 minutes at less safe area.)</p> <p># 24 (Brisbane - Westmoor) extend to Shasta Morning: From Brisbane (7:13 am) to Westmoor (7:51 am) extend to Shasta will work Afternoon: Shasta ends later than Westmoor HS (current 3:05 pm departure from Westmoor has to be adjusted) This line will cover Southern Hills Daly City area</p> <p># 121 (Pope/Bellevue – Skyline College) Morning: South Hill Blvd and Alta Vista Way could use another pick up 20 minutes later than 6:58. Afternoon: Departure needs to be changed to later time around 3:45 pm instead 3:32 pm. More frequent service is requested during commute hour instead of every 1 hour that stop at Southern Hills in Daly City especially in the morning.</p> <p># 140 (SFO AirTrain – Manor/Palmetto) extend to Shasta This line is used by students from Sneath Lane area in San Bruno who currently have to transfer to 121</p> <p>Bayshore District currently no service # 24 will pass this area once it's extended to Shasta, but they may need a stop close enough for the area.</p> <p># 28 (Serramonte Center - South San Francisco High) This one only runs one direction at commute time. SSF student wishes to ride the other way.</p> <p># 120 (Colma Bart Station - Serramonte Center) This bus is often used by Shasta Students</p> <p>Commute.org shuttle service between Brisbane and Balboa Park Bart Station The last bus leaves 6:45pm. When students attend after school activities, they need a ride later than this time.</p>
5/20/2018	<p>There are many Shasta students in pacifica abd a service to bring them straight to the Linda Mar Park and ride without transfers would save multiple parents abs parent carpool currently going on.</p>
5/20/2018	<p>I am a parent at Summit Shasta High School at 699 Serramonte Blvd.</p> <p>It would be great if there could be a bus route running from the school to the Washington St/MacArthur Drive bus stop.</p> <p>Currently my son takes the 120 from school to Southgate/Westridge and then walks about 20 more minutes to home.</p>
5/20/2018	<p>It would be nice to have transport options to Shasta Summit high school in Daly City on Monday to Friday. I have 2 children attending and know several other children that live in the valley in Pacifica. Thanks for listening.</p>

**COASTSIDE TRANSIT STUDY | DRAFT FINAL**  
SamTrans

Date Received	Comment
5/21/2018	I'd like to see buses running along Skyline blvd between San Bruno and to Summit Shasta H.S. in Daly City (near Serramonte Center).
5/21/2018	Hi I am a current public school staff member and one day future parent living in Pacifica, CA. I am leaving a comment to support new bus routes for JUHSD schools in our coastal city. Currently I live in Marina Way near Strap Park, Pacifica and have many families that live in my neighborhood with public school students.
5/21/2018	I would like to see the times for the 112 bus moved about 10 or 15 minutes ahead on the return to Linda Mar, at least once during the day. My child attends Summit Shasta at Serramonte Del Rey and the bus back to Pacifica literally goes by right at the time they get out of class. (3:30). They have a little ways to walk and have to run to catch the bus or leave school early, or wait till 4:30. If the bus was at 3:45 you would have much higher ridership.
5/23/2018	1. I would like to make a strong request for FLX service on the weekends, even if it were limited service as I do not have a car. It is a two mile walk from my apartment on Oddstad Blvd. to Linda Mar Shopping Center. 2. I would like to have FLX service extended an hour with the last departure from Linda Mar Park-n-Ride at 7:15 p.m. rather than 6:15 p.m.
5/23/2018	As a parent of a Summit Shasta High School student, it would be wonderful to have a better public transit option for our son to take to get to school from the Montara / Moss Beach area (north of Half Moon Bay). Currently, if I understand correctly, the morning bus runs through Moss Beach once every hour, and with a transfer at Linda Mar, it would take about an hour and a half to get to his school, provided he doesn't miss the transfer at Linda Mar. He would have to catch the bus around 6:30 in the morning to hopefully arrive to the school location by 8:00. Obviously it would be great to have some sort of an express route that runs up from HMB into Daly City. Thank you for your consideration.
5/24/2018	<p>I writing on behalf of students from Summit Shasta high school who live in the Southern Hills area of Daly City.</p> <p>Currently my son takes the 121 bus from Alta Vista Way to the corner of Callan and Serramonte Blvd to get to school. The bus picks up at 6:58 am. To get home, he has to run out of school to catch the bus from the same intersection, where the bus is scheduled to pick up at 3:33 pm.</p> <p>Unfortunately there has been times where the bus arrives one or two minutes early to the Serramonte stop and he has missed the bus. He checks his cell phone for the time arrival. The next bus that will take him home to Alta Vista Way and South Hill Blvd stop is another hour later.</p> <p>Can there be a schedule change that will enable students to catch the 121 bus a little later, 5 or 10 minutes later so that he can take this bus home? 3:40 is a better time.</p> <p>Also, the pick up in the morning from Alta Vista and South Hill at 6:58 is the last time that will take him to school on time. Can the next bus that comes to Pope and Bellevue drive to the Alta Vista stop? I think this is at 7:28.</p> <p>I appreciate your input and help!</p> <p>Sincerely Summit Shasta parent</p>



**COASTSIDE TRANSIT STUDY | DRAFT FINAL**  
SamTrans

Date Received	Comment
5/24/2018	<p>We'd like to request better commute options for Pacifica families.</p> <p>I'm providing my input with regard to the above-referenced bus schedule service.</p> <p><b>ISSUES</b></p> <p><b><u>Weekday Afternoons: Southbound SamTrans Route #112 (Gateway/Hickey to Pacifica)</u></b> Bus arrives at 3:35 pm - the students get out of school 3:30 pm and there's not enough time to get from class to the bus stop. Then the students have to wait a whole 1 hour for another bus to arrive.</p> <p><b><u>Weekday Mornings: Northbound SamTrans Route #112 (Pacifica to Gateway/Hickey)</u></b> Bus runs hourly. Summit Shasta students start school at 8:20 am.</p> <p><b>POSSIBLE SOLUTIONS</b></p> <p>Recommendations During the School Year:</p> <p><b><u>Weekday Afternoons: Southbound SamTrans Route #112 (Gateway/Hickey to Pacifica)</u></b> Adjust schedule for pick-up time in the afternoon from 3:35 p.m to 3:45 or 4:00 pm (or add another bus for pick-up).</p> <p><b><u>Weekday Mornings: Northbound SamTrans #112 (Pacifica to Gateway/Hickey)</u></b> Add another bus in the morning to run every half hour would help students from Pacifica going to Gateway/Hickey and arriving on time for school at 8:20 am.</p> <p>We appreciate your time and consideration with regard to our input and request.</p>
5/25/2018	<p>I am writing to ask the SamTrans board to include Summit Shasta high school in the bus route plan. My daughter will be starting high school at Shasta this fall, and as we live in Brisbane, I really have no idea how she will get to and from school every day. As you probably know, Brisbane has no local high schools -- all of our district schools are several miles away.</p> <p>We are trying to arrange carpools with other families in the same situation as us, but Brisbane is a small community, and Shasta is a small school. This makes it difficult to find carpool buddies. Lyft and other ride-share services are not an option for us due to cost. So we are REALLY hoping that SamTrans will come through and offer a route to Shasta. Even if we had to drop our daughter off somewhere along the bus route in the morning, it would be better than having to drive all the way out to Shasta in Serramonte every day. Both her dad and I work full time in San Francisco, and we have two younger children to care for as well, so the whole thing just gets very difficult very quickly!</p> <p>Thank you for your consideration as you plan your bus route -- we hope you will include Summit Shasta High School as a stop.</p> <p>Sincerely, Mom of an incoming 9th grader at Summit Shasta</p>
6/19/2018	<p>My need is to reach Kaiser-Redwood City Med Center. I do not qualify for Redi-Coast. I just need a way to get there without taking 3or4 buses and/or CalTrain. Why not use smaller buses, like the Chariot buses used in the San Mateo area and SF? Maybe set up a Dial-A-Ride type system (I lived in Lodi for awhile and they used that and fixed route)</p>
6/19/2018	<p>Increase transportation options to a specific location. Directly to the airport, to Kaiser in Redwood City, etc. A service that could be arranged ahead of time to a specific location.</p>

**COASTSIDE TRANSIT STUDY | DRAFT FINAL**  
SamTrans

Date Received	Comment
6/20/2018	Please add alternative vehicles like 10-12 seat vans to drive through the cities of Montara, Moss Beach, El Granada and Half Moon Bay so people would not have to walk so far to the Sam Trans pick up spots. This is similar to jitneys that used to exist in Daly City and Colma when I was a child. This would also work for Pescadero and La Honda.
6/22/2018	Given the population - smaller 10-16 passenger buses would be appropriate along with connections to routes that are on the east side of the hill. There is a need to get to BART (thus into SF) and to the airport. Perhaps Lyft / Uber type service with vouchers / fee participation would be more readily available at this time.

## **Appendix B    Letters from the Half Moon Bay City Council and Pacifica Climate Committee**



August 24, 2017

April Chan  
Chief Officer of Planning, Grants, and the Transportation Authority  
1250 San Carlos Ave.  
P.O. Box 3006  
San Carlos, CA 94070-1306

**RE: SAMTRANS Coastside Transit Study – Comments**

Dear Ms. Chan:

On behalf of the City Council of the City of Half Moon Bay, we reviewed information for the Coastside Transit Study. After reviewing, the Council would like to formally make the following comments to be considered as the study is finalized.

- As a general comment, the City Council would like to see more employers in the area subsidizing transit for employees.
- Coastside services should accommodate commuters to BART and Caltrain stations.
- There should be an increase in frequency of services to the Coastside during commute times.
- A frequency in services scheduled around school schedules would be beneficial for many Coastside commuters.
- Lastly, the City Council would suggest a weekend beach service to help relieve traffic on Highway 92.

Please accept and consider the City Council's comments above when finalizing any plans as a result of the study. If there are any questions on the above, please contact me at [druddock@hmbcity.com](mailto:druddock@hmbcity.com). Thank you.

Sincerely,

Debbie Ruddock, Mayor



BOARD OF DIRECTORS 2016

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JIM HARTNETT  
GENERAL MANAGER/CEO

December 7, 2016

Dear Pacifica Climate Committee:

Thank you for continuing to work with SamTrans staff and the Board of Directors to identify potential opportunities for improved transit service in Pacifica. Following our first meeting in Fall 2015, staff included funds to evaluate many of the issues we discussed in the FY 2017 budget. Work on the issues began in July. A summary of the status of these efforts is below, corresponding to the requests outlined in your August 26 letter.

Pacifica Climate Committee Priorities:

1. "Our top priority would be to get the express bus from Pacifica to San Francisco restored. That bus was enormously successful until it was terminated to help increase BART ridership. BART is now overcrowded and we'd like to see this important route restored to our community."

*SamTrans is currently studying express bus service from Pacifica to San Francisco and from Pacifica to Colma and Daly City BART stations. We expect to conclude this analysis by March 2017 and will provide you with an update once those findings are available.*

2. "We'd like a comprehensive study of the overall transit needs in Pacifica and would like to have input into the development of that study."

*SamTrans continually evaluates routes throughout San Mateo County. At the county level, SamTrans is conducting a County-Wide Employment Survey which will assist the agency in evaluating employment areas and their need for transit. This could result in the creation of new routes, including routes serving Pacifica.*

3. "We'd like to see more shuttles/smaller buses between Pacifica transit stops and BART, especially during commute hours and with a focus on addressing evening commute needs."

*The express bus study will evaluate these options. Currently SamTrans runs routes 110 and 118 which serve the Daly City and Colma BART stations from the Linda Mar Park and Ride.*

4. "We'd like to see a bus route that offers a convenient route from Pacifica over the ridge to points south."

*The County-Wide Employment Survey being conducted may support the creation of new routes throughout the County.*

5. "We'd like for SamTrans to promote the park and ride lots."

*The SamTrans Marketing team will explore options for promoting SamTrans owned Park and Rides and corresponding SamTrans connections.*

**SAN MATEO COUNTY TRANSIT DISTRICT**  
1250 San Carlos Ave. – P.O. Box 3006  
San Carlos, CA 94070-1306 (650)508-6200

6. "The grade schools in the Pacifica School District have monthly *Lower Your Carbon Footprint* days. We'd like to ask SamTrans to offer free bus tokens to students as an incentive for some of those days."

*SamTrans is preparing a Youth Mobility Plan which will identify strategies that can increase youth transit ridership. The Youth Mobility Plan will evaluate the option of assigning dedicated staff to school outreach. If hired, that employee would be responsible for implementing strategies incentivize school ridership throughout the county.*

7. "We'd like to address the upcoming loss of the SamTrans owned parking lot at Colma BART due to planned construction of a housing development. This loss of hundreds of parking spaces used by many Pacificans needs to be mitigated with increased dependable shuttle service."

*SamTrans is pursuing construction of a Transit-Oriented Development at the Colma BART Station. The corresponding express bus study includes consideration of improved transit connections to the station. In the interim we are exploring other options to encourage the use of the Park and Ride lot at the station, including the option of a monthly parking permit.*

8. "We would like to see more bike lockers and racks at Pacifica bus stops."

*SamTrans buses are equipped with bike racks, which hold two bikes. Two additional bikes are allowed inside the bus, depending on passenger loads. It is the responsibility of local cities to install or maintain bike racks on sidewalks. Request for additional bike racks can be coordinated through the Pacifica Department of Public Works.*

9. "We'd like to see better timing connections between different busses in Pacifica."

*SamTrans strives to make connections between buses and other transit services. However, given the number of connections for each individual route, timed connections are not feasible at all locations. If there are any specific routes that you have in mind, staff can evaluate on a case-by-case basis.*

10. "We would like to work with SamTrans on ways to use social media to build community around transit use in Pacifica."

*We understand the importance of social media and would be happy to discuss any ideas you may have to broaden our reach. SamTrans is committed to growing our following on social media and would appreciate any support the Committee could provide.*

11. We would like to ask SamTrans to use greenhouse gas emissions reductions analysis in all of its planning decisions.

*SamTrans uses a variety of measure to evaluate the performance of its routes. Ridership, which can serve as a general proxy for greenhouse gas emission reduction, is a key measurement used in planning decisions.*



Page 3

December 7, 2016

Pacifica Climate Committee

Thank you again for your feedback. Your input is integral to our efforts to provide high quality transit service throughout the County. If you have any further requests of need more information, please feel free to contact me.

Sincerely,

A handwritten signature in black ink, appearing to be 'Seamus', with a stylized, flowing script.

Seamus Murphy  
Chief Communications Officer

Cc: SamTrans Executive Team  
SamTrans Board of Directors