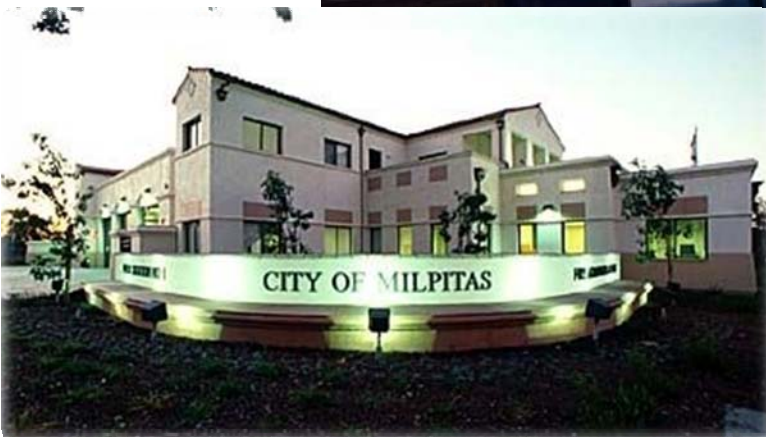


August 2009

# Milpitas Community-Based Transportation Plan



*Conducted by:*  
Santa Clara Valley Transportation  
Authority

*In partnership with:*  
Metropolitan Transportation  
Commission  
County of Santa Clara  
City of Milpitas



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# Executive Summary

## *History of Community-Based Transportation Planning*

In 2001, the Metropolitan Transportation Commission (MTC) completed the Lifeline Transportation Network Report and the Environmental Justice Report. Both reports identified the importance of a focused, community-based planning effort to address transportation needs of low-income communities throughout the Bay Area. Building on the findings of these reports, MTC initiated its Community-Based Transportation Planning Program in 2002. Through this effort, local public transit operators, transportation providers, community-based organizations, and county congestion management agencies (CMAs) identify transportation needs and generate detailed action plans at the local level.

The result of each planning process is a community-based transportation plan (CBTP) that identifies transportation needs and potential solutions. Each CBTP contains:

- A demographic analysis of the study area;
- Documented public outreach strategies and results;
- A list of community-prioritized transportation barriers;
- Potential strategies to address identified barriers;
- Potential funding sources; and
- Identified stakeholders committed to implementing elements of the plan, where applicable.

## *Milpitas Community-Based Transportation Plan*

In January 2009, VTA initiated a CBTP focused on transportation needs of low-income communities in Milpitas, one of the areas selected in MTC's *Lifeline Transportation Report*. Building on the MTC assessment, the Milpitas CBTP documents the efforts and results of the planning process. It describes the public outreach process used to compile community input, a listing of potential solutions, and a concerted action plan with possible funding sources for implementing transportation solutions.

Cooperation among local partners, both public and private, was crucial to the development of the Milpitas CBTP. **Stakeholder agencies** involved in the Milpitas CBTP process were: VTA, as lead agency; MTC, as funding partner; the County of Santa Clara; the City of Milpitas; the Barbara Lee Senior Center; Milpitas Teen & Youth Center; and OUTREACH, Inc.

## *CBTP Process*

Representatives from these stakeholder agencies formed a **Project Working Group** to provide input throughout the CBTP process. The Project Working Group provided extensive input on public outreach efforts, the development of informational materials, and transportation challenges faced by Milpitas residents. The group also developed a fact sheet/comment card to be distributed during the public outreach period.

The development of this plan included a collaborative planning process that worked with the Milpitas community to identify key stakeholders to allow for a focused, efficient and effective community outreach program. Community participation was crucial to correctly identify transportation needs in the Milpitas community and work to develop solutions to those needs. The outreach program sought to create many options for community members to participate in the planning process and provide input on their transportation needs, such as:

- Participating in the Project Working Group
- Attending neighborhood meetings where VTA staff presented the project
- Attending a community event where the project was presented
- Participating in focus group meetings
- Responding to the Transportation Survey

The transportation issues that were of primary concern to community members were the following:

- Public transit service frequency
- Public transit service hours
- Amenities at bus stop waiting areas
- Affordability of transit
- Safety (both personal safety while waiting at transit stops and pedestrian safety at intersections)
- More information for public transit passengers

### ***Milpitas CBTP Transportation Proposals***

Following the public outreach period, the Project Working Group developed a list of proposed solutions to address the transportation needs identified through the Milpitas CBTP outreach process. The project development approach built on existing transportation plans and studies relevant to Milpitas as well as developed new ones in collaboration with the Project Working Group. **Table EX-1** lists the Milpitas CBTP proposals that were developed as possible solutions to transportation needs, which are described in more detail in Chapter 7.

Other identified issues which did not have a developed project or were not addressed in an existing plan are also documented in this report. These proposals serve as projects for future consideration subject to funding availability. These are listed in **Table EX-2**.



Table EX-1 Milpitas Transportation Proposals

<b>Project Type</b>	<b>Project</b>
<b>Transit Services</b>	<ul style="list-style-type: none"> <li>▪ Milpitas Community Bus Service</li> <li>▪ BART Extension to Santa Clara County</li> <li>▪ Light Rail Transit Improvements</li> <li>▪ Early Morning/Late Night Transit Needs Assessment</li> </ul>
<b>Transportation Amenities</b>	<ul style="list-style-type: none"> <li>▪ Milpitas Bus Stop Improvements</li> <li>▪ Schedule Information at Bus Stops</li> </ul>
	<ul style="list-style-type: none"> <li>▪ Enhanced Multi-Lingual Passenger Information (Printed Materials)</li> <li>▪ Mobility Management Center</li> <li>▪ Transit Education Program for Schools</li> <li>▪ Coordination with AC Transit Passes</li> </ul>
<b>Bicycle and Pedestrian Improvements</b>	<ul style="list-style-type: none"> <li>▪ Bicycle and Pedestrian Overcrossings</li> </ul>
<b>Pedestrian Improvements</b>	<ul style="list-style-type: none"> <li>▪ Ped Crossing Improvements at Great Mall Parkway at Main Street</li> <li>▪ Montague Expressway Sidewalks</li> <li>▪ Main Street Streetscape</li> <li>▪ Ped Crossing Improvements at Great Mall Pkwy at Montague Expressway</li> </ul>
<b>Bicycle Improvements</b>	<ul style="list-style-type: none"> <li>▪ New Bicycle Facilities</li> </ul>
<b>Auto-Based Programs and Projects</b>	<ul style="list-style-type: none"> <li>▪ Jump Start</li> <li>▪ Car Share Program</li> <li>▪ My Car – Vehicle Ownership Program</li> <li>▪ Calaveras Blvd. Widening Project</li> <li>▪ Montague Expy/Great Mall Pkwy-Capitol Ave. Interchange Project</li> <li>▪ Dixon Landing Road Widening</li> <li>▪ Dixon Landing Rd/Milpitas Blvd. Intersection Improvements</li> <li>▪ Milpitas Blvd. Extension</li> <li>▪ Montague Expressway Widening</li> <li>▪ Carlo Street Ramp Conversion</li> <li>▪ I-680 Express Lane Project</li> <li>▪ I-880 HOV Project</li> </ul>
<b>Demand-Responsive Services</b>	<ul style="list-style-type: none"> <li>▪ Senior Health Transportation</li> <li>▪ Neighborhood Van Service</li> <li>▪ Give Kids a Lift</li> <li>▪ Guaranteed Ride Program</li> <li>▪ Volunteer Driver Programs</li> </ul>

Table EX-2 Transportation Proposals for Future Consideration

Projects
Convert Express 180 to a Limited Stop Route
Earlier/Later Service Hours on Key Routes
Commuter Shuttle Programs
Transportation Demand Management (TDM) Assistance
Bus Service to California Circle/Dixon Landing
Abbott & Calaveras Pedestrian Crossing
Library Bus Stops
Restroom Facilities at Great Mall Transit Center
Direct Route from San Jose to Milpitas

### About VTA

Santa Clara Valley Transportation Authority (VTA) is an independent special district responsible for bus, light rail and paratransit operations; congestion management; specific highway improvement projects; and, countywide transportation planning. As such, VTA is both an accessible transit provider and multi-modal transportation planning organization involved with transit, highways and roadways, bikeways and pedestrian facilities.

VTA provides services to the 15 cities of Santa Clara County: Campbell, Cupertino, Gilroy, Los Altos, Los Altos Hills, Los Gatos, Milpitas, Monte Sereno, Morgan Hill, Mountain View, Palo Alto, San Jose, Santa Clara, Saratoga and Sunnyvale.

VTA, as the designated Congestion Management Agency for Santa Clara County, was selected as lead agency in developing Community-Based Transportation Plans.

# CHAPTER 1

## Introduction

This chapter describes the purpose of the Milpitas Community Based Transportation Plan (CBTP), and the local planning effort to develop the CBTP.

### *CBTP Purpose*

The purpose of this study is to analyze specific transportation needs of low-income and minority communities in Milpitas. Low-income residents require safe, affordable, and reliable transportation services to meet daily needs, including access to work, education, medical facilities, and other life-enhancing services. The challenge for local agencies and jurisdictions is providing needed transportation options with responsible and efficient use of available funding and resources.

This study documents the specific needs of Milpitas low-income and minority residents, gathered through a public outreach process and other pre-existing plans and initiatives in the City of Milpitas. Milpitas residents and community-based organizations worked with local transportation providers to develop this CBTP. The Milpitas CBTP provides much of the information necessary to develop and implement relevant projects and services to improve transportation for residents in Milpitas.

Throughout this study, the term *lifeline* will be used to describe transportation services that connect communities of low-income residents to work sites, school locations, medical facilities, and locations where other vital services are provided.

### *Community-Based Transportation Planning*

Following the passage of the federal welfare reform legislation, the Metropolitan Transportation Commission (MTC), the regional transportation planning agency for the San Francisco Bay Area, has initiated a program to address transportation needs of low-income communities throughout the Bay Area. Through its Community-Based Transportation Planning Program, MTC unites community residents, local public transit operators and transportation providers, community-based organizations, and county congestion management agencies (CMAs) to design and implement transportation solutions at the local level.

The Community-Based Transportation Planning Program was launched in 2002 after MTC completed two reports in 2001: the *Lifeline Transportation Network Report* and the *Environmental Justice Report*. Both reports identified the importance of a focused, grassroots planning effort to identify transportation needs and detailed action plans.

The objectives of the program are to:

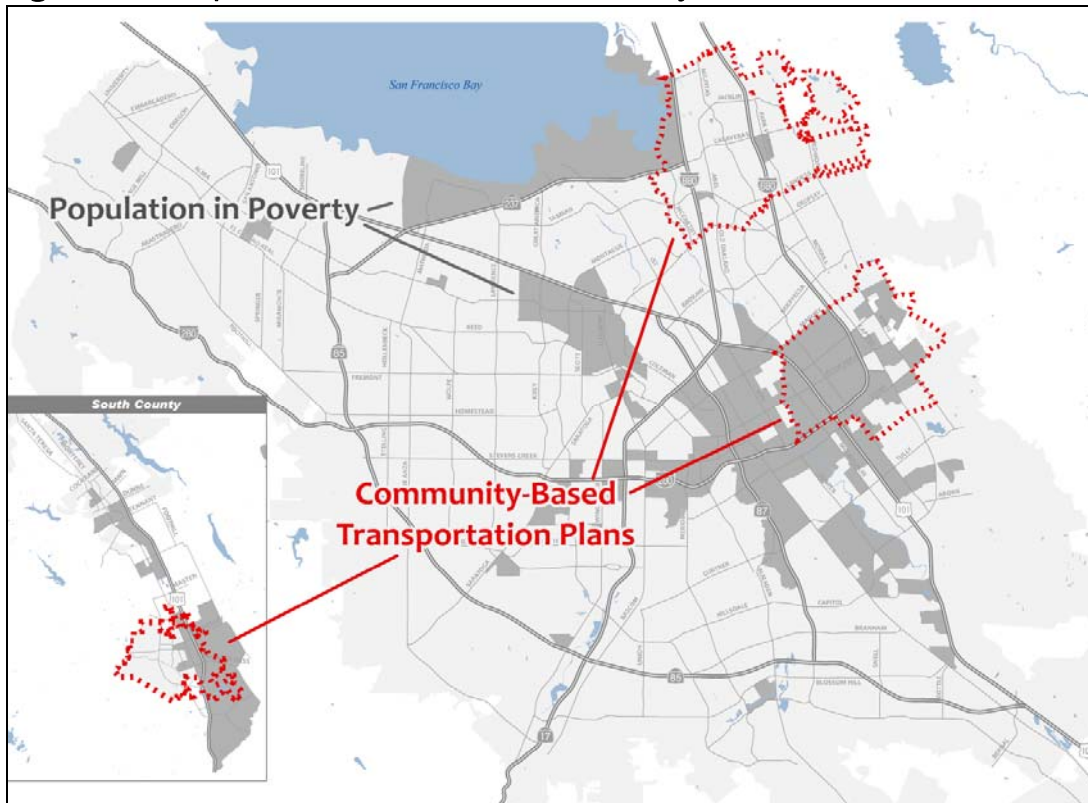
- Emphasize community participation in prioritizing transportation needs and identifying potential solutions;
- Foster collaboration between local residents, community-based organizations, transit operators, Congestion Management Agencies and MTC and;
- Expand community capacity by involving community-based organizations in the planning process.

The result of each planning process is a community-based transportation plan (CBTP) that identifies transportation needs and potential solutions. Each CBTP contains:

- A demographic analysis of the study area;
- Documented public outreach strategies and results;
- A list of identified transportation barriers;
- Potential strategies to address identified barriers;
- Potential funding sources; and
- Identified stakeholders committed to implementing elements of the plan, where applicable.

MTC adopted CBTP guidelines in 2002, which also identified 25 communities throughout the Bay Area. Since the program's inception, MTC and local agencies have partnered to produce transportation plans for many of these communities. MTC selected seven locations in Santa Clara County to complete CBTP. To date three plans have been completed: the City of Gilroy (2006), East San Jose (2008), and the City of Milpitas (2009). **Figure 1-1** is a map showing the completed CBTPs in Santa Clara County. Upcoming CBTP projects in Santa Clara County include Mountain View/Palo Alto, Alviso/Sunnyvale/ Shoreline, Santa Clara, and South San Jose/ Morgan Hill.

**Figure 1-1 Completed CBTPs in Santa Clara County**



### **Local Planning Effort in Milpitas**

The focus of the MTC program CBTP is an intensive community outreach process that actively involves the Milpitas community in the planning process and solicits their direct input on transportation needs as well as identifying solutions to address those needs.

The Milpitas CBTP documents the efforts and results of the six month planning and public involvement process. It describes the public outreach process used to garner community input, a listing of potential options to address community transportation needs, and an action plan that identifies possible funding sources for implementing transportation options. The plan also relies heavily on previous planning efforts either in process or recently completed by the City of Milpitas and VTA.

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## CHAPTER 2

### Study Area Profile

The purpose of this chapter is to provide a description of the study area's existing conditions including demographics, travel patterns and transit market.

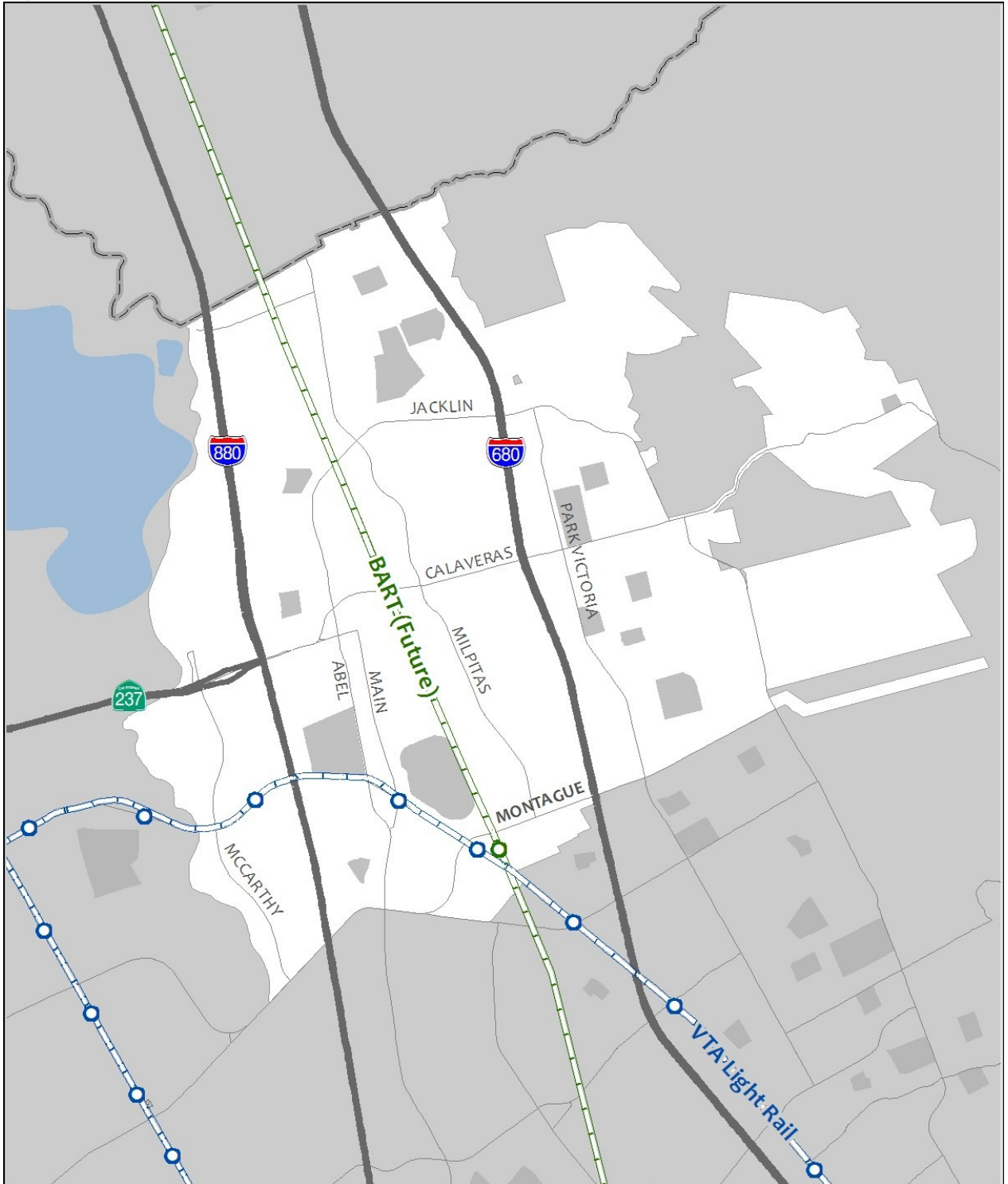
#### *Location*

Milpitas is a diverse community located north of San Jose and south of Fremont along the east foothills of Santa Clara County (**Figure 2-1**). The study area consists of the entire city of Milpitas. See **Figure 2-2** for a detailed map of the Milpitas Community-Based Transportation Plan study area.

**Figure 2-1** Santa Clara County



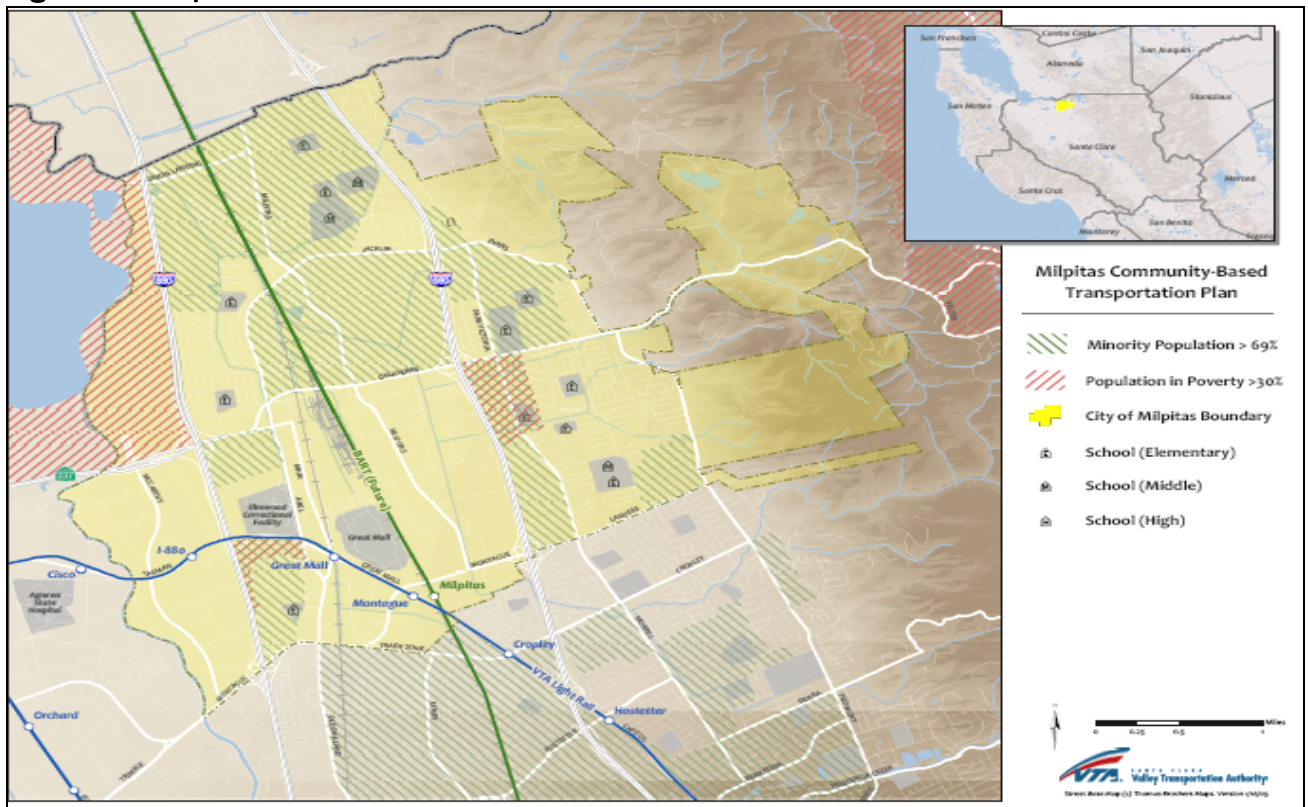
Figure 2-2 Milpitas CBTP Study Area





The Milpitas CBTP study area is composed of many new immigrants mostly from Asian countries. For the purposes of the CBTP Program, MTC has defined a community of concern as one in which at least 30 percent of households earn less than twice the federal poverty level and/or 70 percent or more of the population is minority residents. The 2009 federal poverty level for an average size household in Santa Clara County is \$17,700. Official U.S. poverty thresholds do not vary geographically, so in a region such as the Bay Area where the cost of living is higher than the national average, the number of economically disadvantaged residents may be underrepresented by federally-defined poverty level statistics. To account for the high cost of living in the Bay Area, in MTC's Transportation 2030 Equity Analysis Report (2004), MTC established the regional poverty level as double federal poverty level thresholds. **Figure 2-3** shows that the Milpitas study area has pockets of poverty using MTC CBTP criteria.

**Figure 2-3 Milpitas' Areas of Concern**



## Demographics

### Population and Ethnicity

According to 2005-07 US Census information, the total population in the City of Milpitas is 65,215. As **Table 2-1** shows, 61 percent of the study area population is of Asian origins compared to 31 percent for Santa Clara County.

**Table 2-1 Ethnic Composition of Study Area**

Race/ Ethnicity	Study Area	Santa Clara County
White	26%	54%
Black / African American	3%	3%
American Indian / Alaska Native	1%	1%
Asian	61%	31%
Native Hawaiian	1%	1%
Some other race	9%	11%
Two or more races	3%	3%
Hispanic	15%	25%
Non-Hispanic	85%	75%

Source: 2005-07 US Census

### Language

As **Table 2-2** shows, 43 percent of Milpitas residents speak an Asian or Pacific Island language, compared to 22 percent in Santa Clara County. The percentage of Spanish speakers in Milpitas is about half of those found in Santa Clara County.

**Table 2-2 English Proficiency**

English Proficiency for Population Age 5 and up	Study Area	Santa Clara County
Speak only English	36%	51%
Speak Spanish	10%	19%
Spanish_ English less than very well	4%	9%
Speak other Indo-European	10%	8%
Indo-Eur_ English less than very well	3%	2%
Speak Asian and Pacific Is.	43%	22%
API_ English less than very well	22%	11%

Source: 2005-07 US Census

### Age

As **Table 2-3** shows, out of the total population, the largest age group is between 20 to 34 years in the Milpitas study area.

**Table 2-3 Age Distribution**

Age Distribution	Study Area	Santa Clara County
Total Population 0 to 9 years	13.3%	13.7%
Total Population 10 to 19 years	11.9%	13%
Total Population 20 to 34 years	22.7%	20.7%
Total Population 35 to 44 years	18.2%	17.3%
Total Population 45 to 54	15.7%	14.8%
Total Population 55+	18.1%	20.5%

Source: 2005-07 US Census

## Income and Poverty

As **Table 2-4** shows, the median household income in the study area is \$85,668 compared to \$83,074 in Santa Clara County. In Santa Clara County the average household size is 2.9 persons, which brings the 200 percent poverty threshold approximately to \$35K for the average households in the county.

**Table 2-4 Median Household Income**

2005-2007 Household Income Range	Study Area	% of County
Less than \$10,000	4.4%	4.4%
\$10,000 to \$14,999	3.2%	3.3%
\$15,000 to \$24,999	5.7%	6.6%
\$25,000 to \$34,999	4.5%	6.4%
<hr/>		
\$35,000 to \$49,999	6.1%	9.6%
\$50,000 to \$74,999	19.1%	15.1%
\$75,000 to \$99,999	15.2%	13.1%
\$100,000 to \$149,999	20.6%	19.1%
\$150,000 to \$199,999	12.8%	10.3%
\$200,000 or more	8.5%	12%
Median household income (dollars)	\$ 85,668	\$83,074

**Approximate 200% Federal Poverty Level Threshold for Santa Clara County**

Source: 2005-07 US Census.

## Transportation

As **Table 2-5** shows, 1.4 percent of the Milpitas study area population use public transportation to commute to work. The use of public transit for commuting is low compared with the 3.5 percent for Santa Clara County. Over 12 percent of Milpitas residents carpool to work, compared with what is seen in Santa Clara County, where it is just under 10 percent. In addition, the majority of Milpitas residents drive alone.

**Table 2-5 Commute to Work**

Commute to Work	Study Area	Santa Clara County
Auto – drive alone	81.1%	77.4%
Auto – carpoled	12.2%	9.8%
Public transportation	1.4%	3.5%
Walked	1.3%	2.4%
Other	2.3%	2.7%
Worked from home	1.8%	4.2%
Mean travel time to work (minutes)	21.3min	24min

Source: 2005-07 US Census

## Existing Transportation Network

The following describes the existing transit, bicycle and pedestrian service and infrastructure in Milpitas.

### Transit Services

On January 14, 2008 the VTA implemented new bus service in Santa Clara County as a result of the Comprehensive Operations Analysis (COA). The COA was a two year in-depth effort to analyze VTA's existing transit services, identify underserved markets and ultimately produce a new structure for bus service. The analysis was a survey of VTA bus and light rail passengers and a telephone survey of Santa Clara County households. As a result of the analysis, several key findings were made about each bus route in Milpitas:

#### Route 33 Tasman/1st – Great Mall/Main Transit Center

- This is not a high-performance route, 341 weekday boardings and averages slightly over 12 boardings per revenue hour.
- Route 33 also provides the only access to the McCarthy Ranch Shopping Center, where Wal-Mart is the major anchor store.

#### Route 46 Great Mall/Main – Washington/Escuela via Yellowstone

- This route generates 874 weekday boardings, but averages nearly 36 boardings per revenue hour, which is the second highest weekday bus productivity next to Route 22.
- The high school/middle school complex at Washington/Escuela generates nearly half of this route's ridership.
- The relatively short length of this route, combined with the anchors at Great Mall and the Milpitas school complex contributes to its performance.

#### Route 47 Great Mall/Main – Washington/Escuela via Park Victoria

- This route carries slightly over 1,000 weekday boardings and averages nearly 30 boardings per revenue hour, seventh best weekday productivity for VTA bus services.
- The key generators for this route are Great Mall, the Milpitas commercial district on Calaveras, and the Milpitas school complex.
- The relatively short length of this route, combined with the generators it serves, contributes to its performance.

#### Route 66 Santa Teresa Hospital – Milpitas/Dixon

- Route 66 is one of VTA's best-performing routes, generating over 5,100 weekday boardings and averaging over 31 boardings per revenue hour.

Figure 2-4 shows the existing transit service available in Milpitas after the COA implementation on January 2008.

Figure 2-4 Existing Transit Service

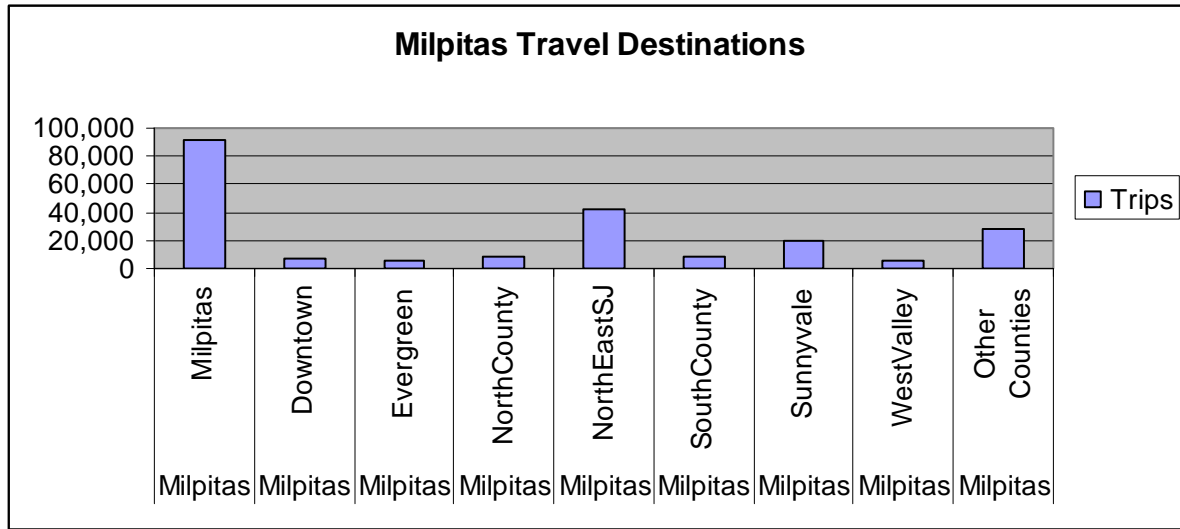


### Travel Destinations

Figure 2-5 shows that the majority of Milpitas residents are traveling within Milpitas. The rest are traveling from Milpitas to different cities in Santa Clara County as well as outside the County, which for the purposes of this map are divided into regions as shown in Figure 2-6. Both figures help to understand where Milpitas residents are traveling daily.

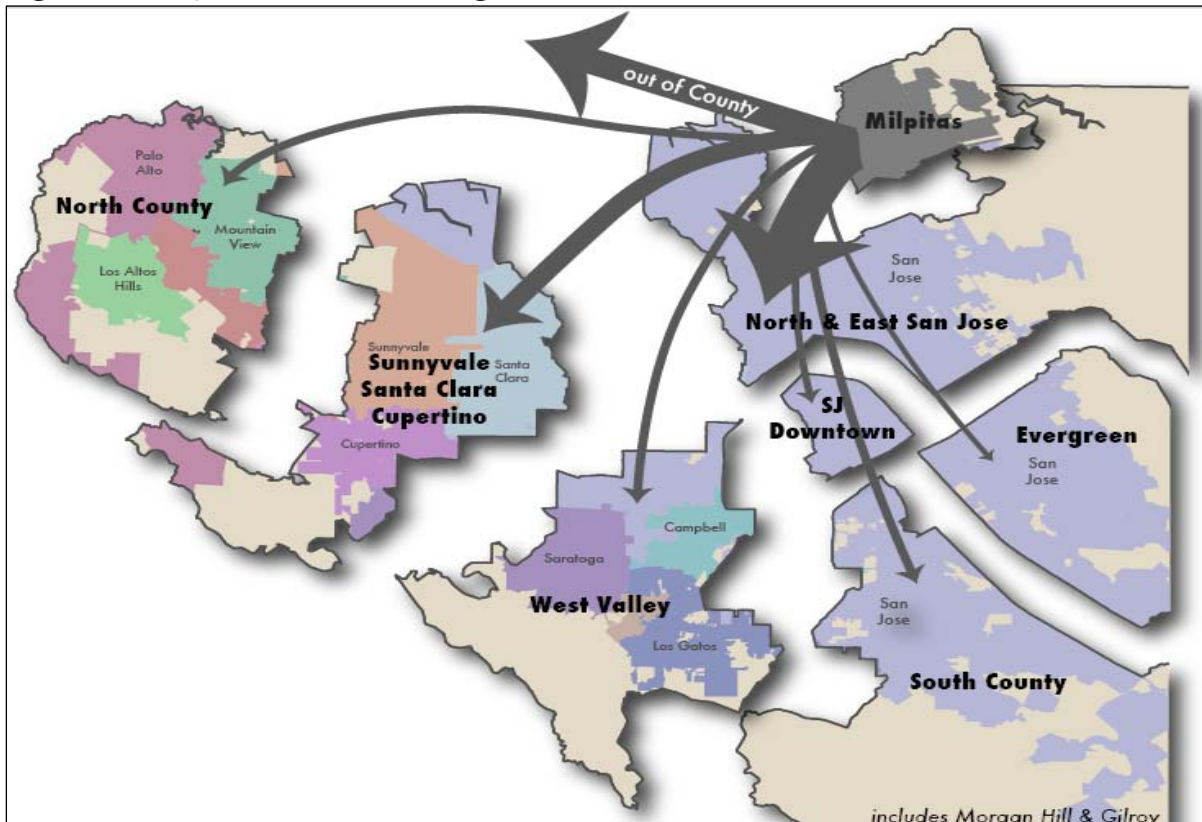
The two most popular travel destinations are destinations within Milpitas and neighboring areas of San Jose. The VTA Travel Demand Model, 2005 base year, generated trip numbers by taking into account land use data, including: jobs, employed residents, households, income, and population of age groups. Additional attributes are taken into account in the Travel Demand Model, including: free flow speeds, link length, capacity, headway, and transit schedule time, etc.

Figure 2-5 Milpitas Travel Destinations



Source: VTA Travel Demand Model, 2005 base year.

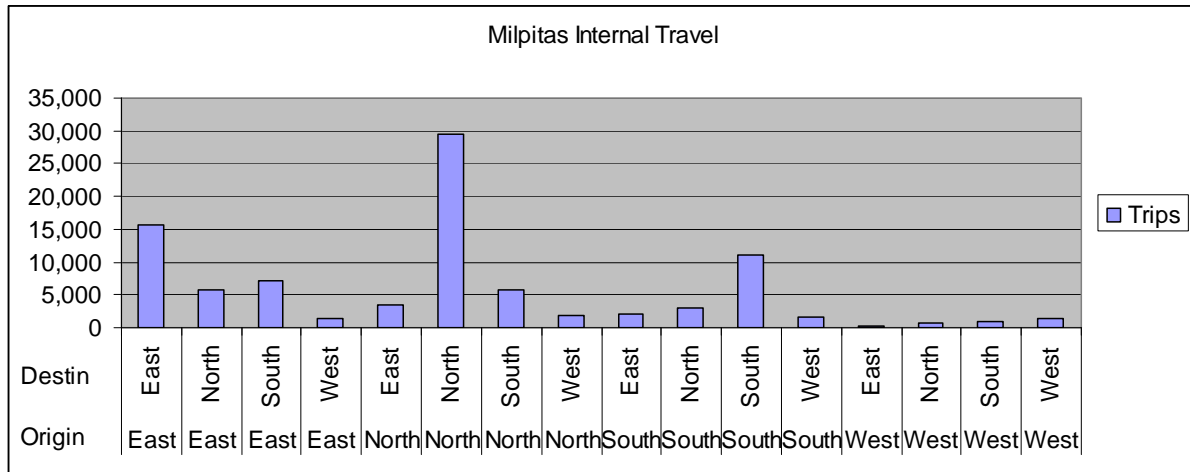
Figure 2-6 Milpitas CBTP Travel Regions



Source: VTA Travel Demand Model, 2005 base year.

Figure 2-7 shows daily travel within the City of Milpitas. The largest number of trips occurs in the north part of the city. Much less travel is occurring between sections of Milpitas.

**Figure 2-7 Milpitas Internal Travel Patterns**



**Transit Market Analysis**

Market Segmentation is the identification of groups of people – or market segments - that have similarities in characteristics or needs, who are likely to exhibit similar purchase behavior and/or responses to changes in the marketing mix. Public transit exists in a competitive environment where many potential customers have choices ranging from driving alone to telecommuting. **Figure 2-8** shows the six different market segments that make up Santa Clara County.

**Figure 2-8 Santa Clara County Customer Market Segments**

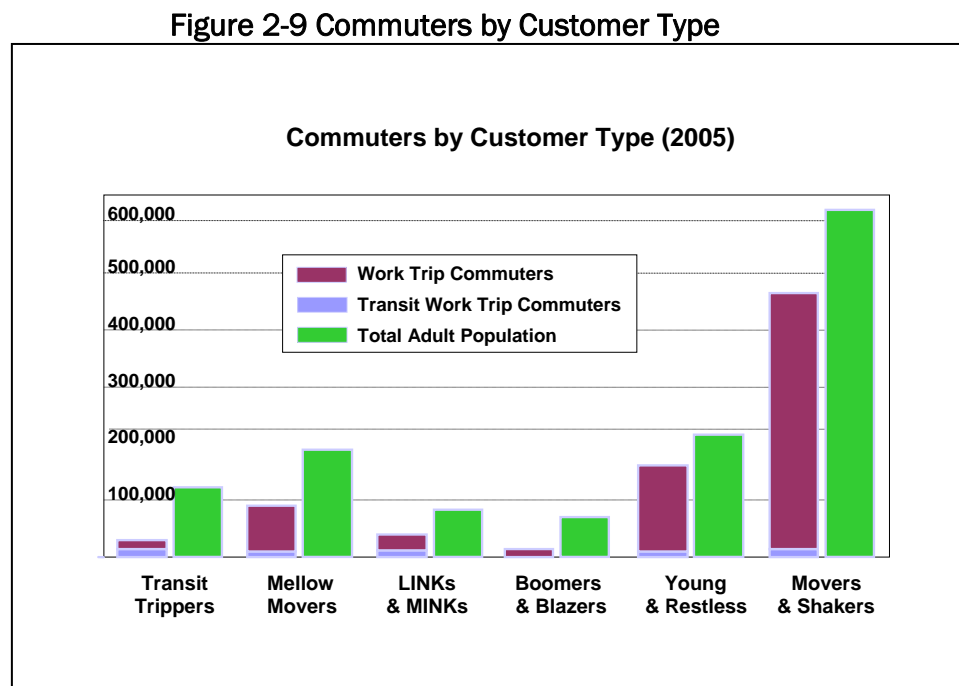
Customer Type	Time Sensitivity	Transit Tolerance	Price Sensitivity
Transit Trippers	○	●	●
Mellow Movers	○	◐	◐
LINKs & MINKs	◐	○	◐
Boomers & Blazers	◐	○	○
Young & Restless	●	○	◐
Movers & Shakers	●	○	○

○ Low      ◐ Medium      ● High

Each market segment is classified in its own category with its own characteristics. These categories include: Transit Trippers, Mellow Movers, Young and Restless, and Movers and Shakers.

- **Transit Trippers** are likely to be high transit users, in households with no vehicles available, lower income, retired, unemployed, part-time employee, high school educated, and do not use English as primary language. Transit Trippers are the easiest market for public transit to capture. Transit Trippers tend to be very price sensitive and tolerant of transit, in addition they are not as time sensitive as other market segments.
- **Mellow Movers** are demographically similar to Transit Trippers but they are less price sensitive and less tolerant of transit.
- **Movers and Shakers** are likely to be low transit users, higher income, employed full-time, highly educated, and married. Movers and Shakers are the hardest and largest market segment for public transit to capture. Movers and Shakers tend to be extremely time sensitive while having a low tolerance of public transit and low sensitivity to prices.
- **Young and Restless** are demographically similar to the Movers and Shakers market segment but the Young and Restless tend to be a little more sensitive to prices.

Figure 2-9 shows the population of each customer type in Santa Clara County.



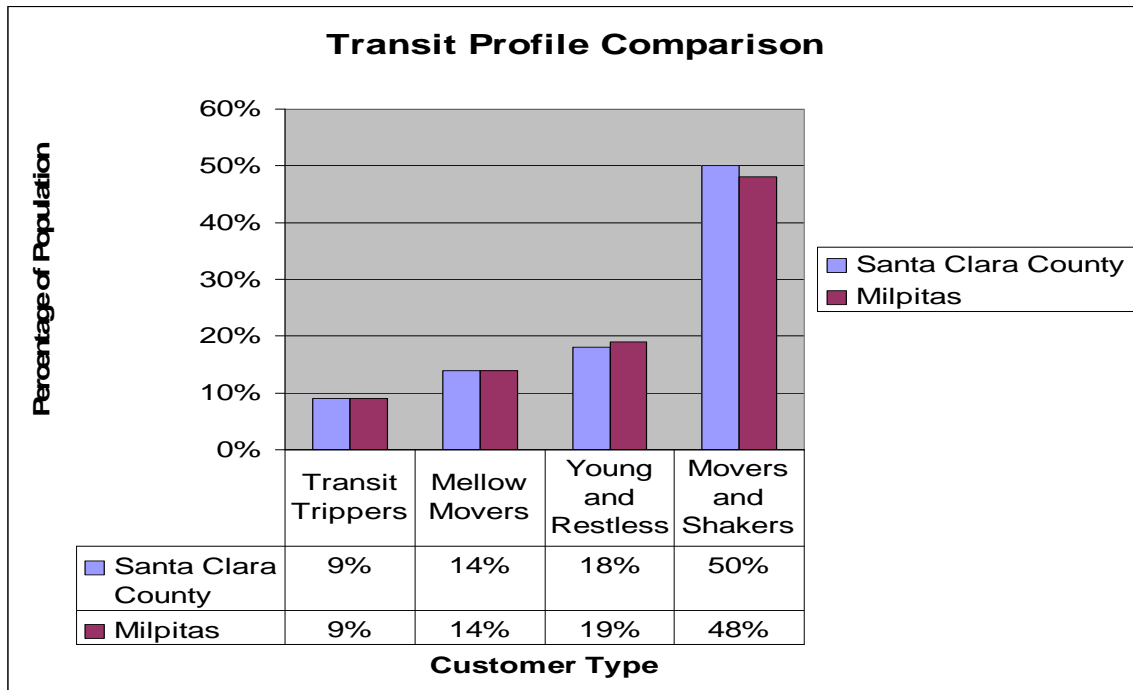
The proportion of the population in Santa Clara County's market segments is almost identical to that of the city of Milpitas. In Santa Clara County, 68 percent of the population is made up of the Young & Restless and Movers & Shakers, while in the



City of Milpitas, these market segments, make up 67 percent of the population. In addition, 23 percent of the population in Milpitas and Santa Clara County are made up of Mellow Movers and Transit Trippers. In conclusion, the Milpitas market as a whole reflects that of Santa Clara County.

Figure 2-10 compares the transit profile of the county to that of Milpitas.

Figure 2-10 Transit Profile Comparison



To measure how well transit will perform in a city or neighborhood, VTA uses an index of various market indicators such as land use mix and density, congestion, and the presence of amenable market segments. These factors are compiled into an index called the Transit Competitive Factor (TCF). Any TCF score above 100 demonstrates an area where transit can be a competitive travel choice.

When the City of Milpitas' is broken up into three sections the market segmentation analysis shows that the neighborhood level does not always reflect that of the County. For the purpose of this analysis the sections of Milpitas examined include: east of 680 freeway, south of Calaveras, and north of Calaveras.

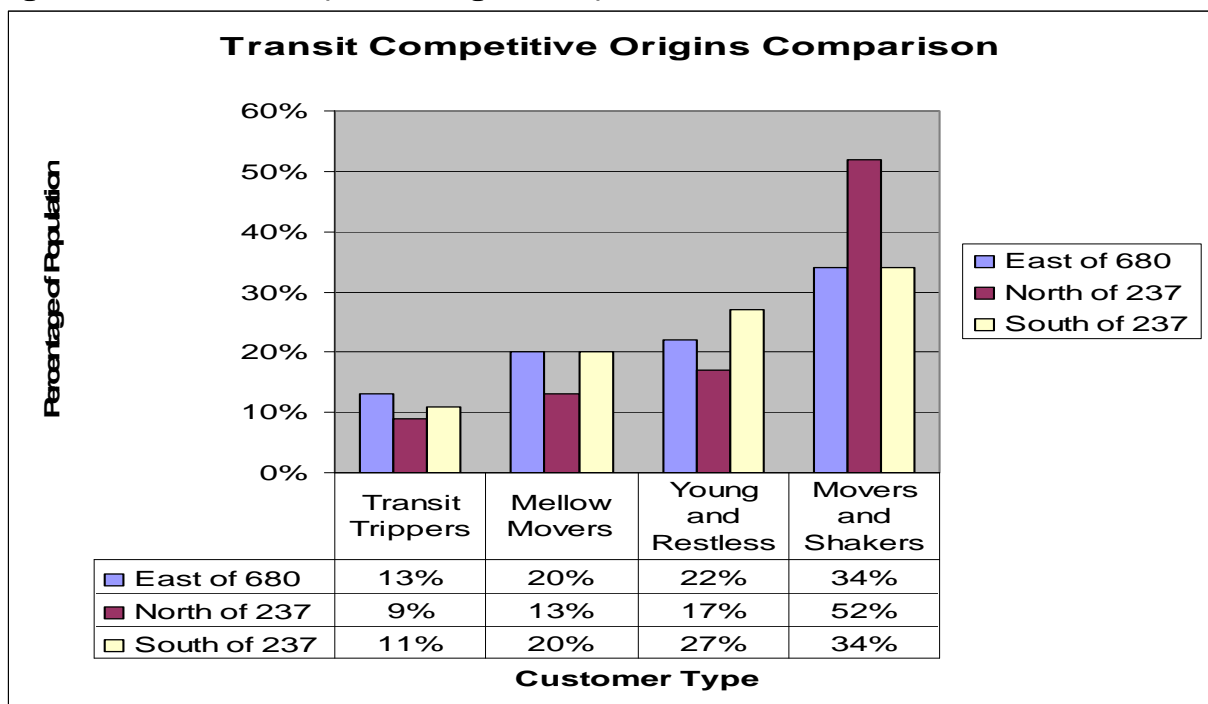
- **East of 680 section** is characterized by 33 percent Mellow Movers and Transit Trippers, while 56 percent of the population is characterized by Young & Restless, and Movers & Shakers. The east of 680 section of Milpitas show a market that is more apt to use transit and is larger than what is to be expected in the county and the city of Milpitas.
- **South of Calaveras** is characterized by 31 percent Transit Trippers and Mellow Movers, while 61 percent is characterized by Young & Restless, and Movers & Shakers. Like the east of 680 section of Milpitas, south of Calaveras show a

population that is more likely to use transit as compared to the city of Milpitas and Santa Clara County.

- **North of Calaveras** is characterized by 22 percent Transit Trippers and Mellow Movers, while 69 percent is made up of Young & Restless, and Movers & Shakers segments. These statistics, north of Calaveras, fall in line with what is to be expected in the city of Milpitas and Santa Clara County.

In conclusion, individuals whose transportation origins are in Milpitas show a higher dependency on public transit in the areas east of the I-680 freeway and south of Calaveras. **Figure 2-11** shows a comparison of competitive transit origins in Milpitas.

**Figure 2-11 Transit Competitive Origins Comparison**



Milpitas has few transit competitive destinations. These transit competitive destinations include Great Mall, City Hall, and Calaveras Blvd (between 680 and 880 before the 237 freeway begins).

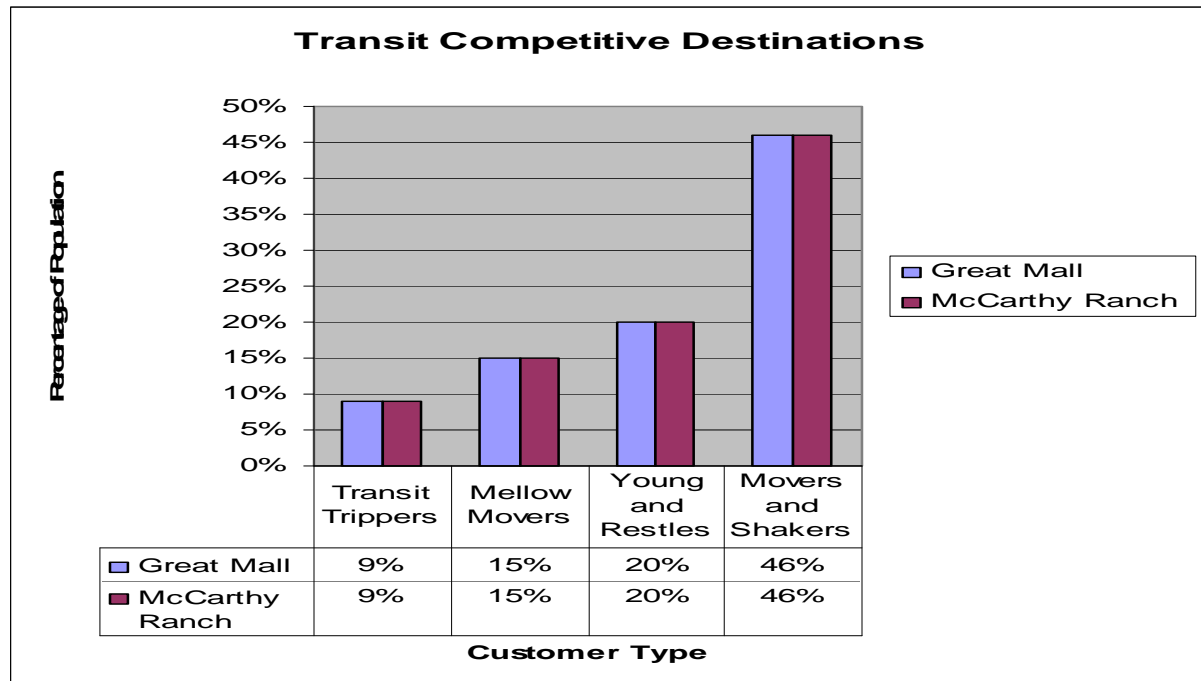
- **Great Mall and McCarthy Ranch** is made up of the same distribution of market segments, 24 percent Transit Trippers and Mellow Movers, and 66 percent Movers & Shakers, and Young & Restless. The key difference between these two destinations is that McCarthy Ranch has a transit competitiveness factor (TCF) of 34 and Great Mall has a TCF of 104. In addition, the number of trips being taken to McCarthy Ranch is significantly less than that of the Great Mall.
- **City Hall** was also examined and it has a TCF of 115, its market segments consists of 20 percent Transit Trippers and Mellow Movers, and 70 percent

Movers & Shakers and Young & Restless. City Hall shows a competitive destination whose market is mostly made up of people who are particularly hard to reach as it pertains to using public transit.

- **Calaveras, west of City Hall**, has a TCF of 202 and the market is made up of 24 percent Mellow Movers and Transit Trippers, while 65 percent of the market is made up of Movers & Shakers and Young & Restless. The Calaveras destination shows a market that resembles the county and the city of Milpitas, but it leans towards a market that is easier for public transit to appeal to.

**Figure 2-12** compares transit competitive destinations, Great Mall and McCarthy Ranch, market profiles.

**Figure 2-12 Transit Competitive Destinations**

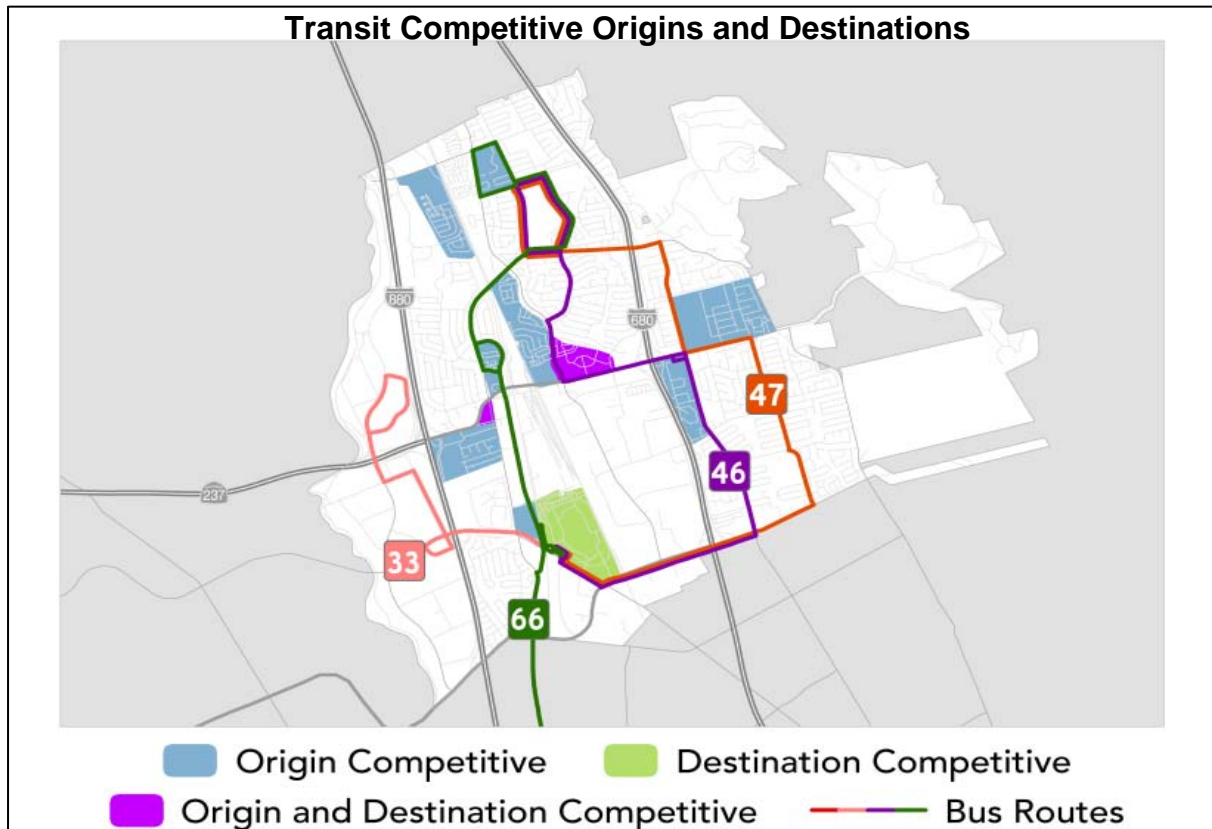


Milpitas' existing transit network consists of four routes that circulate around the City and several routes that come from outside the city and terminate at the Great Mall transit center. The routes that circulate throughout Milpitas consist of the 33, 46, 47, and the 66. The existing transportation network covers the east of I-680 section of Milpitas with the 46 and 47 lines, while the 66 covers north and south of Calaveras. The 33 circulates around McCarthy Ranch terminating at the Great Mall. Using market analysis data one can see that the 33 is serving a market at McCarthy Ranch that is not transit competitive as a destination or an origin. In addition, bus service does not particularly serve the northwestern part of the city well. The results of the market analysis show that those individuals from market segments who are more likely to use transit typically begin their trips south of Calaveras and/or east of I-680. Although, there are many transit competitive origins north of Calaveras, the

market profile tends to favor a population that is less likely to use transit in the area. Using market analysis information, VTA can effectively improve existing service, create new meaningful service, and increase ridership, as VTA gets a better understanding of the people it serves.

Figure 2-13 shows current transit routes in relation to competitive destinations and origins.

Figure 2-13 Transit Competitive Origins and Destinations



As the map above indicates, bus service covers the City of Milpitas well, with the exception of a few areas.

## CHAPTER 3

### Relevant Studies and Reports

The purpose of this chapter is to provide an overview of reports and studies that are relevant to the Milpitas Community-Based Transportation Plan.

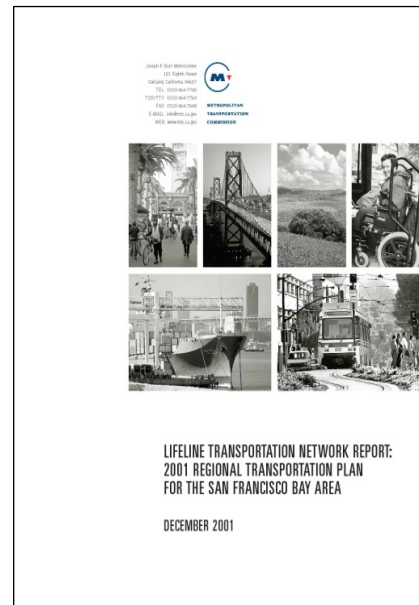
Project Name	Completion Date
Lifeline Transit Network Report/Regional Transportation Plan	December 2001
Midtown Specific Plan	April 2002
Bikeway Master Plan	June 2009
Valley Transportation Plan (VTP) 2035	January 2009
Comprehensive Operations Analysis	January 2008

#### *Metropolitan Transportation Commission (MTC)*

##### **2001 Lifeline Transit Network Report/2001 Regional Transportation Plan**

The Metropolitan Transportation Commission (MTC) as a piece of the 2001 Regional Transportation Plan, conducted a thorough analysis on a route-by-route basis of the Bay Area transit network to identify which public transit services, were most vital to disadvantaged neighborhoods. The final 2001 Lifeline Transit Network Report identified transit routes that are considered critical to low-income communities as those that:

- serve a neighborhood with a high concentration of CalWORKs households;
- provide service directly to areas with high concentrations of essential destinations;
- provide core trunkline service as identified by the transit operator; or
- provide a key regional link



The report also identified transportation gaps in low-income communities that prevent full access to the jobs and services, and recommended solutions to address these gaps.

The Community Based Transportation Planning Program was a recommendation of the Lifeline Transit Network Report as a means for communities to set priorities and evaluate options for filling local transportation gaps. MTC began the CBTP program in 2002, and specified each CBTP planning process would be led by the local CMA and would build on the Lifeline Transit Network Report to further identify transportation gaps in the identified communities.

Some of the key findings for Santa Clara County in the Lifeline Transit Network Report are:

- 12 of the 26 VTA Lifeline Transportation Network routes meet the hours of service objective on weekdays; 10 routes meet the objective on Saturdays, and 9 routes meet the objective on Sundays.
- VTA's routes serve all areas in the county with either a large concentration of CalWORKs households or a concentration of essential destinations.
- Small clusters of low-income persons are scattered throughout the county.
- Santa Clara County has many concentrations of destinations including Downtown San Jose, Santa Clara, Sunnyvale, Mountain View, and Palo Alto. However, similar to San Mateo County, a mismatch exists between the location of low-income households and concentrations of destinations; most low-income households are in the eastern part of the county and essential destinations are in the western part of the Santa Clara Valley.

## City of Milpitas

### Midtown Specific Plan

With the adoption of the Midtown Specific Plan in March 2002, the City of Milpitas is experiencing substantial residential development activity along the S. Main Street and S. Abel Street corridors between Great Mall Parkway and Montague Expressway. The existing industrial and commercial land use sites were rezoned to Residential and Mixed-Use Land Uses with the adoption of the Midtown Specific Plan and landowners and developers are implementing the Plan. This development activity also introduces opportunities for the City to control and enhance the corridor.

The Midtown Specific Plan identifies specific corridors appropriate for Median Island and Streetscape enhancements to address aesthetics, safety and quality of life, but S. Main Street and S. Abel Street between Great Mall Parkway and Montague Expressway are not included on that list. Because of the high development activity in that corridor, the City of Milpitas commissioned the development of this Plan Line Study to identify the appropriate median island configurations and streetscape enhancements appropriate to help identify driveway locations and access control type for proposed developments and to beautify the corridor as redevelopment continues.

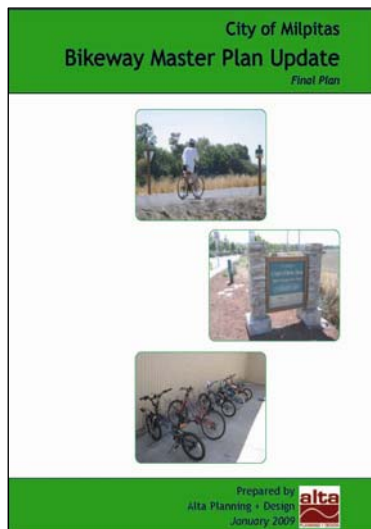
## Transit Area Specific Plan

The Milpitas Transit Area Specific Plan is a plan for the redevelopment of an approximately 437-acre area in the southern portion of the City that currently includes a number of industrial uses near the Great Mall shopping center. Based on City Council direction, the Draft Preferred Plan currently proposes redevelopment of this area with 7,109 dwelling units, 993,843 square feet of office space, 340 hotel rooms and 287,075 square feet of retail space centered around the proposed Milpitas BART station and the VTA Light Rail system.



## Bikeway Master Plan

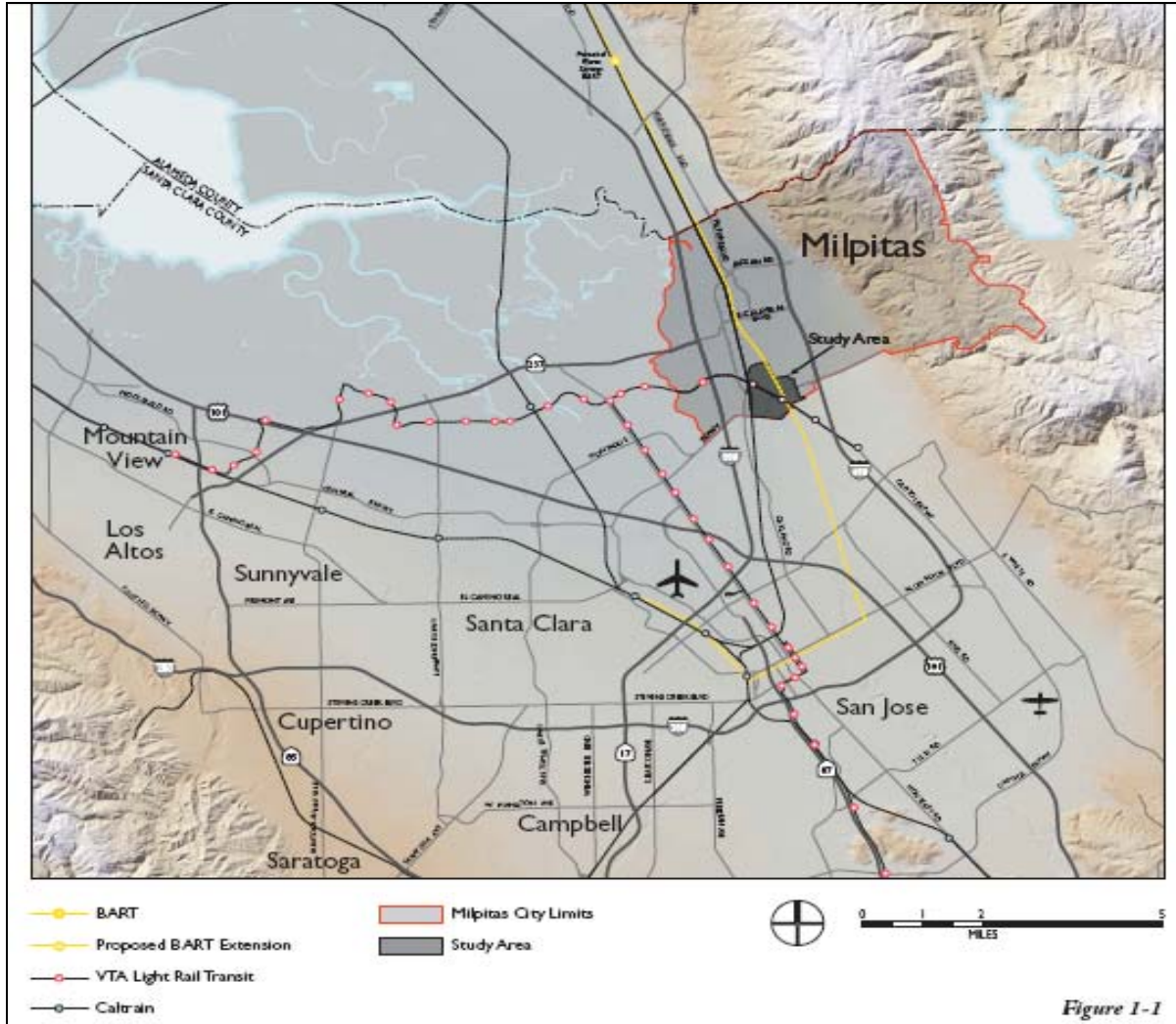
The Bikeway Master Plan consolidates all bicycle information developed by the Bicycle Pedestrian Advisory Commission (BPAC) and City staff including all policies previously adopted by the City Council into a single document for easy reference. The



Master Plan highlights all of the bicycle improvement projects currently proposed throughout the city. These projects are mapped and described. The policies ensure that bicycle and pedestrian use and accommodations are considered in future construction projects.

This document serves as the basis for the guiding principles and implementing policies incorporated in the City's General Plan. This Bikeway Master Plan was recently updated to incorporate the changes related to the Midtown Specific Plan adopted in March 2002. Together with the Trails Master Plan an extensive network of bicycle and pedestrian facilities is to be created enhancing the livability and quality of life for

our residential and business communities.



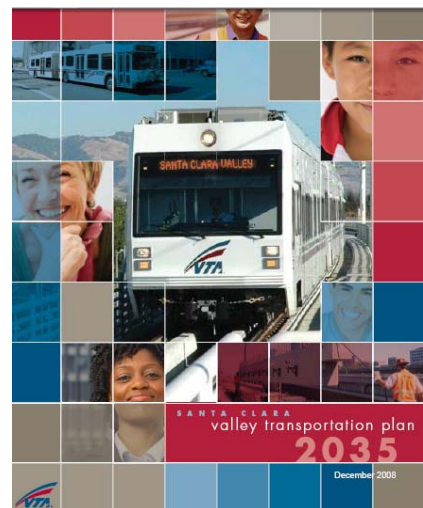
## Valley Transportation Authority (VTA)

### Valley Transportation Plan (VTP) 2035

The Santa Clara County Valley Transportation Plan (VTP) 2035 is the countywide plan for transportation funding and service decisions for Santa Clara County for the next twenty years. The plan will include a prioritized list of transportation projects, as well as long-range strategic recommendations for land use and transportation policies. The City of Milpitas is considering the following projects to be included in VTP 2035:

#### Calaveras Boulevard Widening

The existing two bridges between Milpitas Blvd and Abel Street would be replaced with a six-lane bridge complete with 10' sidewalks and 6' bike lanes. Auxiliary lanes





between Abel Street and I-880 together with operational improvements at the Abel Street and Abbott Avenue intersections would be added to insure smooth transitions and continuous bike lanes.

Approximate cost = \$70 million

### **Montague/Great Mall-Capitol Avenue Urban Interchange**

This intersection has been operating at congested levels of service “F” since 1991. A grade separation of the Great Mall-Capitol through lanes over Montague Expressway would greatly enhance capacity and maintain compatibility with the existing elevated light rail structure and future BART. The resultant at-grade signalized intersection on Montague Expressway would accommodate a partial frontage road and left turn lanes.

Approximate cost = \$60 million

### **Dixon/Milpitas Intersection Improvements**

An additional northbound left turn lane, a southbound right turn lane, and an eastbound right turn lane would be provided.

Approximate cost = \$3 million (\$105,000 available from Developer Fees)

### **Dixon Landing Road Widening**

This facility is currently primarily four lanes wide and serves as a secondary commute corridor between the I-680 and I-880 freeways. With completion of the Dixon Landing/I880 interchange reconstruction project, scheduled in early 2004, widening Dixon Landing Road between I-880 to Milpitas Blvd to six lanes with sidewalks and bike lanes would further reduce traffic congestion.

Approximate cost = \$60 million

## **Comprehensive Operations Analysis**

The Comprehensive Operations Analysis was a 24 month process of data collection, planning, stakeholder input and community outreach to better understand the transportation needs of Santa Clara County residents. The primary objectives of the COA effort were to increase ridership while improving operating efficiency. The COA effort would be cost neutral but hopefully revenue positive, producing sustainable long-term fiscal benefits. The COA began in 2006 with an extensive data collection effort and ended with the successful implementation of new bus service on January 14, 2008.



The extensive overhaul affected over 90 percent of the countywide bus system. The new service focuses on a core network of routes providing 15-minute or better all-day frequencies, enhanced Express Bus services, and new low-fare Community Bus

routes. Milpitas falls within the core network, and many of the routes perform below standards.

The COA developed a framework of the continual process of improving transit services in Santa Clara County. VTA developed a Transit Sustainability Policy as a piece of the COA, and the TSP defines service standards as a basis of evaluation. VTA conducts an Annual Transit Service Plan, and will use the TSP to evaluate both the effectiveness of COA changes as well as future service changes.

### **Bicycle Expenditure Plan (BEP)**

The Bicycle Expenditure Plan (BEP) was adopted by the VTA Board of Directors as the funding mechanism for countywide bicycle projects. When first adopted in 2000, roughly \$31 million was set aside over a 10-year BEP period (FY 2000/1-2009/10). It was subsequently augmented, with the biggest changes in the BEP funding being the inclusion of MTC's Regional Bicycle Pedestrian



Program and the extension of the timeframe to be 25 years to be consistent with the Valley Transportation Plan (VTP). This action increased the BEP funds to approximately \$99 million for the 2000-2030 period; as of FY 2007/08, \$33 million has been programmed. This funding was primarily from four funding programs:

- Measure B Bicycle Funds, a one-time \$12 million infusion;
- Transportation Fund for Clean Air 40% Program (TFCA 40%);
- Transportation Development Act Article 3 Pedestrian & Bicycle Program (TDA 3);
- Regional Bicycle/Pedestrian Program Funds (RBPP); MTC's program composed of a dedicated portion of the Region's Congestion Mitigation and Air Quality (CMAQ) funds.

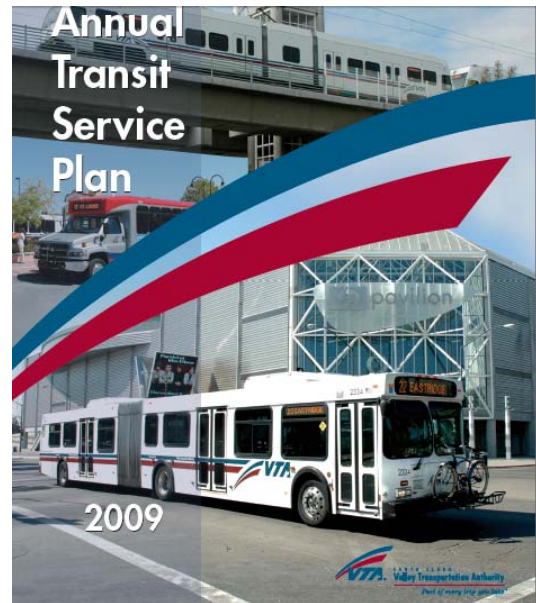
Each of these fund sources is governed by a separate set of programming criteria and policies that the VTA Board of Directors amended to guarantee the availability of funds for the BEP. The BEP project list is amended in coordination with the adoption of the revised VTP approximately every 3 years and incorporates new projects.

### **Milpitas Bicycle/Pedestrian Overcrossing**

This project will add a bicycle/pedestrian overcrossing over Montague Expressway, crossing the Union Pacific Railroad Tracks. The total cost for this project is \$15 million with a BEP allocation of \$2.4 million.

## 2009 VTA Annual Transit Service Plan

Annually, VTA has prepared a Service Management Plan to evaluate performance of the transit system and to provide proposed service change recommendations. This report, completed in July 2009, identifies many improvements for Milpitas transit. Ridership for line 66 has increased 15%-20% in 2008. Due to the increase in ridership line 66 would be modified to operate every fifteen minutes all day over the entire route on weekdays. Express 180 will continue on its existing routing, operating every 30 minutes all day on weekdays and hourly in the evenings until approx. 10:30 p.m. On weekends a new 7:42pm southbound trip would be added to Express 180. Lines 33, 46, 47 have characteristics of Community Bus routes that VTA operates in other areas. In addition, for most of the day, excluding school trips, ridership levels on lines 46 and 47 do not warrant the larger buses. As a result, a possible conversion to Community Bus service will be considered as the needs of Milpitas change.



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## CHAPTER 4

### Community Outreach Approach

The Community-Based Transportation Planning (CBTP) program is a collaborative planning process which emphasizes community participation in identifying local transportation needs, as well as potential solutions to address those needs. This chapter describes the public outreach approach developed to engage Milpitas residents in providing input on local transportation issues.

#### *Outreach Strategy*

The CBTP planning process involves a significant community outreach component to engage the direct participation of Milpitas residents. The success of the CBTP is dependent upon effective public outreach and close collaboration with local residents, community-based organizations and elected officials to develop a plan reflective of the community's transportation needs.

The focus of the CBTP outreach process was to target key locations and demographic groups which represent the segments of the community most in need of transit services. With this in mind, the project team of staff, outreach consultants and project working group (PWG) members directed outreach efforts towards low-income residents, seniors, youth and students, and disabled persons. General feedback from the community was also encouraged with the use of specific outreach materials placed in central locations around town. Additionally, due to Milpitas' unique demographic makeup of large minority groups (74% minority population) a concerted effort was made to involve non-English speaking residents as part of the outreach process.

The project team developed an outreach approach with the following goals in mind:

- 1) create effective partnerships,
- 2) develop accessible outreach materials,
- 3) use creative marketing tools, and
- 4) host engaging and informative outreach events.

With this approach, the project team sought to reach as many of the target audience as well as general community for public input. Public participation is crucial to a successful CBTP and as such, the project team provided many different options for community members to become involved in the planning process:

- Participate in the Project Working Group or as a project stakeholder
- Attend a community meeting where VTA staff was invited to present project information
- Attend a public meeting VTA staff hosted
- Participate in focus group meetings
- Complete the Comment Card

## Partnerships

Participating as a stakeholder in the CBTP is one of the more direct ways to become involved in the planning process. The project team formed partnerships with community organizations that either represent or provide services to the target demographic groups. Since community participation is crucial to correctly identifying transportation issues residents are most concerned about, the project team relied on the organizations' contacts and knowledge of the community to effectively conduct community outreach. There were two distinct groups which community organizations could fall under depending on their desired level of involvement: the project working group or stakeholder group. The project working group provided a more direct role in the study's development while the stakeholders provided support and input as critical milestones were met.

## Project Working Group

The VTA project team formed a Project Working Group to provide guidance on the community outreach efforts and input on the overall project. The Project Working Group was comprised of approximately 14 representatives from the VTA, City of Milpitas staff, County of Santa Clara, Social Services Agency and several community-based organizations providing services within the study area. Participation in the Project Working Group provided members with the opportunity to provide extensive input on public outreach efforts, the development of informational materials, as well as direct input on the challenges faced by walking, riding bicycles and using transit in and around Milpitas. Members also were encouraged to help distribute fact sheets/comment cards to the communities/people they represent and several also helped to organize briefings. The Project Working Group was composed of members from the following stakeholder agencies:

- VTA, lead agency
- MTC, funding partner
- City of Milpitas
- County of Santa Clara, Social Services Agency
- Milpitas Teen & Youth Center
- Milpitas Senior Center
- Outreach, Inc.

## Stakeholders - Community-Based Organizations

The project team developed a list of stakeholders comprised of community-based organizations that serve a diverse cross-section of Milpitas residents. The CBOs either represented a key demographic group or served the low-income or minority population in the city. CBOs provided a significant amount of outreach support by helping the project team reach out to various members of the community. CBOs helped bridge the information gap between the project team and residents and encouraged participation throughout the outreach process. Many organizations also agreed to distribute comment cards as well as host suggestion boxes in their facilities to collect completed comment cards. Table 4.1 lists the organizations who participated in the CBTP and each organization's level of involvement.

**Table 4.1 List of Participating Organizations**

Organization	Hosted Focus Group	Public Meetings	Distributed Fact Sheet/ Comment Card	Stakeholder Meeting
Milpitas Library*		X	X	X
Kaiser Permanente*			X	X
CalWORKS			X	
Barbara Lee Senior Center	X		X	X
Milpitas Adult Education Center	X		X	X
Sunnyhills Neighborhood Association		X	X	
Calaveras Hills Continuation School*			X	X
Milpitas High School*	X		X	X
Terrace Gardens Senior Living Apartments			X	X
BAPS Shri Swaminarayan Mandirs			X	X
NOVA Works			X	X
Milpitas Teen & Youth Center	X		X	X
Milpitas Economic Development Commission		X		
Social Services Agency – Welfare to Work Recipients			X	
DeVries – Milpitas Adult School Senior ESL Class		X	X	
Chinese Church in Christ			X	
Great Mall Shopping Center*			X	
City of Milpitas (City Hall)*		X	X	

\*Drop-off location with Suggestion Box

### **Outreach Materials**

The project group developed a comprehensive outreach strategy to identify the appropriate communication methods for achieving maximum project exposure. Since community participation is essential to a successful CBTP, the project team used various communication tools to inform the public of the Milpitas study:

- Collateral materials (fact sheet/comment cards, flyers, suggestion boxes, etc.)
- Media and web
- Public meetings

Outreach materials were developed to be as accessible to the public as possible. Whenever feasible, outreach materials were provided in other languages such as Spanish, Chinese and Vietnamese. Using Census data, the project team chose to translate materials in these languages to capture the non-English speaking residents in the community.

Staff worked closely with the project working group to identify key stakeholders and community-based organizations to contact for efficient dissemination of outreach materials to the target audience. With the different options for providing public input, community members were able to submit their transportation concerns and/or ideas by one of the following ways:

- Turn in a Fact Sheet/Comment Card to a project representative
- Drop off a comment card at a suggestion box
- Go on the project web page
- Attend a VTA-sponsored public meetings
- Participate in a VTA-sponsored focus group meeting
- Attend a community meeting
- Schedule a stakeholder meeting with a project representative
- Email project representative

### **Fact Sheet/Comment Card**

A project fact sheet/comment card was created to provide an overview of the CBTP, help identify transportation needs and solicit feedback on the project. The fact sheet/comment card was provided in English, Spanish, Chinese and Vietnamese to reach the widest audience possible (**Appendix B**). Approximately 2,773 fact sheets/comment cards were mailed to Welfare to Work recipients with data provided by the Santa Clara County Social Service Agency. In addition, more than 5,000 fact sheets/comment cards were distributed via various outlets, including at focus groups, public meetings, CBO offices and on the project web page (**Appendix C**).

VTA staff also distributed the fact sheet/comment card at the Great Mall Shopping Center, Milpitas City Hall and the Milpitas Library in order to reach community members who may not had the opportunity to attend a focus group or public meeting. Residents were provided with several options to return the comment cards: by suggestion boxes placed around town, by mail or in person at any outreach event. Comment card responses were collected, analyzed and summarized by the survey team and are included in this report (**Appendix D**).

### **Suggestion Boxes**

VTA staff placed several suggestion boxes around town to provide convenience for turning in completed comment cards. Milpitas Library and City Hall, as the two central locations in town, served as main drop-off locations. A couple of other suggestion boxes were rotated between several different locations throughout Milpitas to encourage residents from other parts of town to complete and return the comment cards. These locations included Kaiser Permanente hospital, Milpitas High School, and the Continuation School.



The suggestion boxes also featured a flyer in four languages (including English) to draw the attention of non-English speakers to the comment cards made available in Vietnamese, Chinese and Spanish.



*Suggestion box in Milpitas Library*



*Suggestion box flyer translated in 4 languages*

## Project Web Page

An electronic version of the comment card as well as project information was made available via the project web page on VTA's website ([http://www.vta.org/studies/milp\\_cbtp/index.html](http://www.vta.org/studies/milp_cbtp/index.html)). A flash banner on VTA's website allowed web visitors to access the web page directly from the homepage. The flash banner publicized the CBTP web page which had important project information such as meeting dates, staff contacts, and project updates.

VTA utilizes a subscription-based system to alert those subscribed to a particular web page of new content. This feature was made available for the project web page which allowed interested persons to subscribe to receive email notices whenever the page became updated with new information.



*Transitional flash banner on VTA's homepage: [www.vta.org](http://www.vta.org)*

## Press Release

The project team recognizes the importance of using several different outlets for disseminating information. To ensure that project information and its public meetings were publicized to a wide audience – especially to reach those without access to the internet – the project team worked with several newspapers to bring the transportation study to the community’s attention.

Tri-City Voice of Fremont, Hayward, Milpitas, Newark, Sunol and Union City followed the study’s progress from beginning to end, writing three articles to publicize the two public meetings as well as a final article describing recommendations that came out of the outreach efforts.

The Milpitas Post covered the project’s Open House meeting and presentation at a local neighborhood meeting in two separate articles. Complete versions of the newspaper articles are included in **Appendix E**.



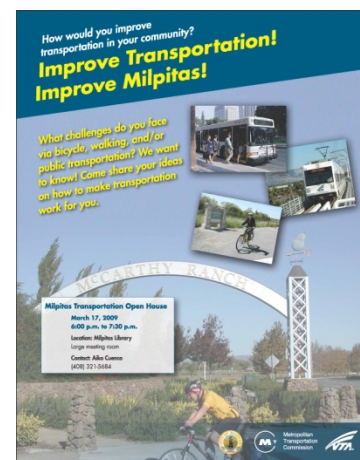
## Flyers

Public meeting flyers were created to publicize the three CBTP public meetings. Flyers were sent with email notices to CBOs to provide stakeholders the information and materials to publicize outreach event to their clients. CBOs participated by printing the flyers in-house, posting them in and around their facilities and making announcements to remind community members of the important meeting dates.

## Outreach Events

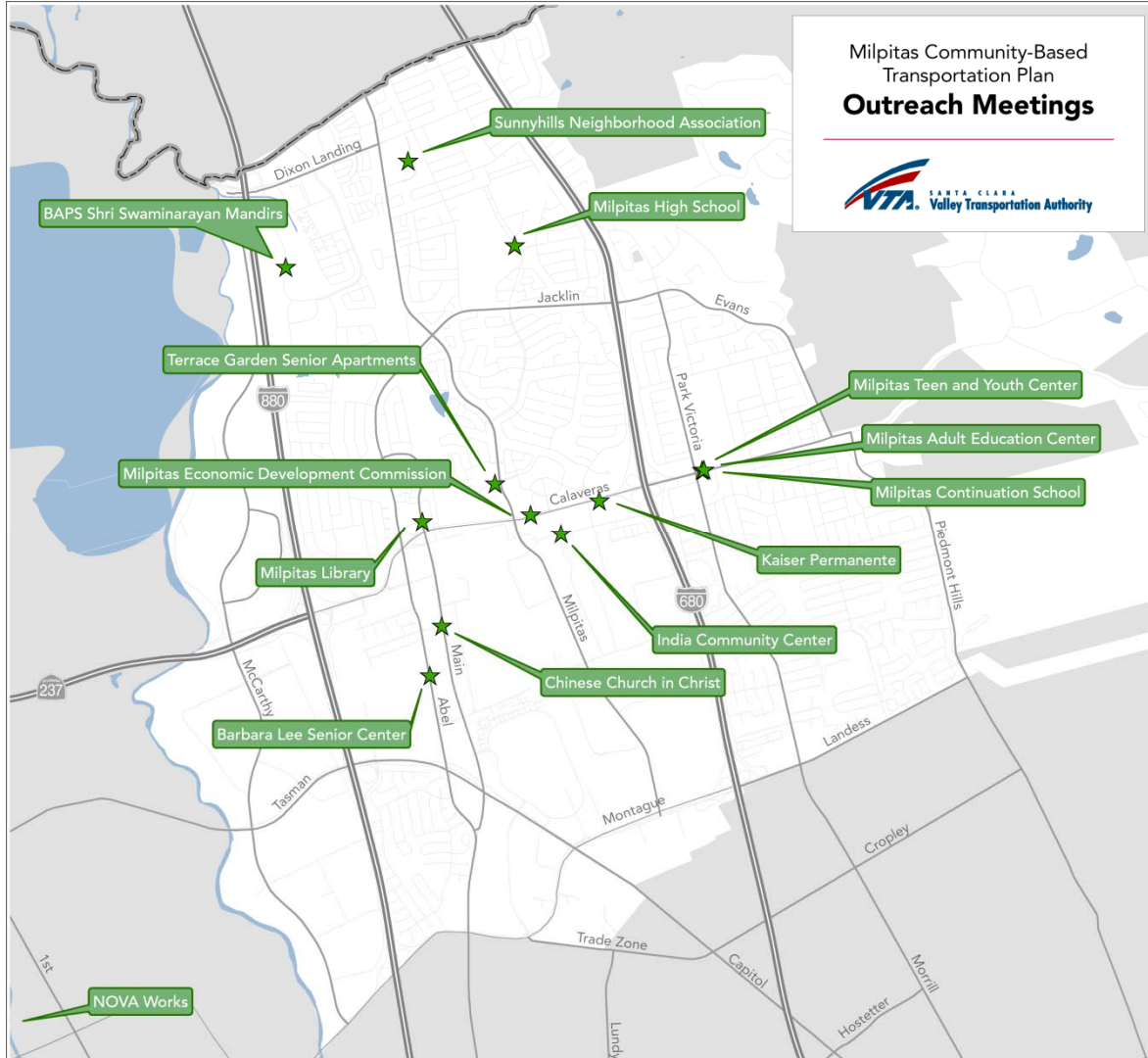
The project team was involved in various types of outreach events to gather information from the community on transportation issues. The meetings ranged from informal one-on-one meetings with CBO contacts to more formal larger public meetings. Table 4.2 lists the different types of outreach events VTA sponsored or attended as part of the CBTP outreach process and Figure 4.1 show the outreach events by location. More detailed discussion on each type of meeting is presented below and comments received from these meetings are summarized in Chapter 5.

**Table 4.2 List of Public Outreach Events**



Organization	Date	Type of meeting
1. Kaiser Permanente	2/5/2009	Stakeholder Meeting
2. Milpitas Library	2/5/2009	Stakeholder Meeting
3. NOVA Works	3/5/2009	Stakeholder Meeting
4. Barbara Lee Senior Center	2/9/2009	Stakeholder Meeting
5. Barbara Lee Senior Center	5/12/2009	Focus Group Meeting
6. Milpitas Adult Education Center	2/10/2009	Stakeholder Meeting
7. Milpitas Adult Education Center	5/6/2009	Focus Group Meeting
8. India Community Center	5/22/2009	Stakeholder Meeting
9. Terrace Garden Senior Apartments	2/11/2009	Stakeholder Meeting
10. Chinese Church in Christ	3/4/2009	Stakeholder Meeting
11. BAPS Shri Swaminarayan Mandirs	2/19/2009	Stakeholder Meeting
12. Sunnyhills Neighborhood Association	5/2/2009	Community Meeting
13. Milpitas Teen & Youth Center	4/29/2009	Focus Group Meeting
14. Milpitas Continuation School	2/10/2009	Stakeholder Meeting
15. Milpitas High School	3/27/2009	Stakeholder Meeting
16. Milpitas High School	5/7/2009	Focus Group Meeting
17. Milpitas Economic Development Commission	5/11/2009	Community Meeting
18. City of Milpitas	3/17/2009	Open House
19. City of Milpitas	4/2/2009	Public Meeting #1
20. City of Milpitas	5/28/2009	Public Meeting #2

Figure 4.1 Map of Outreach Events



### Stakeholder Meetings

VTA staff conducted one-on-one preliminary meetings with community organizations in Milpitas to inform key stakeholders of the CBTP study. Stakeholder meetings were organized to build working relationships with the organizations and to gather support for public outreach efforts to be conducted in the community. Stakeholders were encouraged to distribute comment cards and/or host a suggestion box in their facility. From these stakeholder meetings, VTA staff gained insight into each organization's mission and work in the community. Additionally, staff had the opportunity to conduct informal discussions with clients on what transportation issues they face in traveling to reach the services they need as well as general concerns traveling around town.

## Community Meetings

VTA staff took advantage of several existing community meetings in Milpitas as another opportunity to present project information and solicit input. VTA attended a meeting with the Sunnyhills Neighborhood Association, a neighborhood group of local homeowners and residents, and the Milpitas Economic Development Commission, an advisory committee to Milpitas City Council, to update community members on the project's preliminary findings as well as solicit their feedback on transportation issues in the community.

## Public Meetings

The project team kicked off the public outreach process with an Open House on March 17, 2009. The Open House provided an opportunity for the community to learn about the transportation study and meet the project team. The meeting was conducted in the Milpitas Library as an informal open house which allowed attendees to informally view information on poster boards and ask questions of the project team. The poster boards were organized as an interactive exercise which asked attendees to place stickers on each board to indicate where and what transportation issues they are most concerned about. This provided everyone an opportunity to view all of the information presented on the poster boards, share their comments and become engaged in meaningful discussions with the project team.



The following public meeting on April 2<sup>nd</sup> summarized the transportation concerns identified from the outreach process in a presentation format. The public was invited to provide input on the issues gathered so far and to discuss additional transportation needs yet to be expressed in the comment cards and outreach events. At the final public meeting on May 28<sup>th</sup>, the project team presented project proposals that were developed to address

the needs identified. The community was encouraged to stay involved in order to provide comments on the proposed projects presented and help the project team shape the final recommendations to incorporate into the report.

## Focus Group Meetings

Focus group meetings were organized to gather input from community members to expand VTA's understanding of transportation and transit needs. The focus group format allowed for more detailed discussion of issues, particularly gaps in the transportation network, issues related to youth, seniors and minority communities within Milpitas and potential solutions to address these needs and issues.

Four focus group meetings were held with participants identified through a collaborative process led by the Project Working Group. The Project Working Group

also provided input on the information that was most important to gather in the study, which helped to direct the questions asked at the focus group meetings (**Appendix F**). The focus group meetings were designed and organized with an understanding of different key demographic groups with multi-lingual needs in the community.

The first focus group meeting was directed toward the youth community and was held at the Milpitas Teen Center. The second and third meetings were orientated toward community members who do not speak English as their first language. Adult ESL students attended the meeting held at the Milpitas Adult Education Center, and Mandarin-speaking senior citizens attended the meeting held at the Milpitas Senior Center.



The final focus group was conducted with high school students from Milpitas High School. More details about these meetings and the comments received are discussed in Chapter 5, and full summaries are included in **Appendix G**.

## CHAPTER 5

### Community Outreach Findings

This chapter summarizes the comments received from the various public outreach events held in Milpitas during February through May 2009. Input received was used to develop a list of transportation proposals, which are further described in Chapter 6.

#### Outreach Findings

##### Comment Card Results

The comment card was an opportunity for Milpitas residents to provide direct input on their transportation needs and issues. From the 602 comment cards returned, the project team was able to extract some important findings about the Milpitas community. The first two questions on the comment cards revealed information about the respondent's residential location and age. To get a better understanding of where respondents were traveling from, each respondent's residential location was mapped (see Figure 5.2). Figure 5.2 shows that respondents are fairly distributed around the city with expected clustering in the residential portions of town. Additionally, the map shows that there are respondents from North San Jose, outside of the study area.

The number of respondents from each age group was also fairly evenly distributed. With the senior and youth population representing the high and low end of the spectrum respectively, there is a fair representation of each age group's comments and concerns in the overall findings. Figure 5.1 below shows the age distribution of comment card respondents.

Figure 5.1 Age Distribution of Respondents

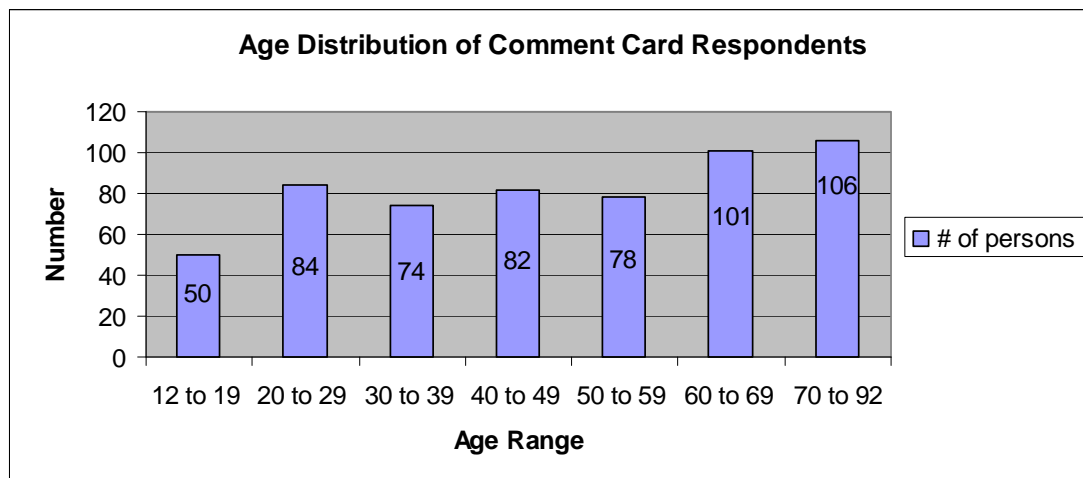
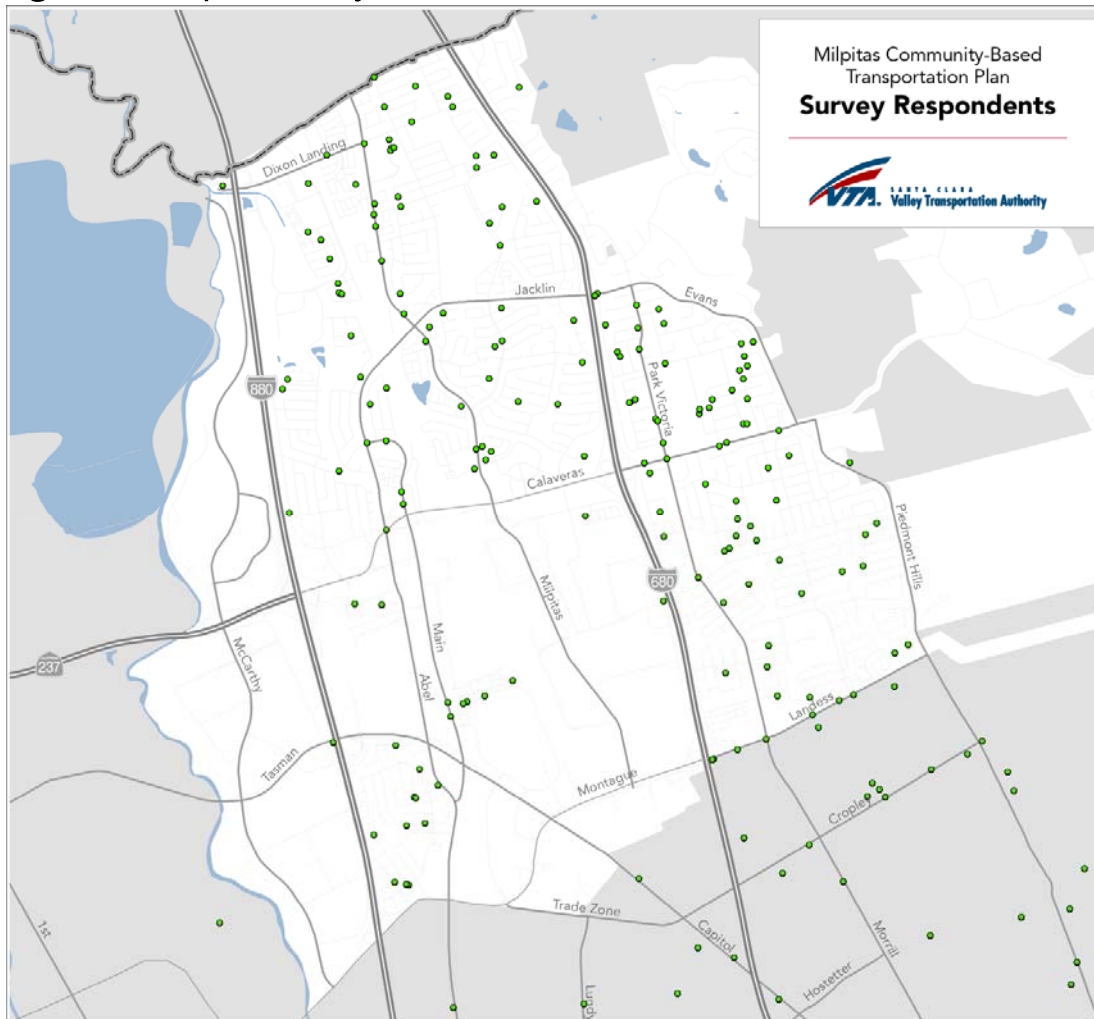


Figure 5-2 Respondents by Location



A more detailed discussion on the rest of the comment card results is presented in the full summary report as **Appendix D**. The following lists some highlights of the findings gathered from the comment cards:

- The most common modes of transportation are bus, car and walking
- The top three destinations in town are the new library, stores and school
- 54.8 % of respondents do not own a car
- The biggest transportation concerns identified by the respondents are: lack of transit services in their area, the high cost of fares, personal safety while walking or bicycling, and transit services during the late night or early morning hours (after 10pm or before 6am)



- The following destinations have the highest percentage of respondents traveling by bus (an average of 63% of respondents per destination): the church, hospital, parks and Senior Center
- Respondents are less concerned about two transportation issues: school transportation and lack of bicycle and pedestrian facilities
- Only 1% of respondents use the Light Rail – the least used mode of transportation in Milpitas
- Cost and service frequency are the predominant concerns shared by all age groups
- For respondents who do not own cars, costs and lack of transit service are an overwhelming concern – over 50% responses for each issue (percentages do not equal 100% because respondents can choose up to three top concerns)
- Youth (age  $\leq 16$ ) are most concerned about costs and traffic congestion

### Comments from Public Meetings

Three public meetings were organized to gather community input in the beginning, middle and end of the study. The Open House served as the kick-off meeting with the public to compile a list of preliminary concerns. The April 2<sup>nd</sup> public meeting presented the top transportation concerns gathered from the comment cards and outreach events to the public. Additional comments and suggestions were received up to the final public meeting wherein VTA staff presented transportation proposals for public input. The following is a summary of each public meeting.

**Open House Public Meeting (March 17th, 2009):** The Open House public meeting was held in the Milpitas Library. The library, one of the more popular destinations in town, regularly draws 2,600 people daily – mostly mothers, teens and seniors. The library was an ideal location to host a kick-off public meeting as it attracted not only expected attendees from previous stakeholder meetings but regular library patrons passing by.

Approximately 16 people attended the open house including an adult ESL class from DeVries Senior Housing. As described in the previous chapter, attendees were asked to place a total of five stickers on three poster boards which outlined transportation topics of concern and destinations most traveled to. The transportation issues attendees were most concerned about are: lack of transit service in their area,



personal safety while biking and lack of bike lanes/paths. Top destinations most traveled to include McCarthy Ranch, Ranch 99, Great Mall Shopping Center, City Hall and the light rail station.

**Public Meeting #2 (April 2, 2009):** The public meeting held at Milpitas City Hall was a combination of both open house and presentation format. The poster board exercise was repeated as the open house activity, followed by a staff presentation on the CBTP program and existing transit service in Milpitas.

Approximately 12 residents attended the public meeting. Among the top concerns discussed are lack of east-west connection and the desire for community buses in the community. A few members of Milpitas High School staff expressed concern for the high cost of fares for students and suggested outreach at various schools' registration days to increase awareness for public transit.

**Public Meeting #3 (May 28th, 2009):** The final public meeting was conducted in Milpitas City Hall to present the transportation proposals developed in response to the comments received. Staff presented a summary of findings from the public outreach period as well as transportation proposals to potentially address the needs identified by the community. Proposed projects listed for future consideration include bus route modification, introduction of community buses and lower fares.

Approximately 13 residents attended the public meeting including members from BREATHE California, Milpitas High School, Sunnyhills Neighborhood Association and Tri-City Voice newspaper. The majority of the comments addressed the need for better information, increased safety and circulation improvements around the Escuela area. Two student volunteers from Russell Middle School as part of the Youth for a Cool Earth Project did a presentation on suggested improvements around Russell Middle, Pomeroy Elementary and Milpitas High School. These suggestions included a How-to YouTube video on riding the bus, emergency phones and better waiting environment at bus stops near schools.

### **Comments from Community Meetings**

The project team was invited to attend two regularly scheduled community meetings in Milpitas to do a presentation on the CBTP. Staff was able to build on these existing meetings by capturing a new audience to seek input on transportation needs.

**Sunnyhills Neighborhood Association (May 2, 2009):** Approximately 25 residents attended the Sunnyhills community breakfast to hear a presentation on the transportation plan and current bus service performance in Milpitas. Members expressed concern for improved bus shelters at Great Mall and Park Victoria/Landess, east-west connection, better route to Kaiser, and improved fare boxes to provide change. Additionally, the Association is a strong proponent for a pedestrian overcrossing at Yosemite and Curtis over the railroad tracks. In particular, the group advocates for implementing a personal rapid transit (PRT) system as a solution to overcome the pedestrian barrier.

**Economic Development Commission (May 11, 2009):** The Economic Development Commission is a committee composed of community members representing various business sectors such as restaurants, hotels, and technology companies in Milpitas. The 11-person committee advises the city on economic development and business issues.

The committee provided suggestions for improving transit access including tying the LIFT ZONE areas as part of the plan and introducing community buses in the community. The LIFT Zone program was initiated in 2009 and works with property owners/landlords to improve older, gentrifying residential neighborhoods. City departments including Building and Safety, Planning & Neighborhood Preservation assist with identifying locations and recommendations of improvements. The locations identified for improvements are the Adams/Temple Area and South Main Street.

### **Comments from Focus Group Meetings**

The project team organized a total of four focus group meetings with the goal of targeting key demographic groups in the community for input: the youth, adults and seniors. Two separate meetings were conducted with the young demographic group to gather transportation concerns from both high school students and the general youth. A variety of topics were covered during the meetings such as cost of fares, transit amenities, safety, and extended transit service which revealed key topics of concern. Below is a summary of concerns sorted by topic. To read a full summary of all the comments, see

**Appendix G.**

**Milpitas Teen Center Focus Group (April 29, 2009):** The Milpitas Teen Center is a free drop-in program for teens ages 12-17. The center provides a safe, supervised place for teens to socialize, study and/or participate in weekly and monthly events. The youth participants were students from the teen center who relied on public transit, primarily bus, to get to their destinations.

Approximately 12 people participated in the focus group discussion. The majority of the comments addressed bus transit, specifically cost and reliability. The participants in particular suggested lowering fares for youth passes and increasing bus reliability. In addition, participants requested bus route schedules should be posted at bus stops.

**Milpitas Adult Education Center Focus Group (May 6, 2009):** The Milpitas Adult Education Center provides Adult English as a Second Language (ESL) classes for beginning, intermediate, and advanced level speakers. The majority of the students that participated were Mandarin speaking, but Hindi-speaking and Spanish-speaking students also participated. The participants were primarily from Milpitas, but several also commuted from Fremont.

Approximately 10 local adult ESL students participated. Participants rely on a variety of modes of transportation, including car, bike, and bus, to travel to destinations within Milpitas. The majority of the comments addressed bus transit, specifically timeliness and routing. The participants in particular suggested direct routes to popular destinations and increased bus reliability. In addition, participants requested bus route schedules be made available in multiple languages.

**Milpitas High School Focus Group (May 7, 2009):** The meeting was held at Milpitas High School with student aides and student representatives from the Associated Student Body (ASB). Participants ranged in grade levels with a majority of juniors and seniors represented.

Approximately 11 students participated. The majority of the comments addressed how participants travel to and from school. Most students choose to either drive or get driven to school; few walk and none bike. Students commented that buses took too long to leave campus, were crowded and required payment. However, if it would cost more to drive, many would switch to taking the bus. Other concerns regarding pedestrian issues also came up including needed crosswalks at Abbott and Calaveras, sidewalk on one side Jacklin Rd. and pedestrian crossing at California Circle/San Andreas over the railroad tracks.

**Senior Center Focus Group (May 12, 2009):** The meeting was held at the Milpitas Barbara Lee Senior Center, which is part of the City of Milpitas Recreation Services and offers members many programs and activities, such as classes and socials. Participants were primarily Mandarin speaking residents of Milpitas, with a few residents of San Jose, who rely on bus transit to get to most destinations within Milpitas.

Approximately 21 seniors participated. The majority of the comments addressed bus transit, specifically routes, cost and comfort. The participants in particular suggested lowering fares, providing a more direct route to City Hall, and providing more onboard information about stops. In addition, participants requested bus route schedules in Chinese and shelters at the bus stops.

### **Summary of Comments**

The project team received comments on a variety of topics. Key issues included a lack of onboard information about upcoming bus stops, the cost of bus fares, need for improved reliability of transfers and changes in bus routes and schedules. Below is a summary of comments, sorted by topic. To read all comments, see meeting summaries in

**Appendix G.**

**(Note: “\*”** Indicates that several participants made the same basic comment.)

## Bus Stop Locations and Amenities

Most of the participants were satisfied with the bus stop locations, however a few mentioned the need for bus stops in residential neighborhoods. Participants suggested that benches and shelters at bus stop locations should be provided. Additional amenities mentioned were water fountains, restrooms and lighting. Participants also noted more room for wheelchairs and bikes is needed.

- The walking distance is long from the residential areas to the main roads with bus stops.
- Bus stations, especially along Jacklin Rd. and Park Victoria, often have litter crowded around seats. Perhaps multilingual signs would alleviate the problem.
- The stop sign between two signals on Calaveras Blvd is unnecessary
- The walking distance to the Pines bus stop is too long for those living in the far side of the neighborhood
- Many of the bus stops don't have adequate shelters\*
  - Bus 66 1<sup>st</sup> stop after Dixon (Milpitas/Hillside) needs a bench and shelter; it's the one behind the Senior Lodge
  - Shelters are needed at stops on Calaveras and Park Victoria stops
- Larger shelters that include a space for wheelchairs is needed\*
- Need stations with bathrooms, water fountains, and shelters to protect from rain
- There is no toilet or water fountain at the Great Mall transit stop. This is very hard for seniors (and others)
- Transparent walls in the bus stop shelters are needed for drivers to see passengers waiting to be picked up at bus stops
- Some bus stops are too dark at night and it feels unsafe.\* In particular, the Rancho bus stop by Yellowstone
- AC Transit – one line (217) moved the bus stop across street so now my stop is more difficult to reach
- Bus stops in Fremont, particularly at the 215/217 transfer near AutoMall/Fry's Electronics, are too far away; passengers feel unsafe walking home at night.
- Bus 70 @ Hostetter, requires a 20 minute walk catch bus stop back
- The two bus stops on the 66 bus route northbound near St. Johns and the Auto center should be combined since they are so close together
- Montague bus stops are used infrequently on the 46 and 47
- Most bus stops are located near enough to destinations
- Some bus stops are overgrown by trees and impede bus driver's ability to view passengers waiting to be picked up at the bus stop
- Improve the bus duc-out area at Milpitas High (do not block the bike lane)

## Bike Pedestrian/Facilities

A few participants felt several crosswalks and roads in the community were dangerous to walk due to conflicts with automobiles. One participant noted broken concrete on sidewalks, which is dangerous for bicyclists and pedestrians.

- Sometimes the crosswalks on Jacklin and Yosemite Street don't allow much time for pedestrians to cross. Pedestrians may be resistant to walk along Jacklin and Yosemite Street at night when cars can't see them.
- Those with disabilities can't cross the street quickly and rely on drivers to stop rather than stop lights.
- Fremont crosswalk on Mojave Drive is too dangerous to cross.
- Sidewalks (near Cedar Lawn Memorial Park and Golfland, as well as along Park Victoria, Milpitas Blvd., and Jacklin Rd.) are dangerous. Some are not maintained to address obstructions like surfacing tree roots. The bike lanes are either too narrow or non-existent, causing bicyclists to use the sidewalk.
- No bus to City Hall from library (walk) – now must walk across a windy overpass with cars, it's dangerous walk
- A crosswalk is needed by the bus stop on Calaveras near the Youth Center
- It is dangerous for bicyclists to cross the train tracks north of Calaveras Blvd. and Industrial Way as well as the overcrossing at Calaveras Blvd. over Hwy I-880
- Need a pedestrian overcrossing at the train tracks (future BART extension) near Curtis Ave.
- Add bike lockers and racks at Escuela
- Add paved path on the south side of Russell School
- Install an elevated pedestrian/bike crossing at Yosemite and Curtis

### Bus Drivers

Most participants agreed that bus drivers are typically friendly toward passengers, however drivers often pass bus stops without picking up passengers.

- Bus drivers are usually very kind
- One driver is nasty; would like some kind of onboard comment card to share these thoughts
- Occasionally bus drivers will not wait when they see passengers approaching the bus stop
- While waiting at bus stops, bus drivers have passed by without stopping, particularly at night\*
- Occasionally bus drivers will leave the bus to take a break
- Some buses drivers don't pull up close enough to the curb (need to pull close to curb)

### Bus Reliability

Participants often experience difficulties with transfers due to unreliable bus arrival times. For the most part, participants noted travel time on the bus is fairly reliable.

- Bus transfers are the main cause of inconvenience and significantly lengthen a trip's time. Timely and reliable bus transfers would improve trip times.
- Passengers who commute to Milpitas from San Jose often miss transfer buses (Route 47) because they get stuck in traffic (on Route 70). A direct line would be the optimal solution.

- Taking the bus and other transit to San Francisco is too unreliable to take the risk. Unreliable transfers make the transit ride to Fremont BART too long, whereas driving to BART is much more convenient.
- Currently, many students with heavy backpacks are inconvenienced because: 1) Route 46 bus often gets stuck in traffic, causing students to miss the 66 bus; and 2) the bus leaves too soon after school ends. A trip that takes 15 minutes by car becomes an hour trip by bus.
- Twenty minutes between buses is too long\*
- Sometimes bus doesn't come when it's expected
- Overall, the bus travel time is fairly consistent, although can be delayed depending on traffic
- Bus transfers seem to work pretty well
- The arrival time of busses at bus stops is unreliable, particularly in the morning when arriving for school
- More bus frequency on line 47 and 66 at City Hall and the library respectively
- Avoid bus congestion at schools through better scheduling

### Bus Service and Routes

Many participants frequently used the bus to get to common destinations such as school, work and shopping centers. Participants commented on the need for east-west connectivity, more direct lines, and increased bus capacity, especially when the students are released from school.

- The bus is the most common mode of transportation to get to the Great Mall, work, school and other destinations
- Most trips taken on the bus are in close proximity
- Multiple bus trips are taken within a day
- Traveling to Ranch 99 requires transferring buses (Route 46 to Route 33 at the Great Mall) and takes about an hour. The inconvenience pushes passengers to choose other modes, like autos. The Route 33 would be taken more if the route was more direct and trips were faster
- An added bus route to Borders would be nice, as children go there to read
- A bus schedule that catered to student morning and afternoon commuting hours (7:30 AM and 4PM) would benefit many students and parents, particularly at Rancho Middle School on Yosemite. Especially because three schools and the library are all along Abel Street, increasing frequency or adding a direct line to Cedar Way (from the schools to residential areas) would help parents a lot. The timing, not the crowding, is most crucial.
- There is not enough bus capacity in the afternoon when students are leaving school
- Mainly from Downtown to the Great Mall (Route 66), getting onto buses with a bike can be very difficult
- Take bus to BART (runs ok, but want BART to San Jose)
- A direct line from Park Victoria to Jacklin would be helpful.

- An extension of the bus route to the Park Victoria side of Jacklin Rd would help. A passenger commented on the inconvenient 25-minute walk and uses a bicycle instead.
- An extension of Route 66 on the weekend service would help many community temple members who currently have to walk ½ mile from the last transit stop. The bus service ends at 6PM, which is alright for the community temple members.
- Need for a direct route to San Jose downtown or Museum
- 51 to De Anza College – takes one hour from Cupertino, and there are no buses (51) on Sat/Sunday
- Bus 71, it seems to be one hour between buses on weekends
- Extend 46/47 one block north to the Senior apartments
- Need east-west connection to City Hall; a bus to City Hall from library\*
- 47 comes every 30 minutes; ideally want 15 minute headway
- 47 stops at 8PM and this is sometimes difficult
- 46/47 to Washington doesn't go to Dixon & Lion's Supermarket
- The 68 was canceled, so now I don't have straight trip and have to transfer
- Would like direct bus line from Lions Market to Ocean Market/ Adult Senior Center
- Consider using smaller buses more often for better service
- Depending on traffic the time to get from Milpitas High School to the Youth Center is approximately 10- 15 minutes
- The 47 and 46 buses that travel on Arizona Street (near 7 eleven) should take a left rather than be required to go straight to the bus stop, which causes a delay
- Late night service needs to be expanded until 10 p.m. throughout the week to allow passengers to take the bus home after movies
- Additional bus service is needed on the weekend to get to destinations such as McCarthy Ranch
- The weekend/holiday schedules should be the same as the weekday schedule
- Often deterred from taking the 180 to the Great Mall as it takes too long
- Weekend transit use typically does not begin until 10:00/11:00 a.m.
- Would like there to be easy transit service to Newark and Union City for school and recreational events
- Would like AC Transit and VTA passes to be interchangeable
- An express bus that uses the freeway and eliminates the stops on Main and Abel would be helpful
- Need for more bike capacity on the buses
- Consider allowing food and drinks on the bus
- Trash cans should be located near the seats
- Takes an hour and half for a disabled man to get home 5 blocks away from city hall. Issue of East/West access.
- Bring community bus service.
- Run the 33 up and down Calaveras blvd.
- Need an east/west transfer
- No rapid bus in Milpitas. Need rapid transit bus to Sunnyvale, Mt. View, etc.



- Have a community bus to Kaiser. Old route 77 that has been discontinued went to hospitals and schools.
- AC transit route 217 should work in conjunction with VTA
- Transfer 2 buses to get to San Jose
- Add VTA shuttle if K-3 buses are cut in the MUSD budget
- Add shuttle to pick up at Pines, Great Mall and Main Street

### Light Rail Service and Routes

A few participants commented on the need for light rail service to reduce fare cost and expand service to more destinations in Downtown San Jose.

- The light rail costs too much money, yet the primary destinations are limited to CISCO Systems and Downtown San Jose. Light rail does not provide access to other popular destinations, such as shopping centers. Aside from its museums, Downtown San Jose does not have any attractions for parents and kids.
- Trains are now very crowded on weekdays and empty on weekends
- Having light rail access to Mountain View would be helpful
- Wait a long time at Dixon Road for the light rail

### Cost

Participants at the focus group meetings expressed concern regarding the cost of bus fares. Participants noted the need for lower fares or discount programs, particularly for families and seniors.

- Traveling by bus can be more expensive than by car, especially since a bus transfer is often required during trips
- The monthly pass is definitely the most cost-effective
- Cost of bus fares for seniors is too high
- Lower fares for school kids
- Cost of bus fares for youth is too high
- Discount tickets are being sold at a discount at some housing facilities; how can we get this discount (appears to be EcoPass that is being offered to residents of some housing facilities)
- Where can people get tickets; why can't others get the same discount
- The majority of youth buy monthly bus passes for travel to school and other social/recreational destinations
- A three-month bus pass for \$70 would be a good idea as it is difficult to remember to buy a pass every month
- Consider family discount passes for families with multiple students
- Bring Spare the Air program back
- Offer free token for first ride

## Transit Information and Signage

Many participants noted bus schedule information was not convenient to find and suggested the schedules be posted on bus stops. Information should also be translated in multiple languages, particularly Chinese. In addition, while riding the bus the upcoming stop should be announced either by the driver or a marquee.

- Finding and understanding particular bus maps are difficult, especially to people who have just moved to the area or are unfamiliar with the area\*
- Potential first time riders are often deterred from riding the bus as they are confused by which bus to use to get to a particular location
- Getting acclimated to the bus system helped improve passenger experience
- No names on bus stops, no announcement of stops (names, multilingual); need some way, such as a bus marquee, to announce each stop (sign in bus or announcement by driver)\*
- Stop request sound is needed to the passengers know the request has successfully been made
- Bus schedules needs to be listed on the bus stop\*
- Need information and tickets in Chinese, around at stores and other locations\*
- Maps at schools, on buses, near bus stops, and at the library would be convenient\*
- Maps need to be more user friendly by differentiating directions by color and color coding the schedule\*
- Carrying a copy of the map on-hand is very helpful
- Bus schedules needs to be listed on the bus stop to eliminate the need to call for information on the next arrival time
- The internet (and cell phone) is often used to check the bus schedule before leaving for the destination\*
- The Main and Cedar buses often confuse passengers (particularly those who speak another language) as they only look at the bus number
- Students need to be made aware of transit services they can use
- Promote transit on registration day at Milpitas High. Make transit free for that first day of school so that students will know how to use it. (increase ridership)

## Other

A few participants also commented on driving conditions on local roads, obstacles to accessing adjacent neighborhoods and the proposed Milpitas PRT “Ferry”.

- It is difficult to go to the Ocean Supermarket as cars cannot u-turn on Park Victoria and Calaveras.
- Proposed Milpitas PRT “Ferry” at Yosemite/Curtis
  - “Fully one-half of Milpitas that lies south of Calaveras Blvd is bisected by railroad lines that force pedestrians and cyclists out of their way and onto the only available crossings – Calaveras and Montague Expressway.”
  - Walking next to huge trucks whisking by at 40 mph or faster is scary.
  - A steel-and-concrete POC is problematic due to required height of the crossing, physical constraints of the location, and cost.



## CHAPTER 6

# Development of Transportation Proposals

Based on the input received, a list of transportation proposals was developed to address the needs expressed by the community. This chapter explains the development of the transportation proposals presented below, which are further described in Chapter 7.

### *Transportation Needs*

#### **Transit Issues**

A majority of the comments received via comment cards and public meetings were focused on transit related improvements. Several of the same issues were repeated throughout the outreach process, so the project team took note of the top transit concerns to develop probable solutions. The main transit concerns expressed by the community are as follows:

- East-west travel is difficult as bus routes are oriented north-south;
- Inconvenient to have to travel south to go north to Fremont BART station;
- Cost of fare for transit is too high;
- Not enough late night/early morning service;
- Community buses are favored in lieu of running large buses during non-peak hours

The process for developing the transportation proposals began with the project team first examining the current bus service in Milpitas to determine which routes are performing up to service standards and which destinations are served or not served by the existing transit. An evaluation of the current bus schedule was also made to determine if there was room for potential new bus service opportunities. Based on staff analysis of the current bus routes and ridership performance in Milpitas, several key findings emerged:

- Lines 46 and 47 provide important service to Milpitas High School and meet ridership standards on weekdays;
- Line 66 provides core 15 minute, north/south service through Milpitas;
- Line 33 has substandard ridership weekdays, Saturday and Sunday but is the only bus service to McCarthy Ranch;
- Saturday and Sunday ridership on Lines 46 and 47 is substandard;
- Opportunities for community bus service: Lines 33, 46 and 47 exhibit operational and geographical characteristics typical of VTA's Community Bus service

The project team took these findings into consideration when developing the proposals to ensure that the proposed improvements do not negatively impact high performing bus lines. See **Appendix H** for more details on the bus service analysis. The project team developed a proposed new bus route that would address several of the top transit concerns. The project team recognized that improvements to the bus routes is the biggest concern shared by community members and as such, the proposal should be in the near- to mid-term timeframe. The proposed new bus route could be implemented as early as late 2009. **Chapter 7** provides more discussion on this proposed new route.

### **Congestion Issues**

Almost half of the comment card respondents are vehicle owners and have relayed concerns regarding congestion issues. The project team relied on existing City plans for guidance on which proposed traffic calming and roadway improvement projects already address the concerns shared by the community. The project team incorporated relevant City proposed roadway projects as part of the CBTP's proposed project list.

### **Bicycle and Pedestrian Issues**

Non-motorized issues did not feature as prominently in the outreach results as the transit concerns. However, general issues regarding safety and access for bicyclists and pedestrians were noted. As before, the project team took advantage of the extensive planning work the City has done to build upon their efforts to develop the proposals for bicycle and pedestrian improvements. The City of Milpitas recently completed an update to their Bikeway Master Plan and the plan documents a host of proposed bikeway improvements to many of the city's local roads and arterials. These are incorporated into the list of proposals.

### ***Milpitas Transportation Proposals***

The proposals the project team developed in response to the transportation issues received are presented as concepts in **Table 6-1**. The list of transportation proposals was later refined to include a final list of near- and mid-term proposals with potential funding sources.

The project team chose not to develop criteria for evaluating proposals due to the fact that each proposal on the final list addressed a community concern identified through public outreach. Each proposal was deemed relevant and important to the community therefore, the project team included all of the proposals in a master list grouped by category of concern rather than ranked by priority. The project list also includes a "wish list" for proposals which does not fit the near- to mid-term implementation timeline but is documented in the plan for future consideration when funding opportunities become available.

**Table 6-1 Transportation Proposal Concepts****TRANSIT SERVICES**

- Future Improvements to LRT system
- Early Morning/Late Night Transit Needs Assessment
- Increase Early Morning/Late Night Service Hours on Key Routes
- Community Bus Service
- Provide Bus Service on East-West Route
- Bus Service to California Circle (Milmont Area)

**TRANSPORTATION AMENITIES**

- Improved Bus Stop Waiting Areas
- Transit Information at Bus Stops
- Transit Education Program for Middle and High School Students
- Enhanced Multi-Lingual Passenger Information (Printed Materials)
- Transit Fare Subsidy
- Coordination with AC Transit on Fares and Schedules

**BICYCLE AND PEDESTRIAN**

- New Bicycle and Pedestrian Facilities
- Improved Safety

**TRAFFIC**

- Improved Traffic Congestion on Major Arterials
- Traffic Calming

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# CHAPTER 7

## Transportation Proposals

This chapter provides detail and definition on the list of proposals developed by the project team. The proposals were presented to the Project Working Group and general public for final comments before incorporation into the plan. Each proposal aims to address one or more specific transportation issue identified by the community. When considered as a whole, the list of transportation proposals comprises a complete, multimodal approach to address transportation concerns.

The project list is divided into two groups. The first list of 36 proposals are either identified in an existing plan and/or developed as projects for near-term implementation. The second group of 7 proposals list projects for future consideration. As new funding opportunities become available or as new planning efforts are undertaken, these projects should be considered for development. Although current budget constraints keep all projects from being pursued, the project team felt it was important to include this second group of proposals to document the entire range of transportation issues important to the community. These projects serve as the community's "wish list" of transportation improvements for future consideration.

The proposals presented below are described with specific details including timeline, funding, etc. The first set of proposals is also listed in Table 7.1 and the second set in Table 7.2.

### *Transit Services*

#### 1) Milpitas Community Bus Service

##### **Proposal Details**

VTA proposes converting existing bus lines 46, 33 and 47 into Community Bus Service routes. Lines 33 and 47 would combine into a new line 47 as a Community Bus route providing East-West connection along Calaveras Avenue.



##### **Community Need**

This would address the community's desire for Community Bus Service at a reduced fare in Milpitas, providing more access to destination points including McCarthy Ranch, Serra Center, Library, future Valley Medical Center, City Hall, Town Center, future Senior Center (August 2010), and Great Mall. Additionally, new Community



Bus Service would lower fares for these routes and provide much needed East-West connection.

**Estimated Costs**

VTA estimates that this new Community Bus Service could be provided within the existing bus operating budget.

**Implementation**

Conversion to Community Bus Service is contingent on completion of the gas fueling installation project at VTA's Cerone Division in January 2011. Route changes may occur as early as January 2010 for line 47 using standard buses until the Community Bus fueling is available in January 2011.

**Figure 7.1** shows the current bus service in Milpitas and **Figure 7.2** shows the proposed changes to Line 33 and Line 47.

Figure 7-1 Current Milpitas Bus Service

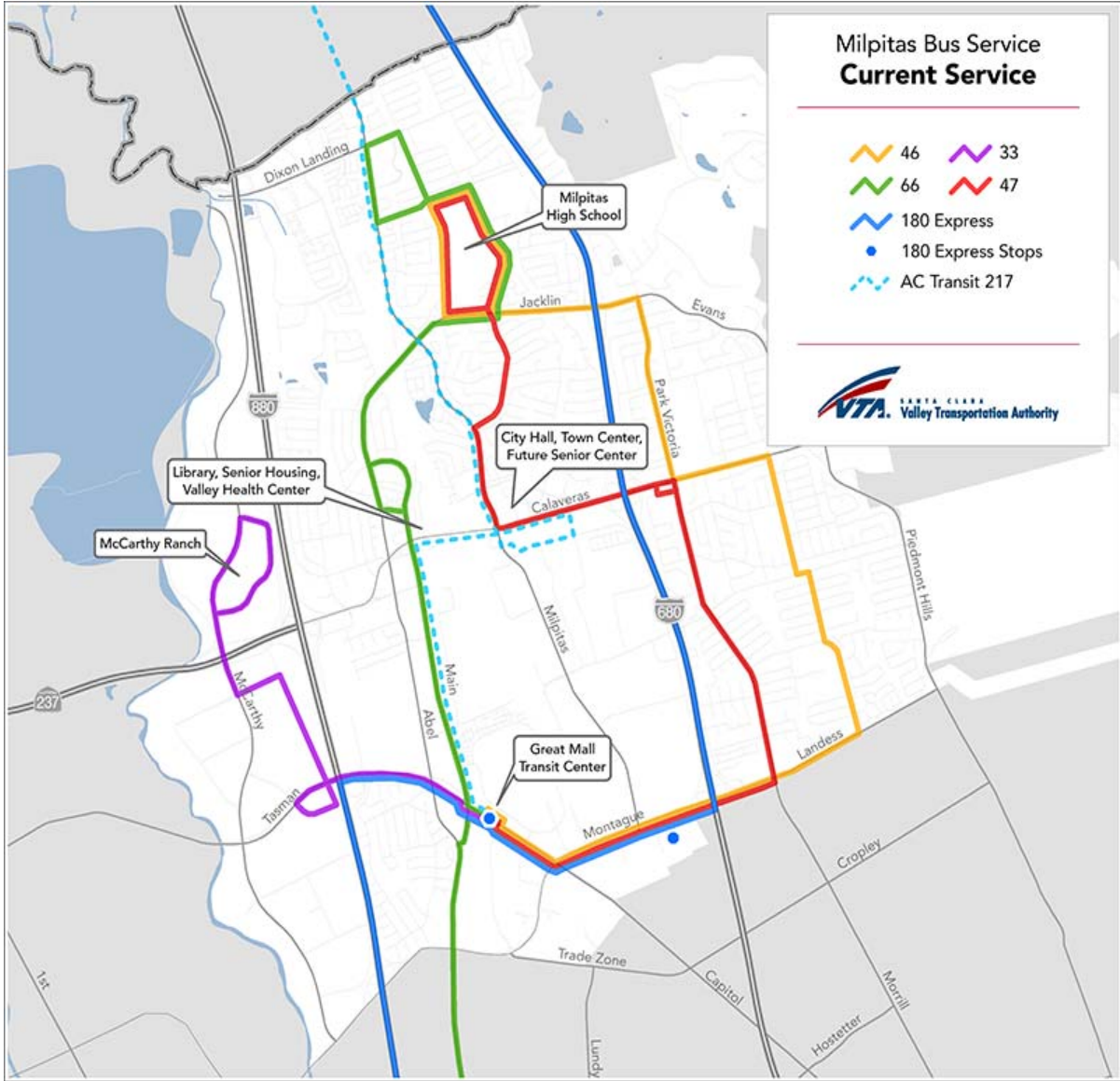
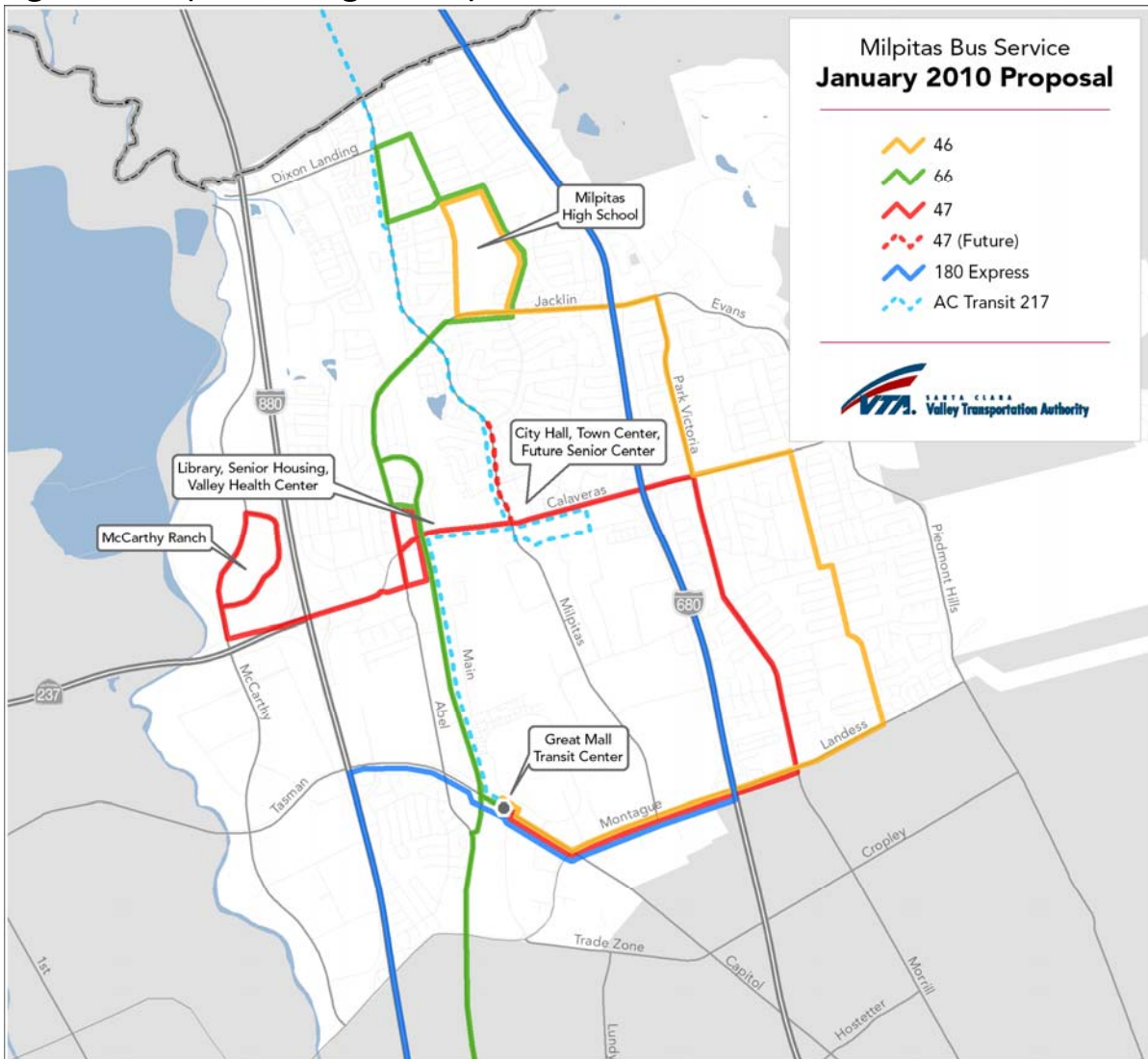


Figure 7-2 Proposed Changes to Milpitas Bus Service



**2) BART to Milpitas, San Jose, Santa Clara Project**

**Proposal Details**

Extend BART from Fremont to Santa Clara County with future stations in Milpitas, Santa Clara and San Jose.

**Community Need**

The community expressed desire for more frequent service and more direct routes from Milpitas to San Jose. Currently, existing transit service requires multiple transfers to travel between Milpitas and San Jose. With



the extension of BART to Santa Clara County, more direct and frequent service is provided to residents wanting to travel outside of Milpitas.

### **Estimated Costs**

It is estimated that this project would cost approximately \$2.1 billion in 2008 dollars and approximately \$2.76 billion in year of expenditure dollars. This latter figure accounts for inflation.

### **Implementation**

This is a long-term project.

## **3) LRT Improvements**

### **Proposal Details**

Make future improvements to light rail service to increase the system's speed and efficiency.

### **Community Need**

This project would provide increased frequency and improved travel time to destinations outside of Milpitas like San Jose.



### **Estimated Costs**

The costs are still to be determined.

### **Implementation**

As part of VTA's LRT system analysis, an assessment of the current LRT system is being done to improve the system's efficiency. This is a mid-term project.

## **4) Early Morning/Late Night Transit Needs Assessment**

### **Proposal Details**

To develop a study that would assess the need and demand for more late night/early morning transportation service.

### **Community Need**

Community members during outreach expressed a need for more late night/early morning transit service.

### **Estimated Costs**

It is estimated that the cost for a study to understand the late night/early morning transportation needs in Milpitas would be approximately \$200,000.

### **Implementation**

As a near-term project, VTA would like to secure funding in the next 3 years to implement this study and better understand the needs.

## **5) Library Bus Stop**

### **Proposal Description**

Provide bus service at the duck-out located in front of the library.

### **Community Need**

Community members expressed desire to have a bus stop in front of the library for ease and convenience.

### **Estimated Costs**

The costs are still to be determined.

### **Implementation**

This is a near-term project.

## **6) Convert Express 180 to a Limited Stop Bus Route**

### **Proposal Description**

Convert Line 180 to a limited stop route adding stops in Milpitas on Jacklin Road at Escuela and on Main Street at the Library. Currently this route runs along I-680. The proposed new route would operate on Main Street up to Fremont BART every 30 minutes on weekdays.

### **Community Need**

For the Milpitas community, Fremont BART is a major attractor. The existing bus service requires residents to travel south to Great Mall transit center in order to catch line 180 to go north to Fremont BART. With the proposed new route and service change, residents are saved from having to travel south to go north. New stops on Jacklin Road and Main Street would provide the convenience and proximity to get to Fremont BART faster.

### **Estimated Costs**

The costs are to be determined.

### **Implementation**

This is a near-term project.

## *Transportation Amenities*

### **7) Milpitas Bus Stop Improvements**

#### **Proposal Details**

Improve bus stop waiting areas with station amenities such as benches, shelters, lighting etc.

#### **Community Need**

Community members commented on the need for improved bus stops around town.

#### **Estimated Costs**

The costs are still to be determined.

#### **Implementation**

VTA will be seeking a contractor in 2009 for the Transit Shelter Advertising Program, where existing shelters will be replaced and new shelters added. This is seen as a mid-term project.



### **8) Schedule Information at Bus Stops**

#### **Proposal Details**

Provide bus schedule information specific to that stop for as many bus stops feasible.

#### **Community Need**

Access to bus stop information is one of the main concerns expressed in focus groups. This is especially helpful to those who miss a particular bus and do not have schedule information for the next one. Requested information includes posting service frequency, bus schedule and a map of stops along that route for that particular line.

#### **Estimated Costs**

The costs are still to be determined.

#### **Implementation**

VTA needs to evaluate the number and locations of bus stops where it is feasible to post schedule information. This project can be implemented in the near-term.

## **9) Enhanced Multi-Lingual Passenger Information (Printed Materials)**

### **Proposal Details**

Provide more printed information in other languages, particularly in Vietnamese, Spanish and Chinese depending on need.

### **Community Need**

In outreach events such as focus group meetings, attendees repeatedly requested for more passenger information in other languages.

### **Estimated Costs**

VTA estimates that it would cost approximately \$200,000 to create additional printed materials for passengers in Vietnamese, Spanish and Chinese languages.

### **Implementation**

This project is considered for the near-term and could be implemented in the next 3 years depending on funding.

## **10) Mobility Management Center**

### **Proposal Details**

This project would coordinate information and transportation resources serving transportation disadvantaged populations (e.g., persons with disabilities, older adults, etc.).

### **Community Need**

The project would provide the community improved access to information and better coordination of transportation options. The project would be consistent with Federal United We Ride program guidelines.

### **Estimated Costs**

Outreach and Escort, Inc. estimates that it would cost approximately \$250,000-\$300,000 annually to provide this service.

### **Implementation**

Together We Ride – Mobility Management Center for Santa Clara County is established and currently operating through planning grants from Caltrans. However, project will need to secure operating funding from other sources in order to continue operations. There is currently no dedicated source of funds.

## 11) Transit Education Program for Schools

### **Proposal Details**

Develop a school-based transit education program to teach new incoming students about transit services available. Ideally, the program would develop informational materials and events to teach students how to ride and utilize the system. Suggestions were also given for possible informational materials such as a YouTube How-to video to post on VTA's website. It is envisioned that it would start as a pilot project and if successful, develop into long-term program.

### **Community Need**

At outreach events geared towards students and youth, requests for VTA staff to provide tutorials or presentations to students on how to take transit came up repeatedly. Younger students especially have expressed that if they were taught how to ride the bus, they would be more likely to ride instead of getting driven.



### **Estimated Costs**

The costs are still to be determined.

### **Implementation**

This is s a near-term project.

## 12) Coordination with AC Transit Passes

### **Proposal Details**

VTA will become one of the Bay Area's transit providers to use TransLink®, a smart card system which uses one card to pay for fares and transfers on any transit that accepts TransLink®.



### **Community Need**

Community members requested VTA to coordinate with AC Transit to accept interchangeable passes that will make transferring between the two transit providers easier.

### **Estimated Costs**

The costs are still to be determined.

### **Implementation**

TransLink® is currently accepted on AC Transit, Dumbarton Express and Golden Gate Ferry & Transit. The TransLink system is being rolled out in phases to other transit



agencies. Caltrain and BART are scheduled for the next trial phase and VTA and other agencies will soon follow. This is a mid-term project.

## *Bicycle and Pedestrian Improvements*

### 13) Bicycle and Pedestrian Overcrossings

#### **Proposal Details**

There are 4 pedestrian and bicycle overcrossings identified as part of the city's Transit Area Specific Plan (TASP). The following bicycle and pedestrian overcrossings will tie in proposed high-density developments with existing VTA Light Rail stations along Great Mall Parkway and the future Milpitas BART Station:



- 1) Bicycle/Pedestrian bridge over Montague Expressway at Penitencia Creek
- 2) Bicycle/Pedestrian bridge over Montague Expressway at the future Milpitas BART station
- 3) At-grade bicycle/pedestrian bridge over BART retained cut at Piper Drive
- 4) Bicycle/Pedestrian bridge over Capitol Avenue connecting LRT to the future Milpitas BART station

#### **Community Need**

Improving bicycle and pedestrian access to the future BART station and Great Mall will provide safe and connective access to these destinations.

#### **Estimated Costs**

The City of Milpitas estimates that the two Montague bridges would cost approximately \$9.0M each and the at-grade bridge at Piper would cost \$1.5M. The costs for the Capitol Avenue bridge were assumed as part of the BART project so no cost assumptions were made.

#### **Implementation**

The proposed bicycle and pedestrian overcrossings range from near- to long-term projects.

## *Pedestrian Only*

### **14) Great Mall Parkway at Main Street**

#### **Proposal Details**

This is a pedestrian crossing improvement project which includes pedestrian-scale street lights, new date palms, and ornamental paving.

#### **Community Need**

Provide pedestrian crossing improvements.

#### **Estimated Costs**

The costs are still to be determined.

#### **Implementation**

This is a near-term project.

### **15) Montague Expressway Sidewalks**

#### **Proposal Details**

This project would fill in the missing sidewalk gaps along Montague Expressway:

- Both sides: three gaps to the west and east of McCarthy/O'Toole
- Both sides: three gaps between I-880 and McCandless/Trade Zone
- Both Sides: Trade Zone to Great Mall/Capitol Avenue
- North Side: east of Great Mall to east of Milpitas Blvd.
- South side: three gaps between Capitol Avenue & Pecten Ct.

#### **Community Need**

This would provide safety improvements for pedestrians.

#### **Estimated Costs**

The County of Santa Clara estimates this project would cost approximately \$440,000 for the McCarthy/O'Toole sidewalks, \$560,000 for the McCandless/Trade Zone sidewalks, \$1,340,000 for both Great Mall/Capitol Avenue and Great Mall east of Milpitas Blvd. sidewalks, and \$210,000 for the Capitol Avenue & Pecten Ct. sidewalks.

#### **Implementation**

This is a long-term project.

## **16) Main Street Streetscape**

### **Proposal Details**

This is a streetscape plan for North and South Main Street. On North Main Street, the streetscape is planned for Weller Lane and Carlo Street. On South Main Street, streetscape is planned between Montague Expressway and Great Mall Parkway with pedestrian/transit connectivity.

### **Community Need**

Streetscape plan would provide a pleasant walking environment as well as serve as pedestrian buffers from traffic.



### **Estimated Costs**

The City of Milpitas estimates this project cost \$4,000,000 and \$3,400,000 for the North and South Main Street streetscape plan respectively.

### **Implementation**

The North Main Street streetscape plan is a near-term project and the South Main Street is a mid- to long-term project.

## **17) Great Mall Parkway at Montague Expressway**

### **Proposal Details**

This is a pedestrian crossing improvement project which includes pedestrian-scale street lights, new date palms, and ornamental paving.

### **Community Need**

Provide pedestrian crossing improvements.

### **Estimated Costs**

The costs are still to be determined.

### **Implementation**

This is a near-term project.

## ***Bicycle Only***

## **18) Bike to Work and School**

### **Proposal Details**

Distribution of free bikes to lower income adults and their children to improve their travel from home to work, school and transit connections.

**Community Need**

Low cost transportation alternative for short-trips, complements public transit system, and low environmental impact

**Estimated Costs**

County CalWorks estimates that it would cost approximately \$80,000-\$160,000 annually to provide this program

**Implementation**

This project is in the planning stages and is awaiting confirmation of funding.

**19) Bicycle Facilities**

**Proposal Details**

The proposed bicycle facilities will provide new bike paths, lanes and routes on many of the City’s arterial and neighborhood streets.

**Community Need**

Improvements to the city’s bicycle facilities will improve safety and connectivity for bicyclists.

**Estimated Costs**

The City of Milpitas estimates the total cost of constructing all of the recommended bicycle projects as described in *Milpitas Bikeway Master Plan* and as shown below is approximately \$21 million (excludes recreational bicycle facilities).



**Implementation**

The list of bicycle projects range from near- to long-term.

Class I (Bike Paths)	Class II (Bike Lanes)	Class III Bike Routes)
Calera Creek Trail	N. Abel Street	Arizona Avenue
Berryessa Creek	S. Park Victoria	Calaveras Boulevard
Rancho School	Jacklin Road	Temple Drive
Lower Penitencia Creek	Dixon Road	Sequoia Drive
Penitencia Creek East Channel*	Kennedy Drive	Dempsey Road
Penitencia Creek East Channel	McCarthy Boulevard	Montague Expressway
Adobe Park Crossing	Serra Way	Yellowstone Avenue
Montague Expy (Piper)*	Marilynn Drive	S. Main Street
Capitol Ave. (VTA LRT)*	S. Milpitas Boulevard	Tramway Drive
The Great Mall (Future BART)*	Dixon Landing Interchange	Fallen Leaf Drive

Class I (Bike Paths)	Class II (Bike Lanes)	Class III Bike Routes)
Alviso Adobe Crossing	Milpitas Blvd. Ext. Trade Zone Boulevard Yosemite Drive Dixon Landing Road N. Park Victoria Bellew Drive	Midwick Drive Calaveras Boulevard Redwood Avenue Mt. Shasta Avenue Barker Street Starlite Drive W. Capitol Avenue Milpitas Blvd. Ext.
*Transit Area Specific Plan Crossings		

## *Auto-Based Programs and Projects*

### 20) Jump Start

#### **Proposal Details**

The project provides low-or no-cost vehicle repair and maintenance services to ensure that Welfare-to-Work participants have safe and reliable transportation that can be used to travel to employment opportunities.

#### **Community Need**

The program increases the number of employment opportunities for the Welfare-to-Work participants by providing reliable transportation to work.

#### **Estimated Costs**

The County of Santa Clara estimates that it would cost approximately \$400,000 annually to operate.

#### **Implementation**

This project is currently funded for a limited period, but there is no dedicated source of funds for continuation of the program.

### 21) Car Share Program

#### **Proposal Details**

The project is a short-term car rental program to support individuals returning to unsubsidized employment.

#### **Community Need**

Enables low income individuals to pursue training & employment opportunities that leads to transition from welfare to work and financial self-sufficiency.

#### **Estimated Costs**

The County of Santa Clara estimates that it would cost approximately \$200,000-500,000 annually to operate.

#### **Implementation**

The project is currently in the planning stages and awaiting confirmation of funding.

### **22) My Car – Vehicle Ownership Program**

#### **Proposal Details**

This project provides financial education, grants and/or guaranteed loans for the purchase of vehicles by low income families.

#### **Community Need**

Vehicle ownership solves the complex transportation needs of low income families with young children and increases employment opportunities.

#### **Estimated Costs**

The County of Santa Clara estimates that it would cost approximately \$500,000+ annually to provide this program.

#### **Implementation**

The project is currently in the planning stages and awaiting confirmation of funding.

### **23) Calaveras Blvd. Widening Project**

#### **Proposal Details**

This project would widen Calaveras Blvd. between Milpitas Blvd. and Abel St. to a six lane bridge with 10' sidewalks and 6' bike lanes with continuous bike lanes through I-880.

#### **Community Need**

The widening project will ease traffic congestion on this bridge and provide safe crossing for bicyclists and pedestrians.

#### **Estimated Costs**

The City of Milpitas estimates this project would cost approximately \$70,000,000.

#### **Implementation**

This is a long-term project.

## 24) Montague Expy/Great Mall Parkway – Capitol Ave. Urban Interchange Project

### Proposal Details

Montague/Great Mall-Capitol Ave. urban interchange would have a grade separation of the Great Mall-Capitol through lanes over Montague Expressway and would greatly enhance capacity and maintain compatibility with the existing elevated light rail structure and future BART.

### Community Need

This project would reduce traffic congestion.

### Estimated Costs

The City of Milpitas estimates this project would cost approximately \$60,000,000.

### Implementation

This is a long-term project.

## 25) Dixon Landing Road Widening

### Proposal Details

This project would widen Dixon Landing Road from four to six travel lanes with sidewalks and bike lanes between North Milpitas Boulevard and Interstate 880.

### Community Need

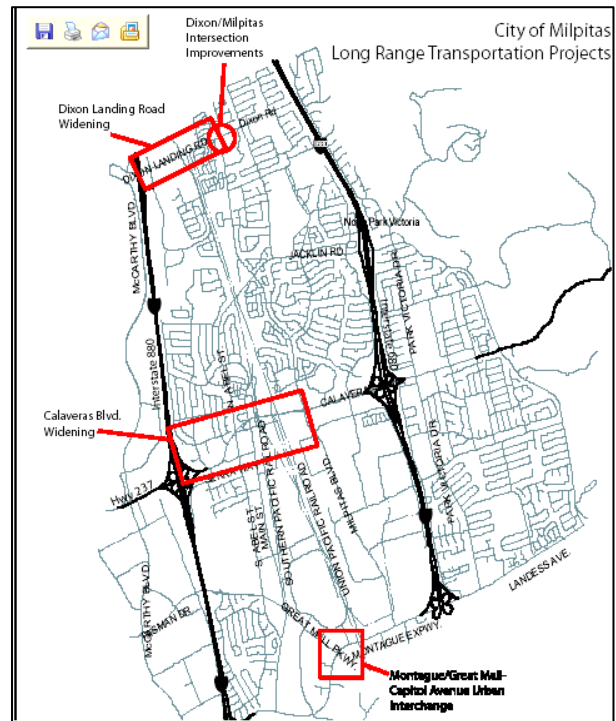
This project would reduce traffic congestion.

### Estimated Costs

The City of Milpitas estimates this project would cost approximately \$60,000,000.

### Implementation

This is a long-term project.



## 26) Dixon Landing Rd/Milpitas Blvd. Intersection Improvements

### Proposal Details

This facility is currently four lanes wide and serves as a secondary commute corridor between the I-680 and I-880 freeways. This project would construct an additional northbound left turn lane, a southbound right-turn lane and an addition of an eastbound left- and right-turn lane.

**Community Need**

This project would reduce traffic congestion.

**Estimated Costs**

The City of Milpitas estimates this project would cost approximately \$3,000,000.

**Implementation**

This is a long-term project.

**27) Milpitas Blvd. Extension****Proposal Details**

The project would construct the Milpitas Boulevard extension from Montague Expressway to Capitol Avenue. This would be prior to the BART Station construction.

**Community Need**

This project addresses concerns regarding traffic congestion.

**Estimated Costs**

The City of Milpitas estimates this project would cost approximately \$44,000,000.

**Implementation**

This is a long-term project.

**28) Montague Expressway Widening****Proposal Details**

This project would widen eight lanes from Mission College Boulevard (Santa Clara) to Park Victoria (Milpitas).

**Community Need**

This project would reduce traffic congestion.

**Estimated Costs**

The City of Milpitas estimates this project would cost approximately \$38,500,000.

**Implementation**

This is a long-term project.



## **29) Carlo Street Ramp Conversion**

### **Proposal Details**

This project would convert the existing off-ramp from Main Street to Calaveras via Carlo Street to an on-ramp to Main Street.

### **Community Need**

This ramp conversion increases safety and eliminates the dangerous turn for drivers.

### **Estimated Costs**

The City of Milpitas estimates this project cost approximately \$1,500,000.

### **Implementation**

This project is currently under construction.

## **30) I-680 Express Lane Project**

### **Proposal Details**

This project would convert the existing carpool lane to an express lane or high-occupancy toll (HOT) lane from Highway 84 to Highway 237.

### **Community Need**

This project would reduce traffic congestion.

### **Estimated Costs**

The City of Milpitas estimates this project would cost approximately 40,000,000.

### **Implementation**

This project is a near- to mid-term project.

## **31) I-880 HOV Project**

### **Proposal Details**

This project would add approximately 4.6 miles of high-occupancy vehicle (HOV or carpool) lane in both directions of I-880 between U.S. 101 and State Route 237 interchanges.



**Community Need**

This project would reduce traffic congestion.

**Estimated Costs**

The City of Milpitas estimates this project would cost approximately \$95,000,000.

**Implementation**

This is a near- to mid-term project.

***Demand-Responsive Services*****32) Senior Health Transportation****Proposal Details**

This project provides door-to-door transportation and public transit fare subsidies for seniors 65 years of age and older to health-related and other destinations that support healthy and independent living. The project includes the acquisition of environmentally-friendly, energy efficient vehicles to support project's operation.

**Community Need**

Provide transportation for older adults to destinations that support healthy and active living. Access to medical and other health care services will enable seniors to live healthy, active and more self-sufficient lives.

**Estimated Costs**

Outreach, Inc. estimates this service would cost approximately \$350,000-600,000 annually to provide this service.

**Implementation**

This service is currently being provided by Outreach & Escort, Inc.'s STAR Program. Due to insufficient level of funding to address increased need, program is only provided for a limited time period. A dedicated source of funds is needed.

**33) Neighborhood Van Service****Proposal Details**

This project would provide a neighborhood van service operated by a local community-based organization that provides no-cost or low-cost transportation within "communities of concern." The project includes the acquisition of environmentally-friendly, energy efficient vehicles to support project's operation.

**Community Need**

The project would address concerns expressed during public outreach regarding the need for transportation for local trips such as shopping, medical, errands, and connections to public transit, etc. The project would also meet the needs of transportation-dependent populations who need to travel at times when public transit is not in service.

**Estimated Costs**

Outreach Inc. estimates that it would cost approximately \$120,000 plus annually to provide this service.

**Implementation**

The project could be implemented in the near-term, but is dependent on funding. Currently funding sources are pending and there is no dedicated source of funds.

**34) Give Kids a Lift****Proposal Details**

This project would provide before and after-school transportation for children of CalWORKS participants and low-income families. The project includes the acquisition of environmentally-friendly, energy efficient vehicles to support project's operation.

**Community Need**

Before and after-school Transportation Service would enable welfare to work/workforce development parents to pursue training and employment without having to worry about transportation needs of school-age children.

**Estimated Costs**

Outreach Inc. estimates that it would cost approximately \$250,000-500,000 annually to provide this service.

**Implementation**

The project could be a near-term project as it is currently operating with limited funding but there are no dedicated funds for future operations.

**35) Guaranteed Ride Program****Proposal Details**

This project would provide a guaranteed ride home for Welfare-to-Work and low-income participants, when they are held at work or training; or when public transportation options are not available.

**Community Need**

The project would enable low-income individuals to pursue training and employment opportunities that help transition from welfare-to-work and create financial self-sufficiency.

#### **Estimated Costs**

Outreach Inc. estimates that it would cost \$800,000 to \$1,500,000 annually to provide the service.

#### **Implementation**

The program is currently funded for a limited period, does not have a dedicated source of funds.

### **36) Volunteer Driver Programs**

#### **Proposal Details**

A volunteer driver program would complement existing public and non-profit transportation providers.

#### **Community Need**

Low-cost transportation would be provided by volunteer drivers. The program offers a significant savings in transportation costs by offering escorted transportation for frail elderly and other disadvantaged groups, and it is a more cost-effective transportation solution for short or frequent trips to nutrition sites, senior centers, etc.

#### **Estimated Costs**

It is estimated that it would cost approximately \$120,000-250,000 annually for a nonprofit organization to provide this service.

#### **Implementation**

Existing programs are challenged by the high-cost of fuel, insurance, etc. Continuation of the program is dependent on funding.

### ***Projects for Future Consideration: Community's "Wish List"***

#### **1) Earlier/Later Service Hours on Key Routes**

#### **Proposal Description**

After collecting data from the needs assessment, provide earlier morning/late evening service hours depending on need.

#### **Community Need**

Address transportation needs in the early morning/late evening travel periods when transit and other options may not be available.

## **2) Commuter Shuttle Programs**

### **Proposal Description**

Offer Commuter Shuttle Programs:

- 1) **Midtown Specific/Transit Area Specific Plan Areas** circling along Main Street and Abel Street to bring residents/employees from the Great Mall Transit Center to destinations along Main/Abel Streets such as the new library, medical center and Senior Center.
- 2) **McCarthy Ranch business area** from the Tasman Light Rail Station to the businesses in the McCarthy Ranch/Milpitas Business Park Area.
- 3) **Milpitas Boulevard business shuttle** from the Great Mall and/or BART station to locations in the Milpitas Blvd area, just east of future BART alignment and west of the I-680.
- 4) **Hotel Shuttles from the Great Mall** (or better service) service from the Great Mall Transit Center to the local hotels within Milpitas.

### **Community Need**

Provide specialized service to accommodate major destinations in town.

## **3) Transportation Demand Management (TDM) Assistance**

### **Proposal Description**

Provide support for TDM planning within Santa Clara County such as promotion of bike to work day, ridesharing, and County specific needs.

### **Community Need**

TDM planning will help support programs that promote alternative modes and specialized transportation needs in the community.

## **4) Bus Service to California Circle/Dixon Landing**

### **Proposal Description**

Consider bringing transit to this area if it develops into a viable source for ridership and when funding becomes available.

### **Community Need**

Worship temples and churches are beginning to locate in this area generating demand for new bus service. Currently, there are no routes servicing this area.

## **5) Abbott & Calaveras Pedestrian Crossing**

### **Proposal Description**

Provide north/south crosswalks at Calaveras & Abbott intersection.

**Community Need**

It is difficult for pedestrians to cross this busy intersection as there are only crosswalks on two sides. Pedestrians must walk further to the next light to safely cross in the north/south direction.

**6) Restroom Facilities at Great Mall Transit Center****Proposal Description**

Provide restroom facilities near or at the Great Mall Transit Center.

**Community Need**

An overwhelming amount of comment card responses complained about the lack of restroom facilities at this transit center. This is an especially huge concern for many of the seniors who responded to the comment cards and attended the outreach meetings.

**7) Seasonal Passes****Proposal Description**

Offer passes (similar to VTA's Summer Blast Pass, one pass valid for the summer months of June-Aug for unlimited rides) for each season. Seasonal passes or quarterly passes would provide convenience for those who have to continually purchase monthly passes.

**Community Need**

The proposed passes will enable transit riders to avoid purchasing monthly passes each month. This was a concern expressed in the youth and student focus groups because many students forget to purchase new passes when the month ends.

Table 7.1 Milpitas CBTP Transportation Proposals

Proposal	Community Need Addressed	Description	Estimated Costs	Implementation Timeline Near (0-3 yrs), Mid (3-6 yrs), Long (6+ yrs)	Potential Funding Source	Identified In Plan
<b>TRANSIT SERVICES</b>						
<b>Milpitas Community Bus Service</b>	Add more trips to serve Milpitas High School. Provides reduced fare and east-west route	Convert line 46 into Community Bus Route	TBD	Near-Term	Lifeline	
		Combine 33 and 47 into Community Bus Route	TBD	Near-Term	Lifeline	
<b>BART to Milpitas, San Jose, Santa Clara Project</b>	Need more direct service between San Jose and Milpitas	Extension of the BART system from Fremont to Santa Clara County	\$2.76B	Long-Term	Measure A, Measure B	
<b>LRT Improvements</b>	Need more frequent service	Future improvements to make LRT faster and more efficient	TBD	Mid- Term	Measure A	
<b>Early morning/late night transit needs assessment</b>	Need later night/earlier morning service	Evaluate how to accommodate late night/early morning service	\$200,000	Near-Term	Lifeline	

Proposal	Community Need Addressed	Description	Estimated Costs	Implementation Timeline Near (0-3 yrs), Mid (3-6 yrs), Long (6+ yrs)	Potential Funding Source	Identified In Plan
<b>Library Bus Stop</b>	Need a bus stop in front of the new library	Provide bus service at the duck-out located in front of the library	TBD	Near-Term		
<b>Convert Line 180 to a Limited Stop Route</b>	Faster and more convenient route for passengers traveling to Fremont BART	Convert Express 180 to a Limited Stop Route with added stops on Jacklin and Main	TBD	Near-Term		
<b>TRANSPORTATION AMENITIES</b>						
<b>Bus Stop Improvements</b>	Need more amenities at bus stops	Install transit shelters, seating, waste receptacles, and signage at transit stops	TBD	Mid-Term	Lifeline	VTA and City Transit Area Specific Plan
<b>Schedule Information at Bus Stops</b>	Improve trip planning	Provide name and schedule information at bus stops	TBD	Near-Term	Lifeline	



Proposal	Community Need Addressed	Description	Estimated Costs	Implementation Timeline Near (0-3 yrs), Mid (3-6 yrs), Long (6+ yrs)	Potential Funding Source	Identified In Plan
<b>Enhanced Multi-Lingual Passenger Information (Printed Materials)</b>	More passenger information in different languages	Expand printed VTA materials to include other languages such as Chinese, Vietnamese and Spanish depending on need	\$200,000	Near-Term	Lifeline	
<b>Mobility Management Center</b>	Information and coordination of transportation options.	Coordinate information and transportation resources serving transportation disadvantaged populations	\$250,000 - \$350,000 annually	Near-Term	Lifeline (JARC, STA), New Freedom	
<b>Transit Education Program for Schools</b>	Make students aware of transit services available and how to use them	Educational and informative materials/ events to teach students how to utilize transit services	TBD	Near-Term	Lifeline	

Proposal	Community Need Addressed	Description	Estimated Costs	Implementation Timeline Near (0-3 yrs), Mid (3-6 yrs), Long (6+ yrs)	Potential Funding Source	Identified In Plan
<b>AC Transit Passes</b>	One pass valid for both VTA and AC Transit	Utilize TransLink's smart card system	TBD	Mid-Term		
<b>BICYCLE AND PEDESTRIAN</b>						
<b>Ped Bridge over Montague Expy</b>	Improve safety while walking or biking	Free standing bridge structure with elevators at each end. Could be constructed in conjunction with BART	\$9,000,000	Mid-Long Term	VTA Bicycle Expenditure Plan	Transit Area Specific Plan; VTA BEP
<b>Bridge over Montague along Penitencia Creek</b>	Improve safety while walking or biking	Bridge with ramps at both ends which extend in or along the creek channel	\$9,000,000	Near-Term		Transit Area Specific Plan
<b>Bridge over rail and BART line from Piper Montague to Great Mall</b>	Improve safety while walking or biking	Bridge to cross the retained cut of the BART Line and the rail tracks	\$1,500,000	Near-Mid Term		Transit Area Specific Plan

Proposal	Community Need Addressed	Description	Estimated Costs	Implementation Timeline Near (0-3 yrs), Mid (3-6 yrs), Long (6+ yrs)	Potential Funding Source	Identified In Plan
<b>Bridge from Montague Light Rail Station to future BART Station</b>	Improve safety while walking or biking	Half-bridge over Capitol Avenue that connects the LRT and BART station.	Assumed as part of BART costs	Mid-Long term		Transit Area Specific Plan, VTA BART to Milpitas, San Jose, Santa Clara Project
<b>PEDESTRIAN ONLY</b>						
<b>Great Mall Parkway at Main Street</b>	Improve safety while walking	Pedestrian crossing improvements	TBD	Near-Term		Transit Area Specific Plan
<b>Montague Expressway Sidewalks</b>	Improve safety while walking	Both sides: three gaps to the west and east of McCarthy/O'Toole	\$440,000	Long-Term		Countywide Expressway Study
	Improve safety while walking	Both sides: three gaps between I-880 and McCandless/Trade Zone	\$560,000	Long-Term		Countywide Expressway Study
	Improve safety while walking	Both Sides: Trade Zone to Great mall/Capitol Avenue	\$1,340,000	Long-Term		Countywide Expressway Study

Proposal	Community Need Addressed	Description	Estimated Costs	Implementation Timeline Near (0-3 yrs), Mid (3-6 yrs), Long (6+ yrs)	Potential Funding Source	Identified In Plan
<b>Montague Expressway Sidewalks (continued)</b>	Improve safety while walking	North Side: east of Great Mall to east of Milpitas Blvd	*Cost part of Trade Zone to Great Mall/Capitol Ave sidewalks	Long-Term		Countywide Expressway Study
	Improve safety while walking	South side: three gaps between Capitol Avenue & Pecten Ct.	\$210,000	Long-Term		Countywide Expressway Study
<b>N. Main Street Streetscape</b>	Improve safety while walking	Streetscape plan between Weller Lane & Carlo Street	\$4,000,000	Near-Term		Midtown Specific Plan
<b>S Main Street Streetscape</b>	Improve safety while walking	Streetscape plan between Montague Expressway & Great Mall Parkway with ped/transit connectivity	\$3,400,000	Mid-Long Term		Midtown Specific Plan

Proposal	Community Need Addressed	Description	Estimated Costs	Implementation Timeline Near (0-3 yrs), Mid (3-6 yrs), Long (6+ yrs)	Potential Funding Source	Identified In Plan
Great Mall Parkway at Montague Expressway	Improve safety while walking	Pedestrian crossing improvements	TBD	Near-Term		Transit Area Specific Plan
<b>BICYCLE ONLY</b>						
Bike to Work & School	Low cost transportation alternative for short-trips	Distribution of free bikes to lower income adults and their children	\$80,000 – \$160,000	Near-Term		
N. Abel Street	Provides arterial connection. Near transit stops, public buildings, and parks	Class II bike lanes with bike detector symbols at signalized intersections	\$67,764	Short- Mid Term		Milpitas Bikeway Master Plan

Proposal	Community Need Addressed	Description	Estimated Costs	Implementation Timeline Near (0-3 yrs), Mid (3-6 yrs), Long (6+ yrs)	Potential Funding Source	Identified In Plan
Arizona Ave.	Provide Neighborhood Connection – improve safety while biking	Class III bike routes from Manfred St. to Jacklin Rd.	\$30,483	Short- Mid Term		Milpitas Bikeway Master Plan
N. Park Victoria Dr.	Vehicle Lane Reduction - Improve safety while biking	Reduce from four to two lanes in each direction with a center turn lane to allow for Class II bike lanes on either side of street	\$124,946	Short- Mid term		Milpitas Bikeway Master Plan
Calaveras Blvd.	Provide route arterial connection	Class III bike routes from S. Park Victoria to McCarthy Blvd.	\$32,020	Short- Mid term		Milpitas Bikeway Master Plan

Proposal	Community Need Addressed	Description	Estimated Costs	Implementation Timeline Near (0-3 yrs), Mid (3-6 yrs), Long (6+ yrs)	Potential Funding Source	Identified In Plan
<b>Temple Drive</b>	Provide Neighborhood Connection – improve safety while biking	Class III bike routes from Yosemite Dr. to Kennedy Dr.	\$26,897	Short- Mid term		Milpitas Bikeway Master Plan
<b>Sequoia Drive</b>	Provide Neighborhood Connection – improve safety while biking	Class III bike routes from Yellowstone Ave. to Yosemite Dr.	\$9,563	Short- Mid term		Milpitas Bikeway Master Plan
<b>Dempsey Rd.</b>	Provide route arterial connection	Class III bike route from S. Park Victoria Dr. to Montague Expy/Landess Ave.	\$46,622	Short- Mid term		Milpitas Bikeway Master Plan
<b>S. Park Victoria Dr.</b>	Provide route arterial connection	Class II bike lane from Mt. Shasta Ave. to Yosemite Dr.	\$28,410	Short- Mid term		Milpitas Bikeway Master Plan
<b>Montague Expy</b>	Provide route arterial connection	Class III bike route from city limits to Piedmont Rd.	\$59,771	Short- Mid term		Milpitas Bikeway Master Plan

Proposal	Community Need Addressed	Description	Estimated Costs	Implementation Timeline Near (0-3 yrs), Mid (3-6 yrs), Long (6+ yrs)	Potential Funding Source	Identified In Plan
<b>Calera Creek Trail</b>	Path Network – improve safety while biking	Class I bike path from Milpitas Blvd. to I-680	\$930,466	Short- Mid term		Milpitas Bikeway Master Plan
<b>Yellowstone Ave</b>	Provide Neighborhood Connection – improve safety while biking	Class III bike route from S. Park Victoria Dr. to Landess Ave.	\$26,299	Short- Mid term		Milpitas Bikeway Master Plan
<b>Berryessa Creek</b>	Path Network – improve safety while biking	Class I bike path from Hillview Dr. to City Limit	\$1,486,807	Short- Mid term		Milpitas Bikeway Master Plan
<b>Jacklin Rd.</b>	Provides arterial connection	Class II bike lane from I-680 SBR ramps to Evans Rd.	\$21,477	Short- Mid term		Milpitas Bikeway Master Plan
<b>S. Main St.</b>	Provide route arterial connection	Class III bike route from E. Curtis Ave. to W. Calaveras Blvd.	\$16,138	Short- Mid term		Milpitas Bikeway Master Plan



Proposal	Community Need Addressed	Description	Estimated Costs	Implementation Timeline Near (0-3 yrs), Mid (3-6 yrs), Long (6+ yrs)	Potential Funding Source	Identified In Plan
<b>Berryessa Creek</b>	Path Network – improve safety while biking	Class I bike path from Milpitas Blvd. to Pedestrian bridge	\$207,496	Short- Mid term		Milpitas Bikeway Master Plan
<b>Dixon Rd.</b>	Vehicle Lane Reduction - Improve safety while biking	Narrow from four lanes down to one lane in each direction and add Class II bike lanes	\$51,852	Short- Mid term		Milpitas Bikeway Master Plan
<b>Kennedy Dr.</b>	Provides arterial connection	Class II lane from Evans Rd. to N. Park Victoria	\$36,210	Long-term		Milpitas Bikeway Master Plan
<b>Tramway Dr.</b>	Provide Neighborhood Connection – improve safety while biking	Class III bike route from Milpitas Blvd. to Oliver Jones Trail	\$14,000	Long-term		Milpitas Bikeway Master Plan
<b>Yosemite Dr.</b>	Provides arterial connection	Class II bike lane from S. Park Victoria Dr. to Sinclair Frontage Rd.	\$14,000	Long-term		Milpitas Bikeway Master Plan

Proposal	Community Need Addressed	Description	Estimated Costs	Implementation Timeline Near (0-3 yrs), Mid (3-6 yrs), Long (6+ yrs)	Potential Funding Source	Identified In Plan
Dixon Landing Rd.	Provides arterial connection	Class II lane from 880 ramp to Milpitas Blvd.	\$35,570	Long-term		Milpitas Bikeway Master Plan
Murphy Ranch Rd.	Part of an approved project	Class II bike lane	--	Long-term		Milpitas Bikeway Master Plan
Lower Penitencia Creek	Path Network – improve safety while biking	Class I bike path from Great Mall Pkwy to City Boundary	\$757,160	Long-term		Milpitas Bikeway Master Plan
Lower Penitencia Creek	Path Network – improve safety while biking	Class I bike path from San Andreas Dr. to N. Abel St.	\$991,760	Long-term		Milpitas Bikeway Master Plan
Fallen Leaf Dr.	Provide Neighborhood Connection – improve safety while biking	Class III bike route from Starlite Dr. to W. Capitol Ave.	\$13,430	Long-term		Milpitas Bikeway Master Plan
Rancho School	Path Network – improve safety while biking	Class I bike path from Yosemite Park to Rancho School	\$83,650	Long-term		Milpitas Bikeway Master Plan

Proposal	Community Need Addressed	Description	Estimated Costs	Implementation Timeline Near (0-3 yrs), Mid (3-6 yrs), Long (6+ yrs)	Potential Funding Source	Identified In Plan
<b>Midwick Dr.</b>	Provide Neighborhood Connection – improve safety while biking	Class III bike route from N. Milpitas Blvd. to Arizona Ave.	\$6,210	Long-term		Milpitas Bikeway Master Plan
<b>Calaveras Blvd.</b>	Provide route arterial connection	Class III bike route from I-880 ramp to Butler St.	\$5,240	Long-term		Milpitas Bikeway Master Plan
<b>Bellew Dr.</b>	Provides arterial connection	Class II bike lane from McCarthy Blvd./Bellew Drive to Barber Ln.	\$14,000	Long-term		Milpitas Bikeway Master Plan
<b>McCarthy Blvd</b>	Provides arterial connection	Class II bike lane from SR 237 to W. Montague Expy	\$123,560	Long-term		Milpitas Bikeway Master Plan
<b>Lower Penitencia Creek</b>	Path Network – improve safety while biking	Class I bike path from N. McCarthy Blvd. to California Circle	\$766,290	Long-term		Milpitas Bikeway Master Plan
<b>Serra Way</b>	Provides arterial connection	Class II bike lane from Calaveras Blvd to Main St.	\$14,260	Long-term		Milpitas Bikeway Master Plan

Proposal	Community Need Addressed	Description	Estimated Costs	Implementation Timeline Near (0-3 yrs), Mid (3-6 yrs), Long (6+ yrs)	Potential Funding Source	Identified In Plan
<b>Redwood Ave.</b>	Provide Neighborhood Connection – improve safety while biking	Class III bike route from Penitencia Creek to N. Abel St.	\$3,380	Long-term		Milpitas Bikeway Master Plan
<b>Mt. Shasta Ave.</b>	Provide route arterial connection	Class III bike route from Dempsey Rd. to S. Park Victoria	\$6,100	Long-term		Milpitas Bikeway Master Plan
<b>Barker St.</b>	Provide Neighborhood Connection – improve safety while biking	Class III bike route from Marylinn Dr. to Rudyard Dr.	\$3,820	Long-term		Milpitas Bikeway Master Plan
<b>Marilynn Dr.</b>	Provides arterial connection	Class II bike lane from Barker St. to Vasona St.	\$17,200	Long-term		Milpitas Bikeway Master Plan
<b>S. Milpitas Blvd.</b>	Provides arterial connection	Class II bike lane from Yosemite Dr. to Transit Study Area	\$50,290	Long-term		Milpitas Bikeway Master Plan

Proposal	Community Need Addressed	Description	Estimated Costs	Implementation Timeline Near (0-3 yrs), Mid (3-6 yrs), Long (6+ yrs)	Potential Funding Source	Identified In Plan
<b>Dixon Landing Interchange</b>	Provides arterial connection	Class II bike lane from SB I-880 on-ramp to California Circle	\$12,840	Long-term		Milpitas Bikeway Master Plan
<b>Milpitas Blvd. Ext.</b>	Provides arterial connection	Class II bike lane from Great Mall Crossing to Montague Expy	\$22,170	Long-term		Milpitas Bikeway Master Plan
<b>Starlite Dr.</b>	Provide Neighborhood Connection – improve safety while biking	Class III bike route W. Capitol Ave. to Fallen Leaf Dr.	\$12,630	Long-term		Milpitas Bikeway Master Plan
<b>Penitencia Creek East Channel</b>	Crossing Transit Area	Bicycle overcrossing to access future BART station	\$5,000,000	Long-term		Milpitas Bikeway Master Plan
<b>Penitencia Creek East Channel</b>	Path Network – improve safety while biking	Class I bike path from Montague Crossing to Lower Penitencia Creek	\$202,020	Long-term		Milpitas Bikeway Master Plan
<b>Trade Zone Blvd.</b>	Provides arterial connection	Class II bike lane from Montague Expy to City Boundary	\$23,590	Long-term		Milpitas Bikeway Master Plan

Proposal	Community Need Addressed	Description	Estimated Costs	Implementation Timeline Near (0-3 yrs), Mid (3-6 yrs), Long (6+ yrs)	Potential Funding Source	Identified In Plan
<b>W. Capitol Ave</b>	Provide Neighborhood Connection – improve safety while biking	Class III bike route from Starlite Dr. to Fallen Leaf Dr.	\$8,040	Long-term		Milpitas Bikeway Master Plan
<b>Milpitas Blvd. Ext.</b>	Provide Neighborhood Connection – improve safety while biking	Class III bike route from City Boundary to Great Mall Crossing	\$7,490	Long-term		Milpitas Bikeway Master Plan
<b>Penitencia Creek East Channel</b>	Path Network – improve safety while biking	Class I bike path from Montague Crossing to Milpitas Blvd. extension	\$123,120	Long-term		Milpitas Bikeway Master Plan
<b>The Great Mall</b>	Crossing Transit Area	Bicycle overcrossing from Great Mall to Future BART station	\$5,000,000	Long-term		Milpitas Bikeway Master Plan
<b>The Great Mall</b>	Path Network – improve safety while biking	Class I bike path from future BART tracks to Milpitas Blvd extension	\$361,990	Long-term		Milpitas Bikeway Master Plan

Proposal	Community Need Addressed	Description	Estimated Costs	Implementation Timeline Near (0-3 yrs), Mid (3-6 yrs), Long (6+ yrs)	Potential Funding Source	Identified In Plan
<b>Alviso Adobe Park Crossing</b>	Path Network – improve safety while biking	Class I bike path from Alviso Adobe Historic Parking Lot to Calaveras Rd.	\$57,220	Long-term		Milpitas Bikeway Master Plan
<b>AUTO-BASED PROGRAMS AND PROJECTS</b>						
<b>Jump Start</b>	Increases the number of employment opportunities for W-T-W participants	Low/ No-cost vehicle repair and maintenance services to provide reliable transportation	\$400,000 annually	Near-Term	Lifeline (JARC)	
<b>Car Share Program</b>	Enables low income individuals to pursue training & employment opportunities.	Short-term car rental program to support individuals returning to unsubsidized employment	\$200,000 - \$500,000 annually	Near-Term	Local Funds, Lifeline (JARC)	
<b>My Car - Vehicle Ownership Program</b>	Vehicle ownership solves the complex transportation needs of low income families.	Project provides grants and/or guaranteed loans for the purchase of vehicles by low income families.	\$500,000+ annually	Near-Term	Local Funds, Lifeline (JARC)	

Proposal	Community Need Addressed	Description	Estimated Costs	Implementation Timeline Near (0-3 yrs), Mid (3-6 yrs), Long (6+ yrs)	Potential Funding Source	Identified In Plan
<b>Calaveras Blvd. Widening Project</b>	Reduce traffic congestion	Multimodal project with additional travel lanes including sidewalks and bike lanes.	\$70,000,000	Long-Term		VTP 2035, Transit Area Specific Plan
<b>Montague Expy/Great Mall Parkway-Capitol Avenue Urban Interchange Project</b>	Reduce traffic congestion	Elevate Capitol Avenue-Great Mall Parkway over Montague Expressway.	\$60,000,000	Long-Term		VTP 2035, Transit Area Specific Plan
<b>Dixon Landing Road Widening</b>	Reduce traffic congestion	Widening Dixon Landing Road from four to six travel lanes.	\$60,000,000	Long-Term		VTP 2035, Transit Area Specific Plan
<b>Dixon Landing Road/Milpitas Blvd Intersection Improvements</b>	Reduce traffic congestion	Construction of an additional northbound left-turn lane, a southbound right-turn lane and addition of an eastbound left and right turn lane. The	\$3,000,000	Long-Term		VTP 2035, Transit Area Specific Plan



Proposal	Community Need Addressed	Description	Estimated Costs	Implementation Timeline Near (0-3 yrs), Mid (3-6 yrs), Long (6+ yrs)	Potential Funding Source	Identified In Plan
<b>Milpitas Blvd. Extension</b>	Reduce traffic congestion	Construction of Milpitas Blvd extension from Montague Expressway to Capitol Avenue	\$44,000,000	Long-Term		Transit Area Specific Plan
<b>Montague Expressway Widening</b>	Reduce traffic congestion	Widen to 8 lanes from Mission College Blvd (Santa Clara) to Park Victoria (Milpitas)	\$38,500,000	Long-Term		VTP 2035, Transit Area Specific Plan, County Expressway Planning Study
<b>Carlo Street Ramp Conversion</b>	Provide local connection and improve safety	Convert the existing off-ramp from Main Street to Calaveras via Carlo Street to an on-ramp to Main Street.	\$1,500,000	Near-Term (in construction)		Midtown Specific Plan

Proposal	Community Need Addressed	Description	Estimated Costs	Implementation Timeline Near (0-3 yrs), Mid (3-6 yrs), Long (6+ yrs)	Potential Funding Source	Identified In Plan
I-680 Express Lane Project	Reduce traffic congestion	Convert existing carpool lane to an express lane (or HOT lane) from Hwy 84 to Hwy 237	\$40,000,000	Near-Mid Term		
I-880 HOV Project	Reduce traffic congestion	Adds approx. 4.6 miles of high-occupancy vehicle (HOV or carpool) lane.	\$95,000,000	Near-Mid Term		
<b>DEMAND RESPONSIVE SERVICES</b>						
Senior Transportation and Resources Program	Transportation for older adults to destinations that support healthy and active living.	Door-to-door transportation and public transit fare subsidies for seniors 65 years of age and older.	\$350,000 – \$600,000 annually	Near-Term	Lifeline (STA), New Freedom, local funds	
Neighborhood Van Service	Need for transportation for local trips such as grocery shopping, etc.	A neighborhood van service operated by a local CBO that provides no/low-cost transportation.	\$120,000+ annually	Near-Term	Lifeline (STA)	

Proposal	Community Need Addressed	Description	Estimated Costs	Implementation Timeline Near (0-3 yrs), Mid (3-6 yrs), Long (6+ yrs)	Potential Funding Source	Identified In Plan
<b>Give Kids a Lift!</b>	Service would enable welfare to work parents to pursue training & employment.	Before and after school transportation for children of CalWORKs participants and low-income families.	\$250,000 – 500,000 annually	Near-Term	Lifeline (STA)	
<b>Guaranteed Ride Program</b>	Enables low income individuals to pursue training & employment opportunities.	Guaranteed ride home for W-T-W participants & low-income, when stranded at work or training; or when transit is not available.	\$800,000 - \$1,500,000 annually	Near-Term	Lifeline (JARC, STA)	
<b>Volunteer Driver Programs</b>	Escorted transportation for frail elderly and other disadvantaged groups for short or frequent trips	Volunteer driver programs.	\$120,000 - \$250,000 annually	Near-Term	Lifeline (STA), New Freedom	

Table 7.2. Proposals for Future Consideration (“Wish List”)

Proposal	Community Need Addressed	Description
<b>Earlier/Later Service Hours on Key Routes</b>	Transit service during the early morning/late evening	Extend service hours for early morning/late night travel periods
<b>Commuter Shuttle Program</b>	Offer shuttle service to key destinations in town.	Midtown Specific/Transit Area Specific Plan Areas McCarthy Ranch business area Milpitas Boulevard business shuttle Hotel Shuttles from the Great Mall
<b>Transportation Demand Management (TDM) Assistance</b>	TDM Planning for alternative modes and specialized transit services	Provide support for TDM planning within Santa Clara County
<b>Bus Service to California Circle/Dixon Landing</b>	Need transit service to new worship and activity centers located in this area	Consider bringing bus service to this area if it develops into a viable source for ridership
<b>Abbott &amp; Calaveras Pedestrian Xing</b>	Need safe and convenient pedestrian crossing at this busy intersection	Provide north/south crosswalks at Calaveras & Abbott intersection.
<b>Restroom Facilities at Great Mall</b>	Many community members especially seniors asked for restroom facilities at this transit center	Add restroom facilities at the Great Mall transit center
<b>Seasonal Passes</b>	Convenient option for purchasing passes	Offer seasonal passes similar to VTA’s Summer Blast Pass for each season

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## CHAPTER 8

### Funding Sources & Opportunities

Funding for various forms of transportation is obtainable from federal, state, regional and local sources. Funds may be distributed either based on population and public transit ridership volumes or through a competitive process. This chapter contains information regarding funding sources that can be used to implement projects and programs recommended in this CBTP.

#### *Public/Government Funding Sources*

##### **Bicycle Transportation Account (BTA)**

<b>Source:</b>	California Department of Transportation (Caltrans) through: <ul style="list-style-type: none"> <li>• City of Milpitas</li> <li>• County of Santa Clara</li> <li>• Santa Clara Valley Transportation Authority (VTA)</li> </ul>
<b>Eligible CBTP Elements:</b>	Bicycle Infrastructure Improvements

BTA provides state funds for city and county projects that improve safety and convenience for bicycle commuters. During the Fiscal Year 2008-2009 funding cycle, California Department of Transportation (Caltrans) provided \$7.2 million for statewide bicycle projects, with a maximum of \$1.8 million for each project applicant. This source is best suited for bicycle-related projects identified by the City of Milpitas, the County of Santa Clara, and/or VTA.

Projects and activities that are eligible for this funding source include:

- Bicycle path, lane or route construction and maintenance;
- Bicycle lockers;
- Bicycle racks on transit vehicles;
- Planning related to bicycle projects; and
- Bicycle-related safety education.

##### **California Office of Safety Grants**

<b>Source:</b>	California Office of Safety
<b>Eligible CBTP Elements:</b>	Pedestrian-Scale Lighting Bicycle/Pedestrian Infrastructure Improvements

The California Office of Safety Grants awards federal funding on a competitive basis to cities and counties. Evaluation criteria include potential traffic safety impact, collision statistics ranking, seriousness of identified problems and performance on previously received grants.

### Community Design and Transportation (CDT)

<b>Source:</b>	Santa Clara Valley Transportation Authority (VTA)
<b>CBTP Elements:</b> with potential eligibility (design phases only):	Bus Shelters/Amenities Bicycle/Pedestrian Infrastructure Improvements Pedestrian-Scale Lighting

VTA developed the CDT Program to provide information, tools, and planning, technical and design assistance to VTA member agencies (the 15 cities and towns of Santa Clara County and the County of Santa Clara) to influence a proactive planning and development process. In conjunction with this program, VTA distributes grants on a competitive basis to fund planning activities and to assist member agencies with implementing the concepts, principles, practices, and actions outlined in VTA's CDT Manual of Best Practices for Integrating Transportation and Land Use.

The CDT Planning Grants are intended to prepare projects for implementation by member agencies, and to compete for VTA Livable Communities and Pedestrian Program (capital) Grants, as well as MTC Transportation for Livable Communities (TLC) grants.

Activities that are eligible for this funding source include:

- Policy planning activities to revise existing or create new policies, codes, ordinances, or enforceable design standards that encourage the design of pedestrian-friendly streets and well-designed developments along major transportation routes, downtowns, main streets, commercial areas, and stations; and
- Capital planning activities that integrate high-quality transit- and pedestrian-friendly designs of public streets, commercial areas or stations.

### Community Development Block Grants (CDBG)

<b>Source:</b>	U.S. Department of Housing and Urban Development (HUD) through: <ul style="list-style-type: none"> <li>• City of Milpitas</li> <li>• County of Santa Clara</li> </ul>
<b>Eligible CBTP Elements:</b>	Transit-Oriented Development Low-Cost Auto Ownership Program Public Art Projects

Bus Shelters/Amenities Lighting Bicycle/Pedestrian Infrastructure Improvements
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The Housing and Community Development Act of 1974 established CDBG as a replacement for a variety of federal urban renewal, housing and neighborhood development programs. CDBG was the first of the federal block grant programs. Government agencies and nonprofit organizations are eligible for funding. Target areas are low-income for these grants; therefore, most community development projects in this plan may be eligible for CDBG funding, including the proposals listed above.

### Federal Section 5303 Technical Assistance

<b>Source:</b>	Federal Transit Administration (FTA) through: <ul style="list-style-type: none"> <li>• Metropolitan Transportation Commission (MTC)</li> </ul>
<b>Eligible CBTP Elements:</b>	Planning and technical assistance for transit-related proposals.

FTA Section 5303 funds are used to support planning activities in metropolitan areas. These funds are distributed by MTC and are available to all transit operators within the Bay Area.

Projects and activities that are eligible for this funding source include:

- Development of short-range transit plans;
- Route restructuring studies; and
- Technical assistance for implementing technology upgrades and similar projects.

### Federal Section 5310 Capital Grants – Elderly and Disabled

<b>Source:</b>	Federal Transit Administration (FTA) through: <ul style="list-style-type: none"> <li>• Metropolitan Transportation Commission (MTC)</li> </ul>
<b>Eligible CBTP Elements:</b>	Subscription Transportation Services

FTA funds capital grants through its Section 5310 Elderly and Disabled Transportation Program. Capital grants are provided for the purpose of assisting private non-profit corporations and, under certain circumstances, public agencies, in providing transportation services to meet the needs of seniors and persons with disabilities for whom public transit is unavailable, insufficient, or inappropriate. Through an annual application process, program grants are made for up to 80% of the total project cost. Applicants must have funds available to pay all operating and maintenance costs for the vehicles.



Projects and activities that are eligible for this funding source include:

- Purchase of paratransit vehicles; and
- Purchase of paratransit-related equipment.

### Hazard Elimination Safety Program (HES)

<b>Source:</b>	California Department of Transportation through: <ul style="list-style-type: none"> <li>• City of Milpitas</li> <li>• County of Santa Clara</li> <li>• Santa Clara Valley Transportation Authority (VTA)</li> </ul>
<b>Eligible CBTP Elements:</b>	Pedestrian-Scale Lighting

HES provides funds for safety improvements on public roads, surface transportation facilities and pedestrian or bicycle trails. The goal of the program is to eliminate or reduce the number and/or the severity of accidents at locations selected for improvements. These funds are available for preliminary design and engineering, right-of-way acquisitions, and construction expenses. A 10% local match is required.

Projects and activities that are eligible for this funding source include safety projects on public roads and highways (signals, median barriers, guard rails, lighting)

### Job Access and Reverse Commute (JARC) Program

<b>Source:</b>	Federal Transit Administration (FTA) through: <ul style="list-style-type: none"> <li>• Metropolitan Transportation Commission (MTC)</li> </ul>
<b>Eligible CBTP Elements:</b>	Community Bus Services Shuttle Services Subscription Transportation Services Vanpool Program -and- Promotional activities for: Subsidized Transit Pass Program Transportation-Related Information Services

JARC provides grants to communities for employment-related transportation needs. The primary beneficiaries of JARC grants are low-income families who would otherwise have difficulty getting to jobs and other necessary services, like childcare and training. JARC funds must be used to provide new services, not to plan or coordinate activities or to improve existing services. Projects must be integrated into or coordinated with the existing transportation system. This program cannot be used to purchase individual transit passes, construction of childcare centers and

employment support services at transit stations, or vehicle purchases for private automobile ownership.

Funds are allocated on a discretionary basis with 60% to areas of over 200,000 population; 20% to areas of under 200,000 population, and 20% to non-urbanized areas. A 50% local match is required. \$727 million has been authorized for use for fiscal years 2006 through 2009.

Two kinds of grants are available through the JARC program:

- Job Access Grants fund new transportation services for low-income workers or to provide transportation where none is available.
- Reverse Commute Grants fund projects that provide transportation to suburban jobs from urban, rural, and other suburban locations.

Projects and activities that are eligible for this funding source include:

- Those designed to transport low-income persons to work; and
- Those designed to move people to suburban job centers.

### Lifeline Transportation Program (Lifeline)

<b>Source:</b>	Metropolitan Transportation Commission (MTC) through: <ul style="list-style-type: none"> <li>• A partnership between the County of Santa Clara and Santa Clara Valley Transportation Authority (VTA)</li> </ul>
<b>Eligible CBTP Elements:</b>	All recommended CBTP proposals

Lifeline funds are for innovative and flexible projects that address transportation barriers of low-income and welfare-to-work residents of Santa Clara County. Transportation needs specific to elderly and disabled residents of low-income communities may also be considered. Funds may be used for capital or operating purposes for projects within Santa Clara County, depending on their eligibility under specific sources of program funding. If a project extends beyond the county, other funds may be required to implement that portion of the project or program.

Approximately \$15.8 million is available for funding projects in Santa Clara County for the three-year funding cycle FY 2009-2011. A minimum 20% match is required for most projects. For projects receiving Job Access and Reverse Commute (JARC) funds, at least 50% of the total project cost must be derived from funds other than the JARC program.

Projects must be developed through a collaborative, community-driven process, such as a welfare-to-work or community-based transportation planning processes. All of the projects recommended in this Milpitas CBTP are eligible to enter the competitive process for Lifeline funding.

### Older Americans Act (OAA)

<b>Source:</b>	County of Santa Clara
<b>Eligible CBTP Elements:</b>	Shuttle Services Subscription Transportation Services

The Older Americans Act (1965) created the federal Administration on Aging as well as authorized grants to states for community planning and services programs, research, demonstration and training projects in the field of aging. Later amendments to the Act added grants to Area Agencies on Aging for local needs identification, planning, and funding of services, including but not limited to nutrition programs in the community as well as for those who are homebound and services for low-income minority elders. A reauthorization in 2000 added the National Family Caregiver Support Program, to assist families in providing care for elder family members.

Although OAA funds are allocated to non-transportation needs, such as meals and nutrition programs and medical services, a local “champion” may be able to advocate for transportation-related funding with the County of Santa Clara.

### Safe Routes to School (SR2S)

<b>Source:</b>	California Department of Transportation (Caltrans) through: <ul style="list-style-type: none"> <li>• City of Milpitas</li> <li>• County of Santa Clara</li> </ul>
<b>Eligible CBTP Elements:</b>	Bicycle Improvements Bicycle/Pedestrian Infrastructure Improvements Pedestrian-Scale Lighting (near schools)

The goal of the SR2S program is to encourage school-age children to walk or bike to school. SR2S grants are intended to fund construction projects that improve the safety of students who walk or bike to school. Projects can include new sidewalks, sidewalk widening, sidewalk gap closures, curbs, gutters, and curb ramps. New pedestrian trails, paths and pedestrian over- and under-crossings are also eligible.

Funding for traffic-calming measures, traffic-control devices, and new bicycle facilities and bikeways is also available through this program. Costs related to public outreach and education activities for these improvements are also eligible, but limited to 10% of construction costs.

Sidewalk repair, pavement repair, rehabilitation of traffic lanes, and compensation for crossing guards are ineligible for funding through this program.

The amount of SR2S funds available for the program is determined by a statutory formula. Based on Fiscal Year 2004-2005 federal safety fund levels, this program can expect a funding level of \$24 million to \$28 million for each of the next three years. The maximum reimbursement percentage for any SR2S project is 90%. The maximum amount of SR2S funds that will be allocated to any single project is \$450,000. If the total cost for a project exceeds \$500,000 (\$450,000 reimbursable), a local match must be provided.

### Transportation Fund for Clean Air (TFCA)

<b>Source:</b>	Bay Area Air Quality Management District (Air District) -or- Santa Clara Valley Transportation Authority (VTA)
<b>Eligible CBTP Elements:</b>	Community Bus Services Shuttle Services Transit-Oriented Development Vanpool Program Subscription Transportation Services Subsidized Transit Pass Program Bicycle/Pedestrian Infrastructure Improvements

The TFCA grant program is funded by a \$4 surcharge on motor vehicles registered in the Bay Area. This generates approximately \$20 million per year in revenue. TFCA's goal is to implement the most cost-effective projects in the Bay Area that will decrease motor vehicle emissions, and therefore improve air quality. The Bay Area Air Quality Management District (Air District) administers the TFCA program. Public agencies within the Air District's jurisdiction, such as cities, counties, school districts, transit districts, and regional and state agencies, can apply for TFCA program funds. Applicant can apply to either one of two types of TFCA grants:

- The Regional Fund comes from 60% of the revenue and is allocated directly by the Air District.
- The County Program Manager Fund constitutes the other 40% of revenues and is allocated by the Bay Area's nine county Congestion Management Agencies. VTA manages the Air District's TFCA County Program Manager Fund for Santa Clara County. Project sponsors apply directly to VTA on an annual basis for funding through the Program Manager Fund. The applications are reviewed and scored by a committee comprised of VTA staff and members of the Capital Improvement Program Subcommittee or their designees. The VTA Board of Directors then reviews the scored project list and approves programming of the funds, subject to approval by the Air District. Once approved, the project sponsors have two years to expend the funds allocated to their project.

Funds can be applied to a wide range of project types, including:

- Purchase or lease of clean fuel buses;
- Purchase of clean air vehicles;
- Shuttle and feeder bus service to train stations;
- Ridesharing programs to encourage carpool and transit use;
- Bicycle facility improvements such as bike lanes, bicycle racks, and lockers;
- Arterial management improvements to speed traffic flow on major arterials;
- Smart growth; and
- Transit information projects to enhance the availability of transit information.

### Transportation for Livable Communities (TLC)

<b>Source:</b>	Metropolitan Transportation Commission (MTC)
<b>Eligible CBTP Elements:</b>	Community Park & Ride Lots Bus Shelters/Amenities Bicycle/Pedestrian Infrastructure Improvements Pedestrian-Scale Lighting -and- Bicycle, pedestrian, traffic-calming projects planned by the City of Milpitas and the County of Santa Clara.

The TLC Program supports community-based transportation projects that bring new vibrancy to downtown areas, commercial cores, neighborhoods, and transit corridors, by enhancing their amenities and ambiance and making them places where people want to live, work and visit. TLC provides funding for projects that are developed through an inclusive community planning effort, provide for a range of transportation choices, and support connectivity between transportation investments and land uses.

Capital projects are funded using regional Transportation Enhancements Activities funding from the federal Surface Transportation Program. Funding also comes from the Congestion Mitigation and Air Quality (CMAQ) program. Awards are made through a competitive grant process. Projects in their early or “conceptual” stages of development are eligible for TLC Planning Program grants of up to \$75,000, which are awarded to help sponsors refine and elaborate promising project ideas. Projects with completed plans are eligible for TLC Capital Grants, which build the projects. Capital grants range from \$750,000 to \$2 million.

Projects and activities that are eligible for this funding source include bicycle, pedestrian, transit or other projects that enhance community vitality, including planning studies.

## Federal Section 5317 New Freedom Initiative

Under the 2005 Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU) legislation, the “New Freedom Initiative” provides grants to fund transit programs to integrate disabled persons into the workforce and daily community life. The program provides funding through a formula-based allocation depending on states’ and urbanized areas’ populations of persons with disabilities. Funds are to be used to provide public transit services and alternatives above and beyond ADA legislation, especially to assist disabled persons access to jobs and employment related services. The funds may be used for capital expenses (at an 80% share) or operating expenses (at a 50% share).

It is expected that the Federal Transit Administration (FTA) will provide more guidance on the details of this program, likely by mid-2006 or early 2007. FTA has indicated that the New Freedom funding program may be expanded to fund services that also assist seniors, individuals with low incomes, and/or the general public, if they primarily meet the needs of individuals with disabilities.<sup>1</sup>

## Potential Future Government Funding Sources

### California Environmental Protection Agency Environmental Justice (CalEPA/EJ)

The CalEPA/EJ grant program is primarily used to seed planning activities that encourage livable communities. CalEPA/EJ grants assist local agencies to better integrate land use and transportation planning, to develop alternatives for addressing growth and to assess efficient infrastructure investments that meet community needs. These planning activities are expected to help leverage projects that foster sustainable economies, increase available affordable housing, improve housing/jobs balance, encourage transit oriented and mixed use development, expand transportation choices, reflect community values, and include non-traditional participation in transportation decision making.

CalEPA/EJ grant funded projects demonstrate the value of these new approaches locally, and provide best practices for statewide application. Funding is provided by 80% federal/state and 20% local match.

### MTC Transportation 2030 (T2030)

Although no direct funding is provided from T2030, MTC’s regional transportation plan, projects must be included in the plan to be eligible for future funding allocations from MTC. MTC has recently adopted VTP 2035 into their regional transportation plan (April 2009). T2030 does allocate funding to lifeline

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<sup>1</sup> *Elderly Individuals and Individuals With Disabilities, Job Access and Reverse Commute, New Freedom Programs and Coordinated Public Transit-Human Services Transportation Plans: Notice of Public Meeting, Interim Guidance for FY06 Implementation, and Propose* from [www.fta.dot.org](http://www.fta.dot.org). March 2006.

transportation projects, bicycle and pedestrian improvements, and to the Transportation for Livable Communities Program.

### **Valley Transportation Plan 2035 (VTP 2035)**

VTP 2035 is the long-range countywide transportation plan for Santa Clara County. VTA, in its role as the appointed Congestion Management Agency for Santa Clara County, is responsible for preparing and periodically updating the countywide transportation plan. The projects listed in VTP 2035 are submitted to MTC for inclusion in T2030, the regional transportation plan, making them eligible for funding allocations from MTC.

VTP 2035 identifies existing and future transportation-related needs, considers all travel modes, links land use and transportation planning and decision-making, and identifies what can be accomplished with the projected available funding for projects and programs. Projects and programs are organized into 10 categories:

- Highways
- Expressways
- Local Streets and County Roads
- Pavement Management
- Sound Mitigation
- Landscape Restoration & Graffiti Removal
- System Operations Management/Intelligent Transportation System
- Transit
- Bicycles
- Livable Communities and Pedestrians

VTP 2035 does not include schedules for project implementation and does not make assumptions regarding financing costs that may be needed to implement specific projects in specific years. Much like MTC's T2030, VTP 2035 describes transportation projects that could be funded by local, regional, state, and federal funding sources.

### ***Private Foundations***

Private foundations offer opportunities to fund small, focused projects that provide a direct benefit to low-income communities. The following section lists some of the local private organizations that may provide additional funding for projects in this Milpitas CBTP. Other foundations not listed here may also make grants available to support transportation-related projects if they are consistent with their organizational goals.

### **David & Lucile Packard Foundation**

The David & Lucile Packard Foundation has a long commitment to local areas of historical importance to the Packard family, including Santa Clara and Monterey Counties. Grants are available to community organizations in these local counties that advance the foundation's goals. Through its Local Opportunities Grants, the foundation supports non-profits that directly serve residents by operating food banks and homeless services for families with children, after-school youth services, and family planning and adolescent reproductive health services. Many grants are also made to local organizations by three major program areas in Population; Conservation and Science; and Children, Families, and Communities. Proposals for general operating expenses are accepted.

Contact:

300 Second Street  
Los Altos, California 94022 USA  
(650) 948-7658  
inquiries@packard.org

### **Nathan Cummings Foundation**

The Nathan Cummings Foundation is committed to democratic values and social justice, including fairness, diversity, and community. The foundation's goal is to "build a socially and economically just society that values and protects the ecological balance for future generations; promotes humane health care; and fosters arts and culture that enriches communities."

Of primary interest to the Nathan Cummings Foundation are issues of access to healthcare, community-inspired art projects, and projects and programs that promote environmental justice.

Contact:

475 Tenth Avenue, 14th Floor  
New York, NY 10018  
(212) 787-7300  
info@nathancummings.org

### **Robert Wood Johnson Foundation**

The Robert Wood Johnson Foundation seeks to improve health and healthcare, including eliminating barriers to receiving quality healthcare and promoting physical environments that foster better health. The foundation supports training, education, research (excluding biomedical research), and projects that demonstrate the effective delivery of healthcare services. Past grant recipients include hospitals; medical, nursing, and public schools; hospices; professional associations; research organizations; state and local government agencies; and community groups.

Contact:



PO Box 2316  
College Road East and Route 1  
Princeton, NJ 08543-2316  
(888) 631-9989

### **Santa Clara Valley Medical Center Foundation**

The mission and focus of the VMC Foundation includes all of the services under the umbrella of the Santa Clara Valley Health & Hospital System. This foundation also conveys to the community and the private sector the diverse extensive medical services of the Health & Hospital System, its indispensable role in the community and its financial needs. All donations and grants received by the Foundation are used for equipment, patient care services and programs that do not duplicate or replace funds from Santa Clara County or other government entities.

Contact:

Santa Clara Valley Medical Center  
751 South. Bascom Avenue  
San Jose, CA 95128  
(408) 885-5201

### **Surdna Foundation**

Surdna Foundation makes grants in the areas of environment, community revitalization, effective citizenry, the arts and the nonprofit sector, with annual grant making of approximately \$30 million. Specifically, the foundation supports programs that offer viable solutions to difficult systemic problems, as well as high quality, direct service programs. Its “Community Revitalization” program seeks to transform environments and enhance the quality of life in urban places, increase their ability to attract and retain a diversity of residents and employers, and ensure that urban policies and development promote social equity.

Contact:

330 Madison Ave., 30th Floor  
New York, NY 10017  
(212) 557-0010  
questions@surdna.org

### **van Löben Sels/RembeRock Foundation**

van Löben Sels/RembeRock Foundation is a social justice foundation that provides grant funding to community-based organizations serving Northern California. The Foundation maintains a focus on public interest law and social service programs that impact underserved and vulnerable populations. Current areas of public interest law that may be applicable to programs proposed in the Milpitas CBTP include: immigrant and newcomer legal rights; legal services for children; women’s reproductive rights and access to healthcare; and general support to legal service organizations in rural counties. On a selective basis the foundation will provide grants in the fields of health, mental health, substance abuse, job training, and the arts.

This organization provides grants for projects and programs that provide direct services to enhance fair treatment and equal access to the law, target underserved and at-risk populations, and enhance access to services.

Contact:

131 Steuart Street, Suite 301  
San Francisco, CA 94105  
(415) 512-0500  
info@vlsrr.org

### **Zellerbach Family Foundation**

The Zellerbach Family Foundation's mission is "to be a catalyst for constructive social change by initiating and investing in efforts that strengthen families and communities." Various grant making programs through this foundation support programs to increase local communities' ability and capacity in decision-making processes that affect their communities. Of particular importance are mental health and child welfare service systems, immigrant-serving organizations, and promotion of increased resident participation in decision-making and community improvement efforts. The foundation recognizes that an informed and active citizenry is essential for building and sustaining vibrant communities that address the needs of all residents.

Contact:

120 Montgomery Street, Suite 1550  
San Francisco, CA 94104  
(415) 421.2629  
info@zellerbachfamilyfoundation.org

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## APPENDICES

- A. Transit Market Segmentation Analysis
- B. Milpitas CBTP Fact Sheet/Comment Card (not included)
- C. Project Webpage
- D. Comment Cards Results
- E. Press Releases
- F. Focus Group Meetings Agenda & Questions
- G. Full Summaries of Focus Group Meetings
- H. Transit Performance Analysis

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## **APPENDIX A**

# **Transit Market Segmentation Analysis**

Market Segmentation is the identification of groups of people -or market segments- that have similarities in characteristics or needs who are likely to exhibit similar purchase behavior and/or responses to changes in the marketing mix. Public transit exists in a competitive environment where many potential customers have choices ranging from driving alone to telecommuting. Delivery of new or improved transit service is critical to taking advantage of new market opportunities. Market research can be used effectively by managers to scan and evaluate opportunities that exist for increasing ridership, particularly by establishing a base of knowledge on local customers. There is an increased awareness that all current and potential transit users are not the same, and that satisfying their needs, preferences, and motivations requires a better understanding of who they are. Thus, transit system managers are learning that analysis of market segments can lead to an even higher degree of success while making the service design and promotion more cost efficient.

The following market analysis shows an in depth look of the Santa Clara County's market segments, along with the transit competitiveness of different sections within the Milpitas study area. The analysis specifically takes into account the competitiveness of transit origins and destinations within the study area, giving a detailed look at what market segments make up each section.

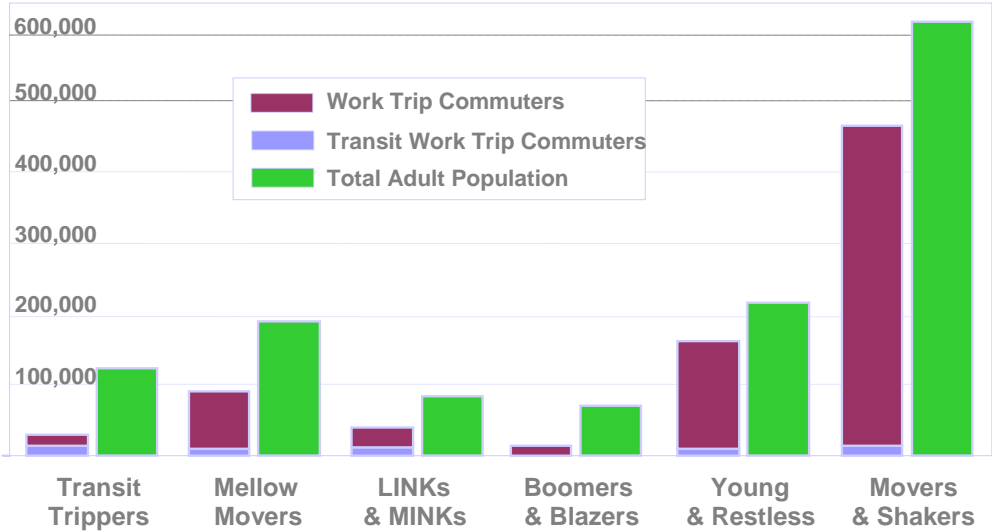
# Milpitas Market Analysis

## Six Santa Clara County Customer Segments

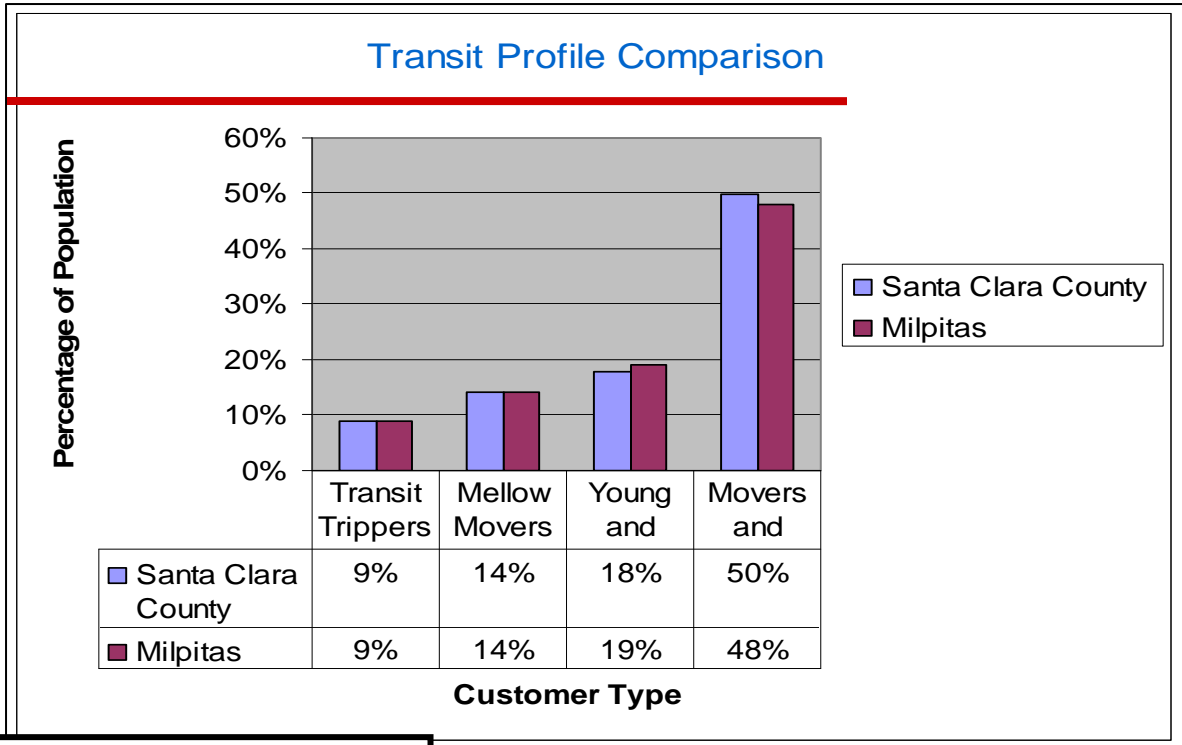
Customer Type	Time Sensitivity	Transit Tolerance	Price Sensitivity
Transit Trippers	○	●	●
Mellow Movers	○	◐	◐
LINKs & MINKs	◐	○	◐
Boomers & Blazers	◐	○	○
Young & Restless	●	○	◐
Movers & Shakers	●	○	○

○ Low    ◐ Medium    ● High

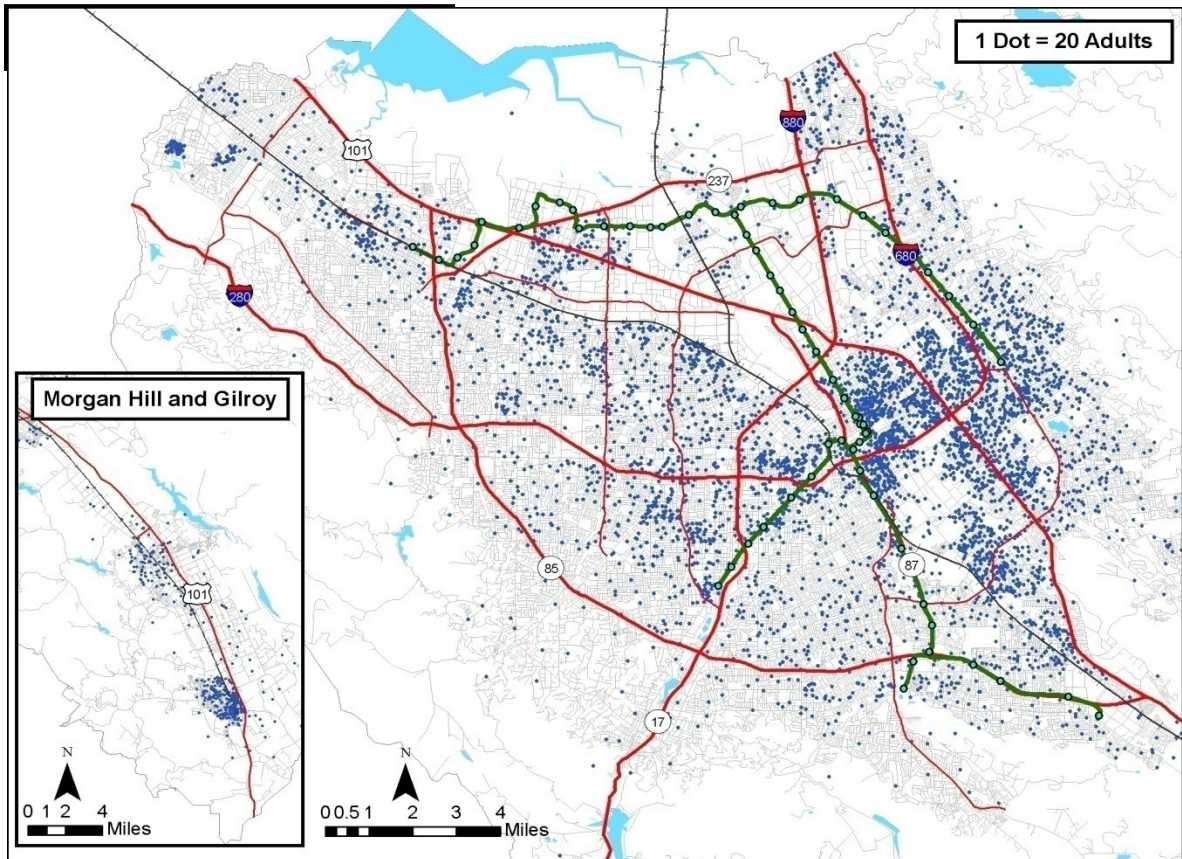
## Commuters by Customer Type (2005)



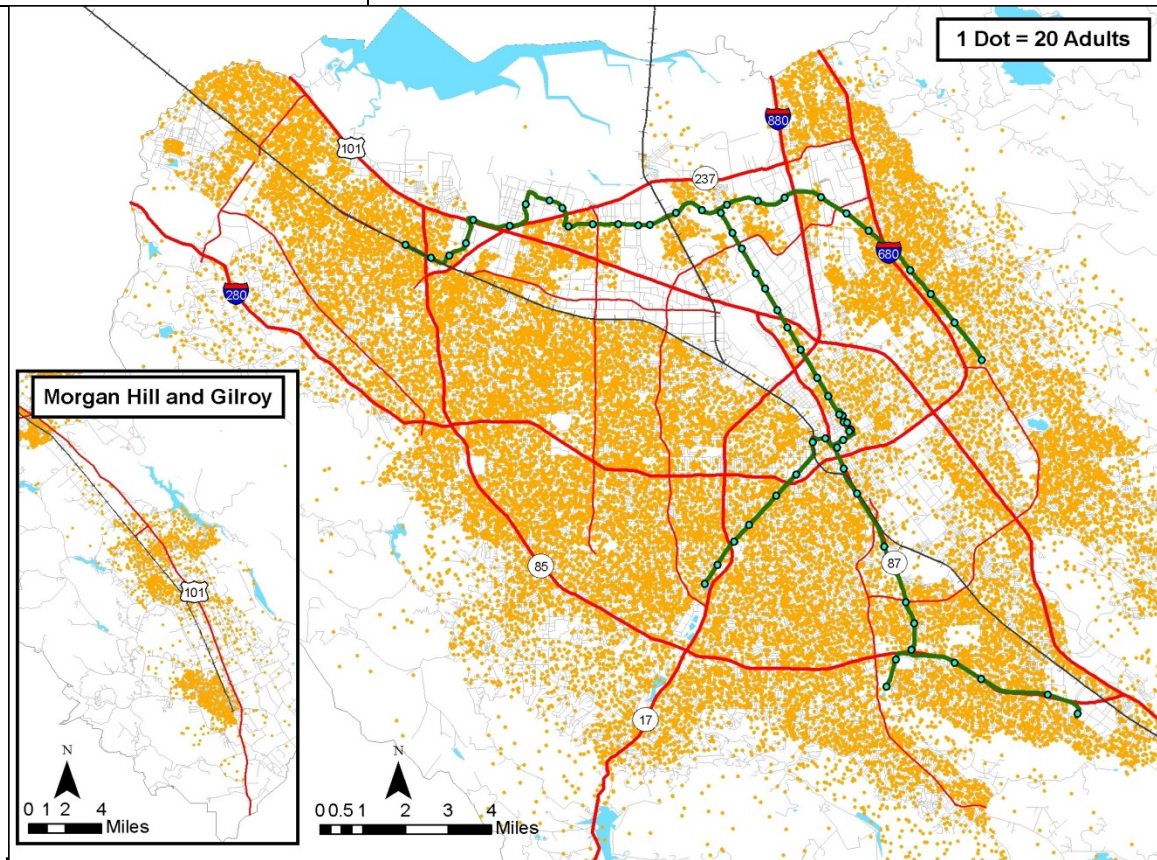




## Transit Trippers

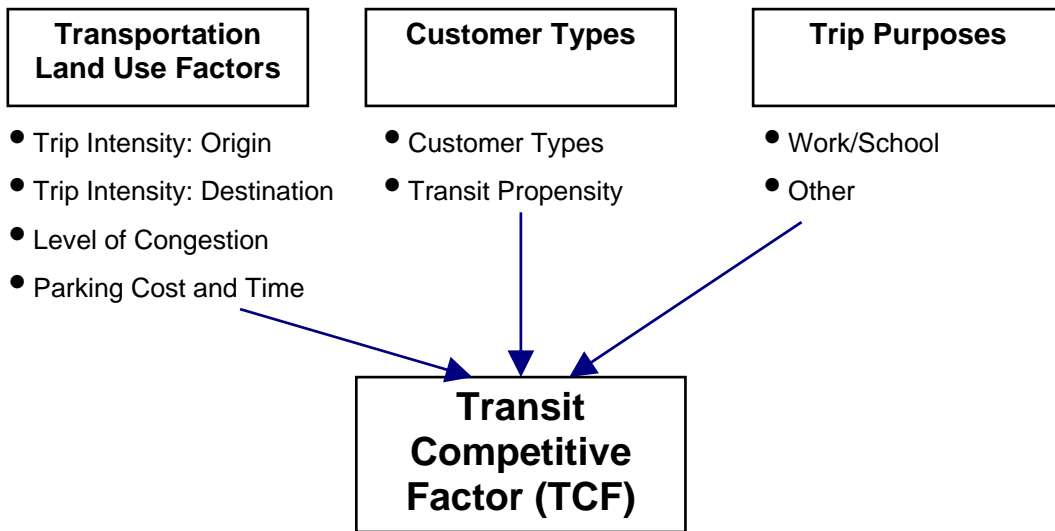


**Movers & Shakers**

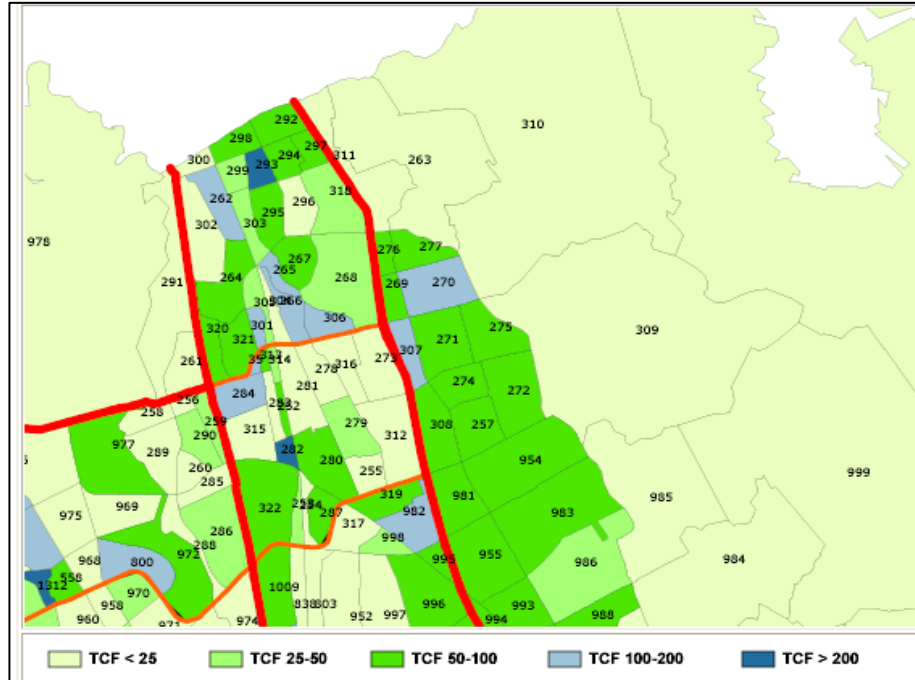


**Market-Based Planning**

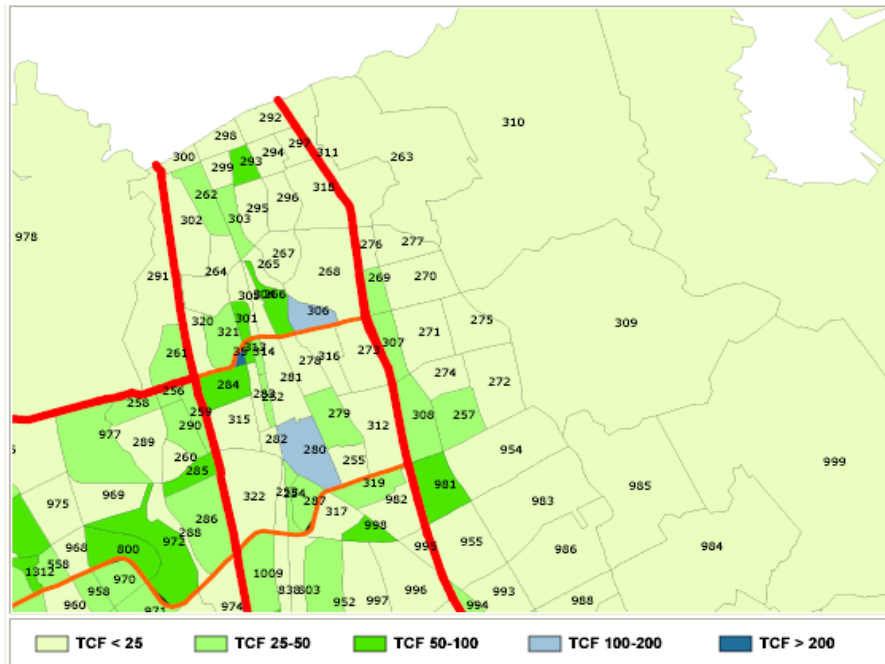
*Identify areas of Milpitas that are amenable to transit service and why*

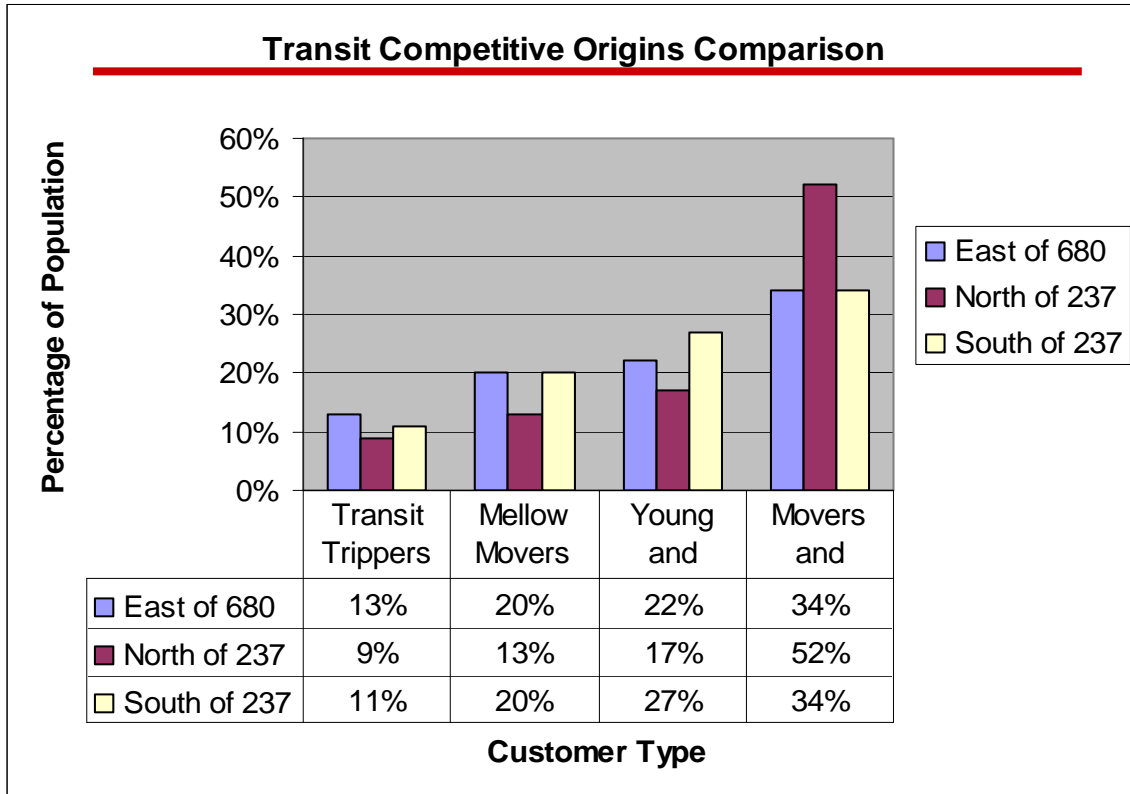
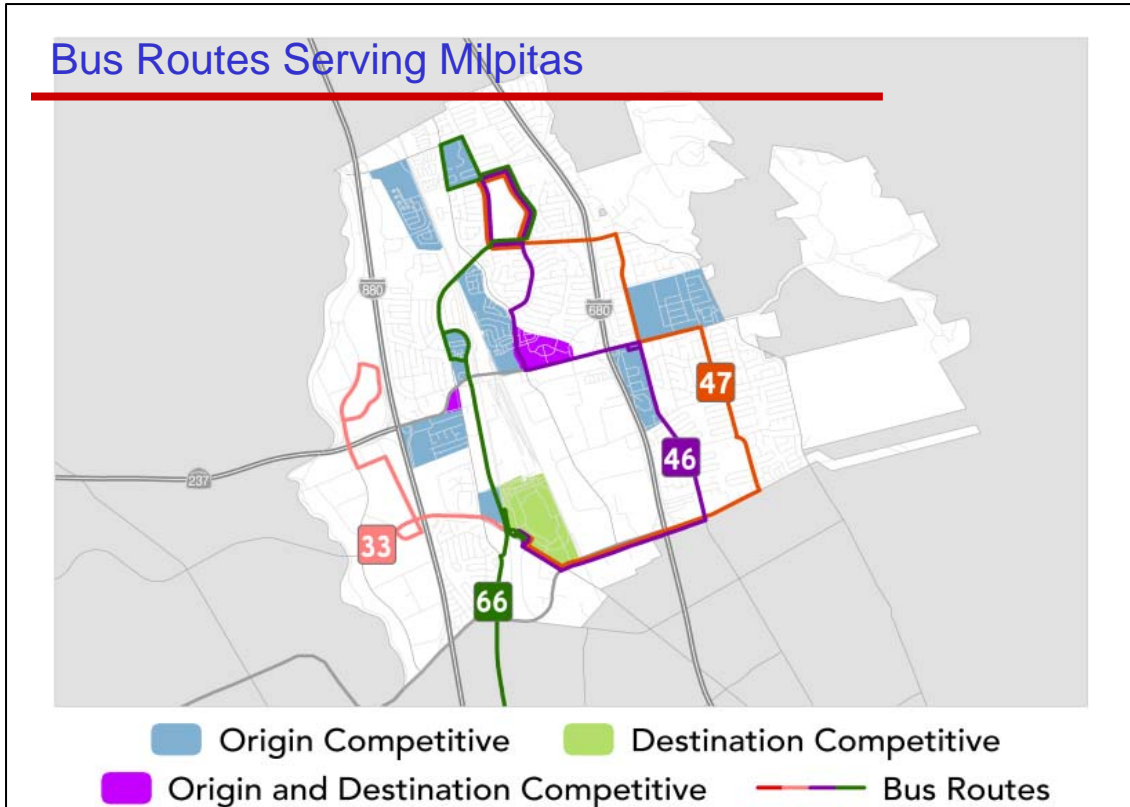


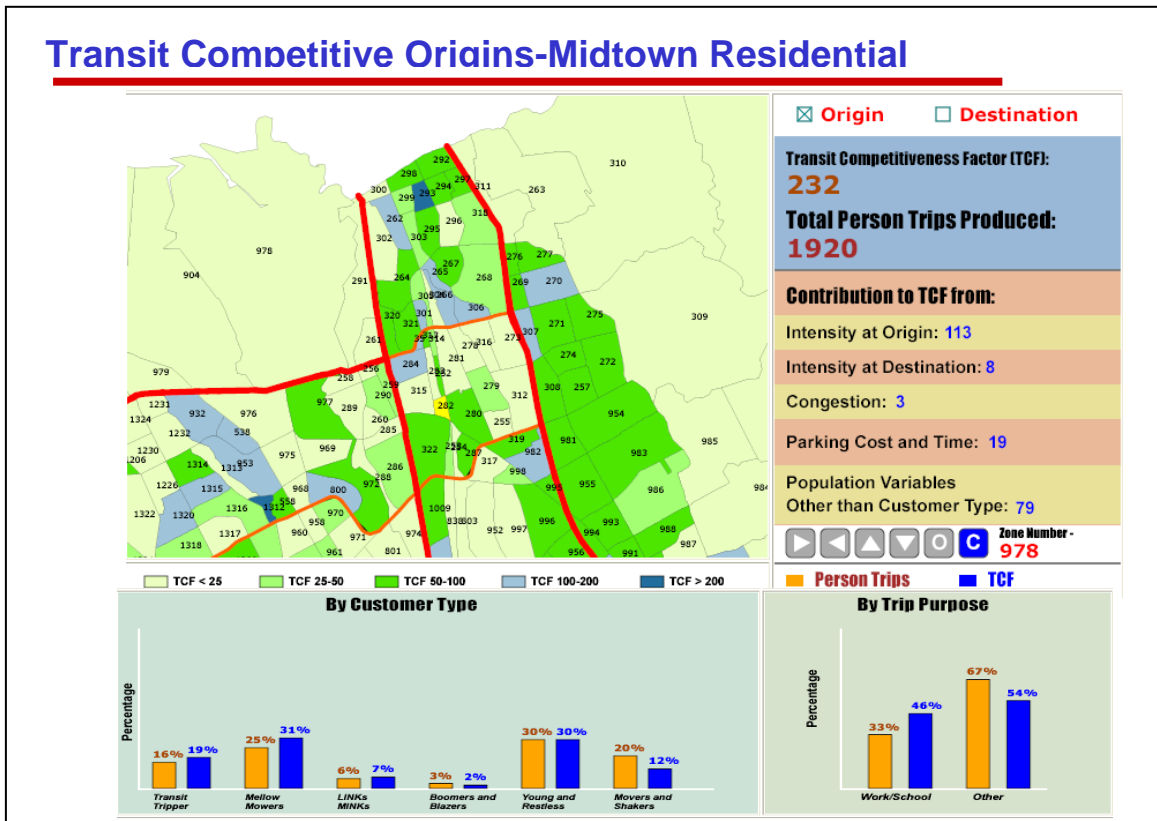
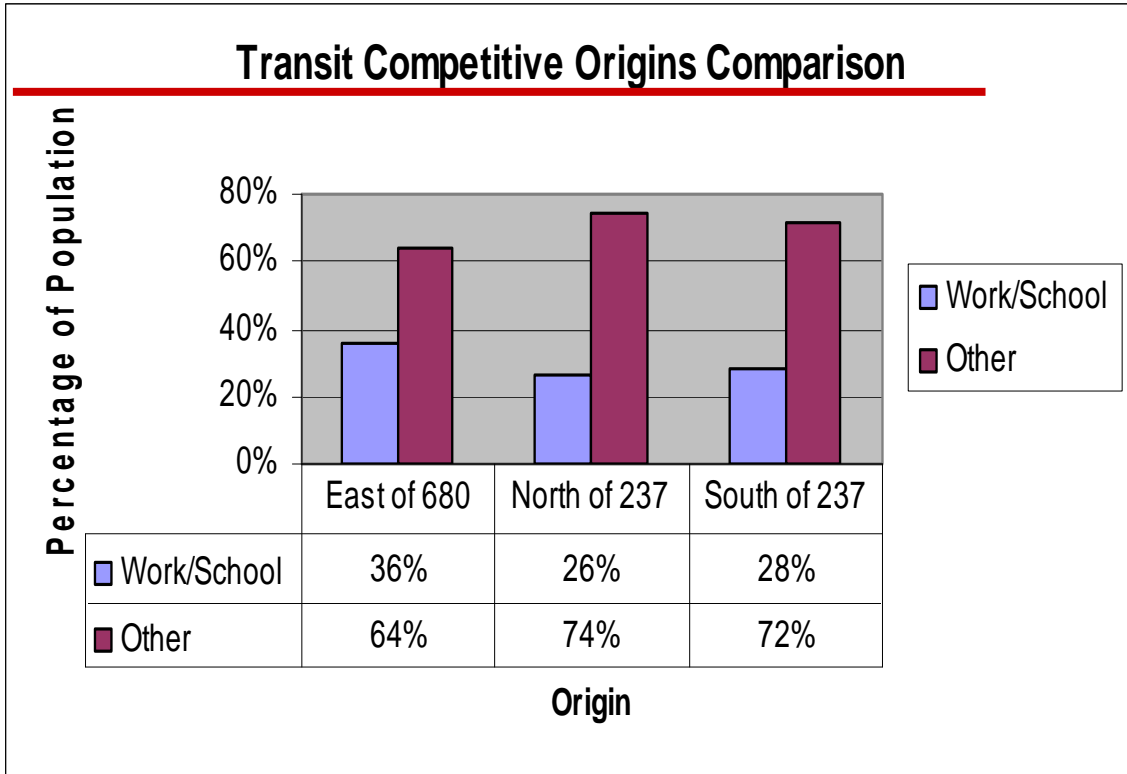
## Transit Competitiveness -- Origins



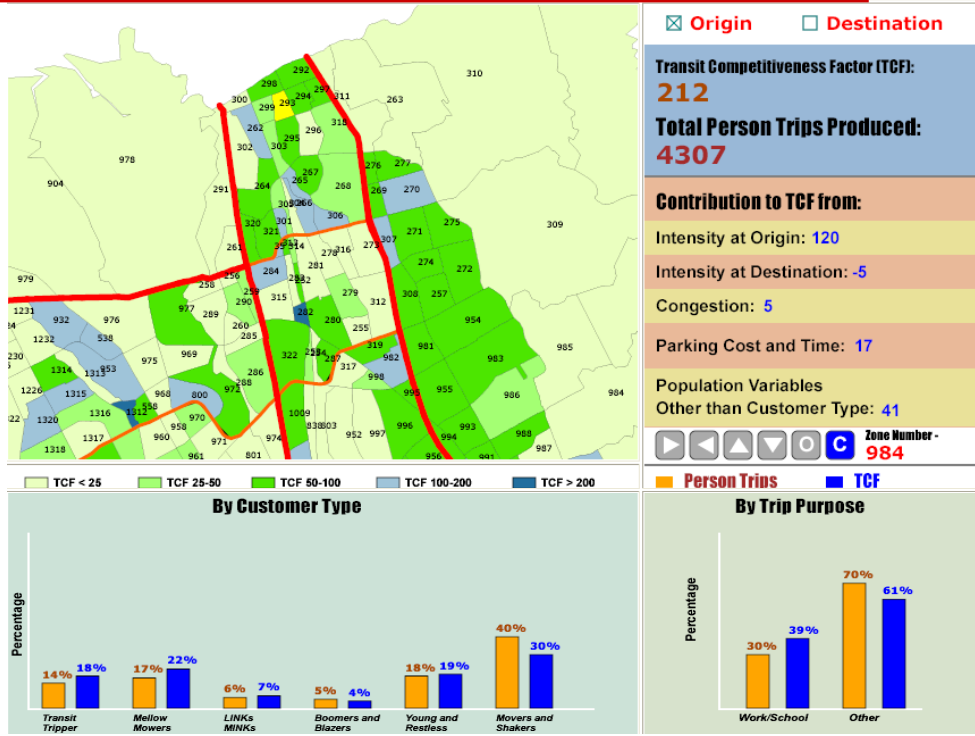
## Transit Competitiveness -- Destinations



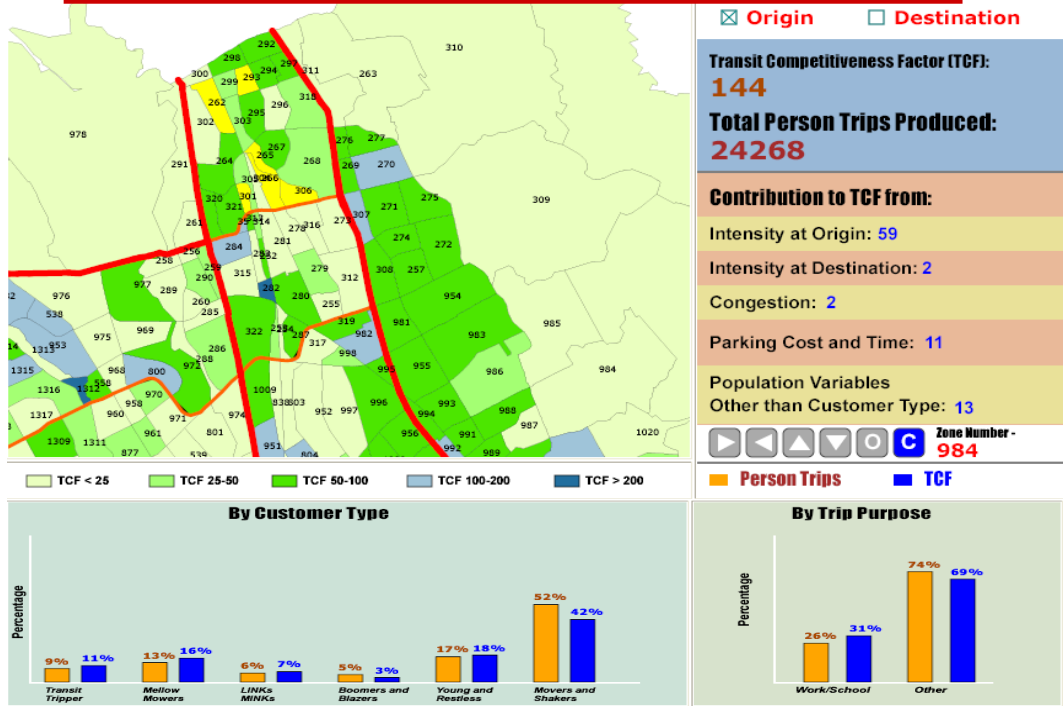


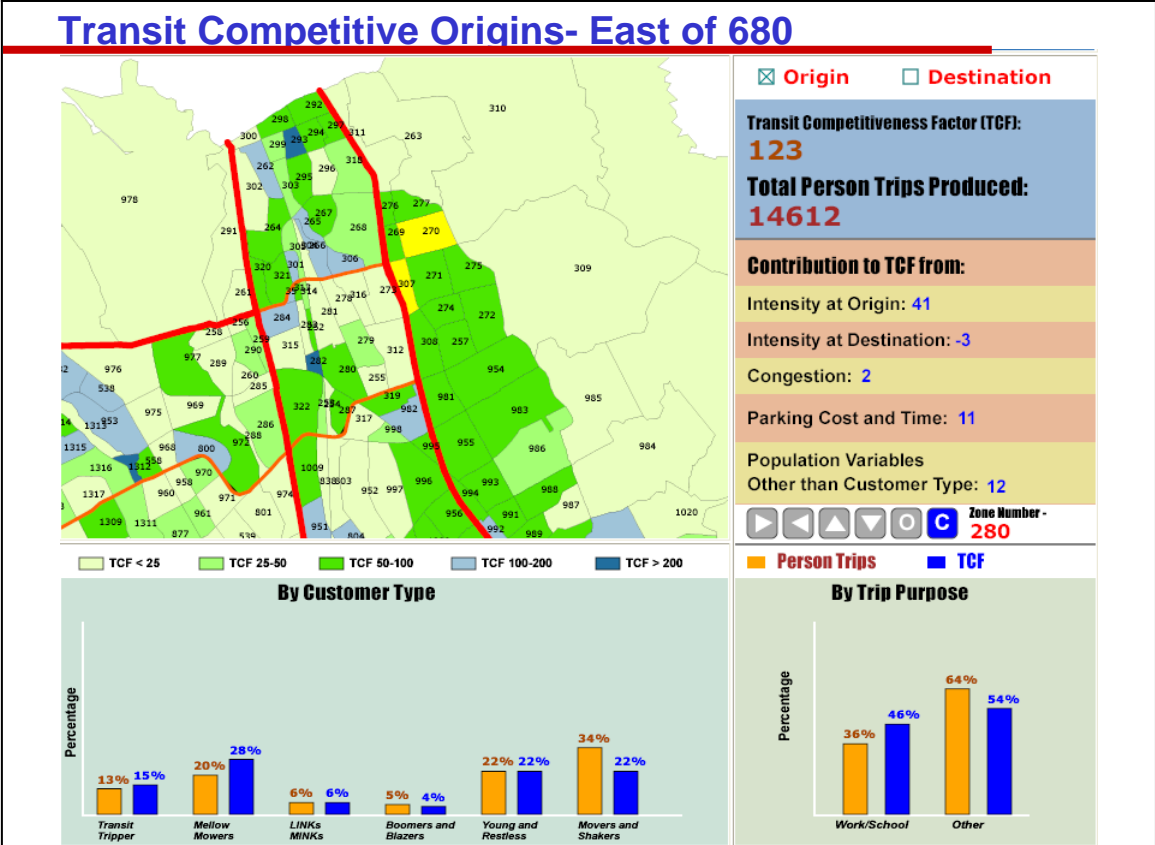
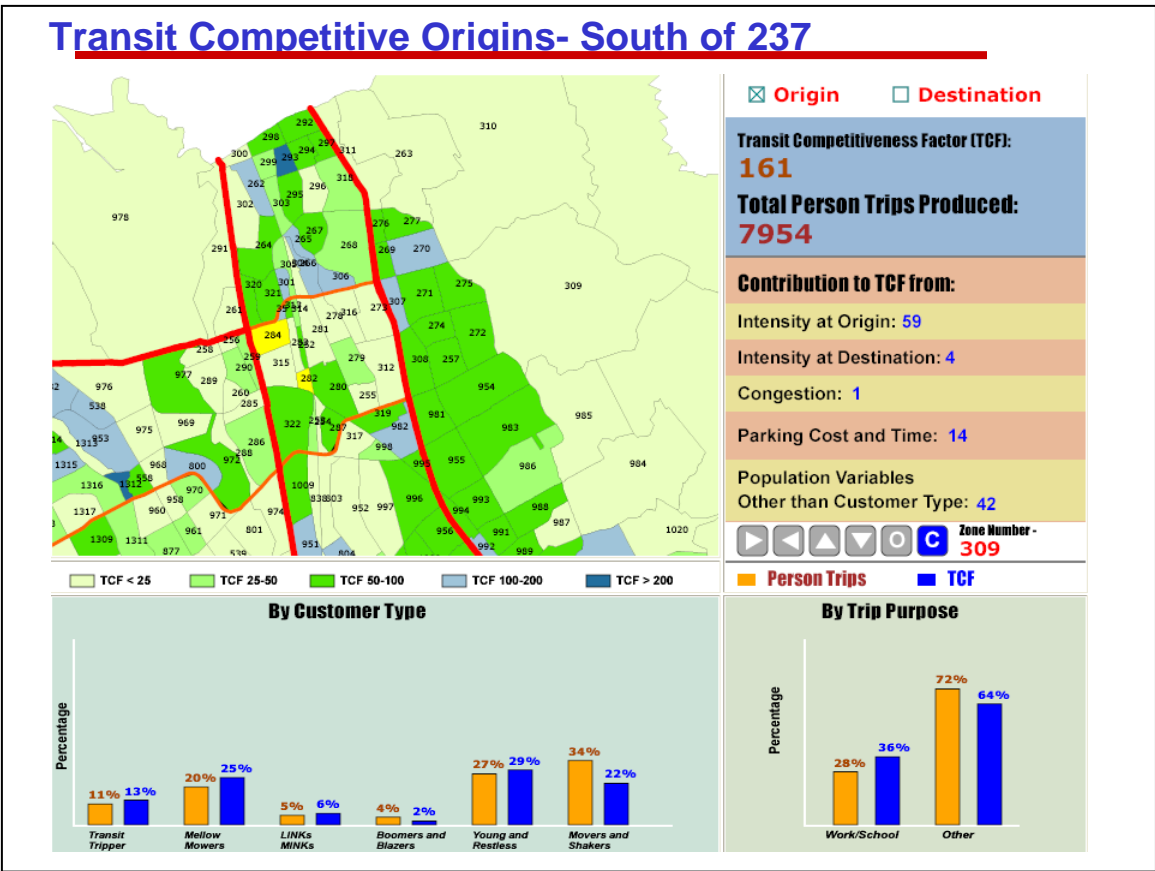


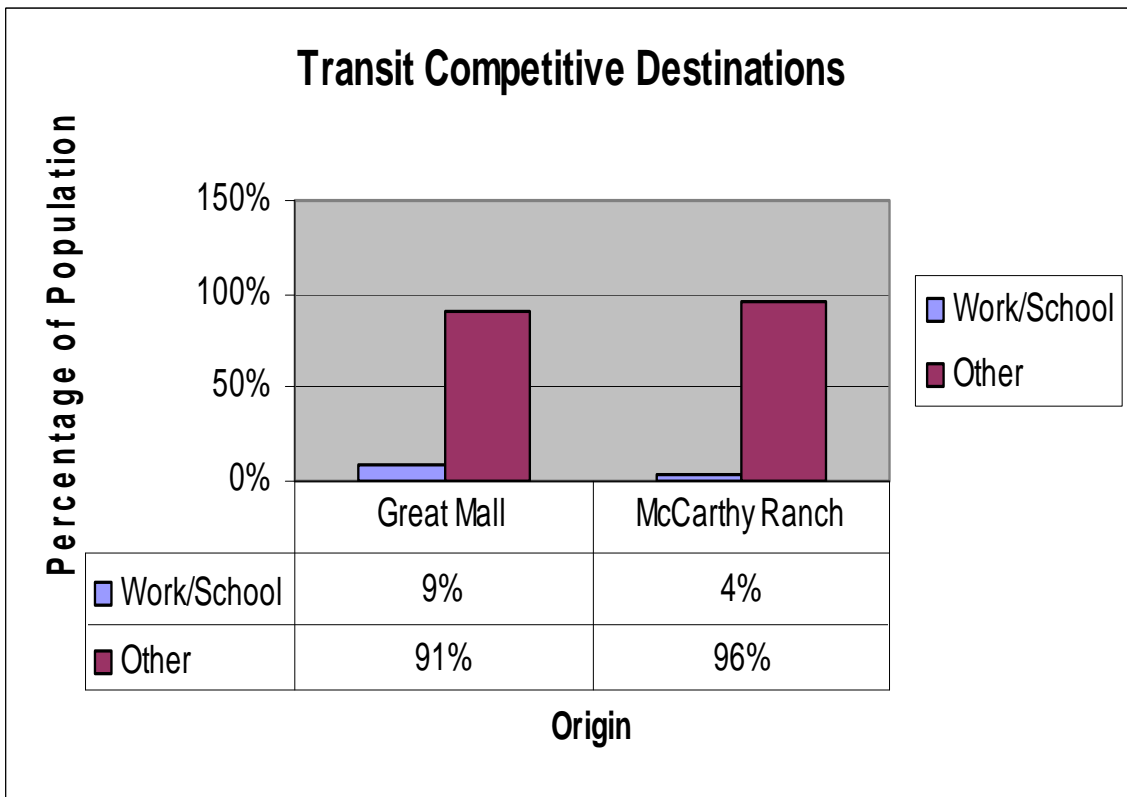
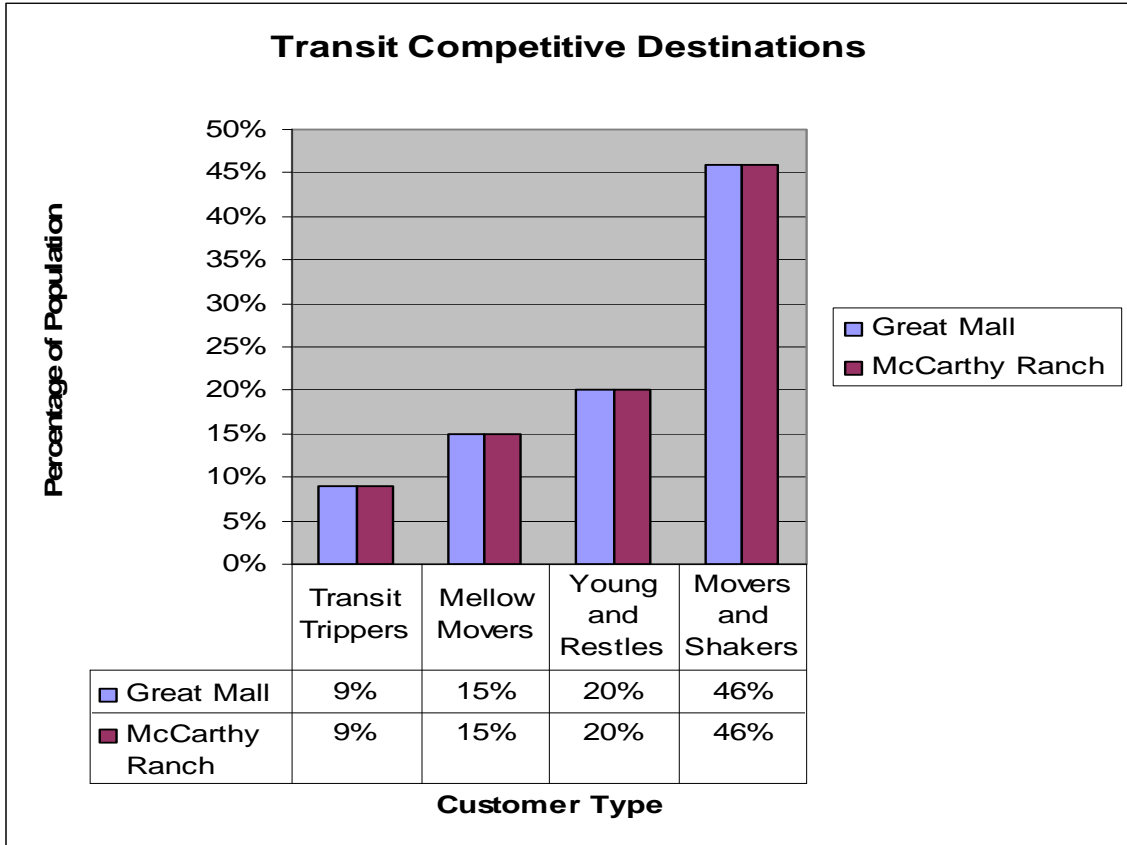
## Transit Competitive Origins- Milpitas High Area



## Transit Competitive Origins- North of 237

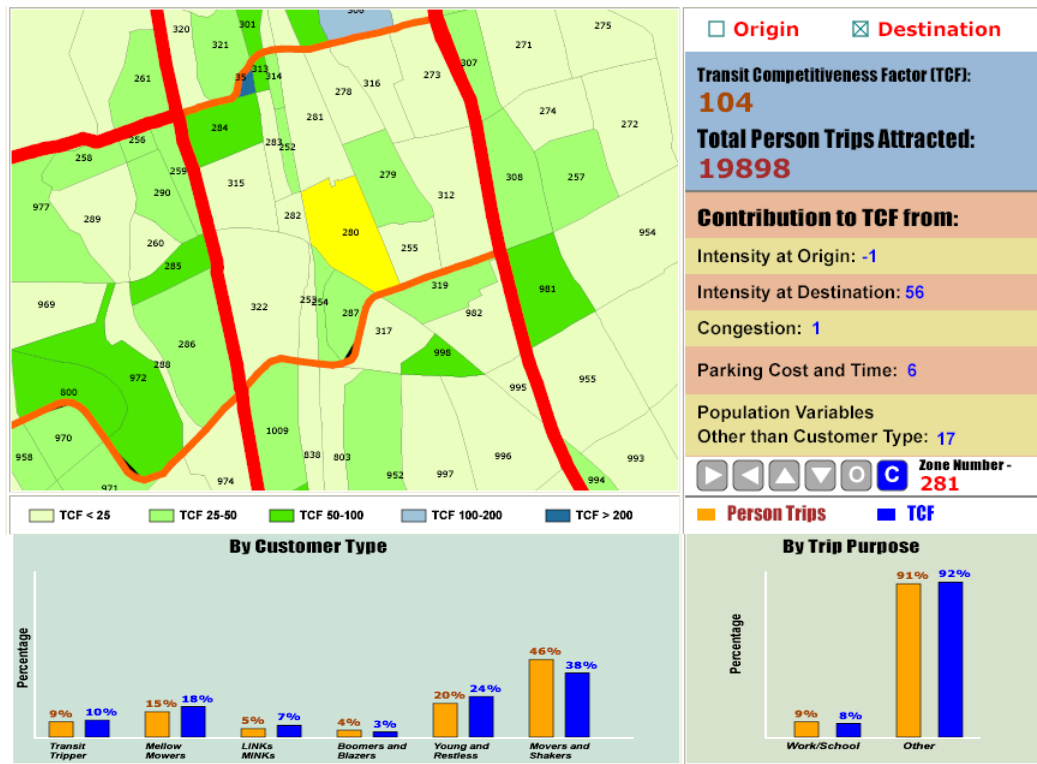




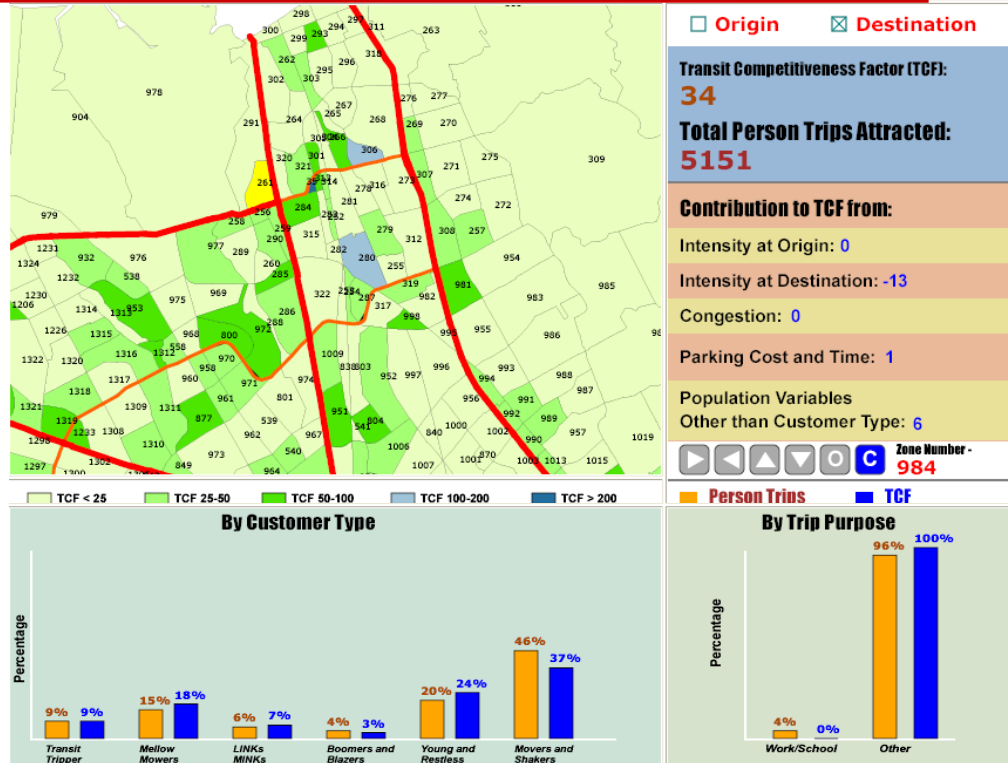




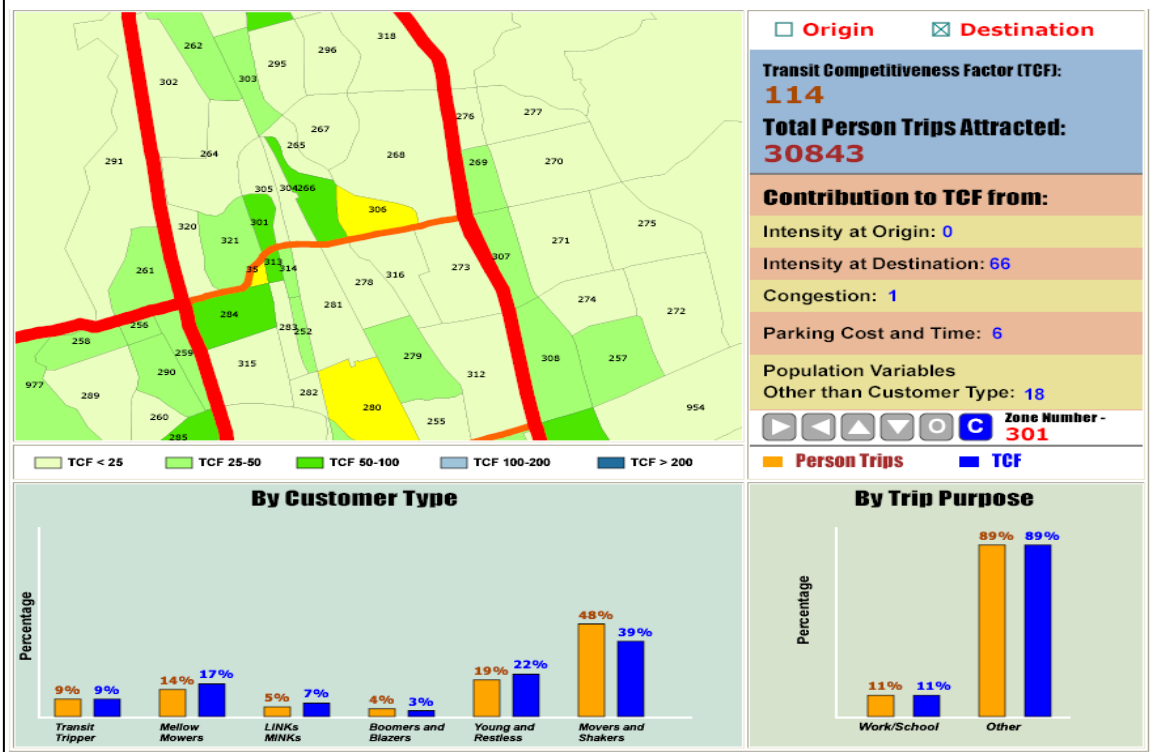
## Transit Competitiveness – Destinations -- Great Mall TAZ



## Transit Competitive Destinations- McCarthy Ranch



## Transit Competitive Destinations – Calaveras, Great Mall



## Summary of Key Findings

- Milpitas market profile is similar to Santa Clara County.
- A high percentage of the population is made up of Young and Restless, and Movers and Shakers market segments. These are the toughest market segments to capture.
- There are several transit competitive origins in Milpitas. The most competitive origins, include the Milpitas high area and the Midtown Residential Area.
- There are few transit competitive destinations in Milpitas. The most competitive destinations include, Great Mall and along Calaveras blvd near City Hall.
- Current service covers the competitive destinations well (Great Mall and City Hall/Calaveras).

- **Current service covers most competitive origins, with exception of two areas.**
- **Transit is currently serving the non-competitive area of McCarthy Ranch.**
- **-Ridership per revenue hour on line 33 is 16 boardings during the weekdays, 7 boardings below VTA standards.**
- **Future redevelopment may change transit market conditions.**
  - **Serra Center**
  - **Abel Housing Corridor**
  - **California Circle**
  - **New Senior Center**

## **APPENDIX B**

### **Milpitas CMTP Fact Sheet/Comment Card**

### MILPITAS TRANSPORTATION PLAN FEEDBACK FORM

Thank you for taking the time to complete this form!

Please submit today or mail to:

ATTN AIKO CUENCO  
VALLEY TRANSPORTATION AUTHORITY  
3331 N 1ST ST BLDG B  
SAN JOSE CA 95134-9954

<p><b>1. What is your age?</b> _____</p> <p><b>2. Where do you live?</b> (Street address and/or neighborhood) _____ _____</p> <p><b>3. Where are the three places you travel to most in Milpitas? How do you get there?</b></p> <table border="0"> <tr> <td style="width: 50%;">Destination (library, work, school, etc):</td> <td style="width: 50%;">Mode of travel (car, bike, bus, walk, etc):</td> </tr> <tr> <td>1. _____</td> <td>_____</td> </tr> <tr> <td>2. _____</td> <td>_____</td> </tr> <tr> <td>3. _____</td> <td>_____</td> </tr> </table> <p><b>4. Do you currently own (or lease) a vehicle?</b></p> <p>Y N</p>	Destination (library, work, school, etc):	Mode of travel (car, bike, bus, walk, etc):	1. _____	_____	2. _____	_____	3. _____	_____	<p><b>5. Select your top three transportation concerns:</b></p> <p>___ Lack of transit service in your area</p> <p>___ Traffic congestion</p> <p>___ Late night/early morning bus/light rail service (after 10 p.m. or before 6 a.m.)</p> <p>___ Personal safety while walking or biking</p> <p>___ Costs (fares, gas, etc.)</p> <p>___ Bus/light rail frequency</p> <p>___ Reliability of public transit</p> <p>___ Lack of available transportation information</p> <p>___ Lack of pedestrian/bicycle facilities (bridge, sidewalk, cross walk, bike lane/path, bike parking, etc.)</p> <p>Where: _____</p> <p>___ School Transportation</p> <p>Where: _____</p> <p>___ No concerns; transportation works well now</p>
Destination (library, work, school, etc):	Mode of travel (car, bike, bus, walk, etc):								
1. _____	_____								
2. _____	_____								
3. _____	_____								

**6. Please use the space below to note any other concerns or suggestions to improve transportation in Milpitas.**

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_



## Help Us Improve Transportation in Milpitas!

How would you improve transportation in your community? We need your help to identify what kinds of transportation projects would help you get from your house to your job, school, stores, church, hospitals or other destinations.

For example:

- Making bus routes and schedules more reliable
- Making streets and intersections safer
- Improving access to jobs, shopping and community facilities
- Adding bicycle or walking paths

### What we are doing

The Valley Transportation Authority (VTA), along with the City of Milpitas and the Metropolitan Transportation Commission, is working together with you and others in the community to develop a Community Based Transportation Plan (CBTP). The resulting Milpitas CBTP will help the VTA and community identify future transportation improvements.

### Get involved!

The success of the Milpitas CBTP depends on input from people in neighborhoods throughout Milpitas. We will be hosting focus groups and public meetings to identify concerns and solutions for community transportation in Milpitas.

The community is invited to:

- Attend a focus group or public meeting
- Fill out a feedback form
- Set up a briefing for your organization
- Call or e-mail and share your thoughts

### Come to our public meetings:

**April 2, 2009, 6:00pm**  
Milpitas City Hall Committee Conference Room  
455 East Calaveras Blvd.

**May 28th, 6:00pm**  
Milpitas Community Center, Rooms 7 & 8  
457 East Calaveras Blvd.

### Tell us what you think

The VTA wants to know what you think! Help us improve transportation in Milpitas by completing the form on the reverse side and returning it to drop-off boxes located inside the Milpitas Library or City Hall. You may also return the form via US Mail. Please return it no later than May 31, 2009.

### Contact


Contact **Aiko Cuenco**, Transportation Planner, at 408-321-5684 or [aiko.cuenco@vta.org](mailto:aiko.cuenco@vta.org) to sign up for a focus group meeting, request a project representative to visit your organization, or to receive more information about the study.

### About the VTA

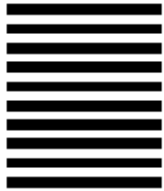
The Santa Clara Valley Transportation Authority (VTA) is responsible for bus and light rail operations, highway improvements and planning for transit, highways and roadways, bikeways, and pedestrian facilities.

Project Area Map






NO POSTAGE  
NECESSARY  
IF MAILED  
IN THE  
UNITED STATES



**BUSINESS REPLY MAIL**  
 FIRST-CLASS MAIL PERMIT NO. 1009 SAN JOSE CA

POSTAGE WILL BE PAID BY ADDRESSEE

ATTN AIKO CUENCO  
 VALLEY TRANSPORTATION AUTHORITY  
 3331 N 1ST ST BLDG B  
 SAN JOSE CA 95134-9954



**ENCUESTA DEL PLAN DE TRANSPORTE URBANO DE MILPITAS** **¡Gracias por tomar el tiempo para completar esta encuesta!**

<p>1. ¿Cuál es su edad? _____</p> <p>2. ¿En donde vive? (Domicilio y / o vecindad) _____</p> <p>3. ¿Cuales son tres lugares a donde más viaja en Milpitas? ¿Cómo llega allí?</p> <table style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 50%; text-align: left;">Destino (biblioteca, trabajo, escuela, etc):</th> <th style="width: 50%; text-align: left;">Medio de transporte (automóvil, bicicleta, autobús, caminando, etc):</th> </tr> </thead> <tbody> <tr> <td>1. _____</td> <td>_____</td> </tr> <tr> <td>2. _____</td> <td>_____</td> </tr> <tr> <td>3. _____</td> <td>_____</td> </tr> </tbody> </table> <p>4. Actualmente, es usted dueño o arrienda un vehículo? Si No</p>	Destino (biblioteca, trabajo, escuela, etc):	Medio de transporte (automóvil, bicicleta, autobús, caminando, etc):	1. _____	_____	2. _____	_____	3. _____	_____	<p>5. Seleccione sus tres más grandes preocupaciones concernientes al transporte urbano:</p> <p>_____ Falta de servicios de transporte en su área</p> <p>_____ Congestionamiento de tráfico</p> <p>_____ Servicio de autobús o tranvía tarde en la noche o muy temprano en la mañana (después de las 10 p.m. o antes de las 6 a.m.)</p> <p>_____ Seguridad personal como peatón o ciclista</p> <p>_____ Costos (tarifas, combustible, etc.)</p> <p>_____ Frecuencia de servicio de autobús o tranvía</p> <p>_____ Confiabilidad del transporte público</p> <p>_____ Falta de información disponible acerca del transporte urbano</p> <p>_____ Falta de infraestructura peatonal y ciclista (puentes, banquetas, intersecciones marcadas, carriles para ciclistas /vías peatonales, estacionamiento para ciclistas, etc.)</p> <p>Donde: _____</p> <p>_____ Transporte Escolar</p> <p>Donde: _____</p> <p>_____ No tengo problemas; el sistema de transporte funciona bien actualmente</p>
Destino (biblioteca, trabajo, escuela, etc):	Medio de transporte (automóvil, bicicleta, autobús, caminando, etc):								
1. _____	_____								
2. _____	_____								
3. _____	_____								

6. Por favor utilice el espacio que sigue para anotar cualquier otra preocupación o sugerencia para mejorar el transporte urbano en Milpitas.

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_



## ¡Ayúdenos a Mejorar el Transporte Urbano en Milpitas!

¿Cómo mejoraría usted el transporte urbano en su comunidad? Necesitamos su ayuda para identificar que clases de proyectos de transporte le ayudarían a usted llegar de su hogar a su trabajo, escuela, tiendas, iglesia, hospitales u otros destinos.

Por ejemplo:

- Ofrecer rutas y horarios de autobús más confiables
- Hacer las calles e intersecciones más seguras
- Mejorar el acceso a sus trabajos, lugares de compras e instalaciones comunitarias
- Añadir vías peatonales y ciclistas

### Lo que estamos haciendo:

La Autoridad de Transporte del Valle (VTA por sus siglas en Inglés) en cooperación con el Municipio de Milpitas y la Comisión de Transporte Metropolitano, trabajan juntos con usted y otros en su comunidad para desarrollar un Plan de Transporte Fundado en su Comunidad (CBTP por sus siglas en Inglés). El resultado del (CBTP) de Milpitas ayudará al VTA y su comunidad para identificar mejoras futuras en el transporte urbano.

### ¡Participe!

El éxito del CBTP de Milpitas depende en la participación y comentarios de los habitantes de todas las vecindades en Milpitas. Deseamos formar grupos de enfoque y efectuar sesiones públicas para identificar cuestiones y soluciones para el transporte urbano en Milpitas.

Se le invita a la comunidad para:

- Asistir a juntas públicas y grupos de enfoque
- Completar un formulario de comentario
- Organizar una sesión informativa para su organización
- Llamar o enviar correos electrónicos para compartir sus ideas

### Vengan a nuestra sesión pública:

**2 de abril, 2009, a las 6:00pm**  
Sala de Conferencias, Cabildo Municipal de Milpitas  
455 East Calaveras Blvd.

**28 de mayo, a las 6:00pm**  
Salones 7 y 8, Centro Comunitario de Milpitas  
457 East Calaveras Blvd.

### Díganos lo que piensa

¡La VTA desea saber lo que usted piensa! Ayúdenos a mejorar el transporte urbano en Milpitas, completando la forma al reverso de este volante y depositándolo en una de las ánforas situadas dentro de la Biblioteca de Milpitas o en el Cabildo Municipal. También puede regresar la forma por medio de correo de EUA. Favor de regresarla no más tarde del 31 de mayo del 2009.

### Contactos:

Contacte a Aiko Cuenco, Planificador de Transporte, al teléfono 408-321-5684 o por correo electrónico en [aiko.cuenco@vta.org](mailto:aiko.cuenco@vta.org) para registrarse para una sesión de grupo de enfoque, solicitar una visita a su organización, de un representante del proyecto o para recibir más información acerca de esta encuesta.


### Acerca de la VTA

La Autoridad de Transporte del Valle de Santa Clara (VTA) es responsable por la operación de servicios de autobús y tranvías, mejoras de carreteras y planeación de tránsito, carreteras y caminos, vías para ciclistas e instalaciones peatonales.

Mapa del Área del Proyecto









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VALLEY TRANSPORTATION AUTHORITY  
3331 N 1ST ST BLDG B  
SAN JOSE CA 95134-9954



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**苗必達交通計劃意見表** 感謝你費時填交此表格！

<p>1. 你的年齡？ _____</p> <p>2. 你住在什麼地方？ (街名及/或地區) _____</p> <p>3. 你在苗必達經常來往的三個地方是什麼？ 你如何前往該處？</p> <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%; border-bottom: 1px solid black;">目的地 (圖書館、工作地點、學校等)：</td> <td style="width: 50%; border-bottom: 1px solid black;">交通模式 (汽車、自行車、巴士、走路等)：</td> </tr> <tr> <td>1. _____</td> <td>_____</td> </tr> <tr> <td>2. _____</td> <td>_____</td> </tr> <tr> <td>3. _____</td> <td>_____</td> </tr> </table> <p>4. 你目前是否擁有(租賃)汽車？ 是 否</p>	目的地 (圖書館、工作地點、學校等)：	交通模式 (汽車、自行車、巴士、走路等)：	1. _____	_____	2. _____	_____	3. _____	_____	<p>5. 請選出三個你最關心的交通項目：</p> <p><input type="checkbox"/> 在你的地點缺少公共交通服務</p> <p><input type="checkbox"/> 交通擠塞</p> <p><input type="checkbox"/> 深夜/清早巴士/輕鐵服務 (在下午十時之後或上午六時之前)</p> <p><input type="checkbox"/> 走路或騎自行車的個人安全</p> <p><input type="checkbox"/> 費用(車費、汽油等)</p> <p><input type="checkbox"/> 巴士/輕鐵的頻密性</p> <p><input type="checkbox"/> 公共運輸的可靠性</p> <p><input type="checkbox"/> 缺乏交通資料</p> <p><input type="checkbox"/> 缺乏行人/自行車設施(橋樑、行人道、行人穿隧道、 自行車徑/線、自行車停車處等)</p> <p><input type="checkbox"/> 什麼地方： _____</p> <p><input type="checkbox"/> 學校交通</p> <p><input type="checkbox"/> 什麼地方： _____</p> <p><input type="checkbox"/> 沒有關注項目：交通情況目前運作良好</p>
目的地 (圖書館、工作地點、學校等)：	交通模式 (汽車、自行車、巴士、走路等)：								
1. _____	_____								
2. _____	_____								
3. _____	_____								

6. 請在以下的空白寫下你其他關注項目或改善苗必達交通的建議。

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_



## 請幫助我們改善苗必達市(Milpitas)的交通服務！

你想如何改善你社區的交通服務？我們需要你的協助，識別可以幫助你從家裡前往工作、學校、商店、教會、醫院或其他目的地的交通類型。

項目地區地圖

例如：

- 使巴士路線和時間更可靠
- 使街道和十字路口更安全
- 改善前往工作地點、購物和社區設施的方便
- 增加自行車專線和行人專線

### 我們目前在做什麼

Valley Transportation Authority (VTA)與苗必達市和都會交通委員會合作，正與你和社區的其他人士制定一個社區交通計劃(CBTP)。苗必達社區交通計劃將幫助VTA和社區識別未來交通改善項目。

### 請參與！

Milpitas市的社區交通計劃的成功，有賴於來自苗必達各區的人們。我們將主辦多個意見小組討論會和公共會議，識別社區對苗必達市交通的關注和方案。

### 歡迎社區：

- 出席意見小組或公共會議
- 填寫意見表
- 安排為貴機構做簡報
- 來電或電郵分享你的看法

### 請出席公共會議：

2009年四月二日下午六時  
苗必達市政廳委員會會議室  
455 East Calaveras Blvd.



五月二十八日下午六時  
苗必達社區中心，七號室和八號室  
457 East Calaveras Blvd.

### 告訴我們你的想法


VTA希望知道你的看法！幫助我們改善苗必達市的交通，請填妥育頁的表格，放入苗必達市圖書館或市政廳的意見箱內。你也可以用郵件寄回。請在2009年五月十一日前交回。

### 聯絡

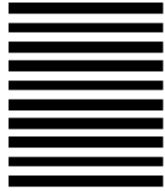
登記參加意見討論小組，要求代表前往貴機構簡報，或收取更多關於此研究的資料，請聯絡Aiko Cuenco，交通規劃員，408-321-5684或aiko.cuenco@vta.org。

### 關於VTA

Santa Clara Valley Transportation Authority (VTA) (聖他克拉拉縣交通局)負責巴士和輕鐵之營運，改善高速公路和公共運輸，高速公路和馬路，自行車線，和行人設施的規劃。




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**MẪU HỎI ĐÁP CHO HOẠCH ĐỊNH GIAO THÔNG MILPITAS**

1. Quý vị bao nhiêu tuổi? \_\_\_\_\_

2. Quý vị sống ở đâu?  
(Địa chỉ đường và/hoặc khu láng giềng)  
\_\_\_\_\_

3. Quý vị đi đến ba nơi nào nhiều nhất ở Milpitas?  
Quý vị đến đó bằng cách nào?

Nơi đến (hư viện, sở làm, trường học, v.v.):	Phương tiện đi (xe hơi, xe đạp, xe buýt, đi bộ, v.v.):
1. _____	_____
2. _____	_____
3. _____	_____

4. Quý vị hiện làm chủ (hoặc mượn) một xe hơi?  
 Có     Không

Cảm ơn quý vị bỏ giờ ra điền mẫu này!

5. Chọn ba mỗi quan tâm nhất về giao thông:

- Thiếu dịch vụ vận chuyển trong khu quý vị
- Kẹt xe
- Dịch vụ xe buýt/xe lửa điện đêm khuya/sáng sớm (sau 10:00 tối hoặc trước 8:00 sáng)
- An toàn cá nhân khi đi bộ hoặc đi xe đạp
- Chi phí (tiền xe, xăng, v.v...)
- Mức độ thường xuyên của xe buýt/xe lửa điện
- Mức tin cậy của vận chuyển công cộng
- Thiếu thông tin về giao thông
- Thiếu phương tiện cho người đi bộ/đi xe đạp (cầu, vỉa hè, lối băng ngang, làn/đường xe đạp, chỗ đậu xe đạp, v.v...)

Nơi đậu: \_\_\_\_\_

- Chuyển chỗ cho trường học
- Nơi đậu: \_\_\_\_\_
- Không có quan tâm gì cả; hiện tại giao thông hoạt động tốt

6. Xin dùng khoảng trống bên dưới để ghi thêm quan tâm nào khác hoặc đề nghị cải tiến giao thông ở Milpitas.

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

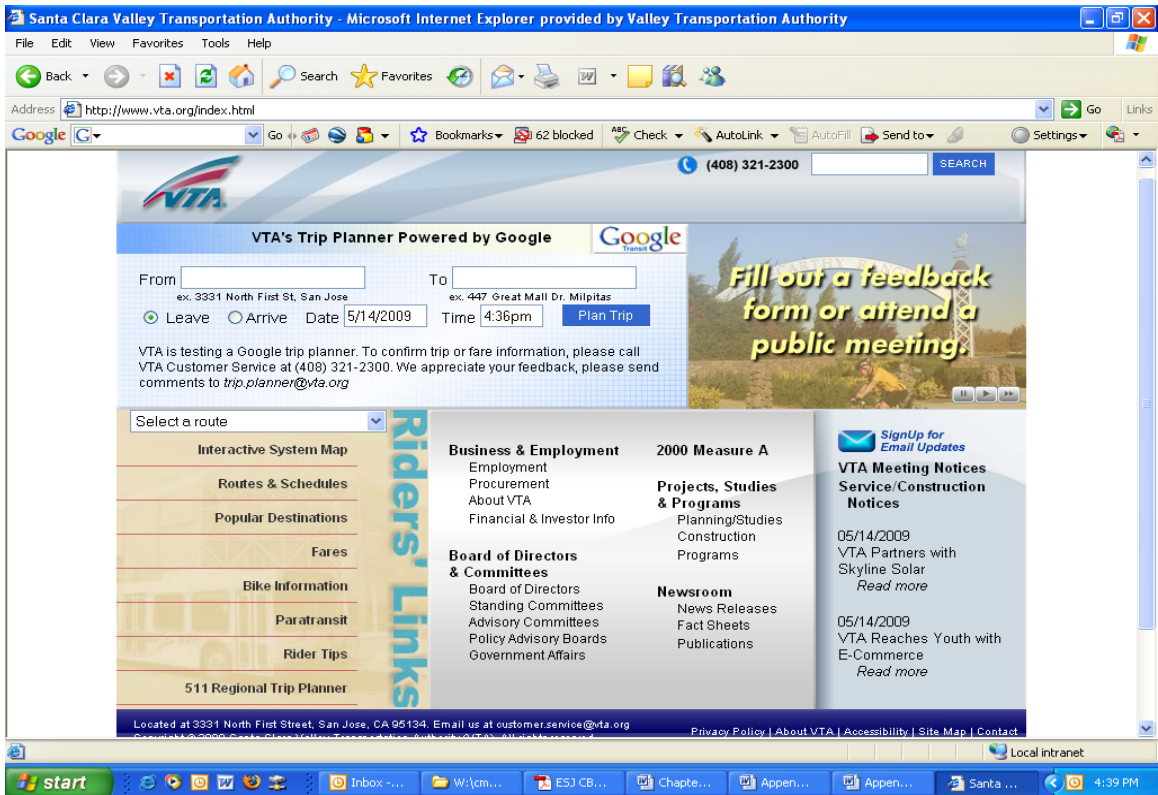


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**APPENDIX C**  
**Project Webpage**



## Flash Banner on VTA's homepage





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# **APPENDIX D**

## **Comment Card Results**

## Survey Methodology & Results

In an effort to gain a better understanding the transportation needs of Milpitas residents, the Project Working Group sought to gather information from as many sources as possible. One part of the information gathering effort was the transportation comment card. The comment card was developed by the Project Working Group as a means for Milpitas community members to provide direct feedback on their transportation needs and travel patterns. The comment card was designed to focus on information gathering rather than statistical significance. The comment card featured six short questions, mostly multiple choice, including an open-ended general comments question. The survey was administered in two forms—a conventional paper-based version and an online version. The paper comment card was printed along with the project fact sheet, which served as a convenient way to inform residents about the project and also seek their input. Many comment cards included return postage, which allowed respondents to mail the survey back to VTA free of charge in addition, suggestion boxes were placed throughout the city to collect comment cards that did not have return postage. The link to the online comment card was posted on the project webpage which is on the main VTA website. The project webpage provided information about the Milpitas CBTP study and the link to the comment card was an opportunity to provide direct feedback on needs. Both the paper and the online comment cards were administered from February 2009 through May 2009. The bulk of the completed surveys were returned during the months of March-April but VTA staff continued to collect surveys through May to give respondents sufficient time to provide input.

## Distribution

More than 6,000 comment cards were distributed throughout Milpitas. Of the 6,000 plus distributed comment cards 2,773 were mailed directly to Welfare to Work recipients. Surveys were distributed in English, Spanish, Chinese, and Vietnamese. VTA staff also distributed the fact sheet/comment card at the Great Mall Shopping Center, Milpitas City Hall and the Milpitas Library in order to reach community members who may not have the opportunity to attend a focus group or public meeting. These locations and several others served as drop-off locations with suggestion boxes to collect comment cards. Comment cards could also be returned via mail or in person at any of the focus group or public meetings. Comment card responses were collected, analyzed and summarized by the survey team and are included in this report.

## Survey Response

The table below gives an overview of the survey distribution and the results. 602 valid surveys were returned from all distribution methods (excluding a few that were returned blank). Of the 602 completed surveys, many had valid comments in the general comments question, which gave the Project Working Group another valuable insight into the community's needs. Though not statistically significant, an analysis of the results does provide a good insight into the needs of the community.

## Full Results by Question

**Question 3:** Where are the three places you travel most in Milpitas? How do you get there...?

	<u>Raw Data</u>					<u>TOTAL</u>
	<u>BUS</u>	<u>WALK</u>	<u>CAR</u>	<u>BIKE</u>	<u>LRT</u>	
<b>WORK</b>	24	10	89	4	1	128
<b>LIBRARY</b>	90	56	146	14	X	306
<b>SCHOOL</b>	80	70	185	9	X	344
<b>STORE</b>	103	52	185	9	11	360
<b>CHURCH</b>	46	9	12	X	X	67
<b>HOSPITAL</b>	26	4	10	X	X	40
<b>SENIOR CENTER</b>	44	20	9	2	X	75
<b>PARKS</b>	10	1	5	X	X	16
<b>TOTAL</b>	423	222	641	38	12	1,336

	<u>Percentage</u>					<u>TOTAL</u>
	<u>BUS</u>	<u>WALK</u>	<u>CAR</u>	<u>BIKE</u>	<u>LRT</u>	
<b>WORK</b>	18.8%	7.8%	79.5%	3%	1%	9.6%
<b>LIBRARY</b>	29.4%	18.3%	47.7%	4.6%	X	22.9%
<b>SCHOOL</b>	23.3%	20.3%	53.8%	2.6%	X	25.7%
<b>STORE</b>	28.6%	14.4%	51.4%	2.5%	3.1%	26.9%
<b>CHURCH</b>	68.7%	13.4%	17.9%	X	X	5%
<b>HOSPITAL</b>	65%	10%	25%	X	X	3%
<b>SENIOR CENTER</b>	58.7%	26.7%	12%	2.7%	X	5.6%
<b>PARKS</b>	62.5%	6.3%	31.3%	X	X	1.2%
<b>TOTAL</b>	31.7%	16.6%	48%	2.8%	1%	

**Question 4:** Do you currently own (or lease) a vehicle...?

### Number of Responses

Yes	No
272	330

### Percentages

Yes	No
45.2%	54.8%

**Question 5:** Select your top three transportation concerns...

<u>Transportation Concerns</u>	<u>Number of Responses</u>
1. Lack of transit service in your area	239
2. Traffic Congestion	153
3. Late night/early morning Bus/LRT service	137
4. Personal Safety while walking or biking	161
5. Costs (fares, gas, etc)	285
6. Bus/light rail frequency	184
7. Reliability of public transit	116
8. Lack of available transportation information	105
9. Lack of pedestrian/bicycle facilities	60
10. School transportation	41
11. No Concerns; transportation works well now	63

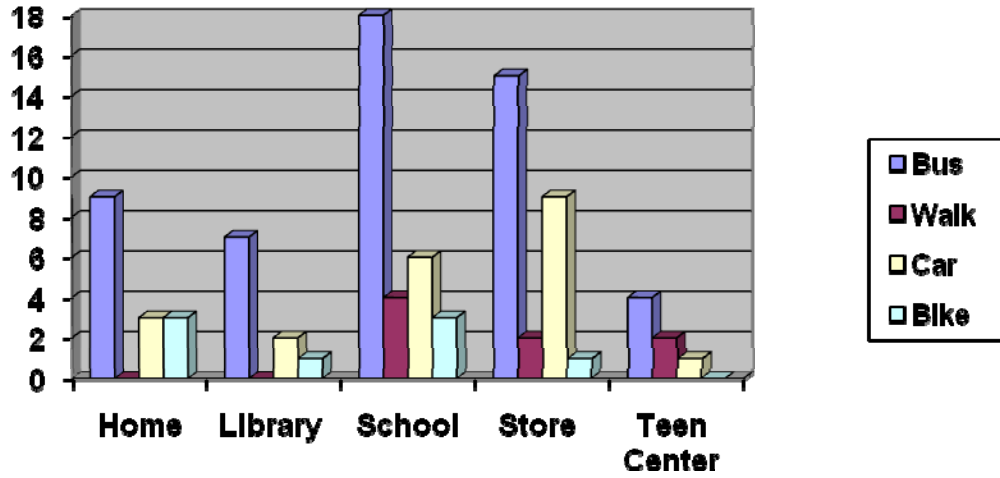
<u>Transportation Concerns</u>	<u>Percentages</u>
1. Lack of transit service in your area	39.7%
2. Traffic Congestion	25.4%
3. Late night/early morning Bus/LRT service	22.8%
4. Personal Safety while walking or biking	26.7%
5. Costs (fares, gas, etc)	47.3%
6. Bus/light rail frequency	30.6%
7. Reliability of public transit	19.3%
8. Lack of available transportation information	17.4%
9. Lack of pedestrian/bicycle facilities	10%
10. School transportation	6.8%
11. No Concerns; transportation works well now	10.5%

### Teen Respondent Data

**Question 3:** Where are the three places you travel most in Milpitas? How do you get there...?

	<u>Teen Center/ MHS Raw Data</u>					
	<u>BUS</u>	<u>WALK</u>	<u>CAR</u>	<u>BIKE</u>	<u>LRT</u>	<u>TOTAL</u>
HOME	9	X	3	3	X	15
LIBRARY	7	X	2	1	X	10
SCHOOL	18	4	6	3	X	31
STORE	15	2	9	1	X	27
TEEN CENTER	4	2	1	X	X	7
TOTAL	53	8	21	8	X	90

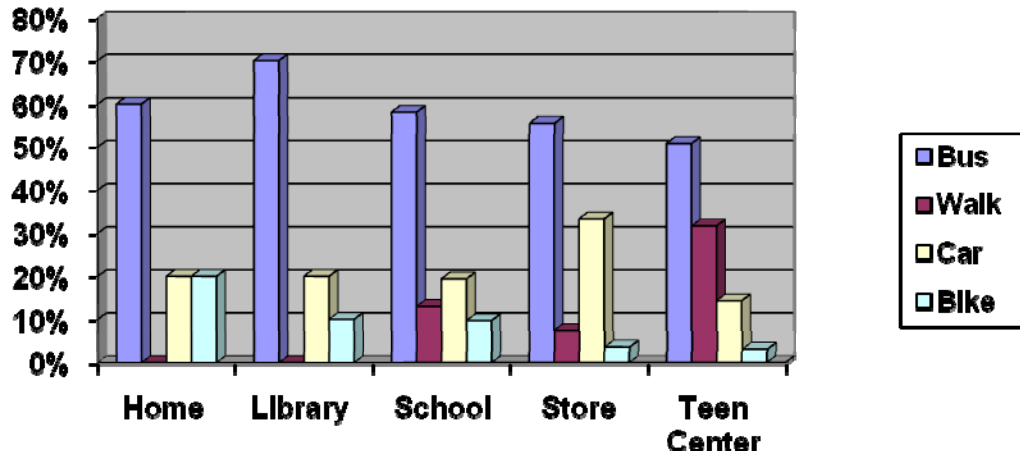
**Teen Center/MHS Raw Data Graph**



**Teen Center/MHS Percentages**

	<u>BUS</u>	<u>WALK</u>	<u>CAR</u>	<u>BIKE</u>	<u>LRT</u>	<u>TOTAL</u>
HOME	60%	X	20%	20%	X	16.7%
LIBRARY	70%	X	20%	10%	X	11.1%
SCHOOL	58.1%	13%	19.4%	9.7%	X	34.4%
STORE	55.6%	7.4%	33.3%	3.7%	X	30%
TEEN CENTER	50.8%	31.7%	14.3%	3.2%	X	7.8%
TOTAL	58.9%	8.9%	23.3%	8.9%	X	

**Teen Center/MHS Percentage Graph**

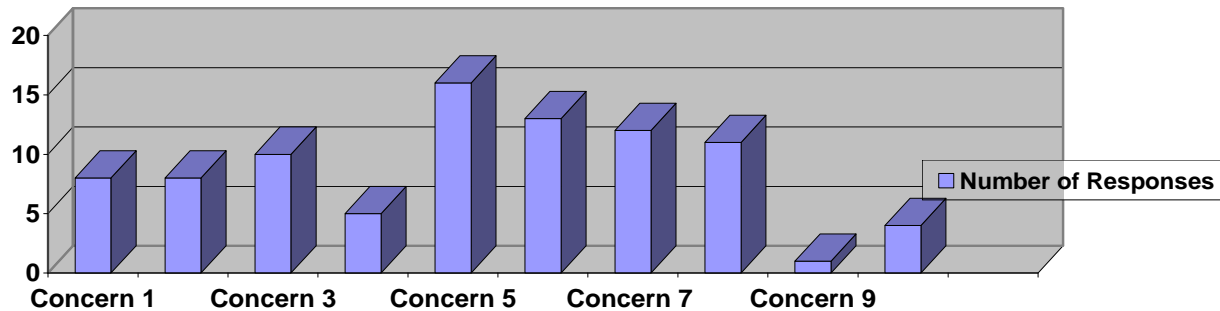


**Question 5: Select your top three transportation concerns...**

Teen Center/MHS Data

<u>Transportation Concerns</u>	<u>Number of Responses</u>
1. Lack of transit service in your area	8
2. Traffic Congestion	8
3. Late night/early morning Bus/LRT service	10
4. Personal Safety while walking or biking	5
5. Costs (fares, gas, etc)	16
6. Bus/light rail frequency	13
7. Reliability of public transit	12
8. Lack of available transportation information	11
9. Lack of pedestrian/bicycle facilities	1
10. School transportation	4

**Transportation Concern Response Graph**



**Transportation Concern Percentages (Adult and Teen Populations)**

Transportation Concerns	Percentages	
1. Lack of transit service in your area	40.1%	
	18.2%	
2. Traffic Congestion	26.5%	
	18.2%	
3. Late night/early morning Bus/LRT service	23.3%	
	22.7%	
4. Personal Safety while walking or biking	27.9%	
	11.4%	
5. Costs (fares, gas, etc)	48.4%	
	36.4%	
6. Bus/light rail frequency	30.2%	
	29.5%	
7. Reliability of public transit	17%	
	27.3%	
8. Lack of available transportation information	16.6%	
	25%	
9. Lack of pedestrian/bicycle facilities	10.9%	
	2.3%	
10. School transportation	6.7%	9.1%
11. No Concerns; transportation works well now	11.7%	X
	<b>*Adult Population</b>	<b>*Teen Center/MHS</b>

#### 44 total surveys from MHS and Youth Center

#### Comments

**Question 6:** Do you have any specific comments/suggestions on your community's transportation needs?

The lists below shows the valid comments received from question 6, which allowed respondents an open-ended forum to provide any comments. The comments were organized by topic for manageability, and duplicate comments were combined. The duplicate comments are listed below only once, but the number in parenthesis indicates the total number of similar comments. The list is not ranked.

#### Route Changes/Additions

- Increase bus frequency (x35)
- Please use the duck-out in front of the Library as bus stop (x3)
- Extend a bus route to BAPS Temple on California Circle (x26)
- Make bus routes and schedules more reliable (x11)
- Need a direct bus from Devries Place to McCarthy Ranch (x9)
- Need bus to Mission College and Kaiser Hospital - Santa Clara
- Provide transit to Silk Temple at 1180 Cadillac ct (x13)

#### Station Improvements

- List stations at each bus stop (x10)
- Provide more information on bus route timing (x3)



**Safety Concerns****Bike/Ped Improvements**

Need a restroom at Great Mall transit center (x32)

**LRT Improvements****Planning**

Calaveras/237 traffic congestion (x3)

**Fares**

Make fares more affordable (x32)

Create Translink pass to use both AC Transit and VTA services (x9)

Free to ride month for seniors and youth (x2)

Offer a free day pass to promote VTA services

**APPENDIX E**  
**Press Releases**



### [MTC designates Milpitas as in-need community](#)

**Author:** Ian Bauer

**Article ID:** 11690369

**Date:** February 12, 2009

**Publication:** Milpitas Post (CA)

Metropolitan Transportation Commission has designated Milpitas as a community in need. Under the MTC's Community Based Transportation Planning program, the transit agency recently approved a \$30,000 grant to Santa Clara Valley Transportation Authority to plan and gain community input toward improving Milpitas' transit options, possibly expanding bus and light rail service.

## Talk of the Town April 30

Milpitas Post Staff

Posted: 04/29/2009 02:03:21 PM PDT

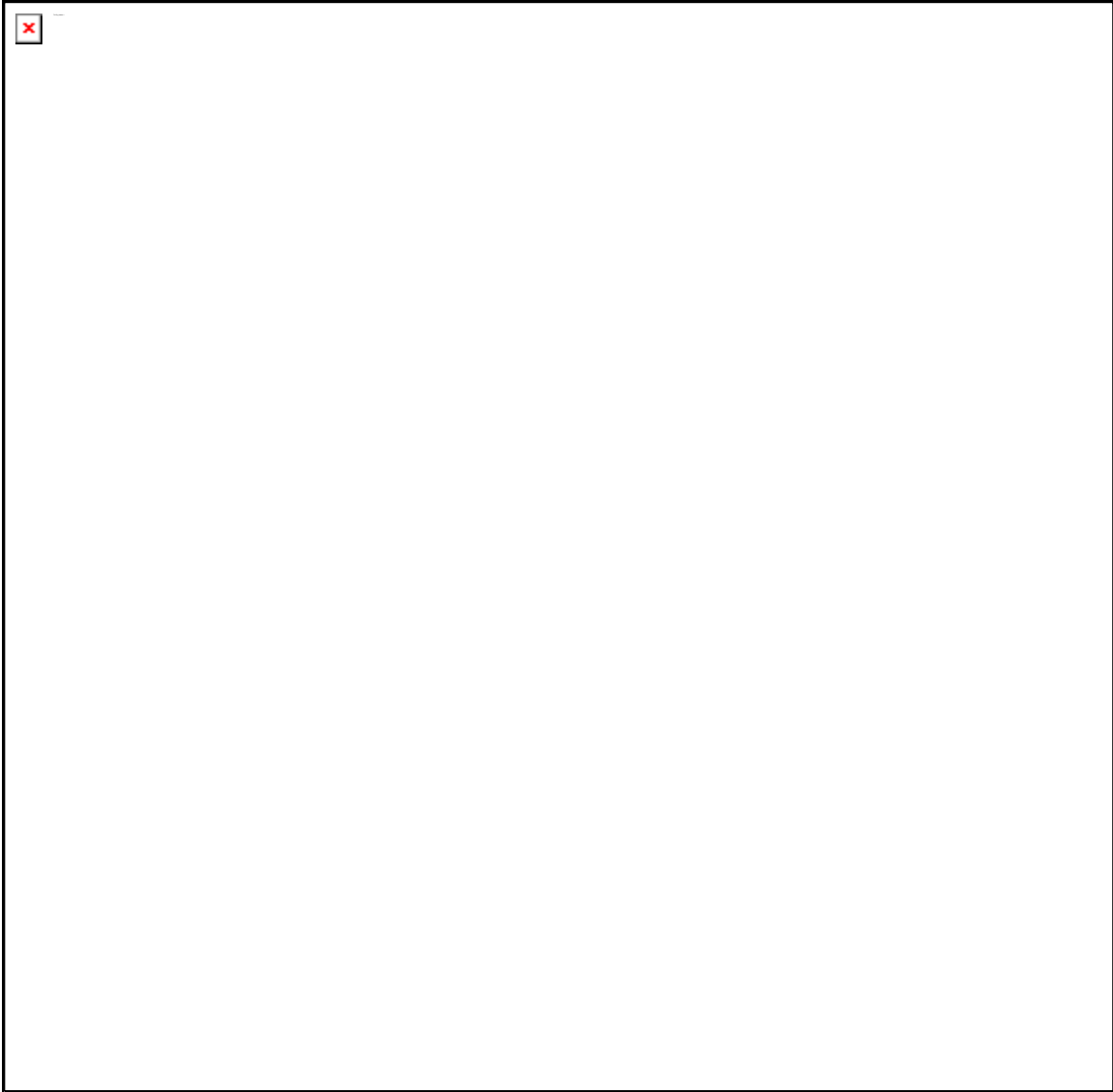
### **VTA to hear views at breakfast**

Saturday's Milpitas Community Breakfast will afford residents an opportunity to tell the Valley Transportation Authority about issues concerning transportation in Milpitas. VTA staff will present information about bus route performance and travel origins and destinations in Milpitas at the monthly breakfast May 2 starting at 8 a.m. inside Sunnyhills United Methodist Church (Jones Hall), 355 Dixon Road. VTA representatives will also ask attendees questions about various transportation problems in the city. VTA is compiling a report that will be the basis for funding applications to finance improvements in Milpitas. City staff may also be on hand to present the draft Bikeways Master Plan.

The breakfast is jointly sponsored by the Sunnyhills Neighborhood Association and the Sunnyhills United Methodist Church. Breakfast is free (donations are requested). All residents are invited to attend and participate.

### **SPEAKING OF THE VTA**

Santa Clara Valley Transportation Authority will hold a public meeting at Milpitas Public Library, 160 N. Main St., May 6 at 6 p.m. in Room B to review and obtain input regarding draft budgets for fiscal years 2010 and 2011. Details of the budgets can be found online at [www.vta.org](http://www.vta.org).



## VTA invites community to transportation meeting

**SUBMITTED BY AIKO CUENCO**

The Santa Clara Valley Transportation Authority (VTA) is hosting a public meeting on Thursday, May 28 to discuss proposals for transportation improvements as part of the Milpitas Community-Based Transportation Plan (CBTP) study.

The purpose of the public meeting is to provide residents an opportunity to hear a presentation and provide comments on the study's outreach findings and proposed solutions.

VTA has been working with the Metropolitan Transportation Commission (MTC), City of Milpitas, and various community-based organizations for several months to conduct local planning efforts in Milpitas to address transportation needs.

The goal of the planning process is a community plan that identifies local transportation needs, its potential solutions and an action plan with possible funding sources for implementing those solutions.

Extensive public outreach in Milpitas show bus related issues

regarding frequency, reliability and cost of fares to be top concerns in the community.

The proposed transportation improvements to be presented at the public meeting aim to address these concerns with proposed bus route modifications as well as other transit improvements.

Milpitas residents are invited to attend the last public meeting scheduled for the Milpitas CBTP study and provide input on the proposed transportation improvements.

Community feedback received from the public outreach process as well as from the public meeting will be incorporated into the final report.

The plan is scheduled to be completed in July. For more information, contact Aiko Cuenco at [aiko.cuenco@vta.org](mailto:aiko.cuenco@vta.org)

### **Transportation Plan public meeting**

**Thursday, May 28**

**6 p.m.**

**Milpitas Community Center**

**457 East Calaveras Blvd., Milpitas**

**(408) 586-3210**

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## **APPENDIX F**

### **Focus Group Meeting Agenda & Questions**



## Milpitas Community Based Transportation Plan Focus Group Format & Questions

### PURPOSE

The purpose of the focus group meetings is to gather input from community members to expand VTA's understanding of transportation and transit needs, particularly gaps in the transportation network, and issues in Milpitas. Feedback from these meetings will be folded into VTA's Community Base Transportation Plan.

### PROCESS

#### Focus Group Meetings

After CirclePoint has reviewed the list of selected target community representatives and community members that have expressed interest in participating, we will contact these stakeholders by phone to invite to the focus groups. Our approach will be to conduct in-person meetings at a central location for the stakeholders. We will provide translation services at meetings as needed.

- Community participants: Focus will be on identifying and contacting people from a cross section of the Milpitas community that may not have had the opportunity to participate in the community open house events, or would like to provide further input. The primary objective is to gather input from the local community on transportation needs as well as potential solutions to address those needs. The meetings will also allow a forum for a discussion of potential bus route changes.
- Project team participants: Kevin Connolly, Aiko Cuenco and Jelani Young, VTA, Chris Colwick and/or Meghan Daniels with CirclePoint (one CirclePoint representative at each meeting), and one project translator as needed.
- Length: Focus groups are anticipated to last from one to two hours.

#### Documentation

CirclePoint will document each meeting following a consistent format and will submit a brief meeting summary within one week of the meeting. A final summary report will incorporate and consolidate the input from all meetings.

#### Materials for Meetings

- One page handout with project overview and contact information
- Map of service area (VTA to provide)
- Exhibit boards (those used for the Open House/Public Meetings)

## AGENDA AND DISCUSSION GUIDELINES

### Agenda

#### Welcome

- Introductions of participants
- Purpose of the focus group and relationship to other, similar meetings/planning efforts
- Agenda and time allotted
- Desired outcome of the meeting and how community input will be used

#### Overview

- Brief overview of the process/objectives of the Milpitas Community Based Transportation Plan
- VTA's role as the local transportation agency and key services
- What we'd like to know to help us in developing the Community Based Transportation Plan

#### Group Discussion

#### Close and Wrap Up

### Discussion Guidelines

Below are suggested questions to help facilitate discussion, gather input on needs from community stakeholders, and help ensure some consistency among focus group meetings. We do not intend to necessarily ask all these questions at every meeting, but have provided a range to help prepare for different situations. The sub points are to help prompt discussion if that subject is of particular interest to participants.

#### **Methods of Travel**

- How did you get to this meeting today?
- If you don't travel by bus or train, why not?
- How close or far away are most of the places you travel to from your home?
  - Very close (In your neighborhood)
  - Somewhat close (Outside your neighborhood but within Milpitas)
  - Far (Outside Milpitas – indicate where)
- We heard work, school, and library are the main places people travel to most in Milpitas. Do you find it difficult to get to these places by transit, car, bike, or walking? What would make it easier to travel to these locations?

- Are any other places you need to get to, hard to reach? Why?
  - What would make it easier to get to these places?
- Are there any places you can't get to at all now? Why?
  - What would make it possible for you to get to these places?
- When do you usually travel? Is it harder or easier to get to places during the week or on the weekend, or no difference? Does time of day or evening make a difference?
- If you or someone in your family has a disability does this affect your ability to get around?
  - What would make it easier or safer to travel?

### **Safety/Comfort**

- Do you feel safe and comfortable when you travel? If not, why?
  - What would make you feel safer and more comfortable?
- Do you think the bus stops and other transit shelters are safe and comfortable?
  - What would make them better?
  - Is there a need to upgrade certain bus stop waiting areas from a sign to a bench or from a bench to a bus shelter? Which stops?
- Are the walking paths, sidewalks and bike trails safe and easy to travel on?
  - What would make them better?
  - Do you feel unsafe walking/biking on local streets? If so, which streets do you feel are unsafe?
  - Do you feel unsafe crossing certain intersections? If so, which intersections?

### **Travel time/reliability**

- Can you accurately anticipate the length of time it will take you to get somewhere?
  - How often are you way off on your estimate?
  - Is there a typical reason it takes longer to get somewhere than you thought it would?
  - Are there locations in Milpitas that experience traffic congestion and should be addressed?

### **Bike/Ped**

- Do you think there is a lack of bike facilities (bike lanes, paths, routes) in the city?
  - On what streets is there a great need for bike lanes?

- Are there physical barriers (railroad tracks, creeks, freeways, fencing, lack of sidewalk/path, etc.) that make it difficult to walk/bike from your house to your destination?
  - What would make it easier for you to travel when walking/biking?
  - Is there a need for pedestrian/bike crossings to help overcome these barriers? Where?

### **Transit Accessibility**

- Is there a lack of transit service in your area? Where?
- Do you think there is a lack of east/west connection in the city?
  - On what streets or specific areas in town should there be east/west access?
- Do you find it difficult to travel by bus/light rail to retail shopping areas?
  - Transit service to which shopping area is more important to you: McCarthy Ranch or Lions Market?
  - Route 33 serving McCarthy Ranch has the lowest bus ridership of all bus routes in the city (below VTA standards). How would you feel if Route 33 was discontinued?
  - If discontinued, do you feel Route 33 should be re-routed to better serve other locations in Milpitas? What should Route 33 do instead?
- There are community centers (churches and temples) in North Milpitas currently not served by transit. What is the best service for this area?
- What are some ways we can improve connections to San Jose and Fremont BART?
  - What changes in bus routes do you feel would be helpful?
- What destinations do you travel to most require two or more bus transfers?
  - How can we reduce travel time and number of transfers to these locations?
- Late night/early morning service seems to be one of the main concerns in this community. Until what time should the buses run at night and beginning what time in the morning?
  - Which bus lines in particular requires extended service?
  - During weekdays or weekends?

### **Cost**

- Does cost play a role in how you get around and where you can go?
  - Have you recently changed the way to get places due to cost?
  - What change have you made?

- High cost of transit is one of main concerns we heard.
  - What would help you get to your destination for less money?

**Communication**

- Do you think information about different ways to get around is accessible and easy to understand?
- Is there enough information in Spanish/Vietnamese/Chinese?
- Any suggestions on ways VTA could improve our information on transportation options?
- Are there any other groups/people in your community you would recommend we contact as part of this study?



## **APPENDIX G**

### **Full Summaries of Focus Group Meetings**

**Summary**  
**Milpitas Teen Center Focus Group**  
**April 29, 2009**  
**6:00 P.M.**

On Wednesday, April 29 VTA hosted the first focus group meeting for the Milpitas CBTP. The meeting was held at the Milpitas Teen Center and approximately twelve local youth participated. Participants primarily rely on bus transit to get to most destinations within Milpitas. The majority of the comments addressed bus transit, specifically cost and reliability. The participants in particular suggested lowering fares for youth passes and increasing bus arrival reliability. In addition, participants requested bus route schedules should be posted at bus stops. Below is a summary of the comments heard. Comments are grouped by topic and are not a transcript.

**Bus Service and Routes**

- Depending on traffic the time to get from Milpitas High School to the Youth Center is approximately 10- 15 minutes
- The bus is the most common mode of transportation to get to the Great Mall, work, school and other destinations
- Most trips taken on the bus are in close proximity
- Multiple bus trips are taken within a day
- There is not enough bus capacity in the afternoon when students are leaving school
- The 47 and 46 buses that travel on Arizona Street (near 7 eleven) should take a left rather than be required to go straight to the bus stop, which causes a delay
- Late night service needs to be expanded until 10 p.m. throughout the week to allow passengers to take the bus home after movies
- Additional bus service is needed on the weekend to get to destinations such as McCarthy Ranch
- The weekend/holiday schedules should be the same as the weekday schedule
- Often deterred from taking the 180 to the Great Mall as it takes too long
- Weekend transit use typically does not begin until 10:00/11:00 a.m.
- Would like there to be easy transit service to Newark and Union City for school and recreational events
- Would like AC Transit and VTA passes to be interchangeable
- An express bus that uses the freeway and eliminates the stops on Main and Abel would be helpful
- Need for more bike capacity on the buses
- Consider allowing food and drinks on the bus
- Trash cans should be located near the seats



**Bus Reliability**

- Overall, the bus travel time is fairly consistent, although can be delayed depending on traffic
- Bus transfers seem to work pretty well
- The arrival time of busses at bus stops is unreliable, particularly in the morning when arriving for school
- Twenty minutes between buses is too long

**Cost**

- Cost of bus fares for youth is too high
- The majority of youth buy monthly bus passes for travel to school and other social/recreational destinations
- A three-month buss pass for \$70 would be a good idea as it is difficult to remember to buy a pass every month
- Consider family discount passes for families with multiple students

**Bus Stop Locations and Amenities**

- The walking distance to the Pines bus stop is too long for those living in the far side of the neighborhood
- Transparent walls in the bus stop shelters are needed for drivers to see passengers waiting to be picked up at bus stops
- The two bus stops on the 66 bus route northbound near St. Johns and the Auto center should be combined since they are so close together
- Most bus stops are located near enough to destinations
- The bus stop near the Youth Center needs to have a cross walk across Calaveras
- Some bus stops are overgrown by trees and impede bus driver's ability to view passengers waiting to be picked up at the bus stop
- Montague bus stops are used infrequently on the 46 and 47
- Larger shelters are needed at bus stops
- Space for wheelchairs under bus shelters is needed
- Shelters are needed at stops on Calaveras and Park Victoria stops

**Transit Information and Signage**

- Bus schedules needs to be listed on the bus stop to eliminate the need to call for information on the next arrival time
- The internet is often used to check the bus schedule before leaving for the destination
- Schedules are not posted at local schools
- Maps need to be more user friendly by differentiating directions by color and color coding the schedule
- Stop request sound is needed to the passengers know the request has successfully been made

- The bus marquee which announce time and next stop is helpful, but should also announce when the stop is requested
- Potential first time riders are often deterred from riding the bus as they are confused by which bus to use to get to a particular location

### **Bus Drivers**

- Occasionally bus drivers will not wait when they see passengers approaching the bus stop
- While waiting at bus stops, bus drivers have passed by without stopping, particularly at night
- Lights at bus stops are needed so bus drivers can see passengers waiting to be picked up
- The Main and Cedar buses often confuse passengers (particularly those who speak another language) as they only look at the bus number
- Occasionally bus drivers will leave the bus to take a break

### **Safety**

- Some bus stops are too dark at night and it feels unsafe. In particular, the Rancho bus stop by Yellowstone
- When the street lights turn off, the stops are too dark

## **Summary**

**Milpitas Adult Education Center Focus Group**  
**May 6, 2009**  
**9:00 A.M.**

On Wednesday, May 6, 2009, VTA hosted the second focus group meeting for the Milpitas CBTP. The meeting was held at the Milpitas Adult Education Center and approximately ten local adult ESL students participated. Participants rely on a variety of modes of transportation, including car, bike, and bus, to travel to destinations within Milpitas. The majority of the comments addressed bus transit, specifically timeliness and routing. The participants in particular suggested direct routes to popular destinations and increased bus arrival reliability. In addition, participants requested bus route schedules should be posted in multiple languages. Below is a summary of the comments heard. Comments are grouped by topic and are not a transcript.

**Bus Service and Routes**

- Traveling to Ranch 99 requires transferring buses (Route 46 to Route 33 at the Great Mall) and takes about an hour. The inconvenience pushes passengers to choose other modes, like autos. The Route 33 would be taken more if the route was more direct and trips were faster.
- An added bus route to Borders would be nice, as children go there to read.
- A bus schedule that catered to student morning and afternoon commuting hours (7:30 AM and 4PM) would benefit many students and parents, particularly at Rancho Middle School on Yosemite. Especially because three schools and the library are all along Abel Street, increasing frequency or adding a direct line to Cedar Way (from the schools to residential areas) would help parents a lot. The timing, not the crowding, is most crucial.
- Mainly from Downtown to the Great Mall (Route 66), getting onto buses with a bike can be very difficult.
- A direct line from Park Victoria to Jacklin would be helpful.
- An extension of the bus route to the Park Victoria side of Jacklin Rd would help. A passenger commented on the inconvenient 25-minute walk and uses a bicycle instead.
- An extension of Route 66 on the weekend service would help many community temple members who currently have to walk ½ mile from the last transit stop. The bus service ends at 6PM, which is alright for the community temple members.

**Light Rail Service and Routes**

- The light rail has cost much money, yet the primary destinations are limited to CISCO Systems and Downtown San Jose. Light rail does not provide access to other popular destinations, such as shopping centers. Aside from its museums, Downtown San Jose does not have any attractions to parents and kids.
- Trains are now very crowded on weekdays and empty on weekends.
- Having light rail access to Mountain View would be helpful.

**Bus Reliability**

- Bus transfers are the main cause of inconvenience and significantly lengthen a trip's time. Timely and reliable bus transfers would improve trip times.
- Passengers who commute to Milpitas from San Jose often miss transfer buses (Route 47) because they get stuck in traffic (on Route 70). A direct line would be the optimal solution.
- Taking the bus and other transit to San Francisco is too unreliable to take the risk. Unreliable transfers make the transit ride to Fremont BART too long, whereas driving to BART is much more convenient.
- Currently, many students with heavy backpacks are inconvenienced because: 1) Route 46 bus often gets stuck in traffic, causing students to miss the 66 bus; and 2) the bus leaves too soon after school ends. A trip that takes 15 minutes by car becomes an hour trip by bus.

### **Cost**

- Traveling by bus can be more expensive than by car, especially since a bus transfer is often required during trips.
- The monthly pass is definitely the most cost-effective.

### **Bus Stop Locations and Amenities**

- The walking distance is long from the residential areas to the main roads with bus stops.
- Bus stations, especially along Jacklin Rd. and Park Victoria, often have litter crowded around seats. Perhaps multilingual signs would alleviate the problem.
- No comment any underutilized bus stops, although a stop sign between two signals on Calaveras Blvd was commented to be unnecessary.

### **Transit Information and Signage**

- Finding and understanding particular bus maps are difficult, especially to people who have just moved to the area or are unfamiliar with the area.
- Getting acclimated to the bus system helped improve passenger experience.
- Maps at schools, on buses, near bus stops, and at the library would be convenient.
- Carrying a copy of the map on-hand is very helpful.
- Passengers usually reference bus schedules before making a trip.

### **Bus Drivers**

- Bus drivers are usually very kind.

### **Safety**

- Sometimes the crosswalks on Jacklin and Yosemite Street don't allow much time for pedestrians to cross. Pedestrians may be resistant to walk along Jacklin and Yosemite Street at night when cars can't see them.
- Those with disabilities can't cross the street quickly and rely on drivers to stop rather than stop lights.
- Fremont crosswalk on Mojave Drive is too dangerous to cross.

- Sidewalks (near Cedar Lawn Memorial Park and Golfland, as well as along Park Victoria, Milpitas Blvd., Jacklin Rd.) are dangerous. Some are not maintained to address obstructions like surfacing tree roots. The bike lanes are either too narrow or non-existent, causing bicyclists to use the sidewalk.
- Bus stops in Fremont, particularly at the 215/217 transfer near AutoMall/Fry's Electronics, are too far away; passengers feel unsafe walking home at night.

**Roads**

- It is difficult to go to the Ocean Supermarket as cars cannot u-turn on Park Victoria and Calaveras.

**Summary**  
**Milpitas High School Focus Group**  
**May 7, 2009**  
**9:00 A.M.**

On Thursday, May 7, VTA hosted an informal focus group meeting for the Milpitas CBTP. The meeting was held at Milpitas High School and approximately 14 students participated. Participants were student age from freshmen to senior classes, primarily non transit users. The majority of the comments addressed bus transit, specifically lack of information on how to use the transit system. The participants in particular suggested lowering fares, and providing more onboard information about stops. In addition, participants said buses were too crowded at bell times. Below is a summary of the comments heard. Comments are grouped by topic and are not a transcript.

**Transit**

- Sometimes one has to sit on the bus for 10 min before they leave. Once buses get full, should leave right away instead of sitting idle in front of school – causes congestion.
- Buses are too crowded
- California circle & San Andreas needs better transit access
- Buses: Have to pay, crowded during school and takes too long
- Prefer larger buses to community buses to have more personal space from other strangers
- Have bus go straight from Milpitas High to McCarthy Ranch
- Need a thru lane and drop-lane at the school to reduce congestion
- Buses look nice now. If buses were unattractive, wouldn't ride

**Cost**

- If gas goes up they would consider taking transit more (most drive or get driven)

**Bike/Ped**

- Need a sidewalk on Serra Way
- On Jacklin there is a sidewalk on one side
- Crosswalk needed at Abbott & Calaveras (Walgreens)
- Need more sidewalks on Main St.
- Need a way to cross tracks at California Circle/San Andreas

**Main Destinations**

- Great Mall Shopping Center
- Home

- Library

**Summary**  
**Senior Center Focus Group**  
**May 12, 2009**  
**10:00 A.M.**

On Tuesday, May 12, VTA hosted the third focus group meeting for the Milpitas CBTP. The meeting was held at the Milpitas Barbara Lee Senior Center and approximately 14 seniors participated. Participants were primarily Chinese speaking residents of Milpitas, with a few residents of San Jose, who rely on bus transit to get to most destinations within Milpitas. The majority of the comments addressed bus transit, specifically routes, cost and comfort. The participants in particular suggested lowering fares, providing a more direct route to City Hall, and providing more onboard information about stops. In addition, participants requested bus route schedules in Chinese and shelters at the bus stops. Below is a summary of the comments heard. Comments are grouped by topic and are not a transcript.

**Bus Service and Routes**

- Trash cans should be located near the seats
- No bus to City Hall from library (walk) - Walk across a windy overpass with cars, dangerous walk
- No direct route to San Jose downtown or Museum
- 51 to De Anza College – takes one hour from Cupertino, and there are no buses (51) on Sat/Sunday
- 71, it seems to be one hour between buses on weekends
- Extend 46/47 one block north to the Senior apartments
- Need east-west connection to City Hall
- 47 comes every 30 minutes; ideally want 15 minute headway
- 47 stops at 8PM and this is sometimes difficult
- 46/47 to Washington doesn't go to Dixon & Lion's Supermarket
- The 68 was canceled, so now I don't have straight trip and have to transfer
- Would like direct bus line from Lions Market to Ocean Market/ Adult Senior Center
- Consider using smaller buses more often for better service

**Bus Reliability**

- Twenty minutes between buses is too long
- Sometimes bus doesn't come when it's expected
- Wait a long time at Dixon Road for the light rail
- Take bus to BART (runs ok, but want BART to San Jose)

**Cost**

- Cost of bus fares for seniors is too high

- Discount tickets are being sold at a discount at some housing facilities; how can we get this discount (appears to be EcoPass that is being offered to some residents, but not others)
- Where get tickets; why can't others get the same discount

### **Bus Stop Locations and Amenities**

- The walking distance to the Pines bus stop is too long for those living in the far side of the neighborhood
- 66, near Senior Center needs bench/shelter
- Many of the bus stops don't have adequate shelters
- AC Transit – one line (217) was moved stop across street so now my stop is more difficult to reach
- There is no toilet or water fountain at the Great Mall transit stop. This is very hard for seniors (and others)
- 66 1<sup>st</sup> stop after Dixon (Milpitas/Hillside) needs a bench and shelter; it's the one behind the Senior Lodge
- 70 @ Hostetter, need to walk 20 minutes catch bus stop back
- Need stations with bathrooms, water fountains, and shelters to protect from rain

### **Transit Information and Signage**

- Bus schedules needs to be listed on the bus stop
- Potential first time riders are often deterred from riding the bus as they are confused by which bus to use to get to a particular location
- No names on bus stops, no announcement of stops (names, multilingual); need some way to announce each stop (sign in bus or announcement by driver)
- Need more route info in Chinese
- Need Info and Tickets in Chinese, around at stores and other locations

### **Bus Drivers**

- While waiting at bus stops, bus drivers have passed by without stopping, particularly at night
- One driver is nasty; would like some kind of onboard comment card to share these thoughts

### **Safety**

- Some buses drivers don't pull up close enough to the curb (need to pull close to curb)
- No bus to City Hall from library (walk) - Walk through a windy overpass with cars, dangerous walk (*also written under 'Bus Services and Routes'*)

*Summary of issues in the print-out:*

Proposed Milpitas PRT "Ferry" at Yosemite/Curtis



- “Fully one-half of Milpitas that lies south of Calaveras Blvd is bisected by railroad lines that force pedestrians and cyclists out of their way and onto the only available crossings – Calaveras and Montague Expressway.”
- Walking next to huge trucks whisking by at 40 mph or faster is scary.
- A steel-and-concrete POC is problematic due to required height of the crossing, physical constraints of the location, and cost.

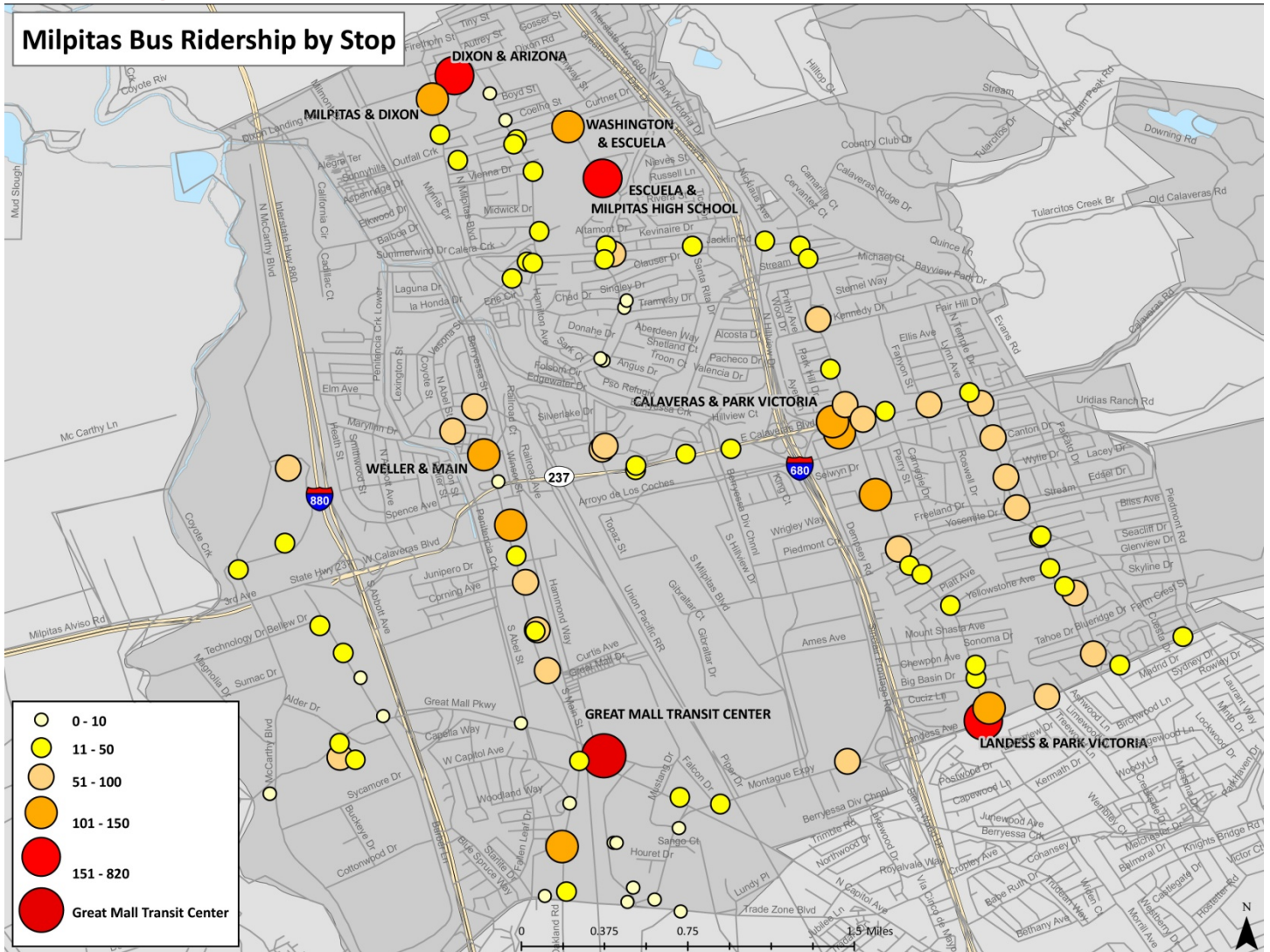
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# **APPENDIX H**

## **Transit Performance Analysis**

The following figure shows ridership in Milpitas by bus stop. Many stops get a high volume of riders.

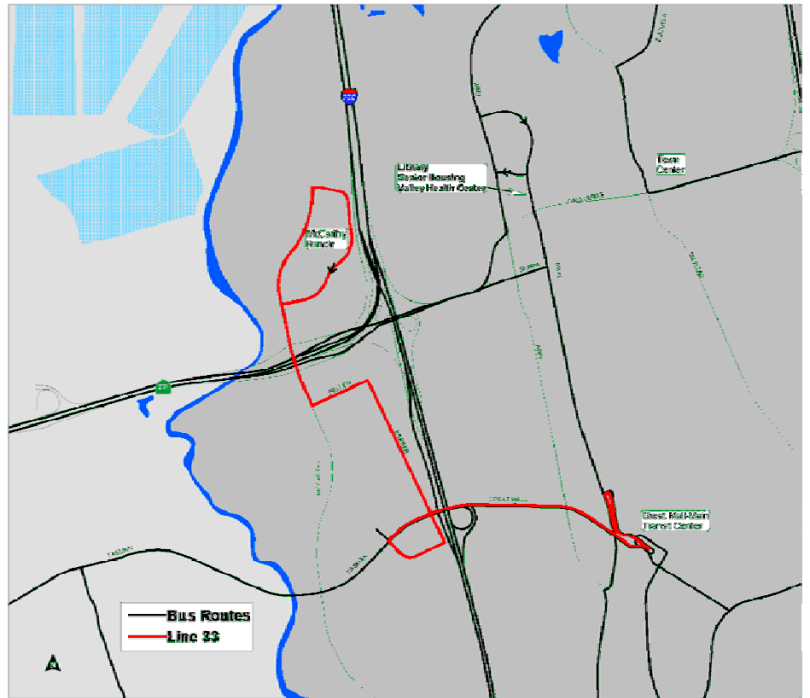
Figure F-1:



**Line 33: Great Mall – McCarthy Ranch**

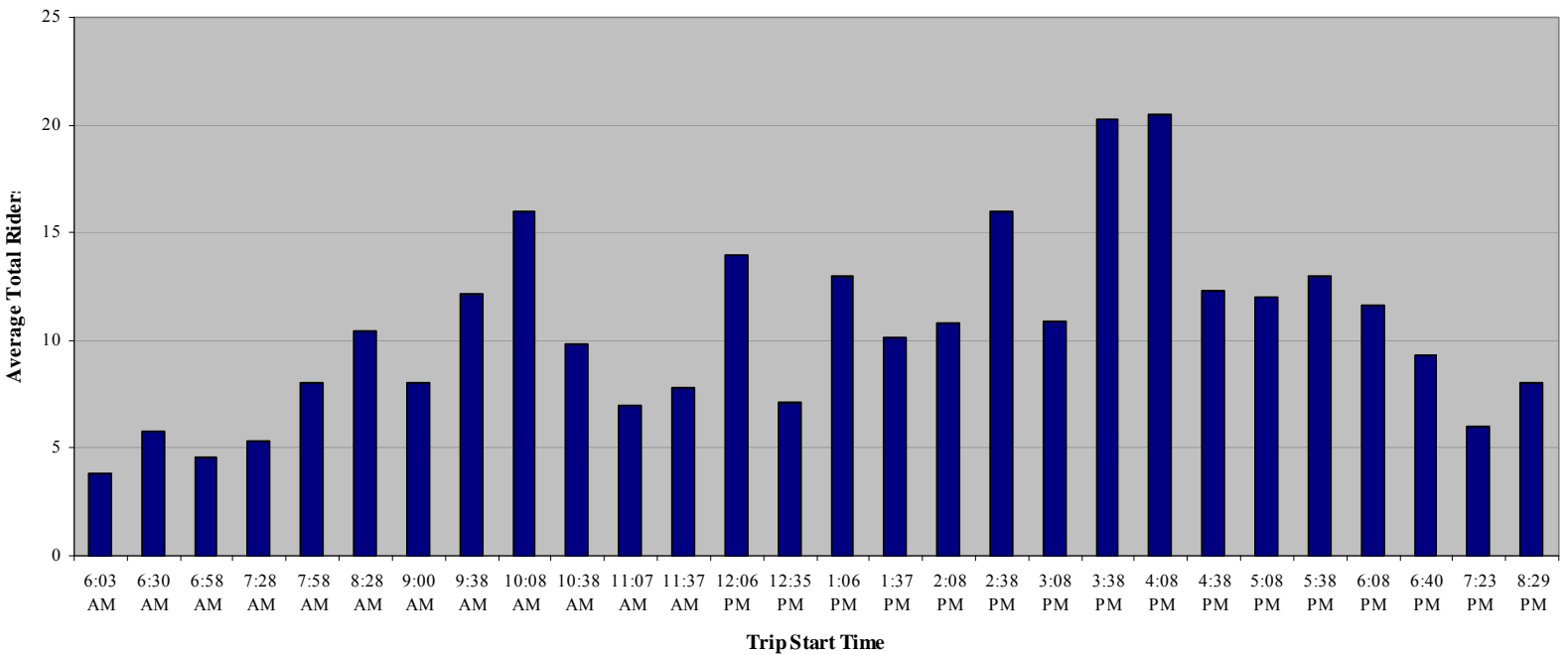
Serves McCarthy Ranch and Milpitas Square shopping areas.

- Weekday
  - Every 30 minutes
  - 6:30 a.m. to 8:30 p.m.
- Saturday
  - Every 30 minutes
  - 8:30 a.m. to 7:30 p.m.
- Sunday
  - Every 30 minutes
  - 9 a.m. to 6:30 p.m.



The following figure shows weekday ridership for line 33 by trip.

**Figure F-2: Line 33 - Weekday Riders By Trip**



**Line 46: Great Mall – North Milpitas via Yellowstone**

Serves residential areas east of Hwy. 680, schools in North Milpitas

**Weekday**

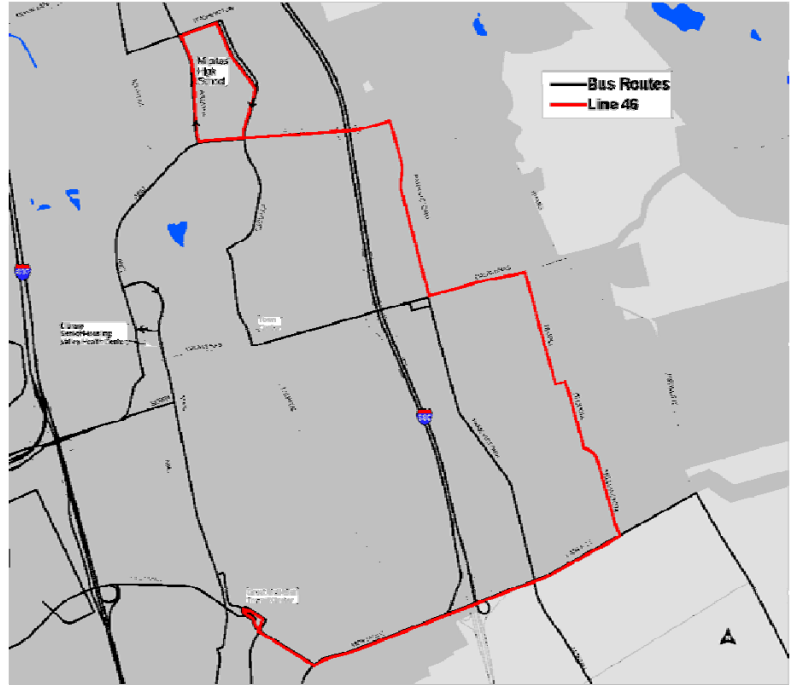
- Every 30 minutes
- 5:30 a.m. to 8 p.m.

**Saturday**

- Every 60 minutes
- 8 a.m. to 7:30 p.m.

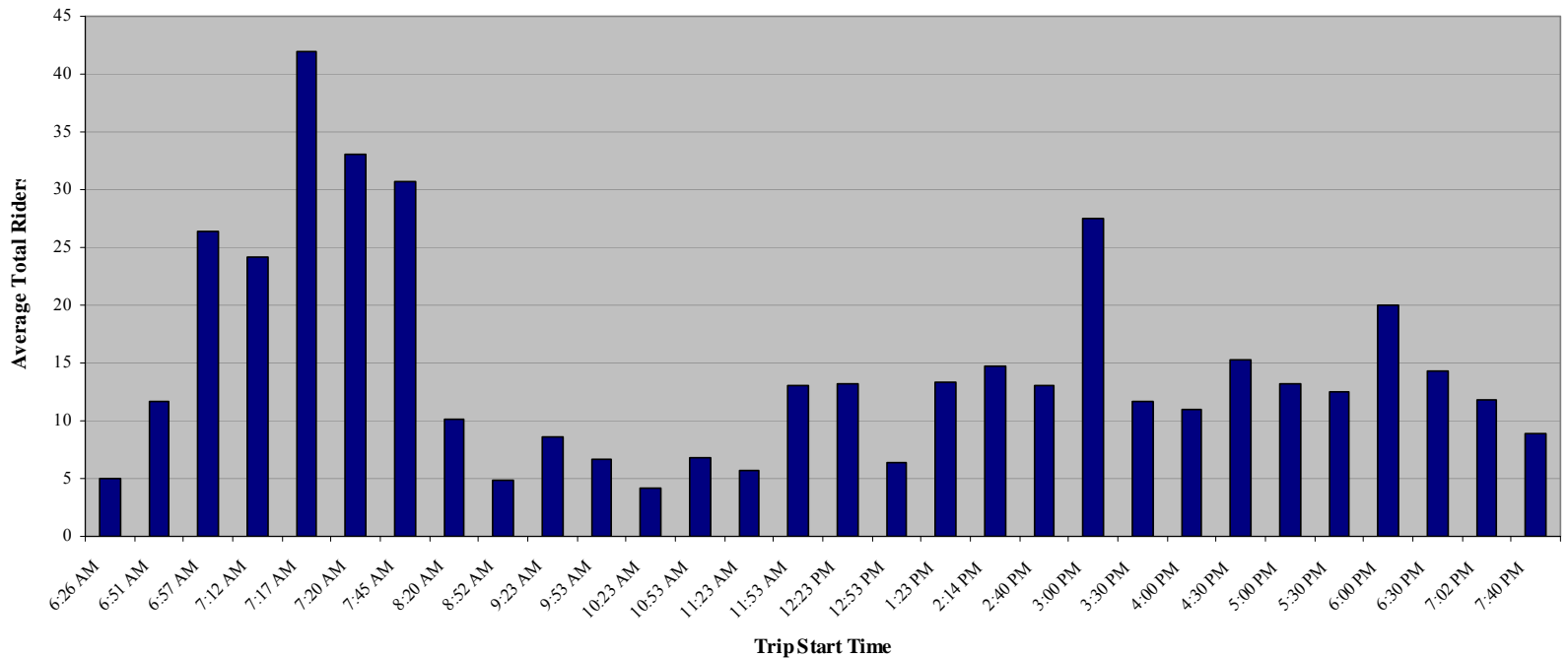
**Sunday**

- Every 60 minutes
- 9 a.m. to 6 p.m.

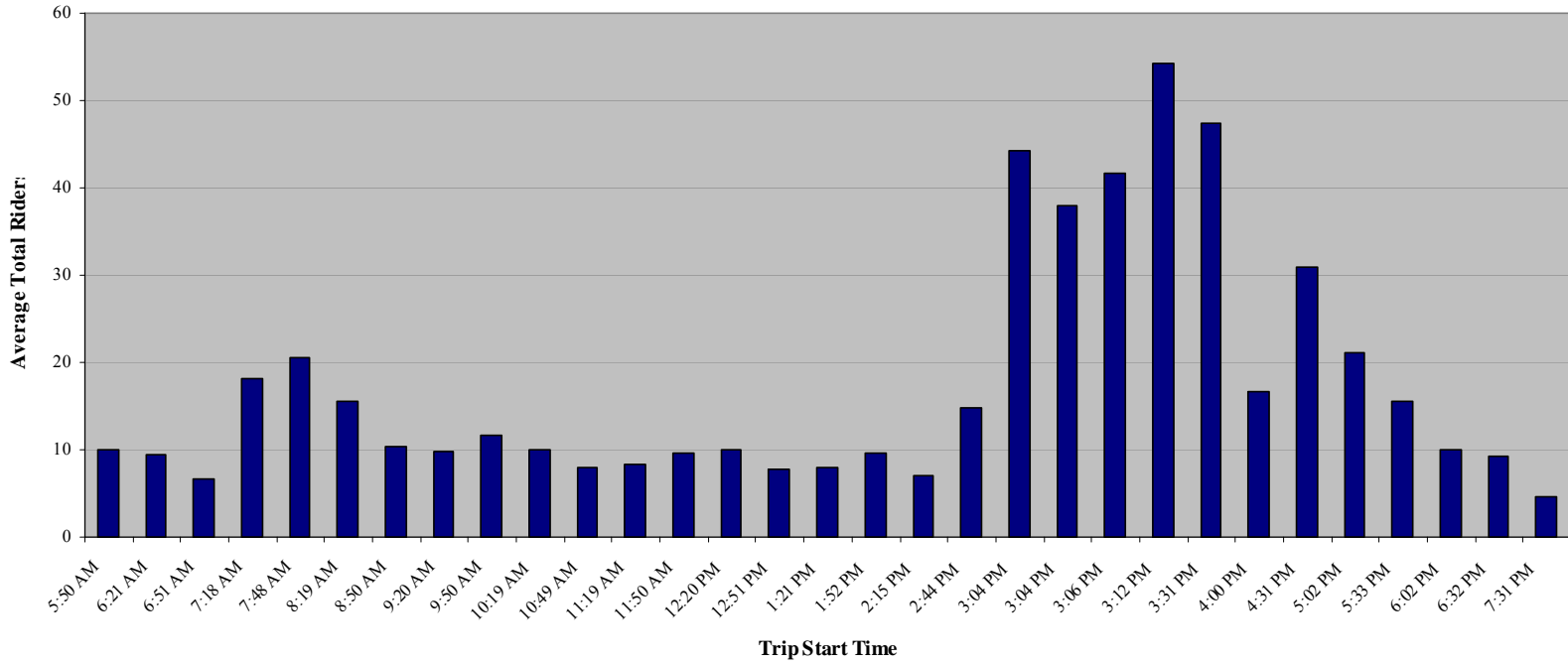


The following two figures show weekday ridership Northbound and Southbound for line 46.

**Figure F-3: Line 46 - Northbound Weekday Riders By Trip**



**Figure F-4: Line 46 - Southbound Weekday Riders By Trip**



**Line 47: Great Mall – North Milpitas via Park Victoria**

Serves Park Victoria, Calaveras Blvd., City Hall, and Schools in North Milpitas  
Weekday

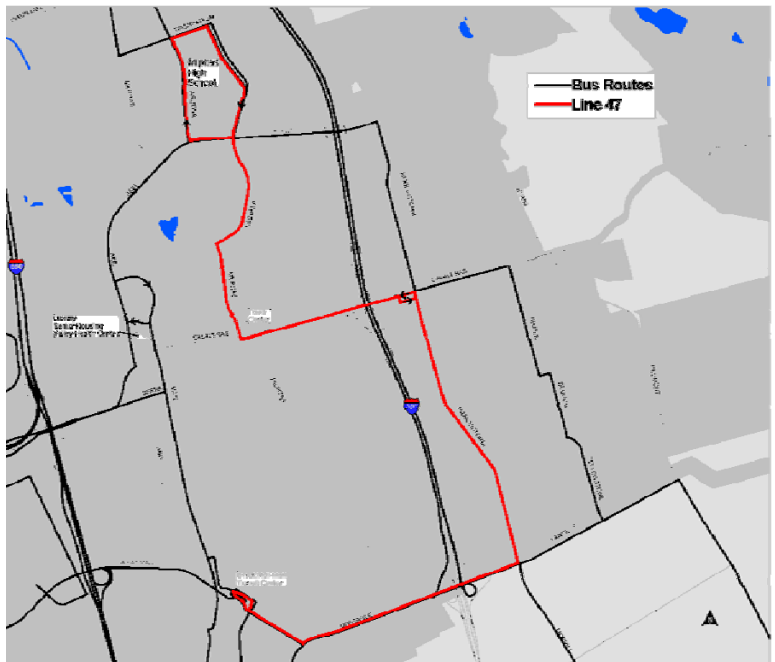
- Every 30 minutes
- 6 a.m. to 10 p.m.

Saturday

- Every 30 minutes
- 7 a.m. to 8:30 p.m.

Sunday

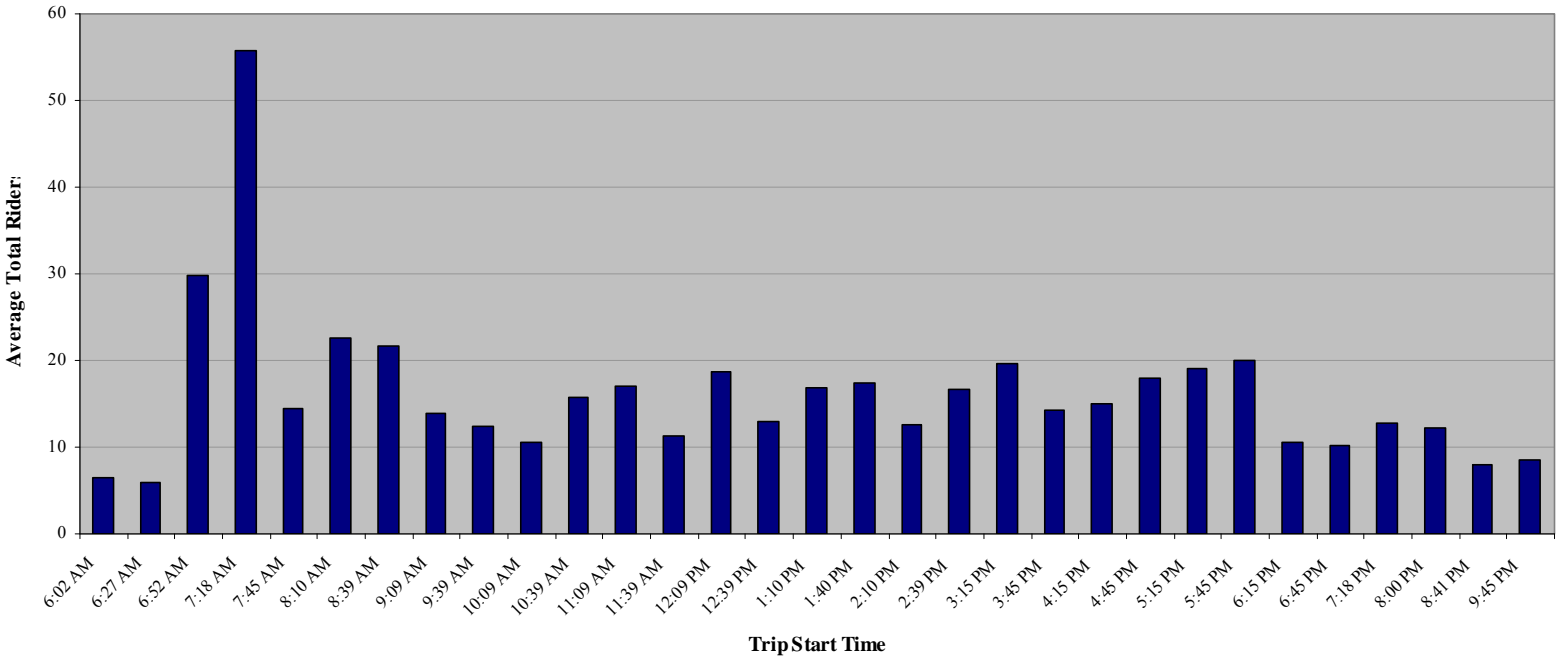
- Every 30 minutes
- 8 a.m. to 7 p.m.



The next two figures show weekday ridership Northbound and Southbound for line 47.

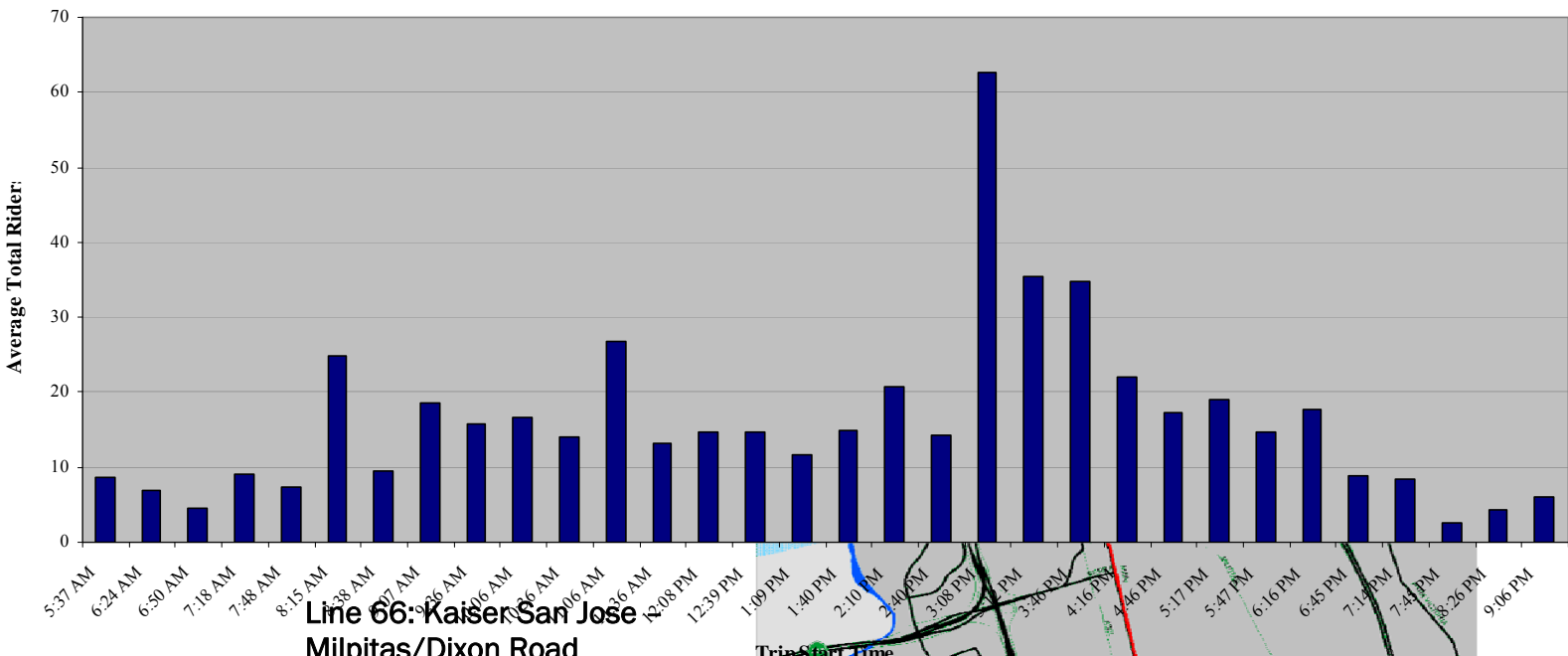
**Figure F-5:**

**Line 47 - Northbound Weekday Riders By Trip**



**Figure F-6:**

**Line 47 - Southbound Weekday Riders By Trip**



**Line 66: Kaiser San Jose  
Milpitas/Dixon Road**

Milpitas Community Based Transportation Plan





Serves schools in North Milpitas, downtown Milpitas, Great Mall, downtown San Jose and South San Jose.

Weekday

- Every 15 minutes
- 5 a.m. to 11:30 p.m.

Saturday

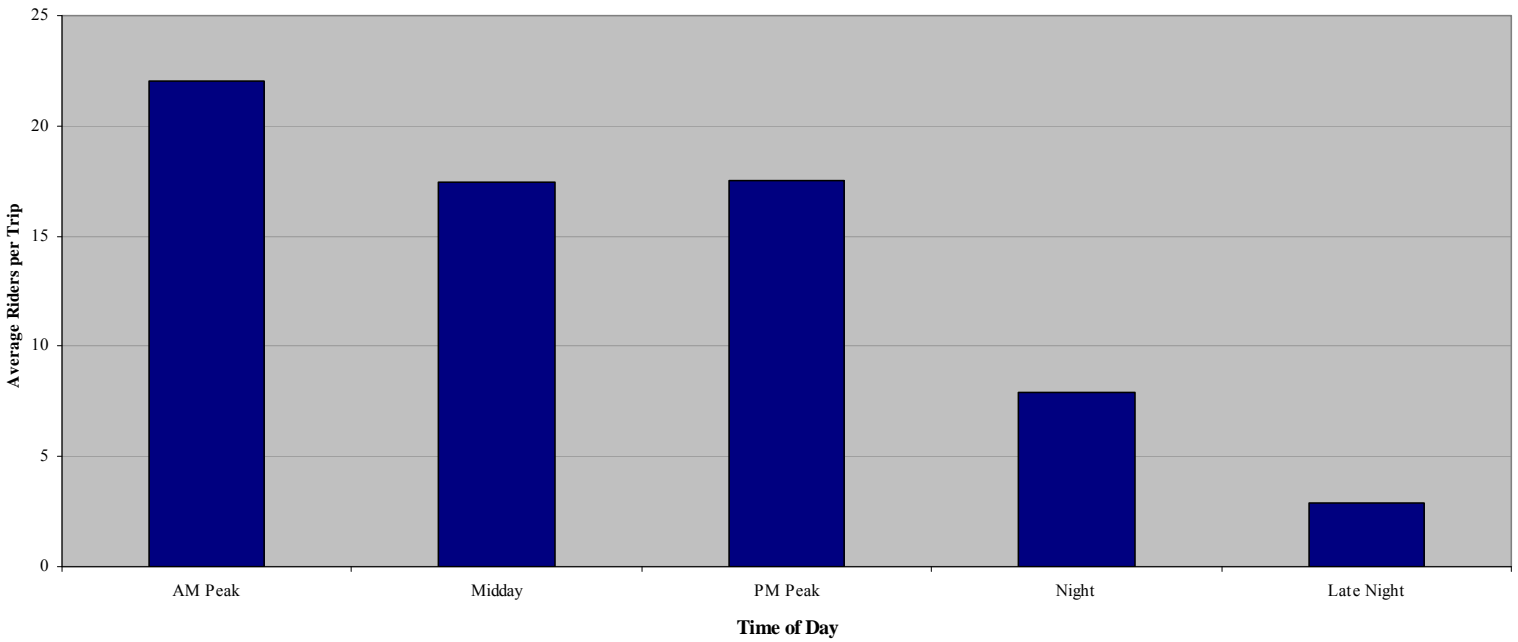
- Every 30 minutes
- 5:30 a.m. to 11:30 p.m.

Sunday

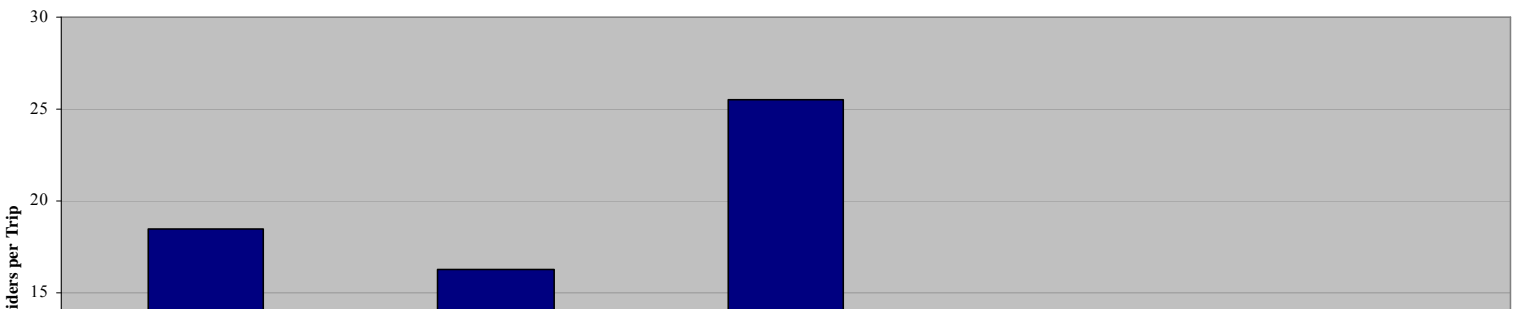
- Every 30 minutes
- 5:30 a.m. to 10:30 p.m.

The following two graphs show average ridership by time period, Northbound and Southbound, for line 66 in Milpitas.

**Figure F-7:** Line 66 - Northbound Weekday Riders per Trip by Time of Day

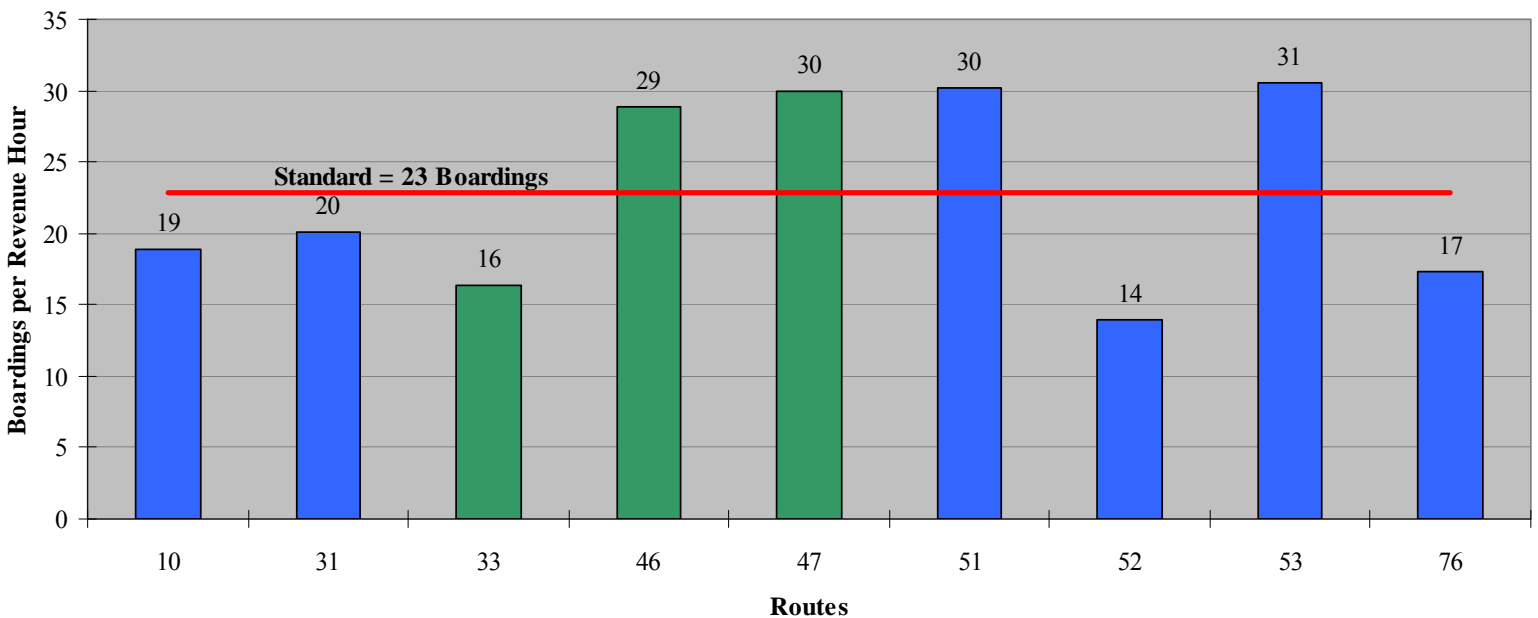


**Figure F-8:** Line 66 - Southbound Weekday Riders per Trip by Time of Day



The next graph shows the performance of weekday feeder routes, according to boardings per revenue hour.

**Figure F-9: Weekday Feeder Performance**



The weekend performance of feeder routes in Milpitas show a significant reduction in ridership on lines 46 and 47, while there is a increase in weekend ridership for line 33. Only on the weekend does line 33 meet or exceed VTA’s standard boardings per revenue hour. Milpitas’ transit performance is largely dependent on school age kids during the week which explains the dramatic reduction in ridership on the weekend for lines 46 and 47. The following two graphs show ridership performance for Saturday and Sunday for all feeder routes in Milpitas.

**Saturday Feeder Performance**

*Milpitas Community Based Transportation Plan, August 2009*

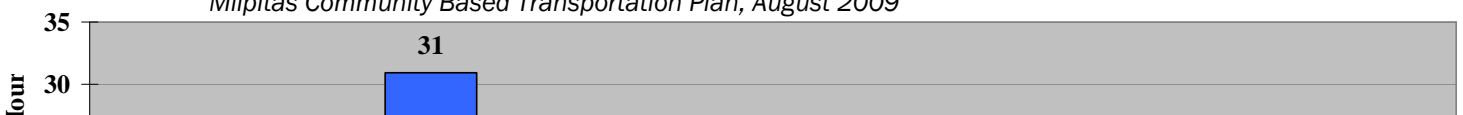


Figure F-10:

Figure F-11: Sunday Feeder Performance

