



# Community-Based Transportation Plan for East San José



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Conducted by:

Santa Clara Valley Transportation  
Authority

In partnership with:

Metropolitan Transportation Commission

County of Santa Clara

City of San Jose

OUTREACH, Inc.

Alum Rock Union School District



## **Santa Clara Valley Transportation Authority**

3331 North First Street

San Jose, CA 95134

(408) 321-2300

[www.vta.org](http://www.vta.org)

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## Acknowledgements

### East San José CBTP Project Working Group Members

#### **Metropolitan Transportation Commission**

Therese M. Trivedi, Transportation Planner

#### **Santa Clara Valley Transportation Authority**

Chris Augenstein, Deputy Director of Planning  
Ying Smith, Transportation Planning Manager  
Jim Unites, Deputy Director, Operations Planning  
Camille Williams, Manager of Accessible Services  
Scott Haywood, Policy & Community Relations Manager  
Kermit Cuff, Transit Services Supervisor, Scheduling  
Jody Littlehales, CBTP Program Lead  
Jason Tyree, Survey Report, GIS Specialist  
Arleen Cardenas, Student Intern, Survey Report  
George Schroeder, Student Intern, Survey Report  
Tamiko Percell, Student Intern, Survey Report

#### **City of San José**

Javier Gonzalez, The Office of Councilmember Nora Campos  
Lauren Sutherland, The Office of Councilmember Nora Campos  
Fred Buzo, The Office of Councilmember Sam Liccardo  
Juan Borrelli, SNI Senior Planner, Planning, Building & Code Enforcement  
Zahir Gulzadah, Planner, Department of Transportation,  
Salvador Alvarez, SNI Neighborhood Team Manager, Redevelopment Agency  
Paul Pereira, SNI Neighborhood Team Manager, Redevelopment Agency

#### **County of Santa Clara**

Adam Perez, The Office of Supervisor Blanca Alvarado  
Natalie Allen, Management Analyst, Social Services Agency  
Denise Boland, Manager, Social Services Agency  
Mary Cardenas, Senior Nutrition Program Manager, Social Services Agency

#### **Alum Rock Union School District**

Rebecca Wright, Assistant Superintendent  
Aurora Quevedo, Public Relations & Community Development

#### **OUTREACH, Inc.**

Katie Heatley, CEO  
Paul Tatsuta

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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.

### East San José Community-Based Transportation Plan

In April 2008, VTA initiated a CBTP focused on transportation needs of low-income communities in East San José, one of the areas selected in MTC's *Lifeline Transportation Report*. Building on the MTC assessment, the East San José 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 East San José CBTP. **Stakeholder agencies** involved in the East San José CBTP process were: VTA, as lead agency; MTC, as funding partner; the County of Santa Clara; the City of San José; the Office of Councilmember Nora Campos; the Office of Councilmember Sam Liccardo; the Office of Supervisor Alvarado; the Alum Rock School District; 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 East San José residents. The group



also developed a **fact sheet/survey** to be distributed during the public outreach period.

The development of this plan included a collaborative planning process that worked with the East San José 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 East San José 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 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 for public transit service, pedestrian- and bicycle-related transportation
- Customer service quality
- Affordability of transportation options (specifically automobile ownership and public transit service fares)
- Safety (both personal safety while waiting at transit stops and pedestrian safety at intersections)
- More information for public transit passengers in languages other than English

## East San José 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 East San José CBTP outreach process.

The Project Working Group developed and evaluated forty nine transportation proposals. The Project Working Group felt that each proposal was important to the community and addressed a transportation need, so the group chose not to rank the proposals, but rather include all the transportation proposals in the final plan as each was informed by input from the community and serves a diverse transportation need.

Figure Ex-1 lists the East San José CBTP proposals that were developed as possible solutions to transportation needs, which are described in more detail in Chapter 6.



**Figure EX-1 East San José CBTP Proposals**

<b>TRANSPORTATION SERVICES</b>	<b>DEMAND-RESPONSIVE SERVICES</b>
<ul style="list-style-type: none"> <li>○ East San José Community Bus</li> <li>○ Extend 522 Weekday Evening Hours</li> <li>○ Improved ESJ Bus Connections</li> <li>○ Early Morning/ Late Night Transit Needs Assessment</li> <li>○ Increase Early Morning/ Late Night Service Hours on key routes</li> </ul>	<ul style="list-style-type: none"> <li>○ Senior Health Transportation</li> <li>○ Neighborhood Van Service</li> <li>○ Give Kids a Lift!</li> <li>○ Education Transportation</li> <li>○ Guaranteed Ride Program</li> <li>○ Volunteer Driver Programs</li> <li>○ Subsidized Taxi Program</li> </ul>
<b>TRANSPORTATION AMENITIES</b>	<b>AUTO-BASED PROGRAMS</b>
<ul style="list-style-type: none"> <li>○ East San José Bus Stop Improvements</li> <li>○ King Road Bus Stop Improvements</li> <li>○ Story Road Bus Stop Improvements</li> <li>○ Real-time Information</li> <li>○ SCAR BRT Station Improvements</li> <li>○ Means-based Public Transit Riders Fare Subsidy</li> <li>○ Enhanced multi-lingual passenger information (printed materials)</li> <li>○ Enhanced multi-lingual customer trip-planning services (phone)</li> <li>○ SC-AR BRT Outreach Campaign</li> <li>○ Mobility Management Center</li> <li>○ Santa Clara County Transportation Resource Guide</li> <li>○ Free Bikes!</li> </ul>	<ul style="list-style-type: none"> <li>○ Jump Start</li> <li>○ Low Cost/No Cost Vehicle purchase program</li> </ul>
<b>BICYCLE &amp; PEDESTRIAN</b>	<b>TRAFFIC CALMING</b>
<ul style="list-style-type: none"> <li>○ Safe Routes To School;</li> <li>○ Lower Silver Creek Trail;</li> <li>○ Five Wounds Trail (Rail-to-Trail);</li> <li>○ Coyote Creek Trail (Hwy. 101-Story);</li> <li>○ Coyote Creek Trail (Story to Kelley);</li> <li>○ St. Johns Pedestrian Corridor;</li> <li>○ Improve East San José Ped. Access;</li> <li>○ Improve Sidewalks On Story Road (East NHU);</li> <li>○ Improve Sidewalks On Story Road (Clayton);</li> <li>○ San Fernando-San Antonio Bikeway;</li> <li>○ Bike Parking;</li> <li>○ North-South Bikeways;</li> <li>○ East-West Bikeways;</li> <li>○ Hwy. 680 Bike/Ped Over Crossing;</li> <li>○ Improve Safety At Crosswalk On Alum Rock</li> <li>○ Improve Safety At Crosswalk On White</li> <li>○ Improve Pedestrian Crossing At Story/Clayton.</li> </ul>	<ul style="list-style-type: none"> <li>○ Install traffic signal at Jackson/SB I-680 On-Ramp To Improve Safety;</li> <li>○ Signalize Ramps At 680/McKee;</li> <li>○ Traffic Calming Project for Sierra Neighborhood;</li> <li>○ Install Left Turn Signals At King/Virginia;</li> <li>○ Modify Traffic Signal At White/Ocala-Marten; and</li> <li>○ Open Street From The Neighborhood Around Murtha Drive To Capitol Expressway</li> </ul>

## 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 cities 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.

## Next Steps

The primary purpose of the East San José Community-Based Transportation Plan is to create a final list of proposals that would be eligible for funding through the Lifeline Transportation Program. The proposals included in this plan that are not eligible for the Lifeline Program would be eligible for other funding opportunities, which are detailed in Chapter 7.

Although the CBTP is not a programming document, it does create an opportunity for a collaborative planning process that can identify transportation needs in the community, potential projects to address those needs, and it can be referenced in future funding opportunities.

At this time, it is expected that MTC will issue the next call for projects for the Lifeline Transportation Program in the spring of 2009. The Santa Clara County Joint Lifeline Transportation Committee will notify interested parties to submit applications once the date has been set by the MTC, and they would select the final project list through a competitive process.

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## Chapter 1. Introduction

This Chapter describes the background of the regional Community-Based Transportation Planning (CBTP) Program developed by MTC, and the local effort to develop an East San José CBTP.

### 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, initiated a program to address transportation needs of low-income communities throughout the Bay Area. MTC created the Community-Based Transportation Planning Program, as a collaborative process involving residents of low-income communities, community-based organizations, transit operators and county congestion management agencies (CMAs) to work together to identify transportation needs in the community as well as solutions to address those needs. For the purposes of the CBTP program, MTC defines a community of concern as one in which at least 30 percent of households earn less than twice the federal poverty level.

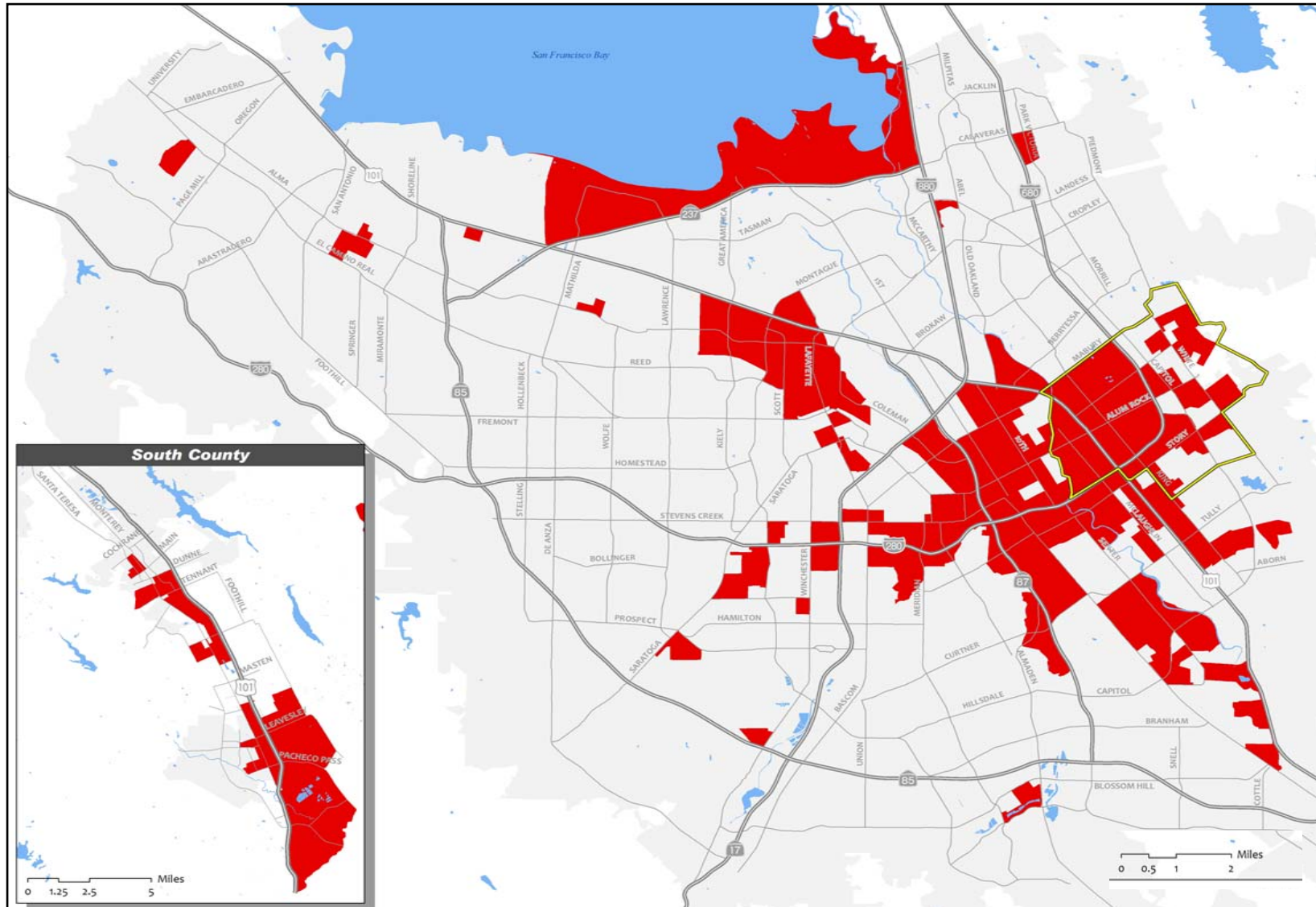
The Community-Based Transportation Planning Program was launched in 2002, after MTC completed two reports in 2001: the *Lifeline Transportation Network Report* and the *Environmental Justice Report*. Both reports identified the importance of a focused, grassroots planning effort to identify transportation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

The 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.

MTC adopted CBTP guidelines in 2002, which identified 25 communities throughout the Bay Area to initiate Community-Based Transportation Plans. Since the program's inception, MTC and local agencies have partnered to produce transportation plans for the identified communities. Figure 1-1 is a map showing all of the Communities of Concern in Santa Clara County. MTC selected three locations in Santa Clara County for Phase I of the Community-Based Transportation Planning program: East San José, the City of Gilroy, and the City of Milpitas. The Gilroy CBTP was completed in 2006, and the Milpitas CBTP study began in January of 2009.

Figure 1-1 Communities of Concern in Santa Clara County



Data Source: 2000 Census



- Population in Poverty  
(census tracts where more than 30% of households have income less than 2x poverty level)
- East San Jose CBTP Study Area

## **Purpose of the Study**

The purpose of this study is to analyze specific transportation needs of low-income communities in East San José. 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.

As a result, not all transportation needs of low-income residents can be met within the existing resources of local agencies. This study documents the specific needs of East San José low-income residents, various transportation proposals to meet those needs, and steps to implement these proposals.

East San José residents and community-based organizations worked with local transportation providers to develop this Community-Based Transportation Plan (CBTP). VTA as the Santa Clara County CMA and in partnership with the City of San José, County of Santa Clara, Alum Rock School District, and Outreach developed this CBTP to provide the information and create relevant projects that will improve transportation options for East San José residents.

## **Local Planning Effort in East San José**

In early 2008 the Santa Clara Valley Transportation Authority (VTA) initiated a study focused on transportation needs in East San José, one of the communities identified by MTC to be studied through its CBTP Program. The focus of the MTC program is an intensive community outreach process that actively involves the East San José community in the planning process, solicits their direct input on transportation needs, and identifies solutions to address those needs.

The East San José CBTP documents the efforts and results of the eleven month planning 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 East San José CBTP effort built on the work of the City of San José through its Strong Neighborhood Initiative (SNI) program. The City launched the SNI effort in 2000 as a means to develop a collaborative approach to neighborhood planning that involved residents, business owners, and other community stakeholders to create neighborhood improvement plans and implement those plans. The City also helped organize Neighborhood Action Coalitions (NAC), which have directly provided input into the development of neighborhood plans. At the beginning of the process, 19 neighborhoods were targeted for improvement. In partnership with the City, improvements were focused on neighborhood conditions, enhancing community safety, improving services in the community, strengthening neighborhood associations, and building leadership capacity.



The SNI NAC's have been meeting over many years and have studied transportation issues in their communities that provided crucial information, in addition to the data that was collected, as a piece of this study. The study team felt it was important to recognize the many community planning efforts that have been conducted over the years to identify transportation needs and build on those efforts.

The final East San José CBTP will identify projects to be eligible for funding through the Lifeline Transportation Program. MTC intends for the Lifeline Program to fund projects that result in improved mobility for low-income residents of the nine San Francisco Bay Area counties, including Santa Clara County. The Lifeline Program supports community-based transportation projects that are developed through a collaborative and inclusive planning process; address transportation barriers identified through a CBTP or Welfare to Work plan; and improve a range of transportation choices by adding a variety of new or expanded services. The Santa Clara County Lifeline Program is jointly administered by the Valley Transportation Authority (VTA) and Santa Clara County.

## Chapter 2. Study Area Profile

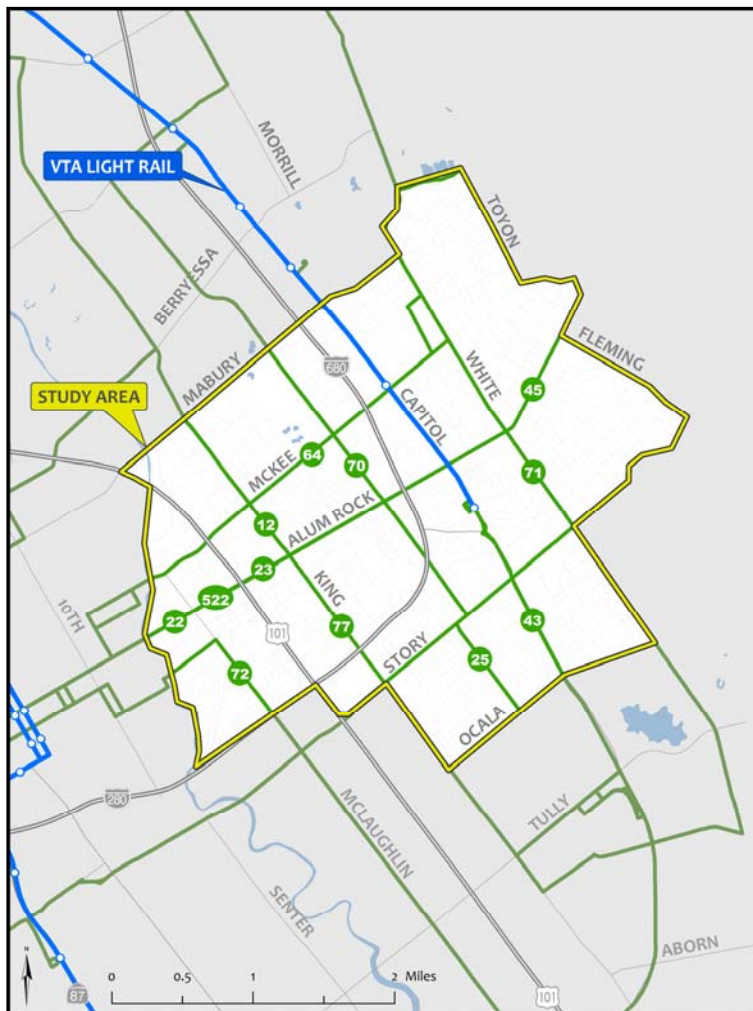
The purpose of this chapter is to provide a description of the East San José area and provide a context for the study area.

### Location

East San José is diverse community located east of downtown San José, in Santa Clara County. The East San José study area is composed of many immigrants from Mexico and Latin America, but with an increasing number of families from Asia. Although East San José is a vast area, for the purposes of this plan the area boundaries have been defined as east of Coyote Creek, north of Ocala Avenue, west of Fleming Avenue and south of Mabury Road.

Figure 2-1 shows a map of the East San José Community-Based Transportation Plan study area.

Figure 2-1 East San José CBTB Study Area



The Community-Based Transportation Planning Program is focused on the specific transportation needs of low-income communities in East San José. For the purposes of the CBTP Program, MTC defines a community of concern as one in which at least 30 percent of households earn less than twice the poverty level. Figure 2-2 shows the communities of concern within the East San José study area that were the focus of this planning process.

Figure 2-3 shows the City of San José Council Districts and Strong Neighborhoods Initiative (SNI) areas in the East San José study area that were involved in the CBTP planning process. As the map shows the majority of the study area is within Council District 5, although a small portion is in Council District 3.

As Figure 2-3 shows there are four Strong Neighborhoods Initiative areas in the study area: East Valley/680, Mayfair, Gateway East, and Five Wounds/Brookwood Terrace. The Neighborhood Action Coalitions in each of these SNI's are composed of residents and property/business owners, and were formed by the City of San José to improve neighborhoods through active community planning and participation. The East San José CBTP sought to build on these long standing neighborhood coalitions as an active community group that could provide input on transportation needs in East San José.

Figure 2-2 East San José Communities of Concern

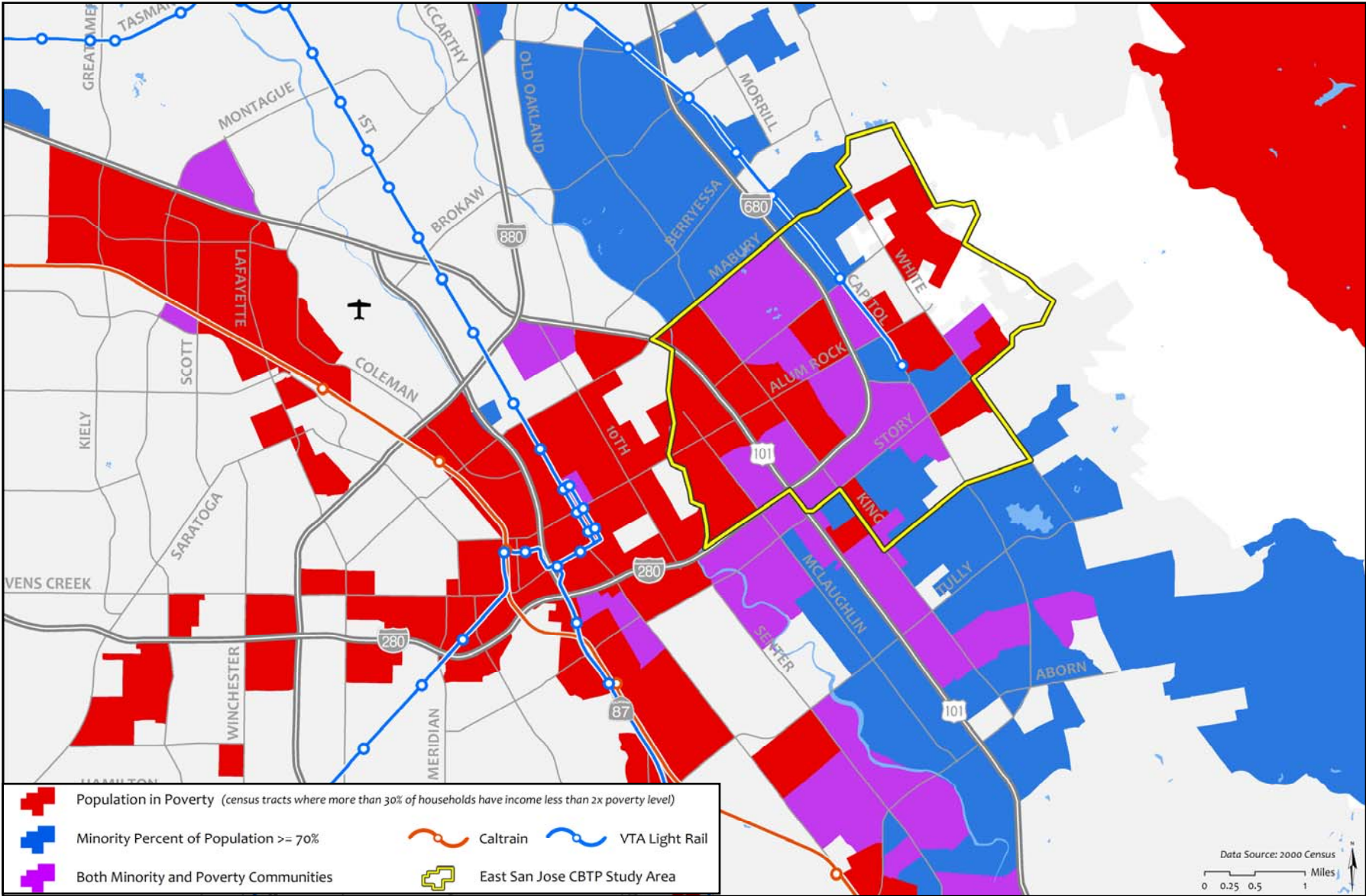
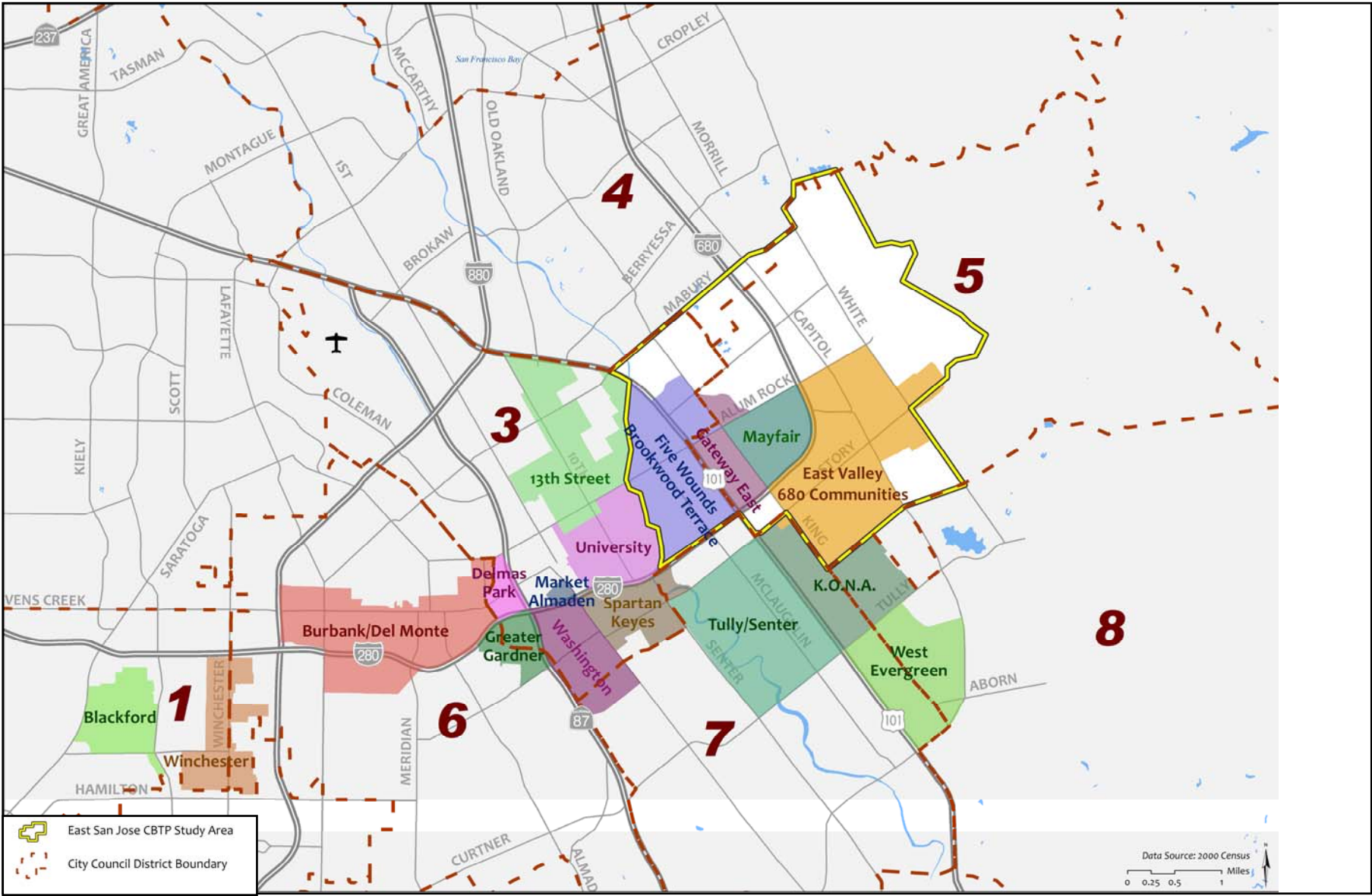




Figure 2-3 East San José Council Districts & Strong Neighborhood Initiative Areas



## Demographics

### East San José Community

The East San José study area is a young and diverse community comprised of many different cultures and languages. A high percentage of residents within the study area are living in poverty and the median income is lower compared to the rest of the City of San José and Santa Clara County. Although the majority of residents drive alone to work, an almost equal number of residents take public transit. Many East San José residents begin work before 4:00 a.m. or after 4:00 p.m., which indicates non-traditional work hours and transportation needs. The majority of East San José residents are traveling within the study area.

The following tables provide some basic demographic information from the U.S. Census about the East San José study area to provide a context for the community and to better understand transportation needs.

### Population and Ethnicity

According to the 2000 US Census, the total population in the East San José study area is 123,663. As Figure 2-4 shows, 58 percent of the study area population is of Hispanic origin compared to 30 percent for the City of San José and 24 percent for Santa Clara County.

Figure 2-4 Ethnic Composition of Study Area

<b>Race/ Ethnicity</b>	<b>Study Area</b>	<b>City of San Jose</b>	<b>Santa Clara County</b>
White	33%	48%	54%
Black / African American	3%	4%	3%
American Indian / Alaska Native	1%	1%	1%
Asian	25%	27%	26%
Native Hawaiian	0%	0%	0%
Some other race	33%	16%	12%
Two or more races	6%	5%	5%
Hispanic	58%	30%	24%
Non-Hispanic	42%	70%	76%

Source: 2000 US Census

### Transportation

As Figure 2-5 shows the study area has a higher percentage of residents that use public transportation to commute to work (6 percent), as compared to the City of San José and Santa Clara County (4 percent).

Although the majority of East San José residents drive alone or take public transit, 20 percent of residents in the study area carpool to work. This is compared with 14 percent

of the total residents who carpool in the City of San José and 12 percent in Santa Clara County.

**Figure 2-5 Commute to Work**

<b>Commute to Work</b>	<b>Study Area</b>	<b>City of San José</b>	<b>Santa Clara County</b>
Auto - drove alone	69%	76%	77%
Auto - carpooled	20%	14%	12%
Public transportation	6%	4%	4%
Walked	13%	14%	18%
Other	15%	15%	20%
Worked from home	17%	25%	31%
Mean travel time to work (minutes)		27.8	26.1

Source: 2000 US Census

As Figure 2-6 shows, 17.9 percent of workers in the study area commute to work before 4:00 a.m., compared to 10.9 percent of total workers for the City of San José and 9.2 percent for Santa Clara County.

**Figure 2-6 Time leaving for Work**

<b>Time leaving for Work</b>	<b>Study Area</b>	<b>San José City</b>	<b>Santa Clara County</b>
Before 4 a.m.	17.9%	10.9%	9.2%
6 a.m. to 4 p.m.	75.3%	84.0%	86.4%
After 4 p.m.	6.9%	5.1%	4.5%

Source: 2000 US Census

Note: Percentage of total number of workers over age 16 who did not work at home

### Income and Poverty

As Figure 2-7 shows the median household income within the study area is \$54,229, as compared to \$70,243 in the City of San José and \$74,335 in Santa Clara County.

**Figure 2-7 Household Income**

<b>1999 Household Income Range</b>	<b>Study Area</b>	<b>City of San Jose</b>	<b>Santa Clara County</b>
Less than \$10,000	7%	5%	4%
\$10,000 to \$14,999	4%	3%	3%
\$15,000 to \$24,999	10%	6%	6%
\$25,000 to \$34,999	10%	7%	7%
\$35,000 to \$49,999	15%	12%	11%
\$50,000 to \$74,999	22%	20%	19%
\$75,000 to \$99,999	14%	16%	15%
\$100,000 to \$149,999	12%	19%	19%
\$150,000 to \$199,999	3%	7%	8%
\$200,000 or more	2%	5%	8%
Median household income (dollars)	\$ 54,219	\$ 70,243	\$ 74,335

Source: 2000 US Census



As Figure 2-8 shows, 33 percent of residents within the study area are living in poverty as compared to 21 percent for the City of San José and 18 percent for Santa Clara County. According to the data provided by Santa Clara County Social Services Agency (SSA), 16 percent of Welfare to Work recipients in Santa Clara County live in the East San José study area.

Figure 2-8 Population in Poverty

<b>Population in Poverty</b>	<b>Study Area</b>	<b>City of San Jose</b>	<b>Santa Clara County</b>
Total Population	123,663	853,173	1,682,585
Population in Poverty	33%	21%	18%
Welfare to Work recipients	16%	73%	11%

Source: 2000 US Census. Welfare to Work recipient data was provided by Santa Clara County SSA.

## Existing Transportation System

### Roadways

East San José is intersected by major roadways including Highway 101, Interstate 680, Capitol Expressway, and State Route 130 (Alum Rock Avenue). The study area is defined as east of Coyote Creek, north of Ocala Avenue, west of Fleming Avenue and south of Mabury Road. Highway 101, Interstate 680, State Route 130 (Alum Rock Avenue) and Capitol Expressway traverse through the study area.

### Public Transit Service

On January 14, 2008, VTA implemented new bus service across Santa Clara County as a result of its Comprehensive Operations Analysis (COA). The COA was a two year study that analyzed the entire VTA bus system and looked at ways to improve service and provide a more efficient system within existing resources. The VTA conducted an extensive data collection effort that included a household and on-board survey. The final analysis showed that East San José had the most productive lines in the entire VTA system, as well as the greatest market potential for increasing ridership. The data also showed that Line 22 (Eastridge to Palo Alto) has the highest number of daily boarding's and weekday passenger productivity in the entire system. As a result of this analysis, VTA defined a core network that included the study area and many of the bus service improvements implemented in January 2008, as well as future service improvements are planned for East San José. Described below are the key East San José service improvements by line:

#### **Line 23 De Anza College – Alum Rock Transit Center**

- As an interim step towards developing enhanced bus or full BRT service in the Stevens Creek Corridor/Santa Clara/Alum Rock corridor, Line 23 was modified to operate between DeAnza College and the Alum Rock Transit Center.
- Service level was increased to every 12-minutes on weekdays, synchronized with the Line 22 schedule. Lines 22 and 23 provide a combined 6-minute headway on the common trunk and Santa Clara and Alum Rock.

**Line 25 Alum Rock Transit Center – De Anza College**

- More service was added between the Alum Rock Transit Center and the Valley Medical Center. Midday service frequency was increased to every 10-minutes. Sunday Frequency was improved to every 15-minutes.

**Line 43 Alum Rock Transit Center – Eastridge Transit Center**

- This new line operates between Eastridge Mall and the Alum Rock Transit Center, via Capitol Expressway, on Sundays when Line 522 is not operating.

**Line 45 Alum Rock Transit Center – Penitencia Creek Transit Center (New Community Bus Line)**

- A new Community Bus line added to operate between the Alum Rock Transit Center and the Penitencia Creek Transit Center, covering the former Line 64 routing.

**Line 64 Almaden Light Rail to McKee & White**

- Replaced the former Line 81 segment east of Downtown on McKee.
- On weekdays and Saturdays the service frequency is every 15-minutes between Downtown and McKee & White. Sunday service operates every 30-minutes over the entire line.

Figure 2-9 highlights bus service in East San José after the COA implementation on January 14, 2008.

Figure 2-10 shows all VTA routes that serve East San José and changes that were made as a result of the COA. The seven highlighted routes are those that were identified as “Lifeline Routes” by MTC in its 2001 Lifeline Report.

Figure 2-9 Existing Transit Service

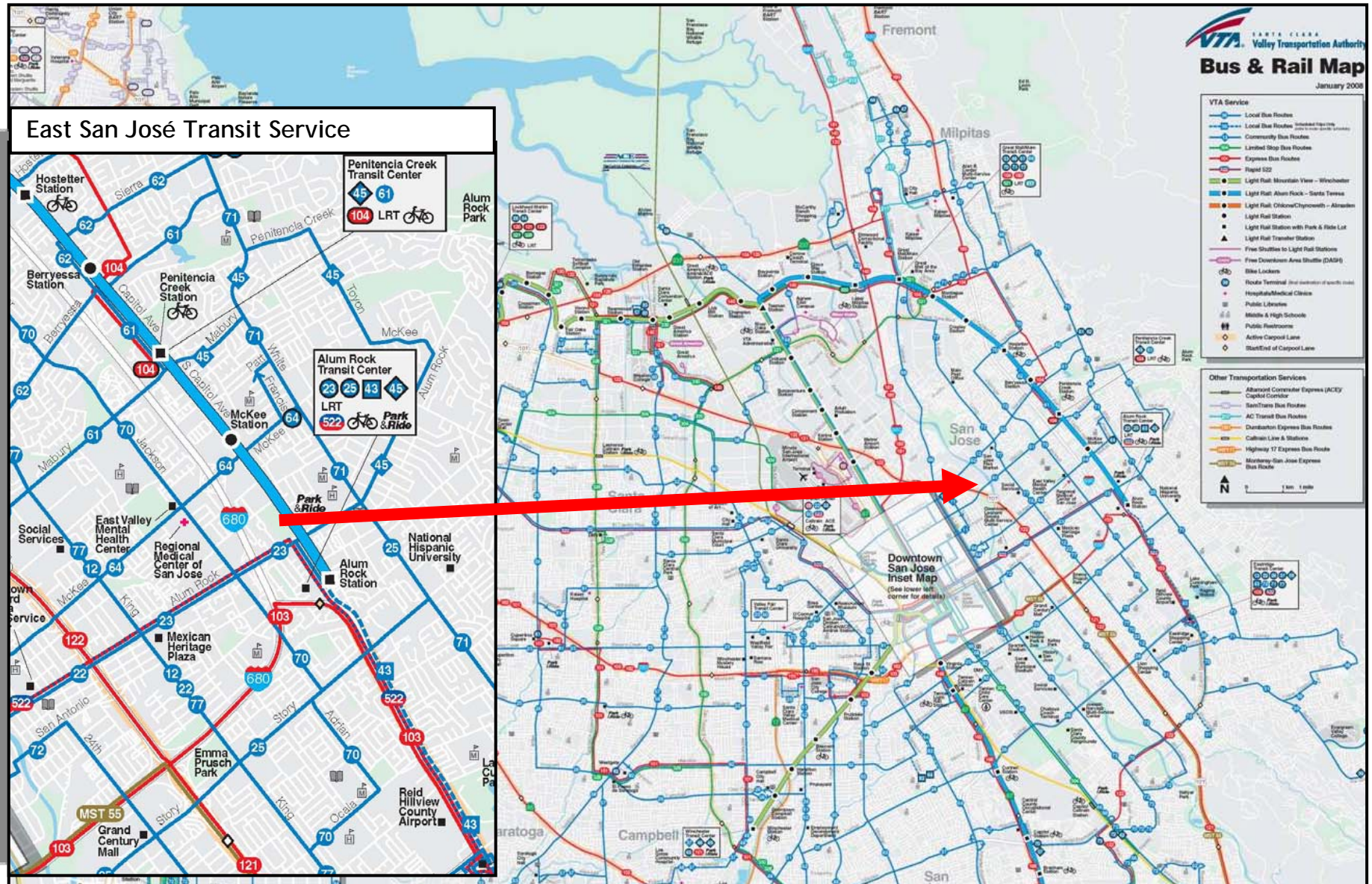




Figure 2-10 East San José Transit Service - COA Changes

Lifeline Routes		East San Jose Lines						Comprehensive Operations Analysis (COA)
Route	Route Description	Weekdays		Saturday		Sunday		Changes to Routes after the COA
		Hours of Operation	Frequency (Minutes)	Hours of Operation	Frequency (Minutes)	Hours of Operation	Frequency (Minutes)	
12	Eastridge Transit Center - San Jose Civic Center	New-Weekends only	-	9:30 AM-6:30 PM	30	9:30 AM-6:30 PM	30	New service
22	Eastridge Transit Center - Palo Alto Transit Center	24 hrs	12	24 hrs	15	24 hrs	15	Synchronized with Line 23, 6 min headway with Line 23 on common route segment between Alum Rock/King and Santa Clara/1st.
23	Alum Rock Transit Center - De Anza College via Stevens Creek	5:00-1:00 AM	12	6:00 AM-1:00 AM	15	6:00 AM-1:00 AM	15	As an interim step towards developing a BRT service in the Stevens Creek Corridor, Line 23 was modified to operate between DeAnza College and the Alum Rock Transit Center. Service level was increased to every 12 minutes on weekdays, synchronized with Line 22 schedule.
25	Alum Rock Transit Center - De Anza College via Story	4:30-12:30 AM	10/30	5:00 AM-12:00 AM	15/30	5:00 AM-12:00 AM	15/30	More service was added between the Alum Rock Transit Center and Valley Medical Center. Midday service frequency was increased to every 10 minutes. Sunday Frequency was improved to every 15 minutes.
43	Eastridge Transit Center - Alum Rock Transit Center	Sunday only	-	Sunday only	-	9:00 AM-6:30 PM	30	This new line operates between Eastridge and the Alum Rock Transit Center via Capitol Expressway on Sundays when Line 522 is not operating.
45	Alum Rock Transit Center - Penitencia Creek Transit Center	5:30 AM - 9:00 PM	30	7:00 AM-8:00 PM	30	8:00 AM-7:00 PM	60	A new Community Bus line added to operate between the Alum Rock Transit Center and the Penitencia Creek Transit Center, covering the former Line 64 routing.
61	Good Samaritan Hospital - Sierra & Piedmont	5:30 AM to 11:00 PM	30	6:00 AM - 10:00 PM	30	7:00 AM-9:00 PM	30	New route, east of Civic Center route replaces former Line 36 and Line 59. Shares the same route as Line 62 between Bascom & Union and Taylor & 10th.
64	Almaden LRT - McKee & White	5:00 AM-12:00 AM	15	6:00 AM-12:00 AM	30	6:00 AM-11:30 PM	30	Replaced the former Line 81 segment east of Downtown on McKee.
70	Capitol LRT Station - Great Mall / Main Transit Center	4:30 AM - 11:30 PM	15/30	6:15 AM-11:30 PM	15/30	6:15 AM-11:30 PM	30	No change between Great Mall and Capitol LRT Station, discontinued deviation viaa Alfred/ Berona.
71	Eastridge Transit Center - Great Mall/Main Transit Center	5:00 AM - 10:00 PM	15	7:00 AM-9:00 PM	30	7:00 AM-9:00 PM	30	No change to routing, improved peak headway to 15 min.
77	Eastridge Transit Center - Great Mall/Main Transit Center via King	5:00 AM - 10:00 PM	15	7:00 AM-9:00 PM	30	7:00 AM-9:00 PM	30	Route operates between Eastridge TC and Great Mall. Discontinue peak hour service between Great Mall and Milpitas & Calaveras.
103	Eastridge Transit Center - Palo Alto	5:00-7:00 AM & 2:30-5:30PM	4 trips	-	-	-	-	No Change
522	Eastridge Transit Center - Palo Alto Transit Center	5:00 AM-8:30 PM	15	6:00 AM-8:00 PM	15	-	-	No change, planning is proceeding for Line 522 to be upgraded to Bus Rapid Transit (BRT) in 2012, as detailed in the Santa Clara-Alum Rock Transit Improvement Project.

## Travel Destinations

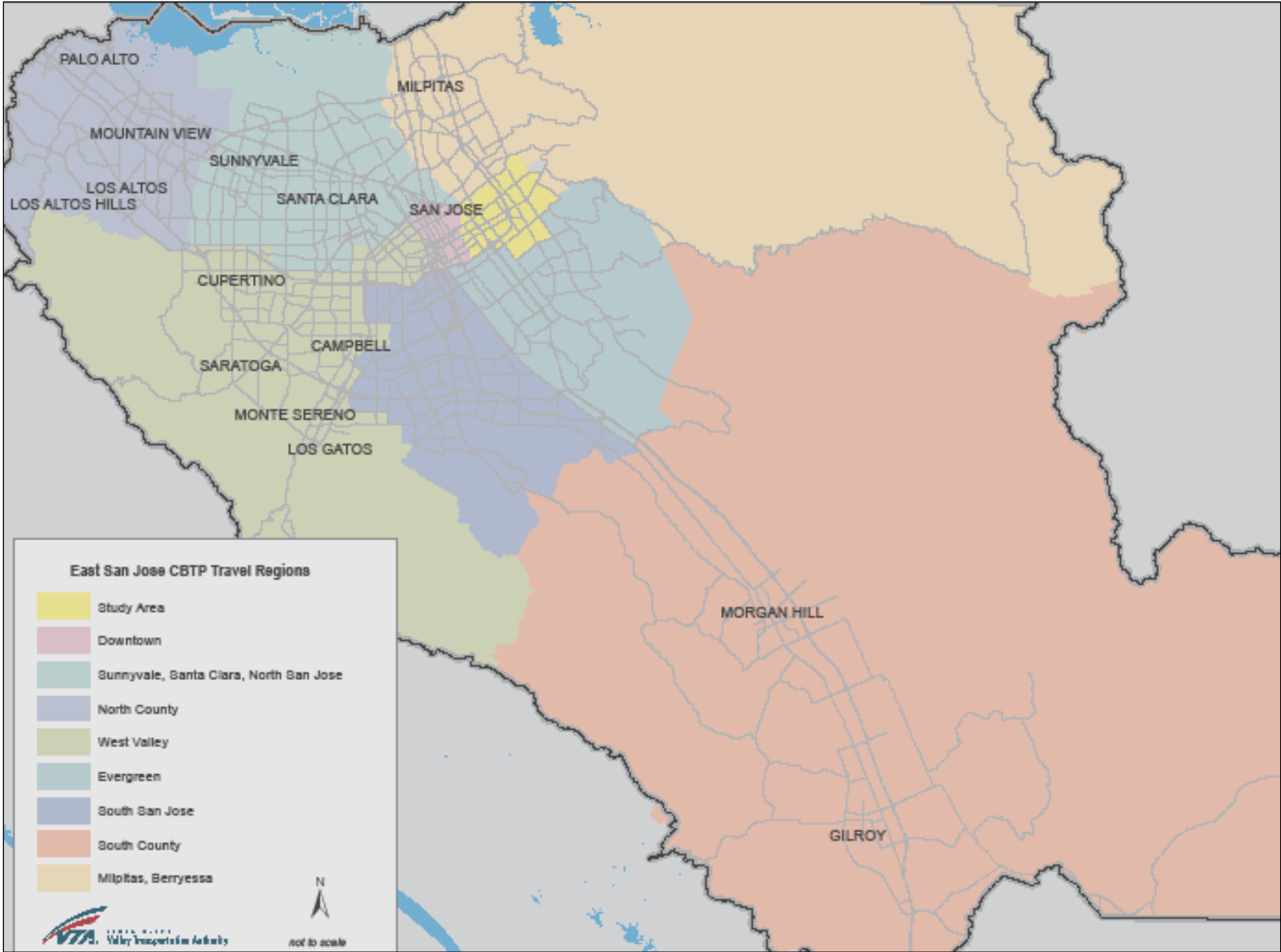
To better understand East San José residents travel destinations, Santa Clara County was divided into ten regions. Figure 2-11 shows that 36 percent of study area residents are traveling within East San José (internally). The remaining residents are somewhat evenly divided in their travel destinations across Santa Clara County. Figure 2-12 shows a map to explain how the travel regions within Santa Clara County were defined. Both figures are intended to provide information on travel destinations for East San José residents.

Figure 2-11 East San José Travel Destinations

Going To...	Total Trips	% of Total
Downtown	26,676	8%
Sunnyvale, Santa Clara, North San Jose	38,895	11%
North County	9,839	3%
West Valley	23,549	7%
Evergreen	37,599	11%
South San Jose	20,073	6%
South County	2,422	1%
Milpitas, Berryessa	35,440	10%
Internal	121,750	36%
Outside Santa Clara County	22,341	7%
Totals	338,585	100%

Source: VTA Travel Demand Model, 2005 base year.

Figure 2-12 East San José CBTP Travel Regions



## Chapter 3. Relevant Studies and Projects

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

### Metropolitan Transportation Commission

#### 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 route-by-route 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 jobs and services, and recommended solutions to address these gaps.

The Community-Based Transportation Planning Program (CBTP) 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 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 include:

- 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.
- Routes 22, 64, and 70, which serve East San José, meet or exceed the hours of service objective.
- Route 22 (Eastridge Transit Center to Palo Alto) operates 24-hours per day and provides a key regional link between Palo Alto and San José.
- VTA's routes serve all areas in the county with either a large concentration of CalWORKs households or a concentration of essential destinations.
- Santa Clara County has significant concentrations of low-income persons in East San José, though smaller clusters of low-income persons are scattered throughout the county.



- Santa Clara County has many concentrations of destinations including Downtown San José, 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.

### Coordinated Public Transit-Human Services Transportation Plan

Based on new requirements outlined in the Safe, Accountable, Flexible, Efficient Transportation Equity Act (SAFETEA), MTC adopted a Coordinated Public Transit-Human Services Transportation Plan in December 2007 that focused on the transportation needs of the region's low-income, elderly, and disabled populations. The plan focuses on strategies to coordinate service among these populations, as well as identifying potential solutions to address needs.

As the final report points out, the plan found a great deal of overlap in service gaps identified across low-income and elderly and disabled populations, including gaps in transit service, transit amenities, public information and outreach, transportation for youth and children, access to autos, bicycle and pedestrian issues, affordability, and other issues. The coordinated strategies to address these gaps that the plan identified were:

- Enhance land use and transportation coordination;
- Promote enhanced pedestrian access to public transit and other alternative modes of travel;
- Promote coordinated advocacy and improve efforts to coordinate funding with human service agencies;
- Improve interjurisdictional (such as county-to-county) and intermodal travel; and
- Develop and implement mobility management approaches to coordinate among public transit and social service transportation providers.

### **Santa Clara Valley Transportation Authority (VTA)**

#### 2005 On-Board Survey

In 2005, as a piece of the data collection effort to support the Comprehensive Operations Analysis (COA), the VTA conducted an on-board survey of all its bus passengers. Over 14,000 responses were collected, and of those responses, over 2,000 were collected on bus lines within the project study area. Out of the returned surveys in the study area, 996 of the respondents provided comments regarding VTA bus service. The 2005 on-board survey provides the East San José CBTP with valuable insights into the transportation needs of East San José residents.

Many of the comments are positive, complimenting VTA for providing good service. The negative comments generally fall into four categories: transit fare, passenger

information, customer service, and specific service-related comments, and they are described further below:

- **Pricing Comments:** Most of the comments on transit fare are simply requests to lower the fares. Some point out that transit service is essential to the poor and the elderly.
- **Rider Information Comments:** There are a number of comments that point to the lack of information available to transit riders. Some suggested providing real-time passenger information on digital signs.
- **Customer Service Comments.** Overwhelmingly, the majority of comments in this category detail the negative attitude of coach operators. There are also many riders who complained about operators not being able to keep to schedules (buses are early or late).
- **Service-Related Comments.** Many of the comments collected give specific suggestions and compliments regarding specific services. The suggestions most commonly cited include providing were later hour service, more frequent service, and better coordination with Caltrain.

Additional comments collected range from questions about hydrogen zero-emission buses (clean technology), better lighting at stops, bus cleanliness, and the need for security so that riders feel safe riding transit at night.

### Comprehensive Operations Analysis

The Santa Clara County Valley Transportation Authority Comprehensive Operations Analysis (COA) 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 premise of the COA was that it would be cost neutral, and would allocate existing resources more efficiently. 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. East San José falls within the core network, and has some of the most productive routes in the VTA system (Line 22) and as a result many of the service improvements were to East San José routes as shown in Chapter 2 (see Figure 2-10).

The COA developed a framework for a continual process of improving transit services in Santa Clara County. VTA developed a Transit Sustainability Policy (TSP) 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.

## Valley Transportation Plan 2035

The Valley Transportation Plan (VTP) 2035 is the long-range vision for transportation in Santa Clara County. The Valley Transportation Authority (VTA), in its role as the Congestion Management Agency (CMA) for Santa Clara County, is responsible for preparing and periodically updating the VTP every 4-5 years on a cycle coinciding with the update of the Bay Area's Regional Transportation Plan (RTP).

VTP 2035 identifies the programs, projects and policies that VTA's Board of Directors would like to pursue over the lifetime of the plan. It connects projects with anticipated funds and lays out a framework for the development and maintenance of our transportation system over the next 25 years. It considers all travel modes and addresses the links between transportation and land use planning. VTP 2035 is not a programming document and does not include precise schedules for project implementation or assumptions regarding financing costs that may be needed to implement specific projects in specific years.

The City of San José helped identify the final projects in San José to be included in VTP 2035, and some of those same projects are included in the final East San José CBTP as East San José residents identified them as priority projects for the community.

## Bus Rapid Transit Strategic Plan

VTA is developing an integrated Bus Rapid Transit (BRT) network linking activity centers throughout the county. The BRT Strategic Plan studied candidate BRT corridors identified in VTA's long-range plan, VTP 2030 and the COA. The goals of the BRT Strategic Plan were to: 1) establish a brand identity for VTA's future network of BRT services; 2) evaluate the feasibility and effectiveness of developing BRT facilities in the candidate corridors in accordance with the service Design Guidelines adopted by the Board of Directors in 2007; and 3) develop an action plan for implementation in each corridor.

A preliminary screening was undertaken based on existing transit demand and operating performance, land use, transit competitiveness, market potential, and physical constructability to identify those corridors with the best potential to support BRT-tier service. Three corridors emerged as the most promising alignments for BRT service provision:

- **Santa Clara/Alum Rock** - stretching from HP Pavilion to Eastridge Mall (6.9 miles) and currently served by the Rapid 522 , the Local 22, and the Local 23.
- **El Camino Real** - stretching from Palo Alto Transit Center to HP Pavilion (16.6 miles) and currently served by the Rapid 522 and the Local 22.
- **Stevens Creek/West San Carlos** - stretching from De Anza College to Downtown San José (8.6 miles) and currently served by the Local 23.

VTA staff has recommended these three corridors proceed to the next step of development, which is preliminary engineering in the case of Santa Clara/Alum Rock and conceptual engineering and environmental clearance for El Camino and Stevens Creek/West San Carlos.

### Santa Clara-Alum Rock Transit Improvement Project

On December 11, 2008, the VTA Board of Directors certified the Santa Clara-Alum Rock Transit Improvement Project Environmental Impact Report (EIR). The EIR provides an overview of the two alternatives being considered for improving direct transit service in the Santa Clara-Alum Rock corridor; Bus Rapid Transit (BRT) or Single Car Light Rail. The planning process began in 1999, and with the certification of the EIR, the project is scheduled to begin preliminary engineering in June 2009 and construction in May 2011. The Santa Clara-Alum Rock BRT Project is scheduled to open for revenue service by October 2012.

The COA and the BRT Strategic Plan confirmed the high demand for transit service in the corridor and identified the project as a good candidate for a BRT service. As a result of the COA, in January of 2008, Line 23 was extended from Downtown San José to the Alum Rock Transit Center as a precursor to a BRT service. The Santa Clara Alum Rock Transit Improvement Project assumes that there would be two BRT lines operating in the corridor (522 & 523), which would provide 6-minute frequencies in the Santa Clara Alum Rock corridor. The BRT project would provide limited stop service, BRT shelters with enhanced amenities, real time information, transit priority, specialized vehicles, and other improvements.

### Capitol Expressway Light Rail (CELR)

The Capitol Expressway Light Rail Project would extend the Capitol Avenue LRT Line 2.3 miles from the current terminus at the Alum Rock Station to the Eastridge Transit Center, which would include building three new LRT stations. The project would also transition the current eight-lane expressway to six-lane multi-modal boulevard, which would provide a more pedestrian and bicycle friendly environment.

The CELR project has been included in VTA's list of projects for funding through the Stimulus Plan and is currently beginning the federal environmental clearance process required to be eligible for funding.

### Mobility Options Travel Training Program

The Mobility Options Program, developed by Accessible Services staff, is designed to promote independent travel on public transportation by both seniors and persons with disabilities. With funding support from the Federal Transit Administration's New Freedom Program, VTA's Mobility Options Program will provide a community resource to educate seniors and persons with disabilities about using public transportation. The program provides free travel instruction to participants to support their individual decisions to use public transit to maintain their independence. VTA has also partnered with the Traffic Safe Communities Network to support their California Highway Patrol senior workshops. The workshops provide resources for seniors so that they can make

convenient and safe choices in order to go about their daily lives when driving their own cars may no longer a safe option.

## City of San José

### General Plan Update- Envision San José 2040

The City of San José's current General Plan was adopted in 1994 and guides the City's day-to-day decision-making for land use and City services. On June 4, 2007, the City Council initiated the Envision San José 2040 General Plan Update, by approving the proposed Guiding Principles, Work Program, and Community Participation Program. This began the process to update the San José 2020 General Plan, the City's long-range planning document to guide the future growth and development of the City. On August 7, 2007, the City Council approved the membership of Envision San José Task Force, which will guide the General Plan Update process and has been meeting monthly. The City of San José also scheduled several community outreach meetings in spring of 2007 to inform the community about the General Plan update and involve community members in the process. The final updated General Plan is scheduled to be adopted in January 2010.

Throughout the East San José CBTP process, the Project Working Group has reviewed the existing General Plan 2020 and has worked closely with the City of San José Staff to understand the City's plans. City staff have provided information on future transportation improvements for the East San José study area related to traffic circulation, public transit, bicycle, and pedestrian improvements.

### Strong Neighborhood Initiative

The City of San José and the Redevelopment Agency launched the Strong Neighborhoods Initiative (SNI) program in 2000 so residents, business owners and other community stakeholders could get involved in neighborhood planning. The SNI planning process seeks to improve neighborhood conditions, enhance community safety, improve community services and strengthen neighborhood associations. The City created Neighborhood Action Coalitions (NAC) to involve community stakeholders in planning for neighborhood improvements and to create a plan to implement those improvements.

There are four SNI's in the East San José CBTP study area: East Valley/ 680, Communities, Gateway East, Mayfair, and Five Wounds/Brookwood Terrace. Since 2000, NAC members have been meeting monthly to discuss neighborhood priorities and plan for the future. In 2001 City Council accepted the SNI Neighborhood Improvement Plans, which identified neighborhood priorities for improving the community. In 2008, the City launched a "Renewing the Action Agenda" (RAA) program and worked with the NAC's to update the 2001 plans with new and updated priorities and strategies for implementation.

In August 2008 the SNI released the Draft Neighborhood Improvement Plan Amendment, for each of the SNI's in the study area. Each plan details the top ten priorities for each of the neighborhoods, but a few of the consistent priorities in the study area are:

- Implement traffic calming and pedestrian safety improvements;
- Improve circulation by improving signals and reduce cut-through traffic;
- Complete the trail network through the neighborhoods; and
- Improve pedestrian safety.

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## Chapter 4. Community Outreach Approach

The focus of the Community-Based Transportation Planning process is to engage the direct participation of East San José residents in identifying transportation needs, as well as potential solutions to address those needs. This chapter describes the public outreach strategy developed to solicit community input on transportation issues.

### Outreach Strategy

The development of this plan included a collaborative planning process that engaged East San José residents, community-based organizations that provide services within these neighborhoods, elected officials representing the study area, and staff representing the County of Santa Clara Social Service Agency, Alum Rock School District, Outreach Inc., Alum Rock School District, City of San José, VTA, and the MTC.

The project team worked with the East San José community to identify key stakeholders to allow for a focused, efficient and effective community outreach program. Community participation was crucial to correctly identifying East San José community issues and needs – and the ultimate success of the CBTP. 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 regularly scheduled neighborhood meetings where VTA staff presented the proposed project.
- Attending a community event where the proposed project was presented.
- Participating in focus group meetings.
- Responding to the Transportation Survey.

### Project Working Group

The VTA formed a Project Working Group to guide the overall study and, in particular, to provide input on outreach efforts. The Project Working Group was comprised of approximately 24 representatives from agencies and community-based organizations that serve the East San José community. Participation in the Project Working Group provided members with the opportunity to provide extensive input on public outreach efforts, the development of informational materials, and direct input on transportation challenges faced by East San José residents. Project Working Group members also helped distribute the fact sheet/survey to East San José residents to better understand their transportation needs. The Project Working Group was composed of members from the following stakeholder agencies:

- VTA, as the CMA and lead agency.
- MTC, as funding partner.
- County of Santa Clara.
- City of San José.
- Councilmember Campos Staff.
- Councilmember Liccardo Staff.
- Supervisor Alvarado Staff.
- Alum Rock School District.
- Outreach Inc.

## Partnerships with Community Organizations

The Project Working Group worked to develop a diverse list of East San José community-based organizations that could speak to the transportation needs of East San José residents and encourage the residents that they serve to provide input through the transportation surveys. These organizations were contacted to request their help in outreach, and many of the organizations helped distribute information about the project (e.g., the fact sheet/survey) and encouraged participation in the focus groups. Figure 4-1 lists the organizations that participated in the outreach program and indicates their roles.

Figure 4-1 List of Participating Organizations

Organization	Contacted for Focus Group	Attended Meeting	Distributed Fact Sheet/Survey
Alum Rock School District			X
Asian Americans for Community Involvement	X		
CalWORKS			X
Cross Cultural Community Center	X		
East Valley/680 Neighborhood Advisory Committee (SNI)		X	X
Eastside Neighborhood Center	X		X
Five Wounds Church			X
Gateway East Neighborhood Advisory Committee (SNI)		X	X
Hank Lopez Community Center			X
Lady of Guadalupe Catholic Church	X		X
Mayfair Neighborhood Advisory Coalition (SNI)		X	X
Mexican American Community Services Agency (MACSA)	X		
Services for Immigrant Rights and Education Network (SIREN)	X		
Santa Clara County Social Services Agency			X
Somos Mayfair	X		X
The Five Wounds/Brookwood Terrace Neighborhood Action Coalition (SNI)		X	X
Valley Medical Center			X
Vietnamese American Council	X		
Vietnamese Voluntary Foundation (VIVO)	X		X

## Focus Group Meetings

VTA contracted with a Consulting firm specializing in outreach, Circlepoint Inc., to design, organize and lead the three focus group meetings. Circlepoint was selected based on their past work for VTA on an environmental justice study in San José, and their understanding of the transportation issues in East San José. Circlepoint organized the focus group meetings to gather input from community members and expand VTA's understanding of transportation needs. The focus group format was organized to be a small 90-minute meeting limited to about 15 participants, which allowed for more detailed discussion of issues, particularly gaps in the transportation network, needs in low-income and minority communities within East San José, and potential solutions to address these needs and issues.

The Project Working Group helped to identify community organizations listed in Table 4-1 and Circlepoint followed up with that list to recruit participants. Circlepoint sought input from the Project Working Group on the information that was most important to gather in the study, which helped to focus the questions asked of participants at the focus group meetings (Appendix A). The focus group meetings were designed and organized with an understanding of the multi-lingual needs in the community. Two focus group meetings were oriented toward Spanish-speaking residents and one toward Vietnamese speaking residents. The Spanish-oriented focus groups were held in coordination with the Eastside Neighborhood Center and Somos Mayfair, and the Vietnamese focus group was held with the Vietnamese Voluntary Foundation (VIVO).

- **Focus Group Meeting 1- Eastside Neighborhood Center (September 9, 2008)**

The Eastside Neighborhood Center is located in the heart of East San José, which is considered one of the poorest areas in Santa Clara County. For more than 30, years Eastside has provided educational, recreational, wellness, nutritional, and social services to very low income seniors in East San José. The majority of the participants were Latino and Filipino. Many of them face economic, language, educational and cultural barriers.

Approximately 35 people participated in the focus group discussion. Many live close to the center in the Mayfair, Eastside and Evergreen neighborhoods and near Alum Rock Avenue, McKee Road, East San Antonio Street, Monterey Road, King, Capitol and Penitencia Creek, and Jackson Avenue. Participants included a mix of English and Spanish speakers and most of the meeting was conducted in both languages.

- **Focus Group 2- Somos Mayfair (September 26, 2008)**

Somos Mayfair provides a wide range of services and support to people living in the Mayfair neighborhood in East San José. The area is primarily a working-class community and the majority of the roughly 20,000 residents are first generation immigrants from Mexico, with an increasing number of families from Asia. Three women with school-age children and a Somos Mayfair Program Coordinator attended the meeting. The participants spoke only Spanish and all live in or close to the Mayfair neighborhood near King Road, Lido Way, and McKee Road.

- **Focus Group 3- VIVO (September 26, 2008)**

Founded in 1979, the Vietnamese Voluntary Foundation (VIVO) provides acculturation, employment, citizenship and health and human support services to Vietnamese and Southeast Asian Americans in the San José area. Ten participants/students of VIVO – all Vietnamese speakers and mostly seniors – participated in the focus group meeting. About half indicated they are new or relatively new to the United States from Vietnam. Most live on or near McLaughlin Avenue, Monterey Road, McKee Road, White Road, Alum Rock Avenue and in Milpitas.

### Focus Meeting comments

The project team received comments on a variety of topics. Key issues included a lack of sufficient information on transit services in Spanish and Vietnamese, the need for physical and operational improvements to bus shelters and lines, safer routes for pedestrians, paratransit options and additional, affordable resources for seniors and the disabled. Below is a summary of comments, sorted by topic. To read a full summary of all comments, see focus group meeting summaries in Appendix B.

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

#### Most Common Destinations

Overall, participants noted the most common places they regularly travel to and from include community/senior centers, shopping, work, schools and doctor’s appointments. Most travel within a short distance of their homes, although some medical appointments take them further away. Some representative comments include:

- Tropicana and Mi Pueblo are the stores shopped at the most (near Story and King Roads).\*
- Travel to shopping center (Senter and Tully).\*
- Eighty seniors come to the Eastside Neighborhood Center, the typical destination for Mayfair residents, as well as several other centers.
- Travel to Eastridge Mall to shop and work locations on Senter Road and Capitol Expressway.
- Children use the 77 bus to get to Independence High School (Las Plumas Way and King Road).
- Children attend Kipp Heartwood Academy (a charter school at Story and King Roads).

#### Public Transportation Used

Most people said they ride buses to get around, several drive (mainly VIVO attendees), and the rest use Outreach. Participants cited a variety of bus lines and about a third of participants from Eastside Neighborhood Center indicated they mainly use Outreach services (Outreach is the VTA’s senior transportation service, as well as paratransit provider, which serves persons with disabilities who are unable to use fixed route transit). Comments about specific bus lines used included:

- VIVO program participants said they regularly use public transportation, most notably the 20, 22, 25, 31, 39, 68, 71, 72, 76 and 77 bus lines.

- Two-thirds of the participants from Eastside Neighborhood Center stated they use a variety of bus lines, including the 22, 23, 34, 64, 68, 70 and 82 bus lines.

#### Proximity of Public Transportation to Home/Regular Destinations

Participants who found the location of bus stops inconvenient mainly consisted of seniors who have trouble walking. Specific comments included:

- Walking (two/three/five blocks, half a mile) to/from public transportation is too far.\*
- Why aren't there stops closer to the shopping center? More stops are needed near shops.

#### Convenience/Reliability of Public Transportation

A few participants stated that they felt public transportation was very convenient. However, many cited issues such as buses not running on time, multiple transfers, elimination of service, and crowded buses as deterrents to using transit. Some representative comments included:

- Travel time and multiple transfers were noted as the main reason public transit is not used.\*
- Bus route 72 is more convenient than taking the 42 and 68.
- Going to the doctor's requires three separate buses – 68, 76, 20.
- I live off of Monterey Road, and I have to take three separate buses to get to VIVO and then to get to the doctor on Tully past King.
- Sometimes have to wait a long time for the 22 and 70 buses.
- Why did they cut service to the 39 bus?
- Cost for families with kids to ride the bus is too expensive for some; instead of taking the bus, one woman walks 10 blocks to bring the kids to school.
- In the afternoon, the 77 bus is late and unreliable and sometimes takes an hour to arrive.
- A few weeks ago the 77 bus heading toward Alum Rock, without warning, headed downtown. Concerned that drivers could switch routes like this.
- The 22 bus is always full at 5:30 in the afternoon; one has to wait at least half an hour before a bus with enough space stops.

#### Alternatives to Public Transportation

Many participants preferred driving to public transportation. However, traffic congestion and gas prices were cited as negatives to driving. Specific comments included:

- I drive to work five days a week.
- Sometimes I go to San Francisco, but take BART from Fremont.
- A small number of seniors from the Eastside Neighborhood Center own or use a car.
- All of the VIVO staff and about one-third of the VIVO program participants said they drive daily.
- I drive to San José State University early in the mornings and find the traffic on Interstate 280 terrible; but there aren't other good options.

#### Alternatives to Paratransit

Many seniors and persons with disabilities commented on their use of Outreach services. Outreach Inc., a non-profit that provides transportation services, is also VTA's paratransit provider in compliance with the Americans with Disabilities Act (ADA). As a non-profit, Outreach Inc. provides other transportation services, such as the Senior

Transportation and Family Transportation Services Programs. Some seniors seemed confused by the distinction between the various transportation programs and what they might be eligible for. Comments included:

- Current paratransit options are too expensive.\*
- I do not qualify for Outreach, but I need some alternative program\*, maybe an intermediary program - like a van or a taxi?
- Smaller buses, vans, and shuttles would better serve seniors.\*
- Consider other “door-to-door” options to help disabled seniors travel very short distances.
- Catholic Charities Daybreak runs a door-to-door escort transportation program. It charges \$10 a day to ride, pick up and drop off.
- With rising gas prices and transit costs, hard for seniors to pay for transportation; transportation should be free for seniors.
- Number of destinations reached via Outreach is limited; Outreach should have a bus every week to go to parks and other locations besides Eastside Neighborhood Center.
- Consider an option for attendants to accompany seniors (e.g., with diminished vision) to destinations; many elderly are afraid of traveling alone.
- What is the Senior Transportation Program run by Outreach?
- The Senior Transportation Program offers transportation service for Santa Clara County residents 65 years and older, but is separate from the paratransit program. The program offers subsidized monthly transit passes, door-to-door transportation, and other services for those meeting eligibility requirements.
- Outreach vehicles should be labeled “Paratransit” or “Senior Transportation Program” to differentiate the two services offered.

#### Issues with Buses

Specific problems with the bus system fell into three main categories: 1) physical limitations of seniors or the disabled, 2) comportment/training of bus drivers, and 3) security at bus stops. Comments included:

#### *Physical Limitations*

- Many seniors have difficulties taking the bus because of disabilities, health, back problems and/or, managing the stairs while carrying bags.\*

#### *Bus Drivers/Driving*

- Buses need to go slower, so easier to stay stable.\*
- Drivers don’t wait long enough to let seniors board, or get seated before driving off.\*
- Concern about rude drivers. On the 64 bus, there was a driver who would not open up the seat for a wheelchair and person with a walker.
- On bus routes 22 and 23, sometimes drivers do not honor front seats for seniors and the disabled.
- Drivers should be re-trained to remind them of who they are serving and how to best help them, particularly seniors. They need to know how to help people on and off buses.

*Security*

- The police do not respond quickly enough when called about problems at bus stops.
- Scary at downtown and Second Street and Santa Clara stop on light rail.
- The bus stop at The Alameda and Naglee is deserted and scary at 9:00 p.m.

Recommended Improvements

Participants suggested a number of improvements that would help make public transportation more convenient, comfortable, safe and affordable. Comments included:

Strong Neighborhood Initiative (SNI)

The Project Working Group, in recognition of community members limited time, attempted to build on existing meetings and planning efforts in East San José. There are four SNI's in the East San José study area: East Valley/ 680 communities, Gateway East, Mayfair, and Five Wounds/Brookwood Terrace. In an effort to build on these organizations and capture community members at meetings that are attended regularly, VTA staff attended NAC meetings in the study area to present the East San José CBTP and seek input from the community on transportation needs. As the NAC's had recently updated their draft Top-10 priorities, VTA staff sought to better understand the transportation priorities cited in those plans.

On August 5, 2008 VTA staff attended the District 5 National Night Out event at Emma Prusch Park that the East Valley/ 680 Communities, Gateway East, and Mayfair SNI organized. VTA staff also scheduled meetings with other community organizations to seek input on transportation needs. Figure 4-2 shows the community meetings that VTA staff attended:

**Figure 4-2 Community Meetings**

<b>Date</b>	<b>East San José Community Meetings</b>
6/24/2008	Five Wounds/Brookwood Terrace Neighborhood Action Coalition.
8/5/2008	District 5 National Night Out Event, Emma Prusch Park.
8/20/2008	East Valley/680 Neighborhood Action Coalition Meeting.
8/26/2008	Five Wounds/Brookwood Terrace Neighborhood Action Coalition.
8/26/2008	Gateway East Neighborhood Action Coalition Meeting.
9/17/2008	Lyndale Neighborhood Association Meeting.
9/25/2008	Mayfair Neighborhood Action Coalition Meeting.
9/26/2008	Meeting with Vietnamese Temple-Foss Avenue.

**Project Fact Sheet/Survey**

The fact sheet/survey was designed to be one form (Appendix C), so the front provides information about the project (fact sheet) and the back would request direct feedback from residents about their transportation needs (survey). The survey was easily detached from the project fact sheet, and return postage for mailing was paid, or it could be returned to VTA staff at community meetings. The fact sheet/survey was provided in English, Spanish and Vietnamese to reach the widest possible audience. In total, 20,998 fact sheet/surveys were distributed to the community using various distribution methods. Surveys were distributed in English (over 12,000), Spanish (almost 10,000), and Vietnamese (over 1,000). The community organizations cited previously and the Project Working Group helped with the dissemination of the fact sheet/survey, and some of the key details include:

- Distributed of over 13,000 fact sheet/surveys via “backpack mail” to the Alum Rock School District.
- Mailed over 6,000 fact sheet/surveys to Social Security Administration (SSA) Welfare-to-Work participants.
- Distributed 600 fact sheet/surveys to key community stakeholders.
- Distributed over 2,000 fact sheet/surveys to the East Valley/680 communities, Mayfair, Gateway East, and Five Wounds/Brookwood Terrace SNI NAC’s.
- Distributed 100 fact sheet/surveys at the District 5 National Night Out event at Emma Prusch Park.
- Mailed 1,000 fact sheet/surveys to the Five Wounds/Brookwood Terrace SNI NAC members.
- Distributed about 200 fact sheet/surveys at the Eastside Community Center, VIVO, and SOMOS Mayfair focus group meetings in September.



- Distributed over 700 fact sheet/surveys via normally scheduled VTA marketing runs to the Alum Rock and Hillsdale Libraries, Valley Medical Center, Alum Rock Youth Center, and other locations.
- VTA staff also handed out the fact sheet/survey at the Alum Rock Library and the Eastridge Transit Center in an effort to try to reach community members that may not have otherwise had a chance to provide feedback.

VTA staff also provided fact sheet/survey on the project webpage that is linked to the main VTA website (Appendix D). Survey responses were collected, analyzed and summarized by the survey team and are included in a final survey report (Appendix E).

### **Survey Results**

The survey was an opportunity for East San José residents to provide direct feedback on their transportation issues and needs. From the survey responses, some important findings about East San José residents were as follows:

- The most common modes of transportation are bus/light rail, solo driving and walking.
- Over half of the respondents indicated they travel to a medical destination (such as a doctor appointment) once a week.
- The biggest transportation issues (Question 5 of the survey) identified by respondents are traffic congestion, the high cost of owning/operating a car, and personal safety while walking, bicycling, or waiting at a bus/light rail stop.
- Respondents are less concerned about two transportation issues (Question 5 of the survey) -- information about available transit, and taking a mobility device or stroller on a bus/light rail.
- Almost half (47.9 percent) of the survey respondents do not own a car.
- One out of every five respondents (20.8 percent) indicated they have a disability of some sort. 59.3 percent of those with a disability indicated that their disability makes it hard for them to use some methods of transportation.
- 58.1 percent of the respondents are either employed (full or part-time) or a student.
- 45.9 percent of the respondents are either retired or not currently working.
- The respondents have considerably-lower income than the city-wide average of \$70,243. More than half (68.7 percent) of survey respondents have an annual household income under \$25,000. City-wide, the share of residents who fall into the same income category drops to 14 percent (according to the 2000 Census).

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## Chapter 5. Development of Transportation Proposals and Evaluation Criteria

This chapter explains the development of proposals to address East San José community transportation needs as well as the evaluation criteria and process for those proposals.

### East San José Transportation Proposals

The Project Working Group developed a list of proposed solutions to transportation needs identified through the East San José CBTP outreach process. Based on feedback from the community, Figure 5-1 shows the proposals developed as possible solutions to transportation needs.

Figure 5-1 East San José CBTP Proposals

<b>TRANSPORTATION SERVICES</b>	<b>DEMAND-RESPONSIVE SERVICES</b>
<ul style="list-style-type: none"> <li>○ East San José Community Bus;</li> <li>○ Extend 522 Weekday Evening Hours;</li> <li>○ Improved ESJ Bus Connections;</li> <li>○ Early Morning/Late Night Transit Needs Assessment; and</li> <li>○ Increase Early Morning/Late Night Service Hours on key routes.</li> </ul>	<ul style="list-style-type: none"> <li>○ Senior Health Transportation;</li> <li>○ Neighborhood Van Service;</li> <li>○ Give Kids A Lift;</li> <li>○ Education Transportation;</li> <li>○ Guaranteed Ride Program; and</li> <li>○ Volunteer Driver Programs.</li> <li>○ Subsidized Taxi Program</li> </ul>
<b>TRANSPORTATION AMENITIES</b>	<b>AUTO-BASED PROGRAMS+</b>
<ul style="list-style-type: none"> <li>○ East San José Bus Stop Improvements;</li> <li>○ King Road Bus Stop Improvements;</li> <li>○ Story Road Bus Stop Improvements;</li> <li>○ Real-time Information;</li> <li>○ SCAR BRT Station Improvements</li> <li>○ Means-Based Public Transit Riders Fare Subsidy;</li> <li>○ Enhanced Multi-Lingual Passenger Information (Printed Materials);</li> <li>○ Enhanced Multi-Lingual Customer Trip-Planning Services (Phone);</li> <li>○ SC-AR BRT Outreach Campaign;</li> <li>○ Mobility Management Center;</li> <li>○ Santa Clara County Transportation Resource Guide; and</li> <li>○ Free Bikes!</li> </ul>	<ul style="list-style-type: none"> <li>○ Jump Start; and</li> <li>○ Low Cost/No Cost Vehicle Purchase Program.</li> </ul>

Figure 5-1 East San José CBTP Proposals Continued

BICYCLE & PEDESTRIAN	TRAFFIC CALMING
<ul style="list-style-type: none"> <li>○ Safe Routes To School;</li> <li>○ Lower Silver Creek Trail;</li> <li>○ Five Wounds Trail (Rail-to-Trail);</li> <li>○ Coyote Creek Trail (Hwy. 101-Story);</li> <li>○ Coyote Creek Trail (Story to Kelley);</li> <li>○ St. Johns Pedestrian Corridor;</li> <li>○ Improve East San José Ped. Access;</li> <li>○ Improve Sidewalks On Story Road (East NHU);</li> <li>○ Improve Sidewalks On Story Road (Clayton/Fleming);</li> <li>○ San Fernando-San Antonio Bikeway;</li> <li>○ Bike Parking;</li> <li>○ North-South Bikeways;</li> <li>○ East-West Bikeways;</li> <li>○ Hwy. 680 Bike/Ped Over Crossing;</li> <li>○ Improve Safety At School Crosswalk On Alum Rock</li> <li>○ Improve Safety At School Crosswalk On White At Madeline; and</li> <li>○ Improve Pedestrian Crossing At Story/Clayton.</li> </ul>	<ul style="list-style-type: none"> <li>○ Install traffic signal at Jackson/SB I-680 On-Ramp To Improve Safety;</li> <li>○ Signalize Ramps At 680/McKee;</li> <li>○ Traffic Calming Project for Sierra Neighborhood;</li> <li>○ Install Left Turn Signals At King/Virginia;</li> <li>○ Modify Traffic Signal At White/Ocala-Marten; and</li> <li>○ Open Street From The Neighborhood Around Murtha Drive To Capitol Expressway.</li> </ul>

### Evaluation of Transportation Proposals

The Project Working Group created criteria to evaluate proposals to see if they addressed community needs that were identified through the outreach process, and if they should be included in the final plan. The five criteria used to evaluate projects included:

- **Project Lead:** A vital component to successful implementation is the existence of a “program champion,” an agency (or agencies) that takes a leadership role in securing funding, staffing and other resources devoted to the proposed service or project.
- **Relevance:** Does the proposal address transportation needs identified through public outreach. In the end, the Project Working Group felt that all proposed projects addressed transportation needs identified by the East San José community.
- **Implementation:** Based on anticipated barriers to implementation (such as funding, resource allocation, and project development), the group placed proposals in implementation timeframes:
  - Near-Term (to be implemented within 3 years);

- Mid-Term (to be implemented in 3 to 6 years); and
  - Long-Term (to be implemented in 7 years or more).
- **Cost/Funding:** The group considered if (and when) funding might be available to plan, construct, and maintain the proposed projects and services. Availability of on-going funding/sources, especially for transit service operations, must also be considered when evaluating the sustainability of a proposal. Although the group did consider the possible costs to develop and implement each proposal, proposals were not ranked based on their costs.
  - **Usability:** Finally, the group considered whether each proposal is easy for potential customers to use in addressing Lifeline Transportation barriers.

The evaluation criteria was used by the Project Working Group to select the final list and ensure that each proposal clearly identified a project lead, relevance to the community, implementation timeline, cost/funding, and usability for the community. The Project Working Group felt that each proposal was important to the community and addressed a transportation need, so the group chose not to rank the proposals, but rather include all the transportation proposals as each was informed by input from the community and serves a diverse transportation need.

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## Chapter 6. Recommended Transportation Proposals

This chapter provides more detail on the final proposals recommended by the Project Working Group. Each proposal was developed through input from the East San José community and provides a solution to one or more specific transportation problems experienced by residents. When considered as a whole, the list of transportation proposals comprises a complete, multimodal approach to alleviate transportation issues.

One of the primary purposes of the CBTP Program is to identify proposals in the final plan that would be eligible for funding through the Lifeline Transportation Program. Thus the proposals are divided into two groups, the first group of twenty six proposals would be eligible for funding through the Lifeline Program and the second group through other sources. The Lifeline Proposals are described in detail below and are also shown as a complete list in Figure 6-1.

The second group of twenty three East San José Transportation Proposals is detailed in Figure 6-2, and addresses other transportation needs in the community. Although these proposals are not eligible for funding through the Lifeline Transportation Program, they are eligible for other funding sources as shown in Figure 6-2. These proposals are included in the final plan as they address important transportation needs and the community expressed strong support for these proposals.

### Lifeline Proposals

#### TRANSPORTATION SERVICES

##### 1. East San José Community Bus Service

###### Proposal Details

VTA proposes new Community Bus service that would operate 7 days a week to areas east of White Road that are currently not being served.

###### Relevance to Lifeline Transportation Issues

Currently there is no fixed route service east of White Road, and seniors and mobility-impaired individuals have requested service.

###### Estimated Costs

VTA estimates that this service would cost \$2.2 million to operate for 3 years. The exact route still needs to be determined.

###### Implementation

Through outreach efforts, VTA has determined a need for the Community Bus service and may submit an application for funding when the next cycle of Lifeline funding becomes available. As a near-term project within the next 3 years, VTA would like to provide this service if both local and Lifeline funding is available.

## **Potential Funding Sources**

Lifeline Transportation Program, VTA local

## **2. Extend 522 Rapid Service**

### **Proposal Details**

The 522 Rapid bus line operates between the Eastridge Transit Center and Palo Alto on weekdays, from 5:00 a.m. to 8:30 p.m., and serves many communities of concern. The proposal would extend weekday evening service on the Rapid 522 line until 10:00 p.m.

### **Relevance to Lifeline Transportation Issues**

The extension of service on the 522 Rapid bus line would address a Lifeline need, particularly for low income individuals working later hours that are dependent on public transit service.

### **Estimated Costs**

VTA estimates that the annual cost to extend service on the 522 Rapid line until 10:00 p.m. would be \$2.2 million for operations for 3 years.

### **Implementation**

VTA sees this project as a near-term project that could be developed if future funding is available.

## **Potential Funding Sources**

Lifeline Transportation Program, Federal Transit Administration (FTA) Section 5307, VTA.

## **3. Improved East San José Bus Connections**

### **Proposal Details**

VTA proposes to increase bus feeder service between LRT and BART once projects are operating.

### **Relevance to Lifeline Transportation Issues**

The increased service addresses a need cited by residents for more frequent service, and increased connections between modes.

### **Estimated Costs**

VTA estimates that it would cost approximately \$3-5 million to operate this service.

### **Implementation**

VTA considers this to be a long-term project, as VTA needs to study service issues more to determine the appropriate service levels.



### **Potential Funding Sources**

Lifeline Transportation Program.

## **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.

### **Relevance to Lifeline Transportation Issues**

Some community members in 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 East San José would be approximately \$200,000.

### **Implementation**

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

### **Potential Funding Sources**

Lifeline Transportation Program.

## **5. Increase Early Morning/ Late Night Service Hours on key routes**

### **Proposal Details**

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

### **Relevance to Lifeline Transportation Issues**

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

### **Estimated Costs**

The Early Morning/ Late Night Transit Needs Assessment would determine the service needs from which costs can be developed. Still to be determined.

### **Implementation**

VTA would develop or not develop a project based on the results of the Early Morning/ Late Night Transit Needs Assessment. This project is seen as a mid to long term project.

### **Potential Funding Sources**

Lifeline Transportation Program.

## TRANSPORTATION AMENITIES

### 6. East San José Bus Stop Improvements

#### **Proposal Details**

Improve key bus stops in the East San José study area with amenities such as benches, lighting, more information, shelter, and ADA improvements.

#### **Relevance to Lifeline Transportation Issues**

Community members cited the need for improved bench/shelters at bus stops in study area.

#### **Estimated Costs**

VTA estimates the cost to be \$1.7 million to improve key bus stops in the East San José study area with amenities such as benches, lighting, etc.

#### **Implementation**

VTA has identified bus stops in study area needing improvements (benches, shelters, ADA improvements, etc.) and can implement improvements in the short-term when funding becomes available.

#### **Potential Funding Sources**

Lifeline Transportation Program, FTA Section 5307.

### 7. King Road Bus Stop Improvements

#### **Proposal Details**

Improve key bus stops on King Road within the study area with amenities such as benches, lighting, more information, shelter, ADA improvements.

#### **Relevance to Lifeline Transportation Issues**

Community members commented on need for enhanced bus stops and need for benches/shelters in certain locations. Overall residents would like to see enhanced amenities at bus stops, and upgrades have been identified at key locations.

#### **Estimated Costs**

VTA estimates the cost to improve bus stop amenities on King Road within the study area would be approximately \$800,000.

#### **Implementation**

VTA has identified stops in study area needing improvements (benches, shelters, ADA improvements, etc.) and can implement improvements in the short-term when funding becomes available.

### **Potential Funding Sources**

Lifeline Transportation Program, FTA Section 5307.

## **8. Story Road Bus Stop Improvements**

### **Proposal Details**

Improve key bus stops on Story Road within the study area with amenities such as benches, lighting, more information, shelter, ADA improvements.

### **Relevance to Lifeline Transportation Issues**

East San José community members requested enhanced amenities at bus stops along Story Road. This proposal would improve bus stops on Story Road within the study area with shelters, benches and other amenities.

### **Estimated Costs**

The estimate to improve bus stop amenities in the study area on Story Road is \$700,000.

### **Implementation**

VTA has identified stops in study area needing improvements (benches, shelters, ADA improvements, etc.) and can implement improvements in the short-term when funding becomes available.

### **Potential Funding Sources**

Lifeline Transportation Program, FTA Section 5307.

## **9. Real-Time Passenger Information**

### **Proposal Details**

Install Real Time Passenger information at up to 100 stops in the study area on King, Story, McKee, Jackson, Mabury and McLaughlin.

### **Relevance to Lifeline Transportation Issues**

Passengers requesting more information at stops, and real-time travel information would serve that need.

### **Estimated Costs**

To install real-time information at 100 bus stops in the study area the estimate is \$5,000 per stop, for a total cost of \$500,000.

### **Implementation**

VTA could develop this as a mid term project, depending on funding availability. VTA needs to study and refine number and locations of stops to install Real-Time information.

### **Potential Funding Sources**

Lifeline Transportation Program, FTA Section 5307.

## 10. SC-AR BRT Station Improvements

### **Proposal Details**

Improve shelters and other station amenities along the Santa Clara-Alum Rock Corridor (SC-AR) as a part of the Bus Rapid Transit project.

### **Relevance to Lifeline Transportation Issues**

Provide shelters similar to the amenities found at Light Rail Stations, with shelters, real-time information, lighting, off board ticketing, etc.

### **Estimated Costs**

VTA estimates the cost of a Bus Rapid Transit Station at \$2.5M per station.

### **Implementation**

Mid to long-term project.

### **Potential Funding Sources**

Lifeline Transportation Program, Prop 1B, Measure A.

## 11. Means-Based Public Transit Riders Fare Subsidy

### **Proposal Details**

Beneficiaries would qualify for subsidized transit passes.

### **Relevance to Lifeline Transportation Issues**

Public transit fares are too costly for low-income families, college students, etc. The cost of public transit for seniors and low-income households is a significant barrier for transportation disadvantaged populations.

### **Estimated Costs**

It is estimated the cost to operate the program would be approximately \$250,000 to \$500,000 annually.

### **Implementation**

MTC is working on pilot projects for the region. As such this project could potentially be implemented in the near-term depending on funding availability.

### **Potential Funding Sources**

Lifeline Transportation Program.

## 12. Enhanced Multilingual Passenger Information (Printed)

### **Proposal Details**

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

### **Relevance to Lifeline Transportation Issues**

In focus group meetings and other outreach efforts, passengers have requested more information in languages other than English.

### **Estimated Costs**

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

### **Implementation**

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

### **Potential Funding Sources**

Lifeline Transportation Program.

## **13. Enhanced Multilingual Customer Trip Planning Service (Phone)**

### **Proposal Details**

Expand services for non-English speakers when they call VTA for information.

### **Relevance to Lifeline Transportation Issues**

Customers in outreach efforts commented that calling VTA customer service takes too long to reach a Spanish, Vietnamese or Chinese speaker.

### **Estimated Costs**

VTA estimates it would cost approximately \$150,000 to provide additional language support for non-English speakers.

### **Implementation**

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

### **Potential Funding Sources**

Lifeline Transportation Program.

## **14. SC-AR BRT Project: Outreach, Marketing, Public Art Campaign**

### **Proposal Details**

Create an outreach campaign that would involve the East San José community in the planning for the Santa Clara-Alum Rock Bus Rapid Transit (BRT) project particularly public art installations at stations.

### **Relevance to Lifeline Transportation Issues**

In outreach meetings with the community, people expressed an interest in being involved in the planning process for the Santa Clara-Alum Rock BRT project.

### **Estimated Costs**

VTA estimates it would cost approximately \$200,000 for an outreach campaign for the new BRT project.

### **Implementation**

This project is considered for the near-term as VTA will begin preliminary engineering for the SC-AR BRT project in Fall of 2009 and will begin to develop an outreach campaign.

### **Potential Funding Sources**

Lifeline Transportation Program, Measure A.

## **15. Mobility Management Center**

### **Proposal Details**

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

### **Relevance to Lifeline Transportation Issues**

Provides information and coordination of transportation options and is consistent with Federal United We Ride program guidelines.

### **Estimated Costs**

Outreach & Escort Inc. estimates the program would cost \$250,000-350,000 annually to provide.

### **Implementation**

This proposal is considered for the near-term as it is currently operating through a planning grant from Caltrans. In order to continue operating the project will need to secure operating funding from other sources.

### **Potential Funding Sources**

Lifeline Transportation Program, New Freedom.

## **16. Santa Clara County Transportation Resource Guide**

### **Proposal Details**

Create an update to the *Santa Clara County Resource Guide* created by the MTC in 2004 to provide information about transportation options in Santa Clara County.

### **Relevance to Lifeline Transportation Issues**

Some community members expressed confusion about transportation options, eligibility for certain services, and alternatives that might be available to them.

### **Estimated Costs**

It is estimated that it would cost approximately \$200,000 to update the 2004 resource guide.

### **Implementation**

The resource guide was created in 2004, and there has not been an update since that time. A sponsor and funding for this project still needs to be identified.

### **Potential Funding Sources**

Lifeline Transportation Program.

## **17. Free Bikes!**

### **Proposal Details**

This project would provide free bikes to lower-income adults and their children to improve their travel commutes from home to work, school and public transit connections.

### **Relevance to Lifeline Transportation Issues**

The project would provide a low-cost transportation alternative for short trips, complements public transit, and also has a low impact on the environment.

### **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 currently has no dedicated source of funding.

### **Potential Funding Sources**

State Transit Assistance (STA).

## **DEMAND-RESPONSIVE SERVICES**

## **18. Senior Health Transportation**

### **Proposal Details**

This project will provide door-to-door transportation for seniors 65 years of age and older to health-related destinations. The project includes the acquisition of environmentally-friendly, energy efficient vehicles to support project's operation.

### **Relevance to Lifeline Transportation Issues**

This project will provide health-related transportation for older adults, and access to medical and other health care services to enable seniors to live healthy, active and more self-sufficient lives.



### **Estimated Costs**

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

### **Implementation**

Limited health-related transportation is currently being provided by the O&E STAR Program, but is funded for a limited time period. This could be a near-term project but there funding needs to be identified.

### **Potential Funding Sources**

STA, New Freedom, local funds.

## **19. 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.

### **Relevance to Lifeline Transportation Issues**

The project would address concerns expressed in focus group meetings regarding the need for transportation for grocery shopping, trips to the laundromat, 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.

### **Potential Funding Sources**

STA.

## **20. 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.

### **Relevance to Lifeline Transportation Issues**

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. .

### **Potential Funding Sources**

STA.

## **21. Education Transportation**

### **Proposal Details**

The project would provide transportation from the Eastside Adult Education (located at 625 Education Park) to CalWORKs offices located on Senter Road. The service would also provide vehicles that have the capacity to carry participant's bikes. The project includes the acquisition of environmentally-friendly, energy efficient vehicles to support project's operation.

### **Relevance to Lifeline Transportation Issues**

The project would address the needs of a large number of CalWORKs participants that are required to travel frequently between these two locations.

### **Estimated Costs**

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

### **Implementation**

The project is in the planning stages, but has no dedicated source of funds.

### **Potential Funding Sources**

Lifeline Transportation Program.

## **22. 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.

### **Relevance to Lifeline Transportation Issues**

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.

### **Potential Funding Sources**

Lifeline Transportation Program.

## **23. Volunteer Driver Programs**

### **Proposal Details**

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

### **Relevance to Lifeline Transportation Issues**

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 non-profit 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.

### **Potential Funding Sources**

STA, New Freedom.

## **24. Subsidized Taxi Program**

### **Proposal Details**

Provide lower cost taxi trips to person in areas where regular fixed-route bus service is infeasible due to low demand, physical constraints or other reasons.

### **Relevance to Lifeline Transportation Issues**

Provide a connection to transit service for customers and increase transportation alternatives.

### **Estimated Costs**

It is estimated that it would cost approximately \$500,000-1,000,000 annually for a non-profit organization to provide this service.

### **Implementation**

The program could be implemented in the mid-term depending on funding availability.

### **Potential Funding Sources**

Lifeline Transportation Program.

## **AUTO-BASED PROGRAMS**

### 25. 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.

#### **Relevance to Lifeline Transportation Issues**

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.

#### **Potential Funding Sources**

Job Access and Reverse Commute (JARC).

### 26. Low-Cost/No-Cost Vehicle Purchase Program

#### **Proposal Details**

This project would provide financial education and guaranteed loans for the purchase of vehicles by low-income families.

### **Relevance to Lifeline Transportation Issues**

The Ways to Work Auto Loan Program solves the complex transportation needs of low income families with young children by providing vehicle ownership, and increases employment opportunities.

### **Estimated Costs**

Ways to Work estimates the program costs about \$750,000 plus annually to operate.

### **Implementation**

The current operator is in the process of closing the program, so there is a need to find a new sponsor. This is a near-term project if funding can be identified.

### **Potential Funding Sources**

Job Access and Reverse Commute (JARC).

### **Next Steps**

The primary purpose of the East San José Community-Based Transportation Plan is to create a final list of proposals that would be eligible for funding through the Lifeline Transportation Program. The proposals included in this plan that are not eligible for the Lifeline Program would be eligible for other funding opportunities, which are detailed in Chapter 7.

Although the CBTP is not a programming document, it does create an opportunity for a collaborative planning process that can identify transportation needs in the community, potential projects to address those needs, and it can be referenced in future funding opportunities.

At this time, it is expected that MTC will issue the next call for projects for the Lifeline Transportation Program in the spring of 2009. The Santa Clara County Joint Lifeline Transportation Committee will notify interested parties to submit applications once the date has been set by the MTC, and they would select the final project list through a competitive process.

Figure 6-1 East San José Lifeline Proposals

Proposal	Community Need Addressed	Description	Sponsor	Estimated Costs	Implementation Timeline Near (0-3 yrs), Mid (3-6 yrs), Long (6 or +yrs)	Potential Funding Sources	Status
<b>TRANSPORTATION SERVICES</b>							
<b>East San José Community Bus Service</b>	Provide transit service east of White Road.	Provide new and/or restored fixed route service.	VTA	\$2.2M (Ops for 3 years)	Near-Term	Lifeline	Exact route to be determined.
<b>Extend 522 Rapid Service</b>	More late night service.	Extend weekday service until 10:00 p.m.	VTA	\$2.2M (Ops for 3 years)	Mid-Term	Lifeline, 5307, VTA	
<b>Improved East San José Bus Connections</b>	Need more frequent service.	Increase bus feeder service between LRT and BART once projects are operating.	VTA	\$3-5M Annually	Long-Term	Lifeline	
<b>Early Morning/Late Night Transit Needs Assessment</b>	Need more late night/ early morning service.	Study would help understand demand for late night/ early morning transit service.	VTA	\$200,000	Near-Term	Lifeline, other sources	
<b>Increase Early Morning/Late Night Service Hours</b>	Need more late night/ early morning service.	Increase in early morning/late evening service based on Needs Assessment.	VTA	TBD	Mid-Long Term	Lifeline, 5307	

Figure 6-1 East San José Lifeline Proposals Continue

Proposal	Community Need Addressed	Description	Sponsor	Estimated Costs	Implementation Timeline Near (0-3 yrs), Mid (3-6 yrs), Long (6 or +yrs)	Potential Funding Sources	Status
<b>TRANSPORTATION AMENITIES</b>							
<b>East San José Bus Stop Improvements</b>	Need better amenities at bus stops in East San José	Enhanced amenities at bus stops such as benches, lighting, more information, shelter, ADA improvements.	VTA	\$1.7M	Near-term	Lifeline	VTA has identified stops in study area needing improvements
<b>King Road Bus Stop Improvements</b>	Need better amenities at bus stops on King Road.	Improve bus stops with benches, shelters lighting, information, ADA, etc.	VTA	\$800,000	Near-term	Lifeline, 5307	VTA has identified stops in study area needing improvements
<b>Story Road Bus Stop Improvements</b>	Need better amenities at bus stops Story Road.	Improve bus stops with benches, shelters, lighting, information, ADA, etc.	VTA	\$700,000	Near-Term	Lifeline, 5307	VTA has identified stops in study area needing improvements
<b>Real-Time Passenger Information</b>	Need more information at stops.	Install Real Time Info at up to 100 stops on King, Story, McKee, Jackson, Mabury and McLaughlin.	VTA	\$500,000	Mid-Term	Lifeline	



Figure 6-1 East San José Lifeline Proposals Continued

<b>Proposal</b>	<b>Community Need Addressed</b>	<b>Description</b>	<b>Sponsor</b>	<b>Estimated Costs</b>	<b>Implementation Timeline Near (0-3 yrs), Mid (3-6 yrs), Long (6 or +yrs)</b>	<b>Potential Funding Sources</b>	<b>Status</b>
<b>SC-AR BRT Station Improvements</b>	Need more amenities at bus stops in study area.	Improved shelters and amenities as a part of the BRT project.	VTA	\$2.5M per station	Mid-Term	Lifeline	
<b>Means-Based Public Transit Riders Fare Subsidy</b>	Public transit fares are too costly.	Subsidized transit passes for qualified beneficiaries.	Local non-profit	\$250,000-\$500,000 annually	Near-Term	MTC	MTC is working on pilot projects for region.
<b>Enhanced Multi-Lingual Passenger Information (Printed Materials)</b>	More information in languages other than English.	Provide more information in Vietnamese, Spanish, and Chinese depending on need.	VTA	\$200,000	Near-Term	Lifeline	
<b>Enhanced Multi-Lingual Customer Trip-Planning Services (Phone)</b>	Calling VTA customer service takes too long, to speak to non English Rep.	Expand services for non-English speakers when they call VTA for information.	VTA	\$150,000	Near-Term	Lifeline	
<b>SC-AR BRT Project: Outreach Campaign</b>	Requests by the community to be involved in the planning of the corridor.	Create a outreach, marketing, public art campaign for the SC-AR corridor.	VTA	\$200,000	Near-Term	Lifeline, Measure A	

Figure 6-1 East San José Lifeline Proposals Continued

Proposal	Community Need Addressed	Description	Sponsor	Estimated Costs	Implementation Timeline Near (0-3 yrs), Mid (3-6 yrs), Long (6 or +yrs)	Potential Funding Sources	Status
<b>Mobility Management Center</b>	Information and coordination of transportation options.	Coordinate information and transportation resources serving transportation disadvantaged populations.	Outreach & Escort, Inc	\$250,000 – 350,000 annually	Near-Term	JARC, STA, New Freedom	Project will need to secure operating funding. No dedicated source of funds
<b>Santa Clara County Transportation Resource Guide</b>	Confusion about transportation options and what services are available.	Update the 2004 MTC/ RIDES <i>Santa Clara County Resource Guide</i> .	Non-profit	\$200,000	Near-Term	STA, JARC	No update to resource guide since 2004.
<b>Free Bikes!</b>	Need low-cost transportation alternative for short-trips.	Distribution of free bikes to lower income adults and their children to improve travel from home to work, school and transit.	County CalWORK	\$80,000 – 160,000 annually	Long-Term	STA	Project in planning stages; no dedicated source of funds.
<b>Senior Health Transportation</b>	Need transportation for older adults, access to medical and other health care services.	Door-to-door transportation for seniors 65 years of age and older.	Outreach & Escort, Inc.	\$350,000 – \$600,000 annually	Near-Term	STA, New Freedom, local funds	Currently funded for a limited time period; no dedicated source of funds.

Figure 6-1 East San José Lifeline Proposals Continued

Proposal	Community Need Addressed	Description	Sponsor	Estimated Costs	Implementation Timeline Near (0-3 yrs), Mid (3-6 yrs), Long (6 or +yrs)	Potential Funding Sources	Status
<b>DEMANDRESPONSIVE SERVICE</b>							
<b>Neighborhood Van Service</b>	Need for transportation to grocery shopping, etc.	Neighborhood van service operated by a local CBO that provides no/low-cost transportation	Outreach & Escort, Inc	\$120,000+ annually	Near-Term	STA	Funding proposals are pending; no dedicated source of funds.
<b>Give Kids a Lift!</b>	Service would enable welfare to work parents to pursue training and employment.	Before and after school transportation for children of CalWORKs participants	Outreach & Escort, Inc	\$250,000–\$500,000 annually	Near-Term	STA	Operating with limited funding; no dedicated source of funds.
<b>Education Transportation</b>	Address the needs of CalWORKs participants.	Transportation from the Eastside Adult Education to CalWORKs offices on Senter Rd.	County CalWORKs	\$120,000+ annually	Near-Term	JARC, STA	Planning stages; no dedicated source of funds.
<b>Guaranteed Ride Program</b>	Enables low income individuals to pursue training and employment opportunities.	Guaranteed ride home for participants, when held at work; or transit not available.	Outreach & Escort	\$800,000 to \$1,500,000 annually	Near-Term	JARC, STA	Currently funded for limited period; no dedicated source of funds.

Figure 6-1 East San José Lifeline Proposals Continued

Proposal	Community Need Addressed	Description	Sponsor	Estimated Costs	Implementation Timeline Near (0-3 yrs), Mid (3-6 yrs), Long (6 or +yrs)	Potential Funding Sources	Status
<b>Volunteer Driver Programs</b>	Escorted transportation for frail elderly, to nutrition sites.	Volunteer driver programs.	Avenidas, Heart of the Valley, etc.	\$120,000 to \$250,000 annually	Near-Term	STA, New Freedom	Existing programs challenged by high cost of fuel, insurance, etc.
<b>Subsidized Taxi Program</b>	Need better connections to transit	Provide taxi service where regular fixed-route bus service is infeasible	VTA, Non-Profit	\$500,000-1,000,000 annually.	Mid-Term	Lifeline Transportation Program	Program needs to identify funding.
<b>AUTO-BASED PROGRAMS</b>							
<b>Jump Start</b>	Increases the number of employment opportunities for W-T-W participants.	Low/No-cost vehicle repair services to provide reliable transportation.	County of Santa Clara	\$400,000 annually	Near-Term	JARC	Currently funded for a limited period; no dedicated source of funds.
<b>Low Cost/No-Cost Vehicle Purchase Program</b>	Vehicle ownership solves the transportation needs of families.	Provides loans for the purchase of vehicles by low income families	Ways to Work Program	\$750,000+ annually	Near-Term	JARC	Need to find new project lead; need dedicated source of funds.

Figure 6-2 East San José Transportation Proposals

Proposal	Community Need Addressed	Description	Sponsor	Estimated Costs	Implementation Timeline- short (0-3 yrs), Mid (3-6 yrs), Long- (6 or +yrs)	Potential Fund Sources	Status
<b>BICYCLE &amp; PEDESTRIAN</b>							
<b>Safe Routes To School</b>	Pedestrian safety around schools.	The City will use the state grant to upgrade all school signage.	City of San José	\$746,000	Near-Term	SRTS Grant	
<b>Lower Silver Creek Trail</b>	Alternative commute route for East San José pedestrians and bicyclists.	Trail on Silver Creek project links to Coyote Creek Trail.	City of San José	\$13.6M	Long-Term		The City of San José is preparing a master plan.
<b>Five Wounds Trail (Rail to Trail)</b>	Serves as an alternative commute route for pedestrians and bicyclists.	The City of San José has interest in developing continuous landscaped ped/bike corridor.	City of San José	\$8 M	Long-Term	Developer PDO/PIO Fees, SJRA (SNI Funds) Rail-To-Trail Grant Funds	In planning stages.
<b>Coyote Creek Trail (Hwy 101 to Story Road)</b>	Provides continuity of City's longest trail system.	Serves as an alternative commute route for pedestrians and bicyclists.	City of San Jose	\$8.54 M	Long-Term	SJRA (SNI Funds), Prop 40 funds	Master Plan and CEQA completed. NEPA under development at this time.

Figure 6-2 East San José Transportation Proposals Continued

Proposal	Community Need Addressed	Description	Sponsor	Estimated Costs	Implementation Timeline- short (0-3 yrs), Mid (3-6 yrs), Long- (6 or +yrs)	Potential Fund Sources	Status
<b>Coyote Creek Trail (Story to Phelan Avenue; Kelley Park)</b>	Provides continuity of City's longest trail system.	Serves as an alternative commute route for pedestrians and bicyclists.	City of San José	\$2.5M	Long-Term	SCV Water District	Master Plan & CEQA completed. Const Docs prepared to the 35% stage. City continues to seek funding.
<b>St. Johns Ped Corridor (Alum Rock BART)</b>	Creates a pedestrian corridor. FWBT NAC priority.	E-W Route from future BART to Med Center to St. James Park	City of San José	TBD	Long-Term	SJRA (SNI Funds)	Included in 13th Street and FWBT plans.
<b>Improve East San José Pedestrian And ADA Access</b>	Sidewalks are very unsafe and in certain areas.	Joint project between the City of San José and VTA to improve East San José ped access.	VTA & City of San José	TBD	Near-Term	CDBG, CDT	
<b>Improve Sidewalks On Story Road (East NHU)</b>	Sidewalks are in poor condition.	Install missing sidewalk on Story Road, east of NHU.	City of San José	TBD	Long-Term		
<b>Improve Sidewalks On Story Road (btwn Clayton/Fleming)</b>	Sidewalks are in poor condition.	Install missing sidewalks on Story Road	City of San José	TBD	Long-Term		

Figure 6-2 East San José Transportation Proposals Continued

Proposal	Community Need Addressed	Description	Sponsor	Estimated Costs	Implementation Timeline- short (0-3 yrs), Mid (3-6 yrs), Long- (6 or +yrs)	Potential Fund Sources	Status
<b>San Fernando- San Antonio Bikeway</b>	Need east-west connections (San Antonio).	Enhanced on-street bikeway connecting Downtown San José and East San José.	City of San José	\$95,000	Long-Term		Secured \$7,500.
<b>Bike Parking</b>	Improve bike access, safety and mobility	Install bike parking at existing transit stations, future BART Stations, etc.	City of San José & VTA	\$250-\$1000 per bike parking space	Long-Term	STA, Prop 1B, SC-AR Project; TFCA grants	Field surveys required to identify appropriate locations.
<b>North-South Bikeways</b>	Improve bike access, safety and mobility	Install Class II Bike Lanes on King Rd., Jackson Ave., White Rd.	City of San José	\$75,000 per corridor	Long-Term	TDA3	In Bike Master Plan; funding not identified.
<b>East-West Bikeways</b>	Improve bike access, safety and mobility	Install Class II Bike Lanes on Story and McKee Road.	City of San José	\$75,000 per corridor	Long-Term	TDA3	In Bike Master Plan; funding not identified; design is not complete.
<b>Hwy 680 Bike/ Ped Over Crossing (POC)</b>	Improve bike access, safety and mobility.	Construct a POC over Hwy 680 at Madden Avenue.	City of San José	\$10M	Long-Term		In Bike Master Plan; unfunded concept only.
<b>Improve Safety At School Crosswalk On Alum Rock</b>	Walking on Alum Rock is dangerous due to automobiles	Install flashing beacons on Alum Rock Ave. (west of James Lick High School).	City of San José	\$40,000	Near-Term		

Figure 6-2 East San José Transportation Proposals Continued

Proposal	Community Need Addressed	Description	Sponsor	Estimated Costs	Implementation Timeline- short (0-3 yrs), Mid (3-6 yrs), Long- (6 or +yrs)	Potential Fund Sources	Status
<b>Improve Safety At School Crosswalk On White at Madeline</b>	Improve pedestrian crossing at major intersections.	Install flashing beacons at crosswalk and improve safety.	City of San José	\$40,000	Mid-Term		
<b>Improve Pedestrian Crossing at Story/Clayton</b>	Improve pedestrian crossings.	Install traffic signal & improve pedestrian safety and traffic flow.	City of San José	\$500,000	Mid-Term		
<b>TRAFFIC CALMING</b>							
<b>Install Traffic Signal at Jackson/SB 680 On-Ramp to Improve Safety</b>	Pedestrians do not feel safe because of autos.	Installation of traffic signal for traffic and ped safety.	City of San José	\$500, 000	Mid-Term	TBD/ Possible SNI Funding	
<b>Signalize Ramps at 680/McKee</b>	Request made to City through many community meetings.	Eliminate NB 680 to EB McKee to NB Capitol weaving issues.	City of San José	\$2 M	Mid-Term	TBD/ Possible SNI Funding	
<b>Traffic Calming Project for Sierra Neighborhood</b>	Comprehensive traffic calming project to improve traffic flow and safety.	City of San José is currently working on a study of issue.	City of San José	\$50,000	Near-Term	Traffic Calming Funding for study.	The study is in progress. No funding is available.



Figure 6-2 East San José Transportation Proposals Continued

<b>Proposal</b>	<b>Community Need Addressed</b>	<b>Description</b>	<b>Sponsor</b>	<b>Estimated Costs</b>	<b>Implementation Timeline- short (0-3 yrs), Mid (3-6 yrs), Long- (6 or +yrs)</b>	<b>Potential Fund Sources</b>	<b>Status</b>
<b>Install Left Turn Signals At King/Virginia</b>	Would improve traffic and pedestrian safety for the community.	The project would consist of left turn phasing at this intersection.	City of San José	\$500, 000	Near-Term	Possible SNI Funding	
<b>Modify Traffic Signal At White/Ocala-Marten</b>	Pedestrian, bike, and auto safety for the community and Mt. Pleasant High School.	Modify traffic signal, and realign school crosswalk.	City of San José	\$400,000	Long-Term		
<b>Open Street Around Murtha Drive To Capitol Expressway</b>	Pedestrian safety is an issue on Capitol Expressway.	Provide access from neighborhood around Murtha Drive.	City of San José	\$300,000	Mid-Term		

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## Chapter 7. Funding Sources & Opportunities

There are various funding opportunities 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.

### Government Funding Sources

#### Lifeline Transportation Program (Lifeline)

Source:	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>
Eligible CBTP Elements:	Fixed Route Transit Service Shuttles Children's Programs

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. 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 percent match is required for most projects. For projects receiving Job Access and Reverse Commute (JARC) funds, at least 50 percent 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 to be eligible for Lifeline funding.

#### Low Income Flexible Transportation Program (LIFT)

Source:	Metropolitan Transportation Commission (MTC)
Eligible CBTP Elements:	Shuttle Services Subscription Transportation Services

MTC partnered with local transit and social services agencies to initiate the LIFT program, specifically in response to the challenge of improving transportation services

for residents of low-income communities. Since the program’s beginning in 2000, projects have been funded that provide transportation services specifically tailored for the communities in which they operate.

LIFT projects are funded by Congestion Mitigation and Air Quality (CMAQ) funds, Job Access and Reverse Commute (JARC) funds, and State Transportation Assistance (STA) Regional Discretionary funds. Projects require a local or non-federal match, which was originally 50 percent. This requirement has been lowered in response to the economic downturn.

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

Source:	Federal Transit Administration (FTA) through: <ul style="list-style-type: none"> <li>• Metropolitan Transportation Commission (MTC)</li> </ul>
Eligible CBTP Elements:	Community Bus Services Shuttle Services Subscription Transportation Services -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 percent to areas with populations over 200,000 people; 20 percent to areas with populations under 200,000 people, and 20 percent to non-urbanized areas. A 50 percent local match is required.

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.

### Bicycle Transportation Account (BTA)

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

BTA provides state funds for city and county projects that improve safety and convenience for bicycle commuters. This source is best suited for bicycle-related projects identified by the City of San José, the County of Santa Clara, 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

Source:	California Office of Safety
Eligible CBTP Elements:	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)

Source:	Santa Clara Valley Transportation Authority (VTA)
CBTP Elements: 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)

Source:	U.S. Department of Housing and Urban Development (HUD) through: <ul style="list-style-type: none"> <li>• City of San José</li> <li>• County of Santa Clara</li> </ul>
Eligible CBTP Elements:	Transit-Oriented Development Low-Cost Auto Ownership Program Public Art Projects Bus Shelters/Amenities Lighting Bicycle/Pedestrian Infrastructure Improvements

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

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

Source:	Federal Transit Administration (FTA) through: <ul style="list-style-type: none"> <li>• Metropolitan Transportation Commission (MTC)</li> </ul>
Eligible CBTP Elements:	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 are unavailable, insufficient, or inappropriate. Through an annual application process, program grants are made for up to 80 percent 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.

### Federal Section 5317 New Freedom Initiative

Source:	Federal Transit Administration (FTA) through: <ul style="list-style-type: none"> <li>• Metropolitan Transportation Commission (MTC)</li> </ul>
Eligible CBTP Elements:	Assist individuals with disabilities with accessing transportation services Projects must expand the transportation mobility options of disabled individuals beyond the requirements of ADA;

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 job and employment related services. The funds may be used for capital expenses (at an 80 percent share) or operating expenses (at a 50 percent share).

### Hazard Elimination Safety Program (HES)

Source:	California Department of Transportation through: <ul style="list-style-type: none"> <li>• City of San José</li> <li>• County of Santa Clara</li> <li>• Santa Clara Valley Transportation Authority (VTA)</li> </ul>
Eligible CBTP Elements:	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 percent 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).

### Older Americans Act (OAA)

Source:	County of Santa Clara
Eligible CBTP Elements:	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)

Source:	California Department of Transportation (Caltrans) through: <ul style="list-style-type: none"> <li>• City of San José</li> <li>• County of Santa Clara</li> </ul>
Eligible CBTP Elements:	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 percent of construction costs. This includes 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 statutory formula. The maximum reimbursement percentage for any SR2S project is 90 percent. 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)

Source:	Bay Area Air Quality Management District (Air District) -or- Santa Clara Valley Transportation Authority (VTA)
Eligible CBTP Elements:	Community Bus Services Shuttle Services Transit-Oriented Development 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 percent of the revenue and is allocated directly by the Air District.
- The County Program Manager Fund constitutes the other 40 percent 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)

Source:	Metropolitan Transportation Commission (MTC)
Eligible CBTP Elements:	Bus Shelters/Amenities Bicycle/Pedestrian Infrastructure Improvements Pedestrian-Scale Lighting

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

## **Other Potential Government Funding Sources**

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

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 percent federal/state and 20 percent 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. T2030 does allocate funding to lifeline 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; and
- 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 East San José CBTP. Other foundations not listed here may also make grants available to support transportation-related projects if they are consistent with their organizational goals.

### Silicon Valley Community Foundation

The Silicon Valley Community Foundation was formed in July of 2006 when the Community Foundation Silicon Valley and the Peninsula Community Foundation created a memorandum of understanding to become one foundation. Both organizations realized they could have greater social impact by acting regionally as a united foundation. The Silicon Valley Community Foundation is the fourth largest community foundation in the nation with more than \$1.9 billion in assets and more than 1,500 philanthropic funds. The SVCF provides grants through advised funds, supporting organizations and its Community Endowment Fund. In 2007 the community foundation awarded \$242 million in grants, including \$8 million from their endowment.

#### Contact:

2440 West El Camino Real, Suite 300  
Mountain View, California 94040-1498  
(650) 450-5400  
info@siliconvalleycf.org

### 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  
[www.rwjf.org](http://www.rwjf.org)

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 and 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 José, CA 95128  
(408) 885-5201  
[www.vmcfoundation.org](http://www.vmcfoundation.org)

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](mailto:questions@surdna.org)

### van Löben Sels/RembeRock Foundation

The 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. 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 grantmaking 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: Focus Group Meeting Agenda & Questions**
- B: Full Summaries of Focus Group Meetings**
- C: East San José CBTP Fact Sheet/Survey Form**
- D: Website**
- E: Transportation Survey Report**

## East San José Community Based Transportation Plan Focus Group Meeting Agenda & 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 low-income and minority communities within East San José. Feedback from these meetings will be folded into VTA's Community Base Transportation Plan (CBTP).

### **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 Community Based Transportation Plan
- VTA's role in 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.

- What neighborhood do you live in?
- Do you own or rent a car?

### Methods of Travel

- What are the main places you go to most often?
  - Work
  - School
  - Shopping
  - Doctor's appointments
  - Recreation
  - Friends/family
  - Place of worship
  
- How do you usually get to these places?
  - Bus
  - Light rail (train)
  - Car (do you drive yourself or are you a passenger?)
  - Bike
  - Walk
  - Paratransit
  - Shuttle
  - Other?
  
- How did you get to this meeting today?
  
- If you don't travel by bus or train, why not?
  
- What would make you travel more by bicycling, walking or taking transit?
  
- 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 San José)
  - Far (Outside San José - indicate where)
  
- Are any of the 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?
- Are the walking paths, sidewalks and bike trails safe and easy to travel on?
  - What would make them better?

#### **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?

#### **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?
  - 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?
- 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?

**SUMMARY**  
**Meeting with Eastside Neighborhood Center**  
**September 9, 2008**

**PARTICIPANTS**

Eastside program coordinator  
Staff from Outreach Services, an adjacent senior housing complex (Villa de Guadalupe), and Catholic Charities Daybreak escort service  
Approximately 30 senior citizens  
Jodie Littlehales and Jason Tyree, VTA  
Julie Ortiz, CirclePoint (VTA consultant)

The Eastside Neighborhood Center is located in the heart of East San José, considered one of the poorest areas in Santa Clara. The majority of the people who use the center are Latino and Filipino seniors. Many of them face economic, language, educational, and cultural barriers. For over thirty years Eastside has provided educational, recreational, wellness, nutritional, and social services to very low income seniors in East San José.

Approximately 35 people attended the September 9, 2008 focus group discussion, including a mix of people who regularly visit the Eastside center, as well as others who were recruited through Outreach Services. Participants included a mix of English and Spanish speakers and most of the meeting was conducted in both languages. Following are key comments from the discussion.

**MOST COMMON TRAVEL MODES**

About a third of the participants indicated they mainly use VTA's Outreach Services - either the Senior Transportation or paratransit programs, or a combination of Outreach and buses. Of those, several indicated some level of physical disability that makes riding buses difficult. More than half of the others noted that they use a variety of bus lines, including the 22, 23, 34, 64, 68, 70 and 82. A small number indicated they own or use a car.

**MOST COMMON DESTINATIONS**

Of those who responded, most said they live close to the Eastside Center in the Mayfair, Eastside, and Evergreen neighborhoods and near Alum Rock, McKee, San Antonio, Monterey, King, Capitol and Penitencia, and Jackson roads.

Overall, participants noted the most common places they regularly travel to include community/senior centers, grocery shopping, and doctor's appointments. Most travel within a short distance of their homes, although some medical appointments take them much further away. One person mentioned needing to use the buses to participate in social activities on Sunday

and another mentioned that seniors might travel to parks or other destinations more often if transit were less expensive.

Attendees noted Tropicana and Pueblo near Jackson and McKee as among the more common grocery stores for shopping. There was almost no mention of transit service cuts or service reliability, although one participant asked why service to bus line 39 was cut and that it has made traveling to a school on Tillian Way much harder. .

### **OUTREACH/AND PARATRANSIT ALTERNATIVES**

A key theme raised by several participants was the need to increase or enhance paratransit service and alternatives. Several participants also asked for more information about Outreach, in general, and were not clear on what it is, the difference among VTA's two programs, eligibility requirements or the application process. A representative from Outreach explained that there are two programs - paratransit for the disabled who can't ride transit, and Senior Transportation for seniors who are not necessarily disabled. Outreach representatives also stayed after the meeting to help answer individual's specific questions about costs, logistics, and instructions for applying. Key comments included:

- Seniors within four blocks of the Eastside center cannot use Outreach. Need to consider other "door-to-door" options to help disabled seniors travel very short distances.
- Catholic Charities Day Break runs an escort transportation program that offers an alternative to Outreach. The program has 20 volunteer drivers and serves about 100 seniors, helping them reach medical, dental, shopping, pharmacy and other appointments. The cost is \$10 a day for door-to-door service.
- At \$10 a trip, the cost for Day Break is too much for me, and instead I use the bus - 70 and others.
- If I use Outreach, I have to call the day before and it costs \$14, which is too expensive.
- Lots of the seniors at the complex I manage use paratransit and senior transportation, without which they would be completely homebound.
- We need more individualized transportation options that go where seniors need to get. VTA should think about small buses that could go from community to shopping centers. Some of bigger shopping centers like Valley Fair have shuttle buses where people can be dropped off.

- VTA should approach the shopping centers and get them involved, particularly around the holiday season, so they set up locations where seniors can be picked up and dropped off, which also would help them carry packages and maneuver across parking lots.
- Consider having a shuttle where bus stops are 3 to 5 blocks away from major destinations, which is too far for many seniors to walk. This also would help seniors to cross major intersections and streets safely.
- Because not everyone qualifies for the Outreach Senior Transportation program or can pay for other options, VTA should consider an intermediary alternative program like a van or a taxi service.
- With rising gas prices and transit costs, it is hard for seniors to pay for transportation; transportation should be free for seniors. There should be a free bus here every week that could take seniors to the parks, recreation and locations other than the very few most are only able to reach now.
- \$10 for service is very high for a lot of seniors and too much for those who are unable to get on regular VTA Senior Transportation or paratransit. We need more funding for alternatives.

#### **OTHER CHALLENGES AND OPPORTUNITIES**

Participants also brought up several other challenges and potential improvement areas, including the difficulty of walking to and from transit and improvements to crossings, stops, shelters, driver conduct that could help.

#### **Distance**

- I need to walk two blocks to catch the bus to reach the doctors and shopping, and this is hard for me.
- I take the #68 and #82, and I have to walk half a mile each way to and from my home and the bus stop.
- I have to walk ½ a mile each way to get the bus; it is too much walking.
- I walk five blocks to and from to get the train or bus; but if I go to the doctor's or grocery shopping I use Outreach.
- As the manager of a senior housing complex, many of my clients have difficulties taking the bus because of disabilities, particularly back problems, and most use Outreach.

- Carrying groceries and shopping bags on the buses is hard.

#### **Sidewalks, Street Crossings**

- Uneven pavement on the sidewalks in front of the Eastside center is a problem for people in walkers and seniors in general.
- Lots of seniors end up jaywalking across Alum Rock to get to the bus stop. To prevent this, there should be a light to make it easier for seniors to cross the street right in front of the center to reach the bus stop directly across.

#### **Shelters and Bus Stop Locations**

- Need to have more bus stops closer to the shopping centers.
- Need a bus stop between Alum Rock and McKee.
- Is there a boundary within which shelters have to be located? It seems like they just stop after a certain point and some locations without them, like stops on Alum Rock near the freeway, are very unprotected and the wind hits you hard.
- Need benches in front of the center on Tulley and Center, as well as at the stops on King and San Antonio, Capitol Expressway and McKee Road.
- The light rail construction near Oakridge Mall has caused the bus stop that was there to be relocated and the location now is very inconvenient. VTA should plan construction so it doesn't disrupt other stops this way.

#### **Safety**

- I get out of work at 9 pm and am scared to wait at the bus stop at Alameda and Naglee because no one is there.
- Security at bus stops is the responsibility of police. You are supposed to call them if something happens outside the bus at the stop, but then and they take their time to get there.
- It is scary at the downtown and second street/Santa Clara light rail stop.
- Need signs warning buses not to speed near the bus stop on Alum Rock in front of the Eastside center. Drivers need to go slower to make it safer for the people waiting at or walking to the stop.



### **Driver Behavior**

- On bus routes 22 and 23, drivers sometimes don't honor front seats for seniors and disabled, and even though they are courteous, they don't wait for seniors to sit because they are in a hurry.
- Drivers don't wait long enough to let seniors board and, get seated.
- I am concerned about rude drivers. On the 64, there was a driver who wouldn't open up the seat to let a wheel chair in and me in a walker.
- Need re-education for the drivers to remind them of who they are serving and how to best help them, particularly seniors. They need to know how to help people on and off and the appropriate speed to ensure people remain stable. On public buses there are so many passengers, drivers can't necessarily do this, and there is so much turnover among drivers that many don't get educated. We can do this better on smaller buses, vans, and shuttles.

### **Communication**

- Need more advertising on the buses that explains transit services and is information the community can use. Not just commercial advertising.
- There is no information about transit services available in Spanish. Need more.

**SUMMARY**  
**Meeting with Somos Mayfair**  
**September 26, 2008**

**PARTICIPANTS**

Somos program coordinator  
Three members of Somos' women's group with their children  
Jody Littlehales, VTA  
Julie Ortiz, CirclePoint (VTA consultant)

Somos Mayfair provides a wide range of services and support to people living in the Mayfair neighborhood in East San José. The area is primarily a working-class community and the majority of the roughly 20,000 residents are first generation immigrants from Mexico, with an increasing number of families from Asia.

**OVERVIEW**

Three women with school-age children and a Somos program coordinator attended the September 26 meeting. Most speak only Spanish and they all live in or close to Mayfair near King Road and Lido Way, and McKee Road. The one bilingual participant drives to most places, including to the East Ridge mall to shop and to work at Center Road and Capitol Expressway, except for periods when her car breaks down. During the last time her car didn't work, she used the 70 and 77 buses to get around but generally finds driving more convenient. Her children use the 77 bus to get to Independence High School at Las Plumas Way and King.

The other participants use buses to get their kids to school and to go to the doctor's and did not note other travel destinations. One uses the 25 bus to get to medical clinics downtown, and the other takes the 77 to pick up and bring her children back from Kipp Heartwood Academy (charter school) at Story and King. Another woman who lives four blocks from Somos mentioned that she has no concerns with transportation and finds that everything works well.

**RELIABILITY**

One participant with three children said that it costs her \$15 a day to take the bus, and that is too expensive for her family with only her husband working. She ends up walking 10 blocks in the morning to bring the kids to school. In the afternoon, she often finds that the 77 is late and not reliable and they sometimes have to wait an hour to get back.

Another woman noted that a few weeks ago when her son got on the 77 bus heading toward Alum Rock, the driver, without warning, headed downtown and

her son had to get off abruptly. She was concerned that drivers could switch routes like this and hopes it does not happen again.

Someone else complained that the 22 is always full at 5:30 in the afternoon and she has to wait at least half an hour to before a bus with enough space stops. Jody briefly explained plans to add Bus Rapid Transit (BRT) service along the 22 line to help improve this very busy and popular corridor. She also encouraged participants to call VTA's information line with complaints about unreliable service and noted that these calls can be made in Spanish, which may have been news to participants.

### **BUS STOPS**

Several stops were noted as ones where improvements would make them safer and more comfortable for children and families who have to wait a while:

- The bus stop at King and Story has no shelter or benches, and people loiter and smoke there, including smoking marijuana.
- A number of stops on King lack roofs, lights, and benches, with the stop at King and Lido Way near 280 specifically called out.
- The bus stop in front of L.U.C.H.A. elementary school at 1250 South King has no information about phone numbers to call and other amenities.
- All the stops should have no smoking signs at all the stops particularly at Jackson and Story where smoking is often a problem.

### **INTERSECTIONS**

Participants noted several intersections they find unsafe for pedestrians and bicyclists. One said that some kids who live close to schools (San Antonio School specifically noted) do bicycle, but she is afraid to have her children bike the approximate one mile from her house to the Kipp School, because they have to cross a freeway entrance and two busy intersections. Participants mentioned the intersection at Alum Rock and Jose Figueres is dangerous because there is no traffic light and cars do not stop, and the intersection at King and the freeway is also unsafe.

### **COST**

The cost of bus fare, particularly for families with multiple kids, was noted as a challenge. The participants also asked about eligibility for discounts and whether any were available for families with kids or for children. It appears they consider the standard youth fare too expensive or may not fully understand all options available. One woman said the requirement to carry exact change is difficult for her son. The participant who drives also complained about the rising cost of gas.

**COMMUNICATION**

All the participants agreed information in Spanish about bus schedules and routes should be posted at the bus stops, as well as directions on who to call for help in Spanish regarding problems at bus stops (such as people smoking) or about bus service (such as altered schedules, pass bys, crowding, etc.).

**SUMMARY**  
**Meeting with Vietnamese Voluntary Foundation (VIVO)**  
**September 26, 2008**

**PARTICIPANTS**

Five staff from VIVO, including VIVO's director Ngo Duc Diem  
Two staff from Outreach, VTA's paratransit provider  
Ten participants/students of VIVO  
Jody Littlehales, VTA  
Julie Ortiz, CirclePoint (VTA consultant)

Founded in 1979, the Vietnamese Voluntary Foundation (VIVO) provides acculturation, employment, citizenship, health and human support services to Vietnamese and Southeast Asian Americans in the San Jose area.

**OVERVIEW**

With the exception of VIVO and Outreach staff, all the participants at the September 26, 2008 were Vietnamese speakers enrolled in one or more of VIVO's programs and most appeared to be seniors. About half indicated they are new or relatively new to the United States from Vietnam. Most live on or near McLaughlin Avenue, Monterey Road, McKee Road, White Road, Alum Rock Avenue, and in Milpitas.

All of the VIVO staff and about one third of the VIVO program participants said they drive daily. Among those who drive, traffic congestion, cost of gas, and jaywalking pedestrians were cited as problems. Drivers indicated time and multiple transfers as the main reason they don't use public transit.

The rest of the VIVO program participants said they regularly use public transportation, most notably the 20, 22, 25, 31, 39, 68, 71, 72, 76, and 77 bus lines. Several indicated they have no particular concerns about transportation and overall think it works well and is convenient; one woman said she was happy to get up early to take transit and very appreciative of receiving a free transit pass. Another expressed frustration with the multiple transfers needed to get around by bus. When asked about bus stops, almost all noted that shelters are needed in many locations though didn't note lack of shelters as a particular inconvenience.

Several participants said that more information about bus schedules and routes in Vietnamese would make them more comfortable and aware of available transit options.

None said they bike or walk to get around - other than walking short distances to bus stops.

### **TRAVEL DESTINATIONS AND MEANS**

Overall, participants noted the most common places they regularly travel to are VIVO, the shopping center at the corner of Center and Tully, and to medical appointments. Several also go to school and work. Representative comments included:

- I live off of Monterey Road, and every morning I have to get up very early to take three separate buses to get to VIVO and then to get to the doctors on Tully past King near the shopping center. Is there any way VTA can make this easier for me?
- I live close by here and have no transportation problems getting to VIVO.
- I used to go to the doctor once a month and had someone drive me there. I only know how to take the bus to get here to VIVO and to no where else.
- I go to doctors twice a month and it requires me to take three separate buses - 68, 76, 20.
- I used to take the 39 and now I take the 26. I am willing to get up early to take the bus and think transportation in the United States is great.
- I used to take the 42 and 68 to go to school and the supermarket. Now I find the 72 more convenient and I don't have to wait as long.
- I drive to work five days a week. Sometimes I go to San Francisco to sightsee, but don't like to drive there so I take BART from Fremont.
- I go to church on weekends, as well as to a lot of community meetings and I get there by driving. The only problem is the cost of gas -- I spend more than \$60 a month on gas.
- I drive to San Jose State early in the mornings and find the traffic on 280 terrible. But there aren't other good options for me to get there.

### **PEDESTRIAN SAFETY**

One person who drives regularly expressed concern about pedestrian behavior, mainly seniors jaywalking to cross streets and the apparent lack of understanding of their need to obey the law. Outreach and VIVO staff confirmed that some seniors cut across Quimby Road to reach the bus stop, and avoid walking further to cross at the light.

Someone else mentioned that lack of reliable bus schedules results in the need to dash across the street to catch the bus.

Another participant noted that bus riders should plan accordingly and get up earlier to avoid rushing and causing unsafe driving conditions.

In terms of specific intersections that might need improvement, a person noted that cars turning onto/off of 680 often block the Capitol Expressway and Story intersection during peak commute hours when there are lots of families with kids trying to cross.

When cars block the intersection, many seniors trying to cross will wait because they are very fearful and cautious. It ends up taking them a long time; more training and education about safe crossing would be helpful.

### **BUS STOPS**

Participants recommended several bus stops that need shelters, including the ones on Alum Rock and White, near the high school and across from the library; the stops on King, Story, and White, and Monterey roads; and the stop at McLaughlin and Yerba Buena near the church.

### **COMMUNICATION**

All the VIVO program participants said they speak limited or no English and would welcome more information about bus schedules, route locations, and phone numbers to call to get more help in Vietnamese. One participant noted the only sign she's ever seen in Vietnamese is the one in the bus that says the seats are reserved for seniors and disabled people. Having more signs in Vietnamese would make her feel more comfortable and secure.

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**Appendix C: East San José CBTP Fact Sheet/Survey Form**



# EAST SAN JOSE TRANSPORTATION SURVEY

Valley Transportation Authority (VTA) is talking to East San Jose's neighborhoods and community groups to understand local transportation needs. Our goal is to create a plan that identifies future projects and services that will improve transportation in and around East San Jose.

### 1. How many times a week do you travel for ... ?

- Work
- School
- Shopping
- Personal business
- Recreation/social visit
- Medical
- Place of worship
- Other: \_\_\_\_\_

### 2. How many times a week do you travel by ... ? (Mark all that apply)

	Less than 5	5 to 9	10 or more
Auto – driving alone	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Auto – shared ride or carpool	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bicycle	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Walk	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Shuttle (Specify: _____)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Paratransit (OUTREACH)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bus or light rail	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other (Specify: _____)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

### 3. Do you have any specific comments/suggestions on your community's transportation needs?

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### 4. What times do you normally travel? (Mark all that apply)

- 5 a.m. to 9 a.m.
- 9 a.m. to 3 p.m.
- 3 p.m. to 6 p.m.
- 6 p.m. to 10 p.m.
- After 10 p.m. and before 5 a.m.

### 5. How much of a problem is each of the following for you? Please rate these issues using a scale of 1 – 5 (1 = not a problem, and 5 = severe problem). Circle your answer.

	Not a problem	1	2	3	4	Severe Problem
Length of time to take a trip on bus/light rail	1	2	3	4	5	
Bus/light rail service in early/late hours	1	2	3	4	5	
Weekend bus/light rail frequency	1	2	3	4	5	
Cost of bus/light rail fare	1	2	3	4	5	
Cost of owning and operating a car	1	2	3	4	5	
Information about available transit (schedules, routes, languages other than English, etc.)	1	2	3	4	5	
Bus stop facilities (benches, shelters, lighting)	1	2	3	4	5	
Unsafe pavement for walking or bicycling	1	2	3	4	5	
Personal safety while walking, bicycling, or waiting at a bus stop	1	2	3	4	5	
Traffic congestion	1	2	3	4	5	
No sidewalk or crosswalk at intersection	1	2	3	4	5	
Taking a mobility device or stroller on a bus/rail	1	2	3	4	5	

### 6. Do you currently own (or lease) your own vehicle?

- Yes
- No (if no, please tell us why not: \_\_\_\_\_)

survey continued on other side →



## Do You Live in East San Jose? Are You Interested in Better Ways to Get Around?

Read about the *East San Jose Community Based Transportation Plan* to learn more!

### Help Us Improve Public Transportation in East San Jose

What would improve your trip from your house to your job, school, stores, church, the hospital or other destinations? From past planning efforts, the Santa Clara Valley Transportation Authority (VTA) has heard many suggestions about ways to improve transportation options in East San Jose. Now we need your help to better understand and identify what specific transportation projects will improve your ability to comfortably and safely get around. For example, these projects could help with:

- Improving connections to buses and trains
- Adding bicycle or walking paths
- Making streets and intersections safer
- Providing protection from bad weather at bus shelters

### What We Are Doing

The VTA, through funding from the Metropolitan Transportation Commission, is initiating an important community outreach process to collaboratively develop a community based transportation plan. By working together with you and others in the community, this plan will identify specific projects that you think are most needed. The next step will be for the VTA to identify current and future funding sources to potentially finance these projects. The resulting East San Jose Community Based Transportation Plan will be an essential tool for helping the VTA and the community proactively pursue projects when funding becomes available.

### Get Involved!

The success of the East San Jose Community Based Transportation Plan depends on input from people in neighborhoods throughout East San Jose. In late summer and fall, we will be holding several focus group meetings to find out what specific challenges you face in your daily travels and what you think might help solve these challenges.

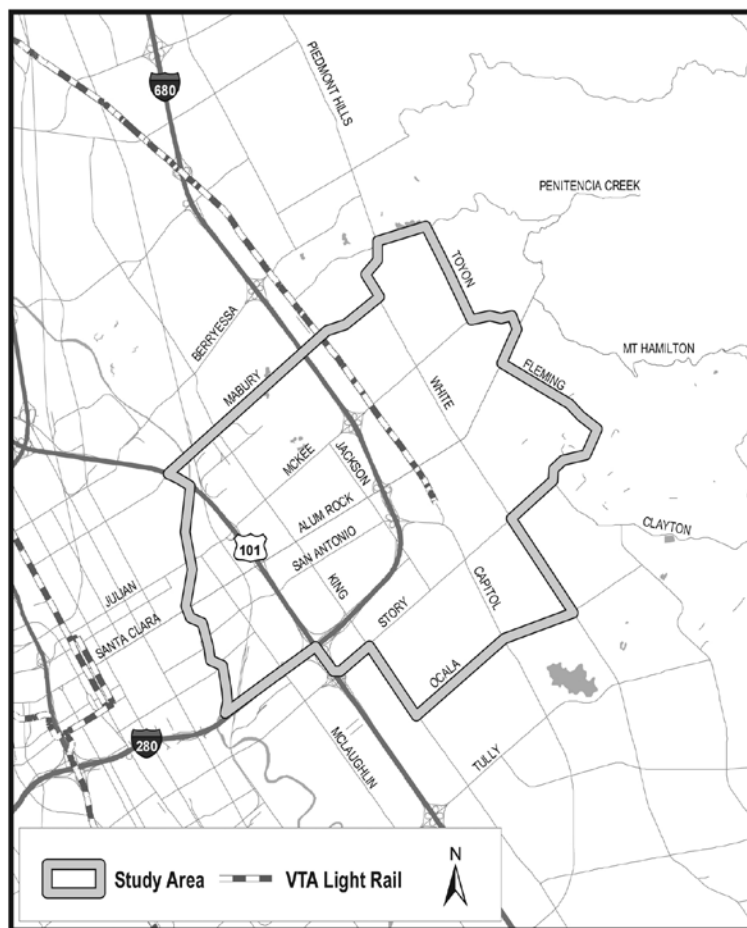
There are a variety of ways for you to get involved:

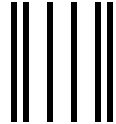
- Attend a focus group
- Take our survey
- Set up a briefing for your organization
- Call or e-mail and share your thoughts

If you are interested in attending a meeting, taking our survey or would like a project representative to visit your organization, please contact Jody Littlehales, Transportation Planner, at 408-321-5769 or e-mail [jody.littlehales@vta.org](mailto:jody.littlehales@vta.org).

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Project Area Map



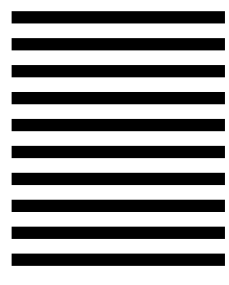


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**7. Do you have a disability?**  
 No  
 Yes (if yes, does your disability make it hard to use some methods of transportation?)  
 No  Yes

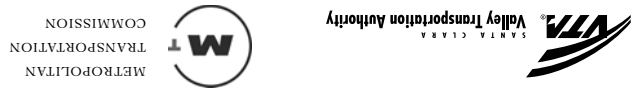
**8. Are you ... (mark all that apply)**  
 Employed, full-time  Not currently working  
 Employed, part-time  Other: \_\_\_\_\_  
 Retired  Student

**9. What is your age?**  
 13 – 17  45 – 64  
 18 – 24  65 – 74  
 25 – 34  75 and over  
 35 – 44

**10. What is your yearly household income?**  
 Under \$10,000  \$75,000 to \$99,999  
 \$10,000 to \$24,999  \$100,000 to \$199,999  
 \$25,000 to \$49,999  \$200,000 and over  
 \$50,000 to \$74,999

**Thank you  
for taking  
the time  
to complete  
this survey!**

**Please tear off survey along perforation  
line, fold over with return mailing panel  
facing outward, tape open edge (do not  
staple) and return via US Mail.**



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**How We Are Incorporating Current and Past Input**

We thank the community members that have been actively involved over the years in improving transportation in East San Jose. This new transportation plan will build on past and current information to identify specific projects, potential funding sources and possible project sponsors. Some current projects that will support our efforts include:

**Valley Transportation Plan 2035 (VTP 2035)** – The VTP 2035 will outline transportation planning, projects and programs for all of Santa Clara County.

**Comprehensive Operational Analysis (COA)** – On January 14, 2008, the VTA implemented new bus service and increased service levels in East San Jose as a result of an analysis of bus and transit service.

**Strong Neighborhood Initiatives (SNI)** – The City of San Jose’s Strong Neighborhood Initiatives is a collaborative effort with residents to improve the delivery of neighborhood and city services.

**San Jose General Plan Update** – The City of San Jose is currently updating its general plan. This effort will identify policies and priorities that will direct city funding in the future.

**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. Our mission is to provide the public with a safe and efficient countywide transportation system.

**For more information about this study**, or to sign up for a focus group meeting, please contact Jody Littlehailes, Transportation Planner, at 408-321-5769 or email [jody.littlehailes@vta.org](mailto:jody.littlehailes@vta.org).

**Tell us what you think! Complete our survey.**

To better understand your interests and concerns about transportation in East San Jose, we’ve developed a confidential survey and will be gathering results from community members throughout the summer and fall. Please complete the survey to help us identify what projects you think are most needed.



# ENCUESTA DE TRANSPORTE DE EAST SAN JOSÉ

La Autoridad de Transporte del Valle (VTA) está hablando con grupos comunitarios en las vecindades de East San José para comprender las necesidades locales de transporte. Nuestra meta es crear un plan que identifique proyectos y servicios futuros que mejorarán el transporte en y alrededor de East San José.

## 1. ¿Cuántas veces por semana viaja usted para ... ?

- Trabajo
- Escuela
- Compras
- Asuntos personales
- Visitas sociales o recreación
- Médico
- Lugar de oración
- Otro: \_\_\_\_\_

## 2. ¿Cuántas veces por semana viaja usted por medio de ... ?

(Marque todos los que aplican)

	Menos de 5	5 a 9	10 o más
Auto – Conduciendo solo	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Auto – Compartiendo el viaje	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bicicleta	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Caminando	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Trasbordes-Shuttle (Especifique: _____)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Transporte para incapacitados- Paratransit (ENLACE)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Autobús o tranvía	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Otro (Especifique: _____)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## 3. ¿Tiene usted algún comentario específico o sugerencia acerca de las necesidades de transporte en su comunidad?

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## 4. ¿A qué hora viaja usted normalmente? (Marque todo lo que aplica)

- 5 a.m. a 9 a.m.
- 9 a.m. a 3 p.m.
- 3 p.m. a 6 p.m.
- 6 p.m. a 10 p.m.
- Después de las 10 p.m. pero antes de las 5 a.m.

## 5. ¿Qué tanto problema es para usted cada una de las siguientes situaciones? Por favor califique cada una de estas situaciones usando una escala del 1 al 5 (1 = no es problema, y 5 = problema severo.) Circule su respuesta.

	No es problema ==>			Problema Severo	
	1	2	3	4	5
El tiempo que toma un viaje por autobús o tranvía					
Servicio de autobús o tranvía durante las horas tempranas o tardías					
Frecuencia de servicio de autobús o tranvía durante fines de semana					
Costo de tarifas de autobús o tranvía					
Costo de mantener y operación de un automóvil					
Información acerca del transporte disponible					
Instalaciones en paradas de autobús (bancas, resguardos, iluminación)					
Pavimento inseguro para caminar o para ciclismo					
Seguridad Personal mientras camina, usa bicicleta o espera en la parada de autobús					
Congestión vial					
Cruces sin paso peatonal marcado					
Subir algún mecanismo para movilidad o andadera a un autobús o tranvía					

## 6. ¿Es dueño o arrienda su propio vehículo actualmente?

- Sí
- No (Si es no, díganos porqué no: \_\_\_\_\_)

## 7. ¿Sufre alguna incapacidad?

- No
- Sí (Si es así, ¿Se le hace más difícil utilizar algunos métodos de transporte?)
  - No
  - Sí

la encuesta continúa al reverso →



## ¿Vive Usted en East San José?

## ¿Se Interesa en Mejores Modos de Desplazarse?

¡Para aprender más, lea acerca del *Plan Comunitario de Transporte de East San José Basado en la Comunidad!*

### Ayúdenos a Mejorar el Transporte Público en East San Jose

¿Que mejoraría sus viajes desde su casa a su trabajo, escuela, tiendas, iglesia el hospital u otros destinos? Gracias a esfuerzos anteriores en planificación, la Autoridad de Transporte del Valle de Santa Clara, (VTA) ha escuchado muchas sugerencias acerca de como mejorar las opciones de transporte en East San José. Ahora necesitamos su ayuda para comprender de mejor manera e identificar cuales proyectos específicos de transporte mejorarán su habilidad de desplazarse confortable y seguramente.

Por ejemplo, estos proyectos podrían ayudarle a:

- Mejorar conexiones con trenes y autobuses
- Agregar vías peatonales y de ciclismo
- Hacer las calles y cruces más seguros
- Proveer protección en paradas de autobuses contra la inclemencia del tiempo

### ¿Qué Estamos Haciendo?

La VTA, por medio de financiamiento de la Comisión Metropolitana de Transporte, está iniciando un proceso importante de enlace comunitario para desarrollar en colaboración, un plan de transporte basado en la comunidad. Trabajando en unidad con usted y otros miembros de su comunidad, este plan identificará proyectos específicos que usted considere son los más necesitados. El siguiente paso será que la VTA identifique fuentes de fondos actuales y futuros para potencialmente financiar estos proyectos. El resultante Plan de Transporte Comunitario de East San Jose será una parte esencial para ayudar a la VTA y a su comunidad a buscar estos proyectos pro-activamente cuando los fondos necesarios estén disponibles.

### ¡Únase!

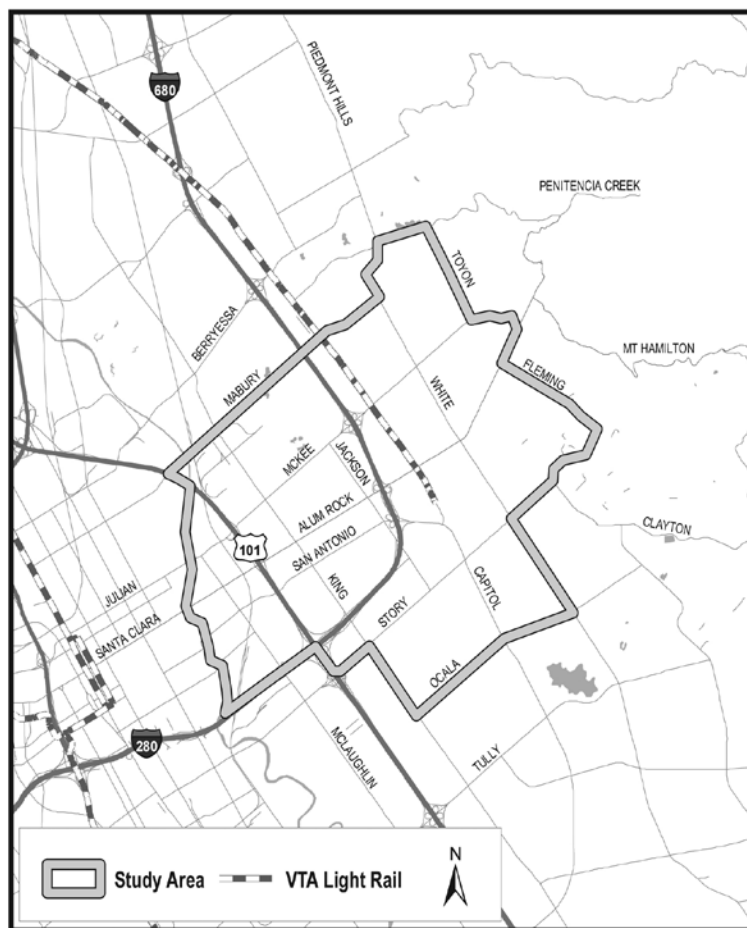
El éxito del Plan Comunitario de Transporte De East San José depende de la aportación de personas de los vecindarios en todo East San Jose. A fines del verano y en otoño, realizaremos una serie de juntas de enfoque en grupo para determinar a cuales problemas específicos afronta usted durante sus viajes diariamente y lo que usted cree que pueda ayudar a resolver estos problemas.

Hay varias maneras para unirse a esta causa:

- Asista a una sesión de enfoque en grupo
- Participe en nuestra encuesta
- Organice una sesión informativa para su organización
- Llame o mande un correo electrónico y comparta sus ideas

Si está interesado en asistir a una sesión, tomar nuestra encuesta o desea que un representante del proyecto visite su organización, por favor comuníquese con, Jody Littlehales, Planificadora de Transporte, al 408-321-5769 o correo electrónico [jody.littlehales@vta.org](mailto:jody.littlehales@vta.org).

Mapa del Área del Proyecto



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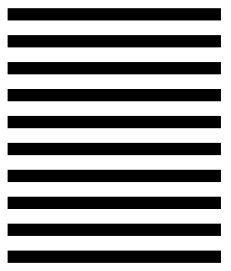
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## 8. Es usted... (marque todo lo que aplica)

- Empleado, tiempo-completo     Actualmente desempleado  
 Empleado, tiempo parcial     Otro: \_\_\_\_\_  
 Jubilado  
 Estudiante

## 9. ¿Cuál es su edad?

- 13 – 17     45 – 64  
 18 – 24     65 – 74  
 25 – 34     75 o mayor  
 35 – 44

## 10. ¿Cuál es su ingreso anual por vivienda?

- Menos de \$10,000     \$75,000 a \$99,999  
 \$10,000 a \$24,999     \$100,000 a \$199,999  
 \$25,000 a \$49,999     \$200,000 y más  
 \$50,000 a \$74,999

**¡Gracias por tomar  
el tiempo para  
completar esta  
encuesta!**

**Por favor separe la encuesta por la línea  
perforada, dóblela con la parte de  
regreso por correo hacia fuera, use cinta  
adhesiva para cerrar (no use grapas) y  
regréselo por correo de Estados Unidos.**

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TRANSPORTATION  
COMMISSION



Valley Transportation Authority  
SANTA CLARA



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## Como Estamos Incorporando Información Anterior y Actual

Le agradecemos a los miembros de la comunidad que han estado participando activamente durante los últimos años para mejorar el transporte en East San José. Este nuevo plan de transporte se desarrollará basado en información anterior y actual para identificar proyectos específicos, fuentes potenciales de financiamiento y posibles patrocinadores de proyectos. Algunos proyectos actuales que respaldarán nuestros esfuerzos incluyen:

**Plan 2035 de Transporte del Valle (VTP 2035)** – El VTP 2035 delinear la planificación de transporte, proyectos y programas para todo el Condado de Santa Clara.

**Análisis Extenso de Operaciones (COA)** – El 14 de enero del 2008, la VTA implementó servicio nuevo de autobuses y aumentó los niveles de servicios en East San José, como resultado de un análisis de servicio de autobuses y transporte.

**Iniciativas De Vecindades Fuertes (SNI)** – El Programa de Iniciativas de Vecindades Fuertes de la Ciudad de San José, es un esfuerzo cooperativo con los residentes para mejorar el ofrecimiento de servicios comunitarios y municipales.

**Actualización del Plan General de San José** – La Ciudad de San José esta actualizando su plan general. Este esfuerzo identificará normas y prioridades que dirigirán el financiamiento municipal en el futuro.

## Acerca la VTA

La Autoridad de Transporte del Valle de Santa Clara (VTA) es responsable por las operaciones de autobuses y tranvías, mejoras de carreteras y planificación de tránsito, caminos, vías de ciclismo e instalaciones peatonales. Nuestra misión es proveer al público un sistema de transporte seguro y eficiente en todo el condado.

**Para más información acerca de este estudio**, o para registrarse para una junta de enfoque en grupo, por favor comuníquese con Jody Littlehales, Planificador de Transporte, al 408-321-5769 o por correo electrónico: [jody.littlehales@vta.org](mailto:jody.littlehales@vta.org).

## ¡Denos su opinión! Complete nuestra encuesta.

Para entender mejor sus intereses y preocupaciones acerca del transporte en East San José, hemos desarrollado una encuesta confidencial y estaremos recopilando los resultados de los miembros comunitarios todo este verano y otoño. Por favor complete la encuesta y ayúdenos a identificar los proyectos más necesarios.



# BẢN KHẢO SÁT GIAO THÔNG PHÍA ĐÔNG SAN JOSE

Cơ Quan Giao Thông Thung Lũng (Valley Transportation Authority, hay VTA) đang bàn với khu láng giềng và các nhóm trong cộng đồng phía Đông San Jose để hiểu rõ nhu cầu giao thông địa phương. Mục đích của chúng tôi là lập một chương trình nhận diện những dự án và dịch vụ trong tương lai để cải tiến giao thông trong và xung quanh phía Đông San Jose.

## 1. Bao nhiêu lần mỗi tuần quý vị đi lại ... ?

- Đến việc làm
- Đến trường học
- Để mua hàng
- Cho công việc cá nhân
- Đến nơi giải trí/xã hội
- Để khám y tế
- Đến nơi thờ cúng
- Thứ khác \_\_\_\_\_

## 2. Bao nhiêu lần mỗi tuần quý vị đi lại ... ? (Chọn mọi câu trả lời thích hợp)

	ít hơn 5 lần	Từ 5 đến 9 lần	10 lần hoặc nhiều hơn
Bằng xe hơi – lái xe một mình	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bằng xe hơi – đi kèm hoặc chung xe	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bằng xe đạp	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Đi bộ	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Chuyên chở ngắn			
(Ghi rõ: _____)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Paratransit (TIẾP NGOẠI)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Xe buýt hoặc xe điện nhẹ	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cách khác			
(Ghi rõ: _____)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## 3. Quý vị có lời phê bình/đề nghị cụ thể nào về các nhu cầu giao thông trong cộng đồng của quý vị không?

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## 4. Quý vị thường đi lại vào khoảng giờ nào? (Chọn mọi câu trả lời thích hợp)

- 5:00 sáng đến 9:00 sáng
- 9:00 sáng đến 3:00 chiều
- 3:00 chiều đến 6:00 chiều
- 6:00 chiều đến 10:00 tối
- Sau 10:00 tối và trước 5:00 sáng

## 5. Mỗi thứ sau đây là vấn đề như thế nào cho quý vị? Xin đánh giá những vấn đề này dùng thang điểm 1 - 5 (1 = không là một vấn đề, và 5 = vấn đề nghiêm trọng). Khoanh tròn câu trả lời của mình.

	Không là một vấn đề=>				Vấn đề nghiêm trọng
	1	2	3	4	5
Thời gian đi xe buýt/xe điện	1	2	3	4	5
Giờ dịch vụ xe buýt/xe điện sớm/trễ	1	2	3	4	5
Mức thường xuyên của xe buýt/xe điện vào cuối tuần	1	2	3	4	5
Tiền vé xe buýt/xe điện	1	2	3	4	5
Chi phí mua và chạy xe hơi	1	2	3	4	5
Có thông tin về vận chuyển	1	2	3	4	5
Trạm xe buýt (ghế băng, nơi trú mưa nắng, đèn)	1	2	3	4	5
Lề đường đi bộ hoặc đi xe đạp không an toàn	1	2	3	4	5
An toàn cá nhân khi đi bộ, đi xe đạp, hoặc đợi ở trạm xe buýt	1	2	3	4	5
Kẹt xe	1	2	3	4	5
Không có lề đường hoặc lối băng ngang ở ngã tư	1	2	3	4	5
Mang theo một dụng cụ đi động hoặc xe đẩy lên xe buýt/xe điện	1	2	3	4	5

## 6. Quý vị hiện tại có (hoặc muốn) xe riêng của mình?

- Có
- Không (nếu không, xin cho chúng tôi biết tại sao không: \_\_\_\_\_)

## 7. Quý vị có bị tàn tật gì không?

- Không
- Có (nếu có, tàn tật này có làm cho quý vị khó dùng một số phương tiện giao thông không?)
  - Có
  - Không

bản khảo sát tiếp tục trang sau →



# Quý vị có cư ngụ phía Đông San Jose không? Quý vị có muốn biết thêm phương tiện giao thông nào tốt hơn không?

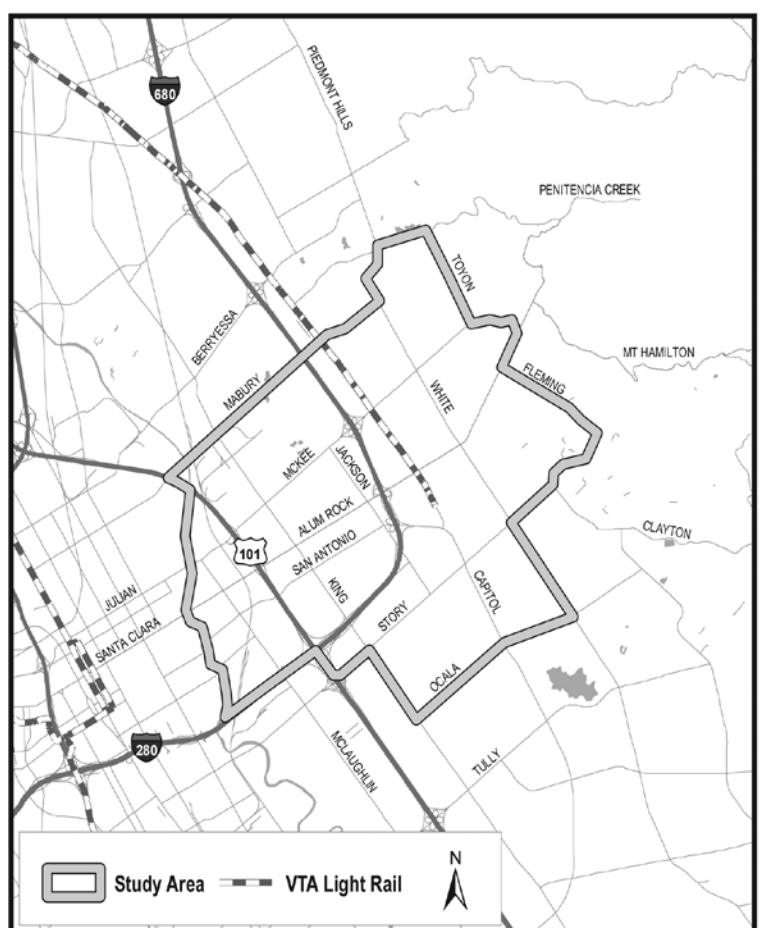
Hãy đọc *Phía Đông San Jose*  
*Chương Trình Giao Thông Trong Cộng Đồng* để biết thêm!

## Giúp chúng tôi cải tiến phương tiện giao thông công cộng phía Đông San Jose

Điều gì sẽ làm cho chuyến đi từ nhà đến sở, trường học, các cửa tiệm, nhà thờ, bệnh viện hoặc nơi đi tới khác tốt hơn? Từ những nỗ lực hoạch định trước đây, Cơ Quan Giao Thông Thung Lũng (Valley Transportation Authority hay VTA) Santa Clara đã nghe nhiều đề nghị về cách cải tiến phương tiện chuyên chở phía Đông San Jose. Hiện tại chúng tôi cần quý vị cho ý kiến để biết rõ hơn và nhận diện các dự án riêng biệt nào sẽ cải tiến cho quý vị đi lại thoải mái và an toàn. Chẳng hạn, các dự án này có thể giúp:

- Cải tiến chuyển xe, sang xe buýt và xe lửa
- Thêm đường đi xe đạp hoặc đi bộ
- Làm đường và ngã tư an toàn hơn
- Cung cấp chỗ ẩn náu mưa gió tại trạm xe buýt

Bản đồ khu vực dự án



## Chúng tôi đang làm gì

VTA, qua ngân quỹ từ Ủy Ban Vận Tải Thành Phố, đang khởi động tiến trình quan trọng tìm đến cộng đồng để cùng nhau phát triển chương trình giao thông trong cộng đồng. Bằng cách cộng tác với quý vị và nhiều người khác trong cộng đồng, chương trình này sẽ xác định các dự án riêng biệt quý vị nghĩ là cần thiết nhất. Bước kế tiếp sẽ là VTA tìm nguồn ngân quỹ hiện tại và tương lai để có thể tài trợ những dự án này. Kết quả là Chương Trình Giao Thông Trong Cộng Đồng phía Đông San Jose sẽ là một công cụ cần thiết để giúp VTA và cộng đồng tiên phong theo đuổi các dự án khi có ngân quỹ.

## Hãy Tham Gia!

Sự thành công của Chương Trình Giao Thông Trong Cộng Đồng phía Đông San Jose tùy thuộc vào ý kiến những người trong khu láng giềng khắp phía Đông San Jose. Vào cuối mùa hè và mùa thu, chúng tôi sẽ tổ chức một số nhóm hội thảo để hiểu rõ những thử thách riêng biệt quý vị đang đương đầu trong khi đi lại hàng ngày và quý vị nghĩ điều gì sẽ giải quyết được những khó khăn này.

Có nhiều cách để quý vị tham gia:

- Tham gia một nhóm hội thảo
- Điền bản khảo sát của chúng tôi
- Sắp xếp buổi họp cho cơ quan quý vị
- Gọi điện thoại hoặc gửi điện thư cho biết ý kiến mình

Nếu muốn tham gia một buổi họp, điền bản khảo sát hoặc muốn một đại diện dự án thăm viếng cơ quan quý vị, xin liên lạc Jody Littlehailes, Thiết Kế Viên Giao Thông (Transportation Planner), theo số 408-321-5769 hoặc gửi điện thư đến [jody.littlehailes@vta.org](mailto:jody.littlehailes@vta.org).

tiếp tục trang sau →

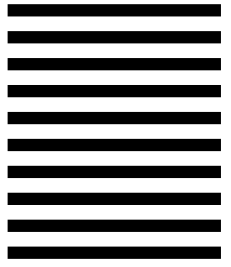
NO POSTAGE  
NECESSARY  
IF MAILED  
IN THE  
UNITED STATES

## BUSINESS REPLY MAIL

FIRST-CLASS MAIL PERMIT NO. 1009 SAN JOSE CA

POSTAGE WILL BE PAID BY ADDRESSEE

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



### 8. Quý vị ... (Chọn mọi câu trả lời thích hợp)

- Đi làm toàn thời gian     Hiện không đi làm  
 Đi làm bán thời gian     Khác: \_\_\_\_\_  
 Về hưu  
 Là học sinh

### 9. Quý vị bao nhiêu tuổi?

- 13 – 17     45 – 64  
 18 – 24     65 – 74  
 25 – 34     75 và lớn hơn  
 35 – 44

### 10. Lợi tức gia đình quý vị hàng năm là bao nhiêu?

- Dưới \$10,000     \$75,000 đến \$99,999  
 \$10,000 đến \$24,999     \$100,000 đến \$199,999  
 \$25,000 đến \$49,999     \$200,000 và nhiều hơn  
 \$50,000 đến \$74,999

**Cám ơn quý  
vị đã bỏ giờ ra hoàn  
tất bản khảo sát này!**

**Xin xé bản khảo sát theo đường lỗ thủng,  
xếp lại với ô địa chỉ gửi trả xoay ra ngoài,  
dán theo viền mở (đừng đóng đinh kẹp)  
và gửi trả qua bưu điện Hoa Kỳ.**

COMMISSION  
TRANSPORTATION  
METROPOLITAN



Valley Transportation Authority  
SANTA CLARA



FIRST CLASS MAIL  
US POSTAGE PAID  
SAN FRANCISCO, CA  
PERMIT NO. XXXXX

tiếp tục trang sau...

### Cách chúng tôi kết hợp ý kiến mới và ý kiến trước đây

Chúng tôi cảm ơn những người trong cộng đồng đã tích cực tham gia trong những năm qua để cải tiến phương tiện giao thông phía Đông San Jose. Chương trình giao thông mới này sẽ dựa trên thông tin trước đây và hiện tại để xác định những dự án riêng biệt, nguồn ngân quỹ trong tương lai và tài trợ dự án có thể có. Một số dự án hiện có sẽ hỗ trợ nỗ lực của chúng tôi bao gồm:

**Chương Trình Giao Thông Thung Lũng 2035 (VTP 2035)** – VTP 2035 sẽ phác thảo kế hoạch giao thông, các dự án và chương trình cho tất cả Quận Santa Clara.

**Phân Tích Hoạt Động Toàn Diện (Comprehensive Operational Analysis, hay COA)** – Vào ngày 14 tháng Giêng, 2008, VTA thực hiện dịch vụ xe buýt mới và gia tăng mức dịch vụ ở phía Đông San Jose do kết quả phân tích dịch vụ xe buýt và vận chuyển.

**Hoạch Định Khu Láng Giếng Lành Mạnh (Strong Neighborhood Initiatives, hay SNI)** – Hoạch Định Khu Láng Giếng Lành Mạnh của Thành Phố San Jose là một nỗ lực cộng tác với cư dân để cải tiến dịch vụ cho khu láng giếng và thành phố.

**Cập Nhật Chương Trình Tổng Quát của San Jose** – Thành Phố San Jose hiện đang cập nhật chương trình tổng quát. Nỗ lực này sẽ xác định chính sách và ưu tiên để thông qua ngân quỹ trong tương lai.

### VỀ VTA

Cơ Quan Giao Thông Thung Lũng (VTA) Santa Clara có trách nhiệm cho các hoạt động xe buýt và xe điện, chỉnh đốn xa lộ và hoạch định vận chuyển, xa lộ và đường đi, đường xe đạp, và phương tiện cho người đi bộ. Nhiệm vụ chúng tôi là cung cấp công chúng hệ thống giao thông khắp quận an toàn và chu đáo.

**Muốn có thêm thông tin về nghiên cứu này**, hoặc ghi danh cho nhóm hội thảo, xin liên lạc Jody Littlehales, Thiết Kế Viên Giao Thông, theo số 408-321-5769 hoặc gửi điện thư đến [jody.littlehales@vta.org](mailto:jody.littlehales@vta.org).

### Cho chúng tôi biết ý kiến quý vị! Hoàn tất bản khảo sát của chúng tôi.

Để hiểu rõ hơn sở thích và quan tâm của quý vị về giao thông ở phía Đông San Jose, chúng tôi phát triển một bản khảo sát kín đáo và sẽ thu thập kết quả từ người trong cộng đồng trong suốt mùa hè và mùa thu. Xin hoàn tất bản khảo sát này để giúp chúng tôi biết dự án nào là cần thiết nhất cho quý vị.

# East San Jose Community-Based Transportation Plan Appendix D

The screenshot shows a Windows Internet Explorer browser window displaying the Santa Clara Valley Transportation Authority (VTA) website. The address bar shows the URL: [http://www.vta.org/studies/esj\\_cbt/esj\\_community\\_trans\\_plan.html](http://www.vta.org/studies/esj_cbt/esj_community_trans_plan.html). The page title is "Community-Based Transportation Plan".

The website header includes the VTA logo, a phone number (408) 321-2300, a search bar, and a notification: "The Cottle Light Rail Station elevator is out of service." Below the header is a navigation menu with links for "Rider's Links", "Projects, Studies Programs", "Newsroom", "Business & Employment", and "Board of Directors & Committees".

The main content area features a large photograph of a light rail train at a station platform. Below the photo, the page title is "East San Jose Community Based Transportation Plan (CBTP)". The breadcrumb trail reads: "Home > Projects, Studies & Programs > Major VTA Projects and Studies > East San Jose Community Based Transportation Plan (CBTP)".

The page content includes a "Light Rail/Bus/Shuttles:" section with a "Select a route" dropdown menu. Below this is a "Related Links" section with categories: "2000 Measure A" (Ballot, Ballot Specified Projects, Citizen Watchdog Committee, Revenue & Expenditure Plan), "Planning/Studies", "Construction" (Current Projects, Completed Projects), and "Programs".

The main text describes the project: "In April 2008, the VTA through funding from the Metropolitan Transportation Commission (MTC) initiated a Community Based Transportation Plan focused on the transportation needs of East San Jose, one of the areas selected by MTC to be studied through its Community Based Transportation Planning Program." It includes a link for "Study Area Map (Study Area Map text version)" and a section titled "Study Objective and Approach".

The "Study Objective and Approach" section states: "The VTA, initiated this important study to collaboratively work with the East San Jose community to develop a community based transportation plan. By working together with the community, this plan will identify specific projects that the East San Jose community thinks are most needed." It then outlines the next steps: "The next step will be for the VTA to identify current and future funding sources to potentially finance these projects. The resulting East San Jose Community Based Transportation Plan will be an essential tool for helping the VTA and community proactively pursue projects when funding becomes available. Projects included in the final plan could address important issues such as:"

- Connections to buses and trains
- More bicycle or walking paths
- Safer streets and intersections
- Protection from bad weather through improved bus shelters

The page concludes with a "Get Involved!" link. The browser's taskbar at the bottom shows the Windows start button, several application icons, and the system tray with the time 11:14 AM.



# East San Jose Community-Based Transportation Plan Appendix D

**Get Involved!**

The success of the East San Jose Community Based Transportation Plan depends on input from people in neighborhoods throughout East San Jose.

We are scheduling focus group meetings in September to find out what specific challenges you face in your daily travels and what you think might help solve these challenges. There are a variety of ways for you to get involved:

- Attend a focus group meeting
- Take our [survey](#)
- Set up a briefing for your organization
- Call or e-mail and share your thoughts

**Tell us what you think! Complete our survey!**

To better understand your interests and concerns about transportation in East San Jose, we've developed a confidential survey and will be gathering results from community members throughout the summer and fall. Please complete the [ESJ transportation survey](#) to help us identify what projects you think are most needed.

**Study Schedule**

VTA staff began the study in April 2008 and is scheduled to release the final East San Jose Community Based Transportation Plan at the end of December 2008.

**Related Studies**

**For more information**

**For more information about this study**, to attend a focus group meeting, or if you would like a project representative to visit your organization, please contact Jody Littlehales, Transportation Planner, at 408-321-5769 or e-mail [jody.littlehales@vta.org](mailto:jody.littlehales@vta.org). [Fact Sheet & Survey](#)

**Para más información acerca de este estudio**, o para registrarse para una junta de enfoque en grupo, por favor comuníquese con el departamento para Ayuda al Pasajero (408) 321-2300 o correo electrónico [customer.service@vta.org](mailto:customer.service@vta.org) [Fact Sheet & Survey \(Spanish\)](#)

**Muốn có thêm thông tin về nghiên cứu này**, hoặc ghi danh cho nhóm hỏi thăm, xin liên lạc VTA Customer Service (408) 321-2300 or e-mail [customer.service@vta.org](mailto:customer.service@vta.org) [Fact Sheet & Survey \(Vietnamese\)](#)

Home | Rider's Links | Projects, Studies & Programs | Newsroom | Business & Employment | Board of Directors & Committees  
Accessibility | Site Map | Contact Us

Located at 3331 North First Street, San Jose, CA 95134 • (408) 321-2300

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## **SURVEY METHODOLOGY & RESULTS**

In an effort to gain a better understanding the transportation needs of East San Jose 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 needs survey. The survey was developed by the Project Working Group as a means for East San Jose community members to provide direct feedback on their transportation needs and travel patterns. The survey was designed to focus on information gathering rather than statistical significance. The survey featured ten 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, though the questions were identical for both. The paper survey was printed as a detachable portion of the project fact sheet, which served as a convenient way to inform residents about the project and also seek their input. The survey included return postage, which allowed respondents to mail the survey back to VTA free of charge. The link to the online survey was posted on the project webpage which is on the main VTA website. The project webpage provided information about the East San Jose CBTP study and the link to the survey was an opportunity to provide direct feedback on needs.

All of the paper-based surveys were printed with a unique code which allowed VTA staff to keep track of where each survey was distributed. As completed surveys came back in, VTA staff knew where the survey was distributed because of the identifying code. This allowed staff to keep track of participation by the distribution source.

Both the paper and the online surveys were administered from August 25th through December 1, 2008. The bulk of the completed surveys were returned during the month of October, though VTA staff continued to collect surveys through November to give respondents sufficient time to provide input.

## **DISTRIBUTION**

In total, 20,998 surveys were distributed to the community using various distribution methods (see Table 1). Surveys were distributed in English (over 12,000), Spanish (almost 10,000), and Vietnamese (over 1,000).

Over 13,000 surveys were distributed via “backpack mail” in the Alum Rock School District. VTA staff mailed over 6,000 surveys to SSA Welfare-to-Work participants with the help of SSA staff. The Project Working Group also identified several stakeholder community groups, and VTA staff was able to distribute over 600 surveys to these organizations. VTA staff also distributed over 2,000 copies of the survey to the Team Managers of the East Valley/680, Mayfair, Gateway East, and Five Wounds/Brookwood Terrace Strong Neighborhood groups. VTA Staff also attended community meetings and distributed copies of the fact sheet/survey to participants. About 100 copies were handed out at the National Night Out event sponsored by City Council District 5, which was held at Emma Prusch Park and included the East Valley, Mayfair, and Gateway East NAC’s. The Five Wounds/Brookwood Terrace NAC had smaller events, but about 1,000 copies of the fact sheet/ survey were included with a mailing that went out to all of the NAC

members. About 200 copies of the survey were distributed at the Eastside Community Center, VIVO, and SOMOS Mayfair focus group meetings in September.

VTA marketing staff distributed over 700 copies of the fact sheet/survey via normally scheduled VTA marketing runs to the Alum Rock and Hillsdale Libraries, Valley Medical Center, Alum Rock Youth Center, and others. VTA marketing staff also distributed the fact sheet/survey at the National Night Out and San Jose Jazz Festival events.

VTA staff also handed out the fact sheet/survey at the Alum Rock Library and the Eastridge Transit Center in an effort to try to reach out to community members that may not have otherwise had a chance to provide feedback.

## SURVEY RESPONSE

The table below gives an overview of the survey distribution and the results. 439 valid surveys were returned from all distribution methods (excluding a few that were returned blank). Of the 439 completed surveys, 184 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.

**Table 1 East San Jose CBTP Survey Distribution**

Group	Method of distribution	Distributed	Returned	Response Rate
<b>Alum Rock School District</b>		13,702	78	1%
	<i>Distributed via students</i>			
<b>Social Services Agency</b>		6,418	180	3%
	<i>Mailed to SSA-WTW/CALworks database &amp; offices</i>			
<b>Community Groups</b>		620	59	10%
	<i>VIVO, Five Wounds, Lady Guadalupe Church</i>			
<b>Focus Group Meetings</b>		235	10	4%
	<i>Passed out at 3 VTA focus group meetings</i>			
<b>VTA Marketing</b>		743	42	6%
	<i>Distributed w/ runs to Library, Hospital, etc.</i>			
<b>NNO/SNI</b>		2065	46	2%
	<i>National Night Out, Strong Neighborhood Mtgs</i>			
<b>Other</b>		123	24	20%
	<i>Including staff-assisted, web survey, other events</i>			
	<b>Total Surveys</b>	<b>23,906</b>	<b>439</b>	<b>1.8%</b>
	<i>English Distribution</i>	12,696		
	<i>Spanish Distribution</i>	9,700		
	<i>Vietnamese Distribution</i>	1,510		

## PRELIMINARY FINDINGS

Following is a summary of significant findings that resulted from the survey. The survey responses taught the Project Working Group that:

- The most common modes of transportation are bus/light rail, solo driving, and walking.
- Over half of the respondents indicated they travel to a medical destination (such as a doctor appointment) once a week.
- Almost half of the respondents regularly travel from 5 a.m. to 9 a.m., but only 6.7% of respondents travel between 10 p.m. and 5 a.m.
- The biggest transportation issues (question 5) identified by respondents are traffic congestion, the high cost of owning/operating a car, and personal safety while walking, bicycling, or waiting at a bus/light rail stop.
- Respondents are less concerned about two transportation issues (question 5) -- information about available transit, and taking a mobility device or stroller on a bus/light rail.
- Almost half (47.9%) of the survey respondents do not own a car.
- One out of every five respondents (20.8%) indicated they have a disability of some sort. 59.3% of those with a disability indicated that their disability makes it hard for them to use some methods of transportation.
- 58.1% of respondents are either employed (full or part-time) or a student.
- 45.9% of respondents are either retired or not currently working.
- The respondents have considerably lower income than the city-wide average. 68.7% of survey respondents have an annual household income under \$25,000. City-wide, the share of residents who fall into the same income category drops to 14% (according to the 2000 Census).

## FULL RESULTS BY QUESTION

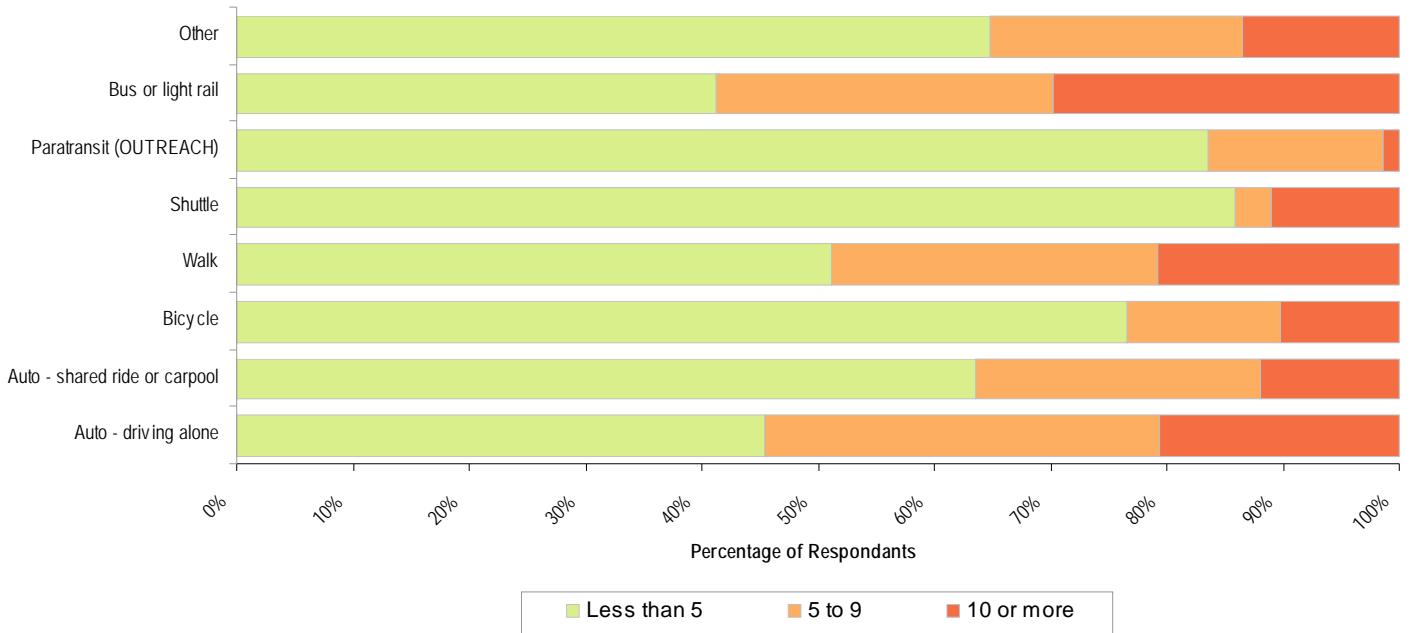
### Question 1: How many times a week do you travel for ...?

Purpose Frequency	1	2	3	4	5	6	7+	Count
Work	9.4%	7.8%	6.3%	6.3%	45.3%	9.9%	15.1%	192
School	10.4%	15.6%	7.5%	7.5%	33.5%	1.2%	24.3%	173
Shopping	24.8%	33.5%	19.2%	8.6%	7.1%	7.1%	1.9%	266
Personal business	29.3%	25.5%	22.3%	7.1%	7.1%	1.6%	7.1%	184
Recreation/ social visit	25.1%	32.2%	22.2%	7.6%	8.2%	0.6%	4.1%	171
Medical	51.4%	26.0%	17.3%	2.9%	1.2%	1.2%	0%	173
Place of worship	58.3%	18.9%	10.6%	6.1%	0.8%	1.5%	3.8%	132
Other	24.5%	37.7%	18.9%	5.7%	9.4%	0%	3.8%	53
								405

### Question 2: How many times a week do you travel by ...?

Mode Frequency	Less than 5	5 to 9	10 or more	Count
Auto - driving alone	45.5%	33.9%	20.6%	233
Auto - shared ride or carpool	63.5%	24.5%	12.0%	200
Bicycle	76.6%	13.1%	10.3%	107
Walk	51.1%	28.2%	20.7%	227
Shuttle	85.9%	3.1%	10.9%	64
Paratransit (OUTREACH)	83.6%	15.1%	1.4%	73
Bus or light rail	41.3%	28.9%	29.8%	235
Other	64.9%	21.6%	13.5%	37
				421

Q2. How many times a week do you travel by . . . ?

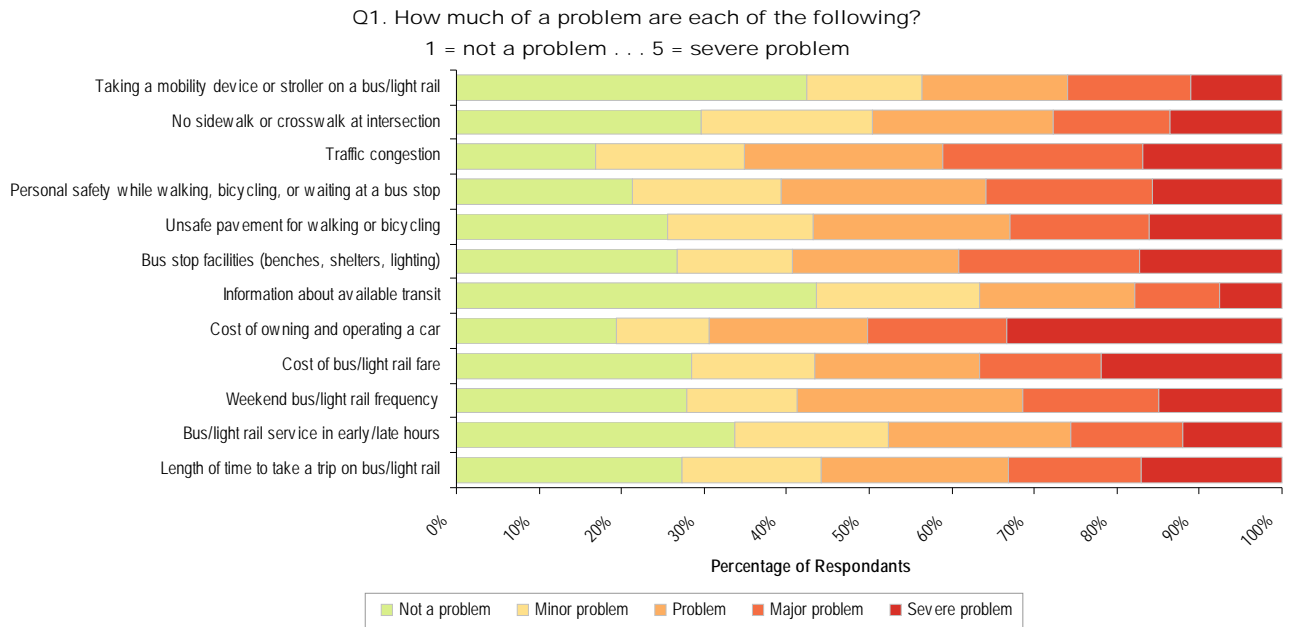


**Question 4: What times do you normally travel?**

Travel Time	Percent	Count
5 a.m. to 9 a.m.	46.0%	193
9 a.m. to 3 p.m.	70.0%	294
3 p.m. to 6 p.m.	46.7%	196
6 p.m. to 10 p.m.	28.1%	118
After 10 p.m. and before 5 a.m.	6.7%	28
		420

**Question 5: How much of a problem is each of the following for you?**

Problem Matrix	1	2	3	4	5	Rating Average	Response Count
Length of time to take a trip on bus/light rail	27.4%	16.8%	22.6%	16.2%	17.1%	2.788235	340
Bus/light rail service in early/late hours	33.8%	18.6%	22.1%	13.6%	12.0%	2.514196	317
Weekend bus/light rail frequency	27.9%	13.3%	27.3%	16.5%	14.9%	2.771429	315
Cost of bus/light rail fare	28.4%	15.0%	20.0%	14.7%	21.9%	2.865625	320
Cost of owning and operating a car	19.3%	11.2%	19.3%	16.8%	33.3%	3.336449	321
Information about available transit (schedules, routes, languages other than English, etc.)	43.6%	19.8%	18.8%	10.2%	7.6%	2.184819	303
Bus stop facilities (benches, shelters, lighting)	26.8%	14.0%	20.1%	22.0%	17.2%	2.888535	314
Unsafe pavement for walking or bicycling	25.5%	17.6%	23.9%	17.0%	16.0%	2.803921	306
Personal safety while walking, bicycling, or waiting at a bus stop	21.3%	18.1%	24.7%	20.3%	15.6%	2.909375	320
Traffic congestion	16.8%	18.1%	23.9%	24.3%	16.8%	3.061489	309
No sidewalk or crosswalk at intersection	29.6%	20.7%	22.0%	14.1%	13.5%	2.611842	304
Taking a mobility device or stroller on a bus/light rail	42.5%	14.0%	17.6%	15.0%	11.0%	2.378737	301
							375



**Question 6: Do you currently own (or lease) your own vehicle?**

Own Vehicle	Percent	Count
Yes	52.1%	215
No	47.9%	198
	100%	413

**Question 7: Do you have a disability?**

Disability	Percent	Count
Yes	20.8%	86
No	79.2%	327
	100%	413

**Question 8: Does your disability make it hard to use some methods of transportation?**

Disability Makes Trans. Difficult	Percent	Count
Yes	70.8%	51
No	29.2%	21
	100%	72



**Demographics**

**Question 9: Are you ... (employment status)?**

Employment Status	Percent	Count
Employed, full-time	27.5%	115
Employed, part-time	15.8%	66
Retired	19.6%	82
Not currently working	26.3%	110
Student	14.8%	62
Other	9.1%	38
	100%	418

**Question 10: What is your age?**

Age Group	Percent	Count
13 - 17	2.9%	12
18 - 24	7.6%	32
25 - 34	22.9%	96
35 - 44	18.1%	76
45 - 64	25.5%	107
65 - 74	14.8%	62
75 and over	8.1%	34
	100%	419

**Question 11: What is your yearly household income?**

Income Range	Percent	Count
Under \$10,000	34.9	136
\$10,000 to \$24,999	33.8%	132
\$25,000 to \$49,999	14.6%	57
\$50,000 to \$74,999	6.9%	27
\$75,000 to \$99,999	4.9%	19
\$100,000 to \$199,999	4.6%	18
\$200,000 and over	0.3%	1
	100%	390

**Comments**

**Question 3: Do you have any specific comments/suggestions on your community's transportation needs?**

The lists below show the valid comments received from question 3, 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. For example, 12 people made the comment that VTA needs to improve on-time performance. The list is not ranked.

<b>Route Changes/Additions</b>	{	Extend 23 all the way to Penitencia Creek.
<i>route-specific</i>		Restore route 31's old route
		Make the 522 run later (would help many Evergreen students that get out late) (x2)
		Extend service hours for 25
		Make route 42 more frequent
		Make route 64 more frequent
		Provide bus service on Marten-Mt Pleasant-White Rd-East Hill-Gloria St
		More service on McKee-Toyon-White
		Route line 25 down Meadow Ln
		More service for route 51 on weekends
		Restore route 59 (Great America to Great Mall)
		Restore line 25 stop at the Tropicana (Story and King)
		522 stop at Comerica Bank should be moved to Amici's
		Sometimes the 45 at the AR transit center gets held up because a shuttle arrives with a bunch of new people on it
		Better on-time performance (x12)
Increase route frequency (x7)		
Provide later/24-hour service on more routes (x4)		
Make bus service faster somehow (x3)		
<i>general service comments</i>	Buses should be smaller to lower greenhouse gas emissions	
	Buses are empty, so make less frequent	
	Earlier service start times	
	Increase weekend service	
	Better connection timing between modes	
	More bus service from Alum Rock to White Rd/Quimby area	
	Provide bus route on Hostetter from Lundy to Flickinger (in front of Costco) (x2)	
	Provide service to NHU (East Hills Rd)	
	Create direct route from Evergreen College to McKee	
	East San Jose connection to Valley Med Center	
Run a bus route down Leeward Dr (old route 31) (x3)		
<i>add service to . . .</i>		
<b>Station Improvements</b>		More shelters to shield from weather (x9)
	Provide public bathrooms (x2)	
	Better lighting (x3)	
	More schedules and maps at more stations (x2)	

	<p>AR transit center needs better protection from weather Put bench at bus stop on 7th/Santa Clara</p>
<b>Safety Concerns</b>	<p>Pedestrian environment along Brokaw Pedestrian environment in Raging Waters neighborhood Afraid of gangs on LRT Some bus drivers using cell phones Low lighting makes waiting for bus scary (x3)</p>
<b>Bike/Ped Improvements</b>	<p>More bike trails/paths (x5) Bike lanes on Alum Rock Pedestrian improvements such as sidewalks along Brokaw Rd Connect Coyote Cr trail through Kelly Park Need East-West bicycle corridors Need sidewalks in Raging Waters neighborhood Better bike/ped access at major stations Increase capacity for bikes on buses (only 2 now) Bike lane on Leeward Dr</p>
<b>LRT Improvements</b>	<p>Alum Rock - Mountain View direct train Express Trains Please put station at Gay Ave (3 schools nearby and kids often have to walk) (x2) Extend LRT to Eastridge (x6) Run LRT line from AR to downtown via Alum Rock/Santa Clara (x2) Extend LRT down Capitol all the way to 87 Increase LRT frequency Transfer tickets to buses (x2) Install clock at Great Mall transit center Bike racks too cumbersome</p>
<b>Planning</b>	<p>New direct service from SJ airport and East San Jose Upgrade the 23 to a BRT from Eastridge to De Anza College (x3) Some kind of fast service from Eastridge to downtown (x4) New direct service from City College to East San Jose Recommend signal light at White and Mabury BART to San Jose (x3) Provide train from Eastridge to Fremont BART Increase Caltrain frequency Some kind of fast service from East San Jose to Sunnyvale Build more walkable communities so we don't have to use our cars as much Do not extend LRT anywhere</p>
<b>Other</b>	<p>Shelter/stations/benches are often dirty (x3) Poor driver attitude (x5) Drivers should wait for seniors to sit down before moving Drivers shut doors on passengers (x2) Cost is too high for youth and seniors (x2) Drivers need to accommodate seniors/slow people better Sell monthly passes in vending machines Buses are often dirty inside (x2)</p>

Buses need cupholders, radio, stroller compartments  
Room on bus for folding stroller and shopping carts?  
Widen the streets for more cars (x2)  
Larger capacity Outreach cars  
Lift doesn't work well  
Fares too high (x12)  
Hard to understand VTA bus routes  
More information in alternate languages (x2)