

Final

# Community-Based Transportation Plan for Gilroy

July 2006



Conducted by:

**Santa Clara Valley Transportation Authority**

In partnership with:

Metropolitan Transportation Commission

County of Santa Clara

City of Gilroy

Gilroy Unified School District

Gilroy Chamber of Commerce

Gilroy Economic Development Corporation

South County Collaborative

OUTREACH, Inc.

**Santa Clara Valley Transportation Authority  
Development & Congestion Management Division**

3331 North First Street

San Jose, CA 95134

(408) 321-5725

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

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## Acknowledgements

### Gilroy CBTP Project Working Committee Members

#### Metropolitan Transportation Commission

Therese Knudsen, Associate Transportation Planner

#### Santa Clara Valley Transportation Authority

Kat Mereigh, CBTP Project Manager  
Chris Augenstein, Transportation Planning Manager  
Bill Capps, Service Planning Manager  
Carolyn Gonot, Chief Development Officer  
Scott Haywood, Policy & Community Relations Manager  
Samuel Lau, Deputy Director, Operations, Bus & Rail Transportation  
Matthew Tucker, Chief Operating Officer

#### County of Santa Clara

Edwin Chan, The Office of Supervisor Donald F. Gage  
Jean Cohen, The Office of Supervisor James T. Beall  
Alette Lundeborg, Department of Employment & Benefit Services Administrator

#### City of Gilroy

Don Dey, City Transportation Engineer  
Marilyn Roaf, Housing & Community Development Coordinator  
Wendie Rooney, Community Development Director

#### Gilroy Unified School District

Darren Salo, Transportation Supervisor  
Carmen Pedroza

#### Gilroy Chamber of Commerce

Susan Valenta, President & CEO

#### Gilroy Economic Development Corporation

Larry Cope, Executive Director

#### South County Collaborative

Dina Campeau

#### Outreach, Inc.

Katie Heatley, CEO  
Paul Tatsuta

## Contributors to Public Outreach Activities & Plan Development

Ervin Barrios, Bilingual Meeting Facilitator  
Kimberly Cucuzza, Public Outreach Coordinator  
Gema Alvarez  
Maurya Campeau  
Doris Karras  
Katie Ramos

### Catholic Charities

Juan Gil Garcia

### Community Solutions

Nancy Neyer-Kinoshita

### Dolores Huerta Foundation

Gilbert Armendariz  
Ruben Delarosa  
Nick Jackson

### EHC LifeBuilders Boccardo Family Living Center

Patricia Vazquez  
Delfina Rubio

### Gilroy Public Library

Lani Yoshimura

### Gilroy Unified School District

Bernadette Barrera, Migrant Education Program  
Lucy Navarro, GUSD Migrant Interpreter

### Glenview-Eigleberry Neighborhood Association

Soccoro Alfaro  
Marbella Lopez

### Learning & Loving Education Center

Janet Leach  
Sister Pat Davis, PBVM



Mexican American Community Services Agency (MACSA)

Christina Soto  
David Montes

Outreach, Inc.

Bernadette Belsamo  
Nina Lopez  
Lien Nguyen  
Bill Schwarz

Rebekah Children's Services

Lynn Magruder

Santa Clara Valley Health Center

Anna Pausanos  
Denise Ramos

Santa Clara Valley Transportation Authority

Bernice Alaniz, Deputy Director, Marketing and Public Affairs  
Kevin Connolly, Transportation Planning Manager  
Kermit Cuff, Transportation Service Development Specialist  
Jayme Kunz, Public Communications Manager  
James Unites, Operations Planning Program Manager

Silicon Valley Independent Living Center

Martha Bell  
Arlette Musallem  
Walter Schinke

Silicon Valley Workforce Investment Network

Abby Serrano

St. Joseph's Family Center

David Cox  
Jeff Fishback

The Health Trust

Santa Alvarez

**Photography Credits**

Richard Swann, Vela Piena Fotografia, Gilroy

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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, residents, community-based organizations, public transit operators, transportation and social service providers, and county congestion management agencies 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.

### Gilroy Community-Based Transportation Plan

In May 2005, VTA initiated a CBTP focused on transportation needs of low-income communities in the City of Gilroy, one of the areas selected by the MTC. The Gilroy CBTP documents the efforts and results of the twelve-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.

Cooperation among local partners, both public and private, was crucial to the development of the Gilroy CBTP. **Stakeholder agencies** involved in the Gilroy CBTP process were: VTA, as lead agency; MTC, as funding partner; the County of Santa Clara; the City of Gilroy; the Gilroy Unified School District; the Gilroy Chamber of Commerce; the Gilroy Economic Development Corporation; Outreach, Inc.; and the South County Collaborative, a collective of community-based organizations that provide various forms of assistance to residents of low-income communities in south Santa Clara County.

# Community-Based Transportation Plan for Gilroy

## Executive Summary

### CBTP Process

Representatives from these stakeholder agencies formed a **Project Working Committee** to provide input throughout the CBTP process. Prior to conducting public outreach activities, the Project Working Committee developed a list of known transportation needs and current projects and/or programs to address those needs. The list of needs and potential transportation options was a basis for moving forward in receiving community comments and generating additional proposals. The committee also developed a **transportation survey** to be distributed during the public outreach period.

Over 1,000 surveys were collected during CBTP-related outreach activities.

VTA conducted **public outreach activities** through a partnership with the South County Collaborative. During a five-month public outreach period between May and October 2005, seven focus groups and three presentations were held to solicit public input and suggestions to improve transportation. Surveys were distributed at these meetings as well as at special events, open houses, and local fairs sponsored by other community organizations. Santa Clara County Social Services Agency also distributed surveys to its clients. In all, 1,068 surveys were collected during the public outreach period.

The transportation issues that were of primary concern focused on six areas related to current transportation services:

- Public transit service routes and coverage throughout low-income neighborhoods;
- Public transit service frequency;
- Public transit service hours;
- Amenities for public transit service, pedestrian- and bicycle-related transportation;
- Customer service quality; and
- Affordability of transportation options (specifically automobile ownership and public transit service fares).



A majority of comments received during outreach activities focused on public transportation services and fares.

## Gilroy CBTP Transportation Proposals

Following the public outreach period, the Project Working Committee participated in a **brainstorming activity** to create a list of proposed actions to address the transportation issues heard during public outreach.

The committee assembled and evaluated transportation proposals and made recommendations to remedy specific lifeline barriers. Proposals that could address the most prevalent community issues were placed in near-term (less than three years) to mid-term (three to six years) timeframes for implementation. The committee also took a support position for policy-relevant proposals advocating smart growth and policy-level decisions that positively benefit transportation service delivery.

Figure EX-1 lists the transportation proposals recommended for near- and mid-term implementation, as prioritized by the Project Working Committee.

Community-based organizations or public agencies that may want to champion any one of the recommended solutions should understand the requirements of available transportation funding sources. The CBTP describes various funding opportunities from both public and private sources that may be used to design and implement the recommended proposals.

CBTP proposals are eligible for funding through a variety of sources, including MTC's Lifeline Transportation Program. In the first cycle of the program, approximately \$3.9 million is available for funding projects in Santa Clara County through 2008.

## About VTA

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

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

VTA, as the designated Congestion Management Agency for Santa Clara County, was selected as lead agency in developing Community-Based Transportation Plans, consistent with MTC's CBTP Program Guidelines.

**Figure EX-1**  
Summary of Recommended CBTP Transportation Proposals

Proposal	Issue(s) Addressed <sup>1</sup>	Potential Sponsors	Estimated Costs	Fund Sources <sup>2</sup>	Recommendation & Proposal Status
<b>Express Transit Service between Gilroy &amp; San Jose</b>	Coverage; Frequency	VTA	\$0.5-5M annually; \$2.5M start-up	Fed Section 5303, JARC, Lifeline, TFCA, VTA	Implement within 3 years. Pending Comprehensive Operations Analysis.
<b>Community Bus Services</b>	Coverage; Frequency	VTA, City of Gilroy	\$0.8-2.6M annually; other costs TBD	Fed Section 5303, JARC, Lifeline, TFCA, VTA, Private funds	Implement within 3 years. Currently in development.
<b>Shuttle Services</b>	Coverage; Frequency	City of Gilroy or local community-based organizations (CBOs)	\$0.5-2M annually; \$350K start-up	JARC, Lifeline, TFCA, VTA, Private funds	Implement within 3 years. To be developed.
<b>Enhanced Transportation Information Services</b>	Support Services	VTA, City of Gilroy, County of Santa Clara, and local CBOs	Costs vary	CDBG, Lifeline, SR2S, TFCA, TLC, Private funds	Implement within 3 years. To be developed.

<sup>1</sup> Issues addressed are: coverage, frequency, infrastructure, support services, and affordability. *Chapter 5: Information Gathering* contains more specific descriptions of transportation issues and barriers expressed during public outreach activities. Proposals may address more than one transportation issue.

<sup>2</sup> Full names of fund sources are included in *Chapter 8: Funding Sources & Opportunities*.

Proposal	Issue(s) Addressed	Potential Sponsors	Estimated Costs	Fund Sources	Recommendation & Proposal Status
<b>Farm Worker Vanpool Program</b>	Coverage	Local CBOs in partnership with the County of Santa Clara or VTA	\$0.5-4M annually; \$180K start-up; Other costs TBD	AITIS (future), JARC, Lifeline, TFCA, Private Funds	Implement within 3 years. To be developed.
<b>Low-Cost Transit Pass Program</b>	Affordability	Local CBOs in partnership with VTA	\$0.5-1M, depending on program scope	Lifeline, TFCA, Private funds	Implement within 3 years. To be developed.
<b>Taxi Voucher Program</b>	Affordability	Local CBOs in partnership with local taxicab companies	\$1M, depending on program scope	JARC, Lifeline, Private funds	Implement within 3 years. To be developed.
<b>Bus Shelters &amp; Amenities</b>	Infrastructure	VTA, City of Gilroy, County of Santa Clara	Cost vary depending program scope; \$10K each for standard shelters	BTA, CDBG, Lifeline, TLC, TFCA, Private funds	Implement within 3 years. To be developed.
<b>Bicycle &amp; Pedestrian Infrastructure Improvements</b>	Infrastructure	City of Gilroy, County of Santa Clara, Private property owners	Costs vary depending program scope	BTA, CDT, CDBG, HES, Lifeline, SR2S, TFCA, TLC, Private funds	Implement within 3 years. To be developed.

*Table EX-1 continues →*

Community-Based Transportation Plan for Gilroy  
 Executive Summary

Proposal	Issue(s) Addressed	Potential Sponsors	Estimated Costs	Fund Sources	Recommendation & Proposal Status
<b>Safe Routes Program</b>	Coverage, Infrastructure	City of Gilroy, Gilroy Unified School District, Local CBOs	Costs vary depending on program scope	BTA, CDT, CDBG, HES, Lifeline, SR2S, TFCA, TLC, Private funds	Implement within 3 years. To be developed.
<b>Express Transit Service between Monterey &amp; San Jose</b>	Coverage	Monterey-Salinas Transit; Capitol Corridor Joint Powers Authority, VTA	TBD	For future funding, VTA, JARC, Lifeline, TFCA	Implement in 3 to 6 years. Scheduled for service in Summer 2006, future service upgrades to be determined after pilot program analysis.
<b>Volunteer Driver Program</b>	Coverage, Support Services	Local CBOs	\$300K annually; \$180K start-up; Other costs TBD	Fed Section 5310, Lifeline, JARC, Private funds	Implement in 3 to 6 years. To be developed.
<b>Low-Cost Auto Ownership Program</b>	Affordability	TBD	Costs TBD based on program scope	CDBG, JARC, Lifeline, Private funds	Implement in 3 to 6 years. To be developed.



## Chapter 1. Introduction

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

### CBTP Purpose

The purpose of this study is to analyze specific transportation needs of low-income communities within the City of Gilroy. 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 in providing needed transportation options with responsible and efficient use of available funding and resources.

As a result, a gap exists between what low-income residents require to meet their daily needs and what local agencies can provide. This study documents the specific needs of Gilroy's low-income residents, various transportation proposals to meet those needs, and steps to implement those proposals. Gilroy's residents and community-based organizations worked with local transportation providers to develop this Community-Based Transportation Plan (CBTP). This CBTP provides the information necessary to develop and implement relevant projects and services to improve transportation for Gilroy's low-income communities.

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

### Community-Based Transportation Planning

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

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

# Community-Based Transportation Plan for Gilroy

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## Chapter 1: Introduction

The objectives of the program are to:

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

MTC adopted CBTP guidelines in 2002, which identified 25 communities throughout the Bay Area to initiate CBTPs. Since the program's inception, MTC and local agencies have partnered to produce transportation plans for low-income communities in the Cities of Napa, East Palo Alto and Dixon, as well as the Richmond Area in Contra Costa County and the Ashland-Cherryland Area of Central Alameda County. MTC selected three locations in Santa Clara County to complete CBTPs: the City of Gilroy, the City of Milpitas, and the eastern portion of the City of San Jose.

### Local Planning Effort in Gilroy

In May 2005, Santa Clara Valley Transportation Authority (VTA) initiated a study focused on transportation needs of low-income communities in Gilroy.

This CBTP documents the efforts and results of the twelve-month planning process. It describes the public outreach process used to compile community input, a listing of potential transportation solutions, a concerted action plan, and possible funding sources for implementing transportation solutions.

## Chapter 2: Planning Area Characteristics

This chapter describes the City of Gilroy and the focus communities studied in this report.

### Location

The City of Gilroy is located in the southernmost section of Santa Clara County, 30 miles south of San Jose and 75 miles south of San Francisco. Figure 2-1 is a map of Gilroy and surrounding areas.

Gilroy’s pastoral surroundings serve as home to a mix of industrial, service-oriented, and agricultural businesses, including produce farming. Gilroy’s expansion policy is one of “managed growth,” with the goal of accommodating new commercial developments while maintaining the rural character of the city within and the agricultural character of surrounding lands.

**Figure 2-1**  
Map of City of Gilroy & Surrounding Areas



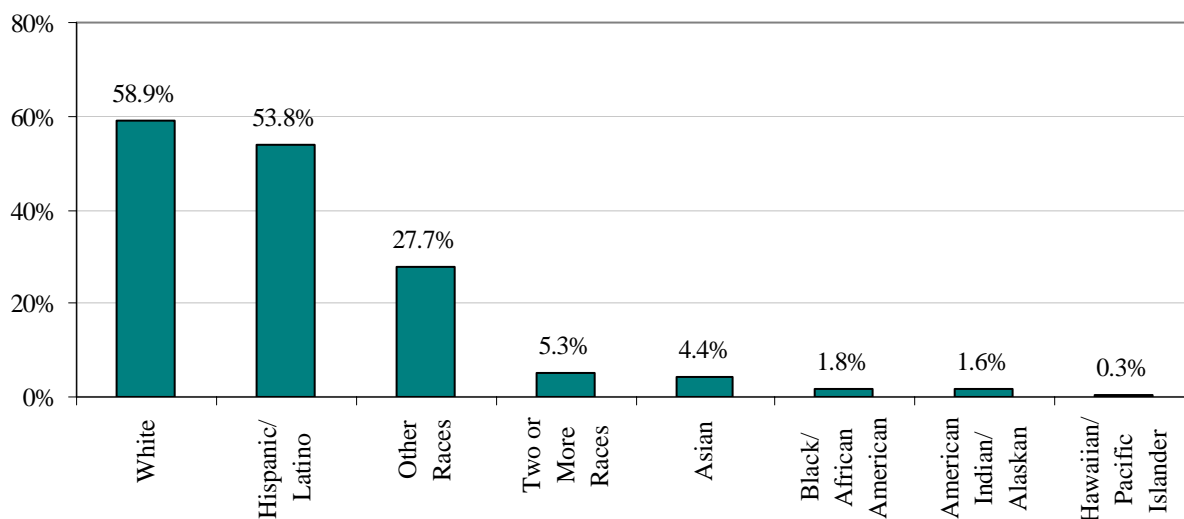
## Population

According to 2000 Census data, Gilroy is comprised of 41,464 residents, 2.5% of the population of Santa Clara County. In 2006, Gilroy’s population increased 17% to an estimated 48,500 residents, according to the California Department of Finance. Data from the Association of Bay Area Governments (ABAG) projects that **by the year 2020, the population of Gilroy will grow by 37% for a total population of 57,000**<sup>3</sup>. In Gilroy’s recent update of its General Plan, growth projections were estimated to be higher than ABAG’s figures, when taking into account current allocations for residential development within the city.<sup>4</sup> Gilroy’s projected growth slightly exceeds that of Santa Clara County, which is estimated to experience a 35% population increase over the same time period.

Figure 2-2 shows the ethnic breakdown of Gilroy’s population as of the 2000 Census. Census data includes persons identifying themselves in one or more than one race category.

As shown in Figure 2-3, Gilroy’s population is relatively “young,” with 33% being age 18 or younger and only 7% over the age of 65. ABAG’s population projections, however, estimate that Gilroy’s senior population will increase to approximately 16% by 2020.<sup>5</sup>

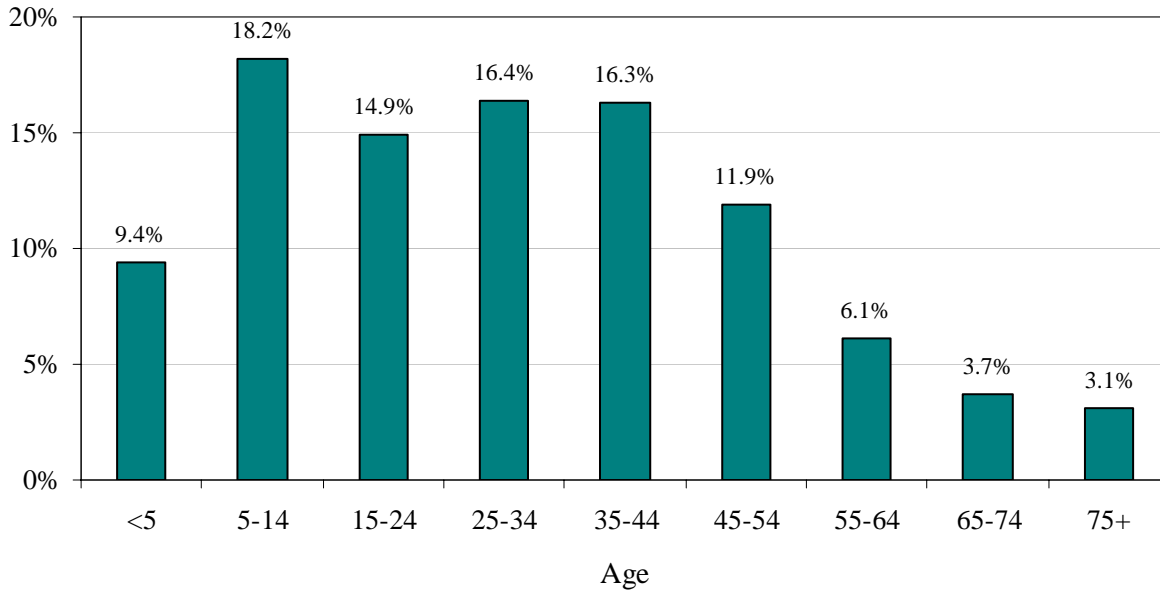
**Figure 2-2**  
Racial Distribution of Study Area  
as Percentage of Total Population  
(Census 2000)



<sup>3</sup> Association of Bay Area Governments, *Projections 2005*

<sup>4</sup> City of Gilroy, *Gilroy General Plan, 2002*

**Figure 2-3**  
 Current Age Distribution of Study Area  
 as Percentage of Total Population  
 (Census 2000)



## Economy

Historically, Gilroy's economy has been based in agricultural products and food processing. Agriculture still remains a vital component of the local economy. In addition, retail developments located east of U.S. 101 are also a growing employment center. A large proportion of Gilroy's residents commute north to jobs.

**Gilroy has the highest percentage of the total population in poverty within Santa Clara County (10.4% of Gilroy's population as compared to 7.5% countywide).<sup>6</sup>** Gilroy's median household income in 2005 was approximately \$71,500, up from \$62,135 in 2000.<sup>7</sup> ABAG estimates indicate that the



Agriculture and food processing remain two vital components of Gilroy's local economy.

<sup>5</sup> Association of Bay Area Governments, *Projections 2005*

<sup>6</sup> Santa Clara County Census Insight Project, October 2002

<sup>7</sup> Gilroy Economic Development Corporation, 2005 Community Profile

## Community-Based Transportation Plan for Gilroy

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### Chapter 3: Current Transportation Options & Usage

average household income for Gilroy will increase to \$105,700 by the year 2030. Although this would represent a 70% increase as compared to the year 2000 median income, the projected average would be the lowest of all cities in Santa Clara County (County average household income would be \$122,700).

#### CBTP Study Communities

Although census data indicates specific high-poverty neighborhoods are concentrated within and surrounding the city's downtown area, it is locally known that target communities are situated in unincorporated areas outside the city limits along U.S. 101. For example, two communities, situated east of U.S. 101 in southeast Gilroy, accommodate migrant farmers during harvest (May through November) and homeless populations during the off-season. Figure 2-4 shows the census tracts containing high poverty neighborhoods within the City of Gilroy.

Community stakeholders, namely community-based organizations that serve Gilroy's low-income residents, were aware of this fact. As a result, the public outreach process was designed as a two-pronged approach: (1) residents of known target communities were surveyed and (2) focus groups and meetings were held at agency offices and locations where low-income residents receive services. The public outreach approach is described in greater detail in *Chapter 4: Public Outreach Strategy*.



**Figure 2-4**  
Census Tracts Containing  
High-Poverty Neighborhoods within Gilroy<sup>8</sup>



<sup>8</sup> High-poverty neighborhoods are areas where 40% of families or individuals make less than 185% of the Federal Poverty Line. Using 185% of the Federal Poverty Line accounts for the high cost of living in the Bay Area. This is also the income threshold to qualify children for the federal reduced price lunch program. *Source: Northern California Council for the Community, April 2005.*

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## Chapter 3. Current Transportation Options & Usage

This chapter describes those elements that provide transportation options within the city. This chapter also describes current “travel behaviors,” or how Gilroy’s residents use the system.

Although local agencies, including VTA and the County of Santa Clara, have identified transportation needs for Santa Clara County’s residents, a study of the transportation requirements specific to underrepresented communities within Gilroy had not been undertaken prior to this CBTP.

This chapter describes transportation issues known by stakeholders prior to beginning CBTP-related public outreach. This chapter also delineates current planning efforts to improve transportation conditions.

### Existing Transportation System

#### Roadways

Gilroy is situated at the crossing of U.S. 101 and State Route 152, providing access to the San Francisco Bay Area, as well as San Benito, Santa Cruz and Monterey Counties and the Central Valley. Within the city, major north-south roadways include Santa Teresa Expressway and Monterey Road (Business U.S. 101). Leavesley Road (local State Route 152), 6<sup>th</sup> and 10<sup>th</sup> Streets provide vehicular access over U.S. 101, connecting the predominantly residential west side of Gilroy to the mixed residential, commercial and agricultural east.

#### Highway Capacity

Projected growth in and around South Santa Clara County will affect traffic levels in the future. To analyze these effects and develop projects to address traffic caused by future growth, VTA is undertaking two separate studies to improve highways in the south Santa Clara County area. The Southern Gateway Study will identify specific roadway projects for traffic entering Santa Clara County from areas south of the county. Projects will be proposed based on funding constraints, land-use policies and transportation funding priorities.

Through the South County Circulation Study, a tiered roadway improvement implementation plan will be developed to address traffic originating and ending within South Santa Clara County. Recommended projects will be analyzed based on traffic forecasts and operations analyses, cost-benefit analysis, and project implementation strategies.

## Public Transit Services

VTA is the primary public transit service provider for Gilroy. Currently, VTA operates four bus routes that serve Gilroy. VTA also partners with Caltrain to provide commuter rail service from Gilroy to points north, including Morgan Hill, San Jose, and San Francisco. Figure 3-1 describes the current service parameters for the VTA and Caltrain transit routes within Gilroy. Figure 3-2 is a map of current public transit services provided within the city.



VTA's downtown Gilroy Caltrain Transit Center connects local bus and commuter train services.

### History of Public Transit Service in Gilroy

Until 1998, public transit service in Gilroy, and portions of South Santa Clara County, was provided through a combination of fixed-route bus service and “dial-a-ride” services. Dial-a-ride is a system in which door-to-door transportation is provided to patrons who request service by telephone, either on an ad hoc or subscription basis.<sup>9</sup> This demand-responsive transportation service was offered to customers who did not have access to fixed-route services. Subscribers who set regular appointments for the dial-a-ride service were given “periodic” status and would not have to set appointments for their regularly scheduled trips.

As Gilroy and the rest of South Santa Clara County grew in both population and desired destinations, dial-a-ride service became less cost-effective. Customers with periodic status would book their trips for peak hours, when bus service is most heavily used. As a result, the dial-a-ride system capacity was reached, leaving no availability for new customers. Beginning in 1995, VTA began to increase fixed-route bus service within Gilroy, eventually expanding service to three fixed routes.

These three routes were designed as a local service upgrade from the demand-responsive dial-a-ride service, which VTA phased out by October 1998.

### Current Public Transit Services

The Gilroy Caltrain Transit Center, located at 7<sup>th</sup> and Monterey Streets in downtown Gilroy, was opened in 2001 to provide a transit connection “hub” for VTA’s local bus service, as well as Caltrain Commuter Rail Service and bus service from neighboring transit providers. At the time of this publication, the transit center is the transfer station



The Gilroy Caltrain Transit Center was opened in 2001 in downtown Gilroy to provide a “hub” for local transit services.

<sup>9</sup> California Department of Transportation.

for the four VTA Bus Lines and Caltrain Service shown in Figure 3-1. San Benito County Transit, Monterey-Salinas Transit, and Greyhound buses also connect at this station. This station also includes bicycle lockers and free parking.

As a result of a downturned local economy and reduced revenues from the local sales tax base, VTA reduced public transit service countywide<sup>10</sup>. Beginning in January 2004, VTA implemented a series of service reductions equivalent to approximately 17% over two years for public transit services throughout Santa Clara County. Services in Gilroy were reduced proportionally.

With three, and ultimately two, local bus routes operating within the city, transit-dependent communities felt the impact of the service reductions, regardless of trip purpose. Figures 3-1 and 3-2 describe current bus operations and routes within Gilroy. Local VTA Bus Route 17, which serves low-income communities within downtown and east Gilroy, does not operate before 7:30 a.m. or after 7:00 p.m. Early and late shift workers who live in the downtown and east side neighborhoods, therefore, do not have bus service in early morning or late night hours.

### Future Transit Service

Looking to the future, VTA has initiated a Comprehensive Operations Analysis (COA) to analyze existing transit service, develop operating performance measures, identify underserved markets, and test alternative operating service scenarios. The COA effort relies on information such as current and historic VTA operations data, demographic and travel statistics, the results of a new on-board passenger survey and an analysis of transit markets. A key element of the study is an evaluation of system efficiency, and determining how to deliver cost-effective service within a constrained budget condition. The primary final product will be a revised Service Operating Plan that best meets existing and future passenger needs while achieving optimal system efficiency.

### Paratransit

For individuals whose disability prevents independent access to and use of VTA's bus and light rail services, specialized accessible paratransit services are offered in accordance with the Americans with Disabilities Act (ADA). ADA establishes the criteria for paratransit eligibility, which is based on functional ability to use the bus or light rail system, some or all of the time. Paratransit service is operated under contract with Outreach, Inc., a private, non-profit broker. This service is funded through state and local sources.

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<sup>10</sup> VTA derives nearly 60-65% of its operations budget from state and local sales tax revenues, including revenues from a local permanent ½-cent sales tax enacted in 1976.

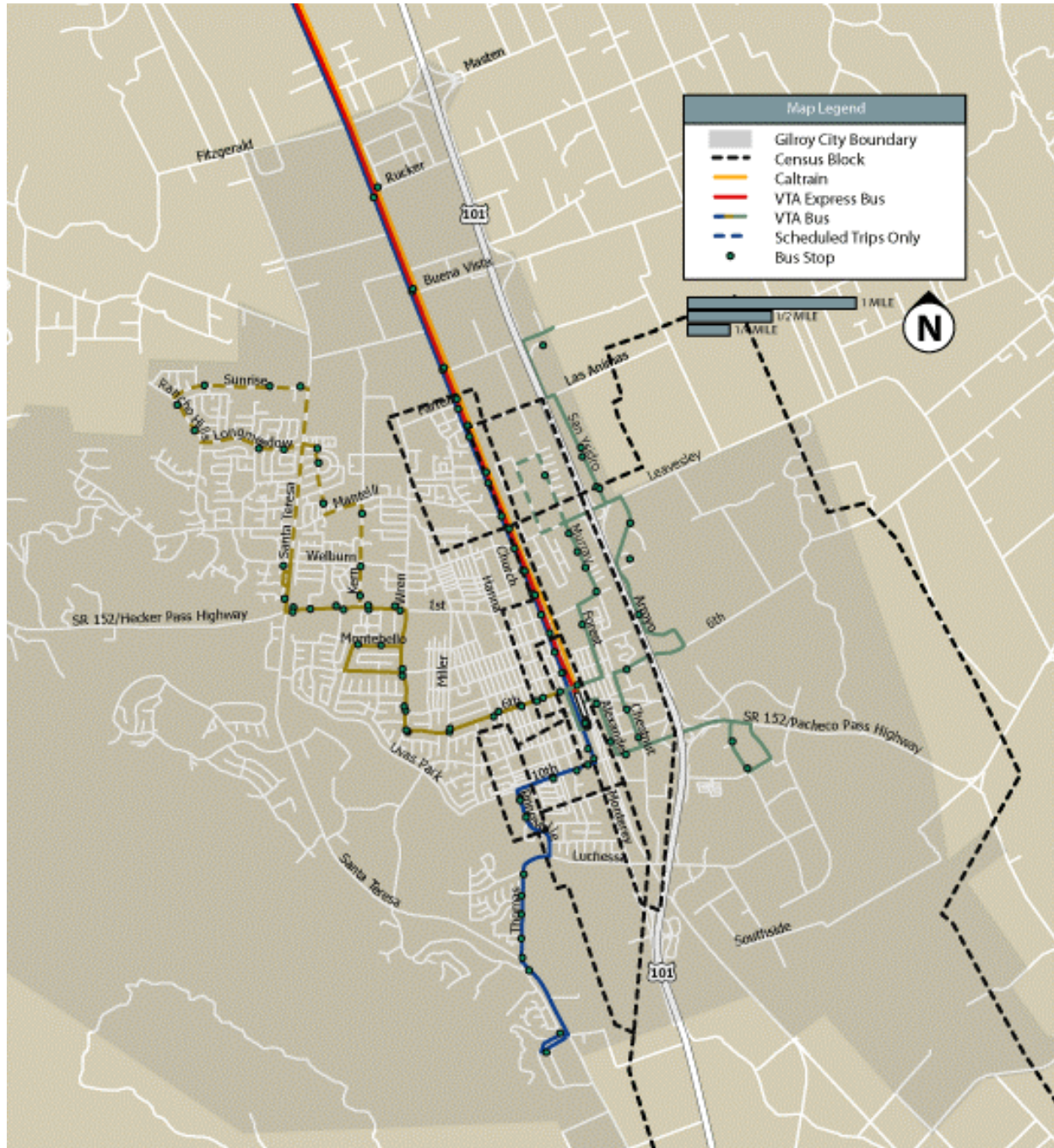
**Figure 3-1**  
 Local Public Transit Service Routes

Route	Route Type	Description	Service Frequency
Line 17	Feeder	Gilroy Caltrain Transit Center to St. Louise Hospital	<u>Weekdays:</u> 7:30am to 7pm, 45 minutes  <u>Weekends and Holidays:</u> 9am to 6:30pm, 60 minutes
Line 19*	Feeder	Gilroy Caltrain Transit Center to 1 <sup>st</sup> Street & Santa Teresa Boulevard	<u>Weekdays:</u> 5:30am to 8:30pm, 30-45 minutes  <u>Weekends and Holidays:</u> 8:30am to 6:30pm, 60 minutes
Line 68*	Primary Grid	Gilroy Caltrain Transit Center/Gavilan College to San Jose Diridon Transit Center via Monterey Road.	<u>Weekdays:</u> 4:30am to 1am, 15-60 minutes  <u>Weekends and Holidays:</u> 6am to 1pm, 30-60 minutes
Line 121	Express	Gilroy Caltrain Transit Center to Lockheed Martin/ Moffett Park (Mountain View) via U.S. 101	<u>Weekdays:</u> 4:30am to 7:30am/3pm to 6pm, 30-60 minutes
Caltrain Inter-County Rail Service*	Commuter Rail	Gilroy to San Francisco	Three morning northbound trips and three evening southbound trips

\* Identified as a "Lifeline Route" in MTC's 2001 *Lifeline Transportation Report*.



Figure 3-2  
Map of Public Transit Services within Gilroy



## Taxi Services

Taxicabs provide an alternative transportation mode, particularly for those that live in rural areas where fixed-route transit services do not operate. Residents that require point-to-point transportation but do not qualify for paratransit services may also use taxis. Currently, Gilroy is served by three local taxicab companies and several others that provide taxi service throughout Santa Clara County.

Fares are \$2.00 for the first tenth of a mile and \$0.25 for each additional tenth of a mile. A trip between downtown San Jose and Gilroy, therefore, would cost \$40-50 one-way. Because of this expense, taxis may not be used on a regular basis because it is not an affordable transportation option for low-income residents, particularly for transportation to appointments that are long distances away.

## Other Transportation-Related Services

### Programs for CalWORKS Recipients

Santa Clara County's Social Services Agency offers programs for California Work Opportunity and Responsibility to Kids (CalWORKS) participants to address transportation-related issues in making the transition from welfare to work. Programs that provide transportation-related assistance to CalWORKS recipients include the "Guaranteed Ride Home Program"<sup>11</sup> and the "Give Kids a Lift!" program for school-age children<sup>12</sup>.

### 511 Regional Rideshare Program

The 511 Regional Rideshare Program is a free service that introduces commuters to people who live and work nearby, to carpool, vanpool, or even bicycle to work together. Ridesharing benefits include access to the Bay Area's growing network of carpool lanes, free park-and-ride lots, and a host of commute incentives, including grants to operate carpool, vanpool, or ride share programs.

### Programs for Senior & Disabled Residents

Through the Regional Transit Connection Discount (RTD) Card program, customers can demonstrate their eligibility for a Senior/Disabled fare discount. With a RTC Discount Card, persons with qualifying disabilities and senior citizens (65 or over) are entitled to a reduced fare on fixed-route bus, rail and ferry systems throughout the San Francisco Bay Area. The RTC Discount card costs \$3.00 and is valid for up to three years.

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<sup>11</sup>VTA, the County of Santa Clara, and Outreach, Inc. jointly fund the Job Access/Guaranteed Ride Home Program to provide commuters who regularly carpool, vanpool, bike, walk or take transit to work with a free ride home in emergency situations.

<sup>12</sup> Outreach, Inc., in partnership with MTC, VTA and the County of Santa Clara, provides "Give Kids a Lift!" program to provide rides for school-aged children to day-care sites, after-school programs, neighborhood and community programs, and similar destinations selected by the family. Each site has activities for the child and adult supervision.

Outreach, Inc. operates the Senior Transportation Program, a countywide service that provides transportation services to low-income seniors. The program includes transit ride subsidies and demand-responsive transportation services. Some senior meal center sites and local community organizations offer limited transportation using their own vehicles.

## Affordable Transportation Options

As of this publication, Santa Clara County Social Services Agency is in the process of updating its countywide welfare-to-work transportation plan. The County previously identified various potential transportation programs and services for CalWORKS participants and their families. Proposed programs also sought to provide transportation alternatives for CalWORKS recipients.

Within the program, the Guaranteed Ride Home Program and Give Kids a Lift! Program are currently funded. Other CalWORKS programs were either phased out due to budget cuts or have yet to be implemented. As of this publication, the County of Santa Clara completed its updated CalWORKS plan, including transportation solutions for CalWORKS recipients.

## Transportation Efforts by City of Gilroy

According to the City of Gilroy's General Plan, the transportation-related goals for the city are:

1. Provide a "functional and balanced transportation system" to provide access and connections with existing and proposed land uses, while minimizing emissions of air pollutants;
2. Promote a coordinated multimodal system that accommodates private motor vehicles, pedestrians, bicycles, and public transit;
3. Coordinate with local and regional public transit systems to be responsive to Gilroy's changing needs; and
4. Promote bicycling and walking as viable transportation alternatives.<sup>13</sup>



This worn footpath is a makeshift crossing for the gap in Chestnut Street at Millers Slough. Parents would like safer passage for their children walking to Eliot Elementary School, three blocks south of this location.

Gilroy has identified specific gaps within its transportation infrastructure, in the areas of roadways, bicycle and

<sup>13</sup> Gilroy General Plan, June 2002.



## Community-Based Transportation Plan for Gilroy

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### Chapter 3: Current Transportation Options & Usage

pedestrian facilities, and public transit services. Specific action plans addressing citywide transportation issues are outlined in the “Transportation and Circulation” section of Gilroy’s General Plan, *Appendix D: Excerpts from City of Gilroy General Plan & Master Planning Documents*.

The city has discussed pedestrian safety concerns with parents of Eliot Elementary School, which is located on 7<sup>th</sup> and Chestnut Streets near downtown Gilroy within the CBTP study area. A major gap exists in the pedestrian walkway along Chestnut Street at Millers Slough, forcing pedestrians to walk through the slough to continue along Chestnut. The other alternative is to walk through San Ysidro Park to continue towards Eliot School. Parents requested a safer passage for their children that would prevent them from negotiating dangerous pathways through the slough or the park.<sup>14</sup>

## Travel Behaviors

### Commute Length

As shown in figure 3-3, nearly half (45.2%) of Gilroy’s employed residents have a commute of longer than thirty minutes. Commutes for Gilroy residents are longer than for the rest of Santa Clara County’s residents, of which 38.2% of commutes are thirty minutes or longer. This difference in commute length is attributed to the greater distance between Gilroy and employment centers outside of the city.

### High Automobile Usage

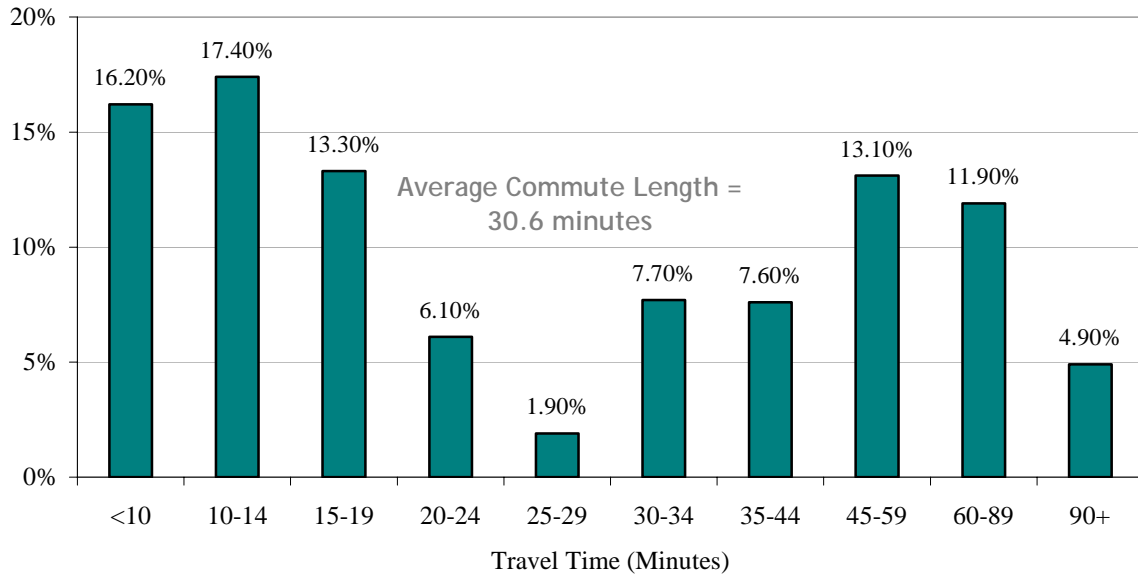
The 2000 Census indicates high usage of automobile-based modes among Gilroy’s residents, with 89.3% of residents choosing to either drive alone or participate in shared vehicle arrangements, in their journeys to work. Figure 3-4 also shows that the balance of residents use public transit, bicycle or other modes.

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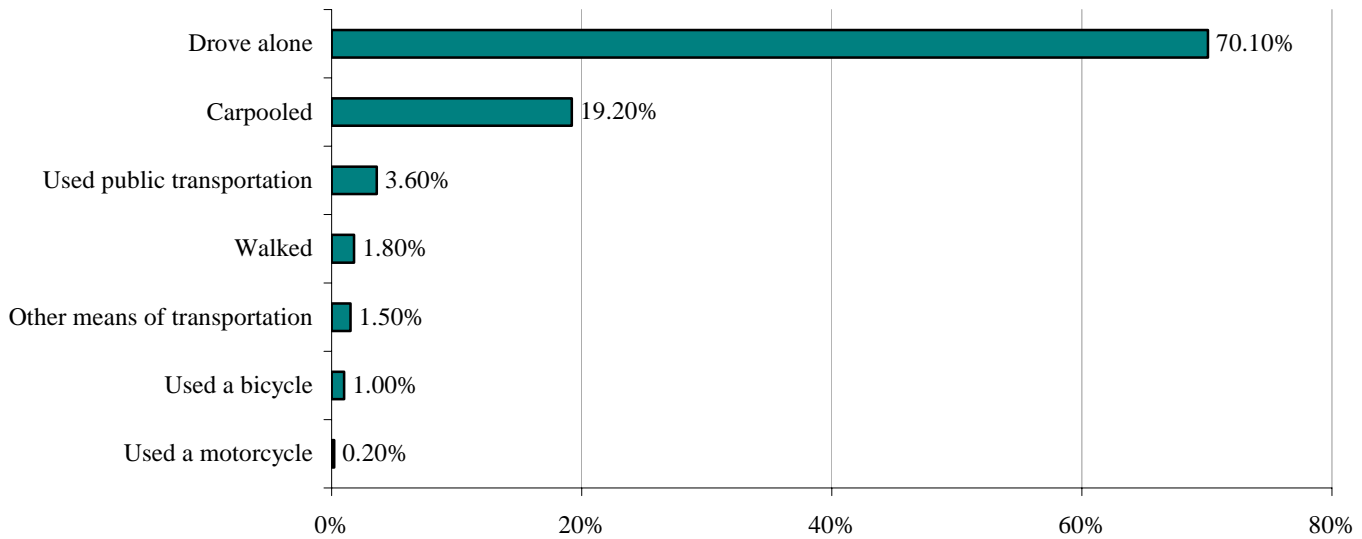
<sup>14</sup> City of Gilroy, Engineering Division



**Figure 3-3**  
Workers' Commute Lengths  
(Census 2000)



**Figure 3-4**  
Workers' Chosen Commute Modes  
(Census 2000)



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## Chapter 4. Public Outreach Strategy

Gathering public input from target communities required a coordinated and purposeful effort. This chapter describes the public outreach strategy developed to solicit community input on transportation-related issues.

A list of prioritized transportation issues was developed based on the public comments received, which is shown in *Chapter 5: Information Gathering*.

The public outreach approach used to gather community input emphasized community partnerships, investment in the community, and existing community knowledge.

### CBTP Project Working Committee

To provide a forum for discussion and coordination, VTA formed a Project Working Committee, composed of members from the stakeholder agencies. The Project Working Committee met on a monthly or bimonthly basis to discuss CBTP issues and approve project deliverables. The project working committee was composed of members from the following stakeholder agencies:

- VTA, as lead agency
- MTC, as funding partner
- County of Santa Clara
- City of Gilroy
- Gilroy Unified School District
- Gilroy Chamber of Commerce
- Gilroy Economic Development Corporation
- South County Collaborative
- Outreach, Inc.

### Partnership with the South County Collaborative

To engage the target communities into a meaningful dialogue about transportation issues and to solicit the help of existing community-based organizations, VTA hired the South County Collaborative, a collective of social service and local government agencies that provide various types of assistance to Gilroy's low-income population. *Appendix A: South County Collaborative Member Agencies* is the list of agencies represented in the Collaborative.

## Services Agreement

VTA and the South County Collaborative entered into a professional services contract in support of CBTP public outreach activities. South County Collaborative became a consultant for VTA for the extent of public outreach activities to be conducted between June and December 2005. Specifically, the Collaborative was hired to perform the following duties:

1. Coordinate community meetings and focus groups;
2. Assist in recording and facilitation for meetings;
3. Distribute surveys;
4. Collect completed surveys, maintain records of surveys collected, and return surveys to VTA; and
5. Provide child-care services for community meetings (as necessary).

In addition to these responsibilities, the Collaborative provided staffing to support public outreach activities and plan development efforts. One Local Coordinator position was funded through this contract to coordinate meeting logistics, survey distribution and return, and meeting support. The Local Coordinator was also responsible for tracking all expenditures and submitting invoices to VTA.

Local representatives from community-based organizations were also hired to provide translation, childcare, and other support services. The Collaborative also hired local residents to distribute and collect surveys.

Under the services agreement, the South County Collaborative was reimbursed for expenses as invoices were submitted.

## **Meeting Facilitation**

VTA also contracted Ervin Barrios Language Services to provide meeting facilitation services for both Spanish and English languages. The facilitator was briefed by VTA as to the goals of the CBTP effort and the importance of providing exact translations of all comments. Through the South County Collaborative, a co-facilitator was also hired to provide support during focus group meetings.

## **Surveys**

*Appendix E: Transportation Surveys & Results* contains the Gilroy Transportation Surveys developed for this study. Two surveys were developed: (1) a general survey to use during focus groups and public outreach activities; and (2) a senior-focused survey.

## General Survey

The surveys were developed with the input of the Project Working Committee. Surveys were translated into Spanish and formatted in standard-sized and large fonts for both lan-

guages. Members of the Project Working Committee, given their local experiences, decided that the survey would only be available in English and Spanish because those were the primary languages spoken in the focus communities.

Between June and November 2005, 987 surveys were collected. The surveys were distributed through various locations, including local grocery stores, community events, and focus group meetings. Project Working Committee members distributed surveys to current clients either via mail or during one-on-one meetings.

VTA contracted with Godbe Research to analyze the general survey and compile its results. Outreach, Inc. used their own staff to compile the results of the Senior Transportation Survey.

### Senior Transportation Survey

Outreach, Inc. conducted a survey of 81 seniors of limited incomes who are current users of Outreach's Senior Transportation Program. The survey was developed to ask specific questions about transportation services and needs for expanded services.

### **Meetings and Events**

Through meetings arranged by the South County Collaborative, focus groups and presentations were conducted with target audiences in convenient and familiar environments where they were already receiving other services. When necessary, focus groups and informational presentations were conducted either solely in Spanish or in both English and Spanish. VTA contracted with a bilingual meeting facilitator who could conduct meetings in both languages.

As show in Figure 4-1, eight focus groups and three informational presentations were held during the public outreach period. *Appendix F: Comments from Focus Groups Meetings* is a compilation of transportation-related comments received during public outreach activities.

### Hispanic Outreach

Gilroy has a large Hispanic community, with 53.8% of the city's total population identifying themselves as Hispanic. Nearly half (52%) of the survey respondents chose to complete the Gilroy Transportation Survey in Spanish, but it should be noted that some respondents chose to complete surveys in English.

# Community-Based Transportation Plan for Gilroy

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## Chapter 4: Public Outreach Strategy

### Senior Outreach

With the assistance of the Silicon Valley Independent Living Center, a focus group was conducted at Wheeler Manor with 46 of its residents to discuss specific transportation issues of the local senior and disabled community.

### Youth Outreach

The Mexican American Community Services Agency (MACSA) arranged two meetings with teenagers to discuss transportation issues specific to younger populations.



Two outreach meetings were held for local youth courtesy of the Mexican American Community Services Agency (MACSA).

**Figure 4-1**  
List of Public Outreach Events

Location	Activity	Meeting Date(s)	# of Attendees
South County Collaborative	Presentation	5/12/05	41
Learning and Loving Center	Focus Group	6/22/05	9
Dolores Huerta Foundation	Presentation	7/6/05	26
“Celebracion del Campo” Migrant Farm Worker Fair	Surveys	7/17/05	150
Santa Clara Valley Health Center	Focus Group	7/29/05	21
St. Joseph’s Family Center	Presentation, Focus Group	7/21/05, 8/11/05	35
Boccardo Family Living Center	Focus Group	8/4/05	14
Wheeler Manor	Focus Group	8/12/05	46
MACSA (Mexican American Community Services Agency)	Focus Groups	8/24/05, 8/25/05	43
South County Workforce Invest- ment Network Employment Fair	Surveys	9/12/05	75

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## Chapter 5. Information Gathering

Following public outreach activities, list of prioritized transportation issues was developed based on the comments received. This chapter describes the comments received that were used to generate the proposals described in *Chapter 7: Recommended Transportation Proposals*.

### Summary of Transportation Survey Results

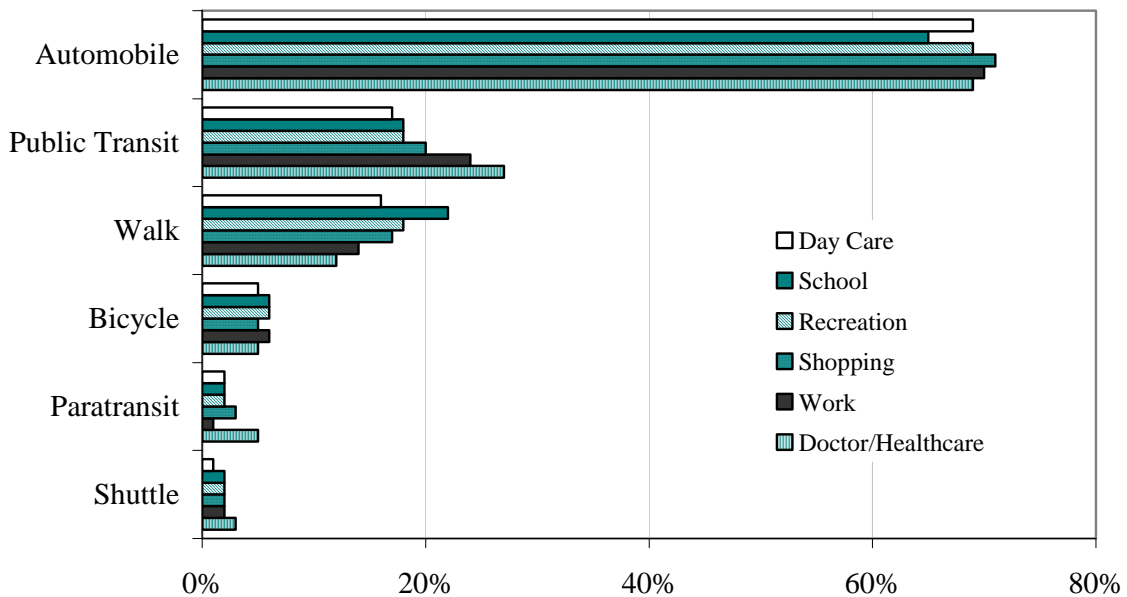
*Appendix E: Transportation Surveys & Results*, includes both the general and senior surveys used in CBTP public outreach activities and data sets for all survey questions.

#### General Survey

##### Transportation Modes & Behaviors

As shown in figure 5-1, the majority (65-71%, depending on trip purpose) of respondents use an automobile to travel. Nearly a quarter (17-27%, depending on trip purpose) use public transit. CBTP survey responses reveal a high usage of automobile-based modes consistent with travel behaviors from the 2000 Census data.

**Figure 5-1**  
Transportation Modes Used to Travel to Key Destinations  
(General Surveys)



## Community-Based Transportation Plan for Gilroy

### Chapter 5: Information Gathering

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Half (50%) of survey respondents own or lease their own vehicles. Those who do not own their own vehicles cite “Cost” (47%) as the primary reason for not owning a car. Other reasons include “Can’t drive” (19%) and “No license” (17%). Survey results indicate that shared rides or carpool arrangements are the next alternative compared to other modes available (including public transit, bicycling, and walking). Survey results do suggest that respondents use public transit (17-27%) more often than the general population.<sup>15</sup>

A majority of respondents travel with children, family members, and friends to various locations. Responses to open-ended questions reveal that many respondents would like discounted fares or other incentives when traveling in groups.

#### Travel Destinations

Most respondents travel within Gilroy, or to Morgan Hill, San Jose and San Martin to receive services (medical, child care) or to go to work or school.

Respondents listed the following locations as impossible to get to given transportation currently available to them: Shops/malls (29%); Work (21%); Doctor/hospital (18%). When asked why they cannot reach these locations, respondents who chose to complete the open-ended portion of this question cited public transit related issues (proximity of bus stops, lack of bus route, or service issues) as the reasons.

#### Satisfaction with Transportation Options

Although half of respondents own cars, and nearly 75% rely on cars for their transportation needs, most comments for improvements were directed at local bus services. Overall, public transit service received a majority of ratings in the fair or poor categories. Responses to open-ended questions cited the following as suggested improvements to the transit system:

- More buses;
- More bus routes with shorter route times;
- Better transit-specific amenities (shelters, safety features); and
- Better service from drivers.

#### Respondent Demographics

A majority of the respondents are employed or looking for work. Twenty-one percent of respondents are students.

Seventy-five percent of respondents described themselves as Hispanic.

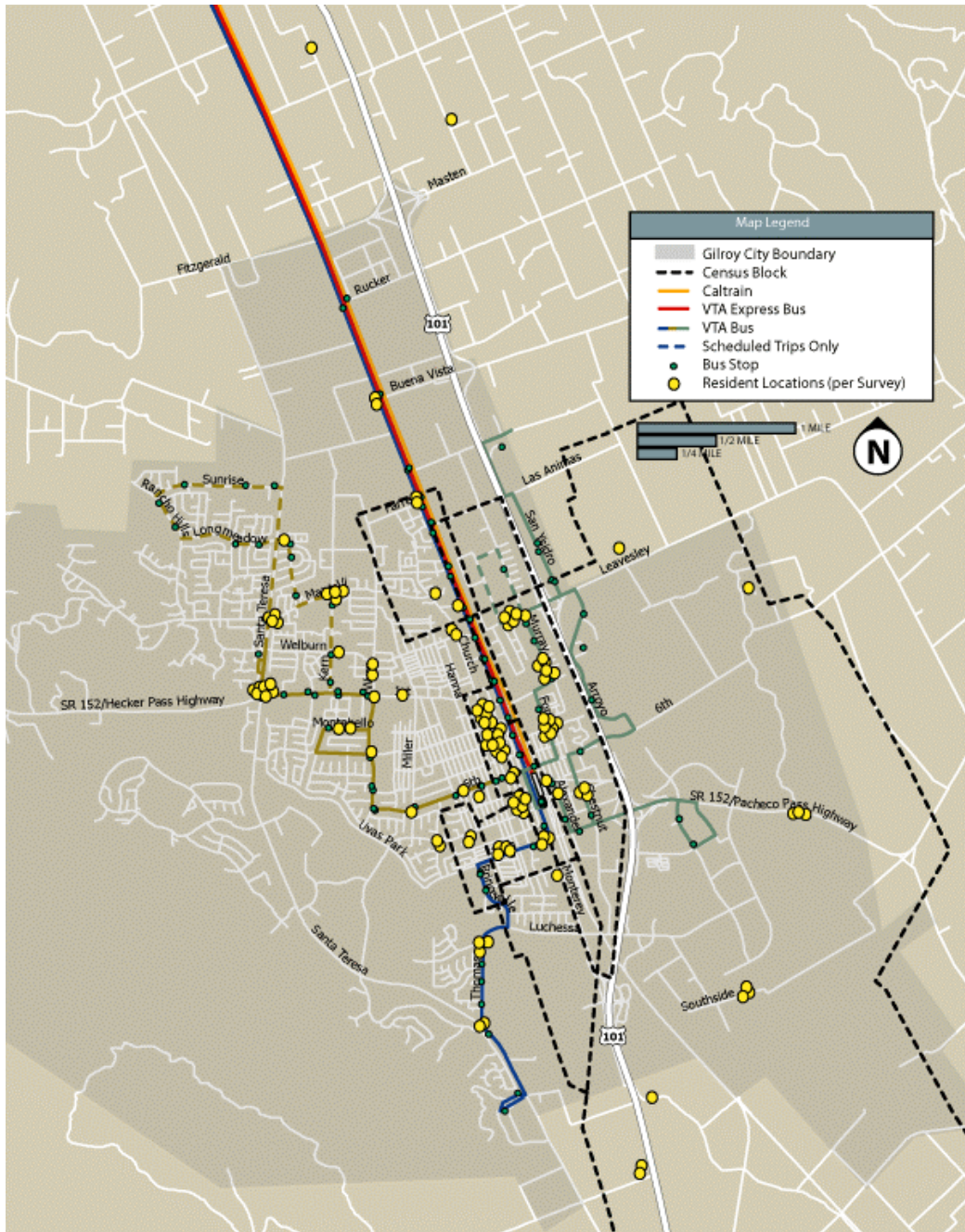
Seventy-nine percent of respondents have an annual household income of under \$35,000. Sixty-one percent of respondents have an income of under \$20,000.

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<sup>15</sup> 2000 Census results indicate that 3.6% of Gilroy’s residents use public transportation.

Figure 5-2 is a map showing the locations (by major streets and cross-streets) of survey respondents' residences. Of the 987 surveys collected, 28% of the respondents provided residential information.

**Figure 5-2**  
Map of CBTP General Survey Respondents' Residences



#### Senior Survey

##### Transportation Modes & Behaviors

The majority of seniors travel to their destinations by car, either as the driver or passenger. Forty-one percent of respondents own a car. The usual transportation mode for these trips was by car (67%), with the major exception being those seniors who use paratransit services (23%). Some seniors reported two different modes of transportation: bus and car (as passenger); bus and paratransit; car (as passenger) and paratransit.

The vast majority of seniors take 10 or fewer trips per week.

##### Travel Destinations

The most frequently cited trip purposes were for medical/health reasons, shopping, and other services. Many seniors indicate that they do not travel to San Jose.

##### Satisfaction with Transportation Options

Twelve percent of respondents shared that transportation problems affected their ability to keep a medical or other important appointment.

A substantial number of respondents supported improved or increased access to automobile-based services, including more agency-provided rides to services (77%), availability of discounts for taxi services (63%), a community helper/escort program (58%), and volunteer driver programs (48%). Respondents also gave high priority to solutions related to automobile ownership, such as discounts for gas (46%), car insurance (43%), and car repairs (15%).

Senior respondents also indicated the need for:

- Improved local transit service, including more service within neighborhoods and connections to housing and shopping;
- Senior discounts for transit services (on both bus and train); and
- Improved pedestrian facilities.

##### Respondent Demographics

The majority of survey respondents describe themselves as White/Caucasian (46%) or Hispanic (47%).

Twenty-one percent of respondents are between 60 and 69 years of age; 21% are between 70 and 79; and 33% are 80 years or older.

The majority (95%) of respondents earn less than \$20,000 annually.

## Comments from Focus Group Meetings

As described in *Chapter 4: Public Outreach Strategy*, seven meetings were held with low-income residents during July through November 2005. Discussions during focus groups gave the opportunity to discuss survey results in greater detail. Input received focused on six transportation-related areas:

- Public transit service coverage (specifically, route service within Gilroy's neighborhoods to critical locations within and outside of Gilroy);
- Public transit service frequency;
- Public transit service hours;
- Amenities for public transit service, pedestrian- and bicycle-related transportation;
- Service quality and customer service (for public transit and paratransit services); and
- Affordability of transportation options (specifically automobile ownership and public transit service fares).

It should be noted that a majority of comments received through surveys and during meetings were described the need for improvements to public transit services, even though the majority of respondents use some form of automobile-based transportation for their daily needs.

### Public Transit Service Coverage

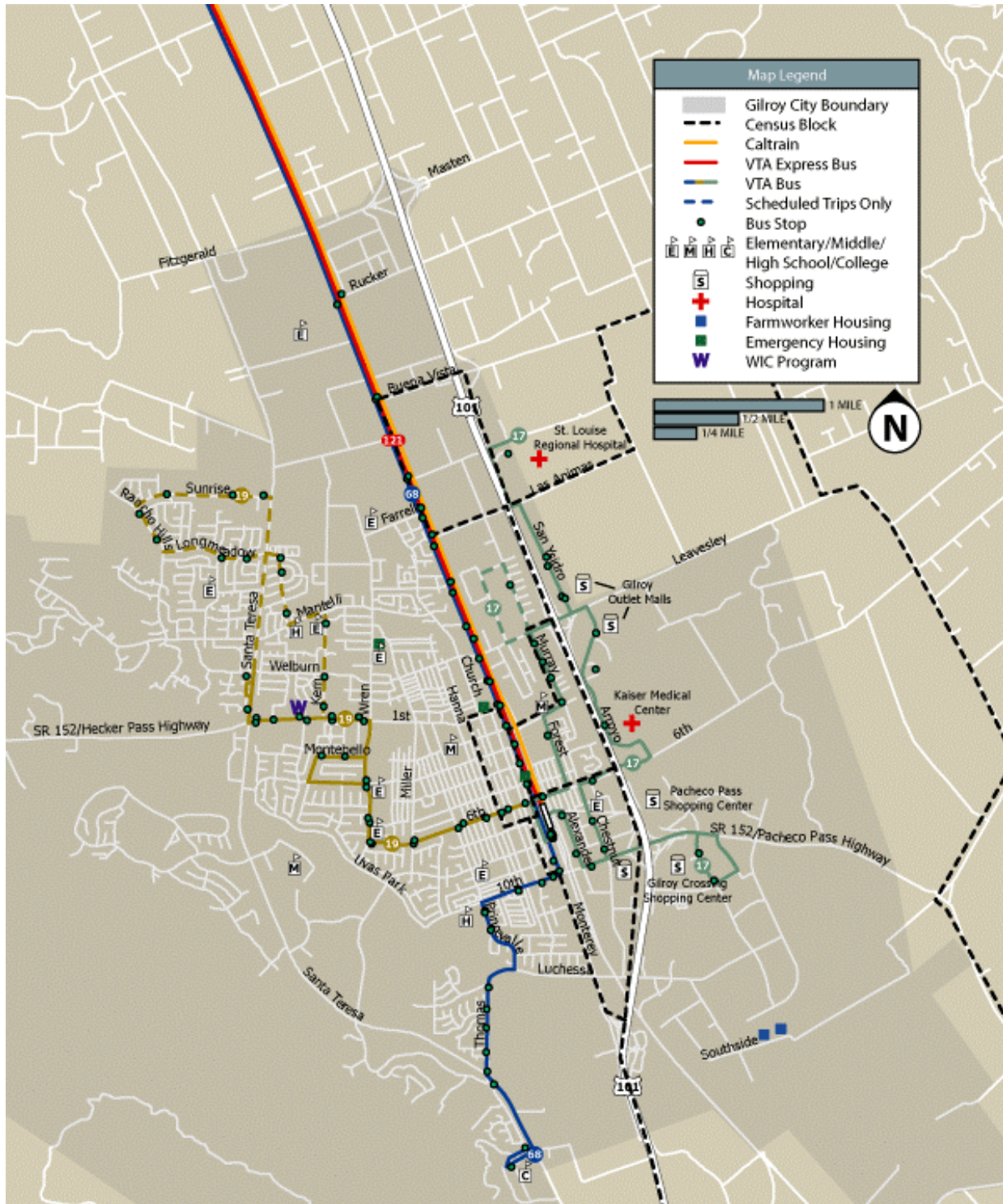
Coverage refers to whether existing public transit serves all of the places that users need to travel. Figure 5-3 is a map of current public transit coverage and the locations indicated as "critical" during public outreach meetings and in surveys. Comments received during public outreach reflect an overall inability for current transit services to take users to desired locations.

- **Service within specific neighborhoods.** Figure 5-2 shows that for 28% of respondents, their residential addresses are located on or near a current local bus route.

For the remaining respondents, however, the closest bus stop location may require a 15- to 30-minute walk or a bicycle ride. There is no public transit service provided near the two migrant farm worker communities, Campo Ochoa and Campo Rodriguez. The closest bus stop is nearly three miles away through fields and industrial areas, where sidewalks and pedestrian-scale lighting may not be available for safe walking. For parents using strollers to transport young children, the walk to and from bus stops, often in arid conditions, can be especially difficult.



**Figure 5-3**  
 Critical Locations &  
 Current Public Transit Service Coverage



- **Service to desired locations.** For transit-dependent respondents, shopping locations, work sites, and medical facilities were the top three locations listed as “difficult” or “impossible” locations to travel using public transit. Respondents requested service to local destinations for recreation and employment, such as Bonfante Gardens, Christmas Hill Park, and stores east of U.S. 101 (Costco, Target, Wal-Mart, and the Gilroy Outlets). Teenaged focus group members remarked that insufficient public transit service has prevented them from pursuing job and internship opportunities, both in Gilroy and in other parts of Santa Clara County. Desired out-of-town destinations include Salinas, Monterey, and San Jose International Airport.
- **Hub-based transit system.** Design of “hub-based” transit system requires traveling to the Gilroy Caltrain Transit Center before connecting between local feeder routes or routes to San Jose. Respondents perceive this type of system as inefficient, because they must travel to downtown Gilroy before going anywhere else.

It was also observed that a challenge of using local buses is Gilroy’s geography: one local route serves locations east of U.S. 101, the other serves locations to the west. The bridge over U.S. 101 at 10<sup>th</sup> Street/Pacheco Pass Highway is the only structure used for bus passage between the two sides of the city. As a result, passengers requiring cross-town transit must travel first to the Gilroy Caltrain Transit Center and then transfer to the other feeder route. Unless a day pass is purchased, riders would pay base fare for each transfer made.<sup>16</sup> Meeting attendants explained that this system encourages payment at every boarding, which is difficult for low-income passengers.

### Public Transit Service Frequency

Frequency describes how often transit serves a location and how long it takes to reach the desired destination. In both surveys and during focus groups, comments requesting increased service frequency were the most often mentioned.

- **Infrequent service.** For daily trips (work- or school-related), respondents described having to take very early buses to get to their destinations on time because a later bus would arrive just a few minutes after they needed to arrive. Respondents recalled the economic and funding issues that lead to bus service reductions between 2002 and 2004, but infrequent service still remains the primary reason that transit is inconvenient.
- **Travel time to desired locations.** Transit users also revealed that transit to San Jose and other locations in northern Santa Clara County takes too long, often 60 to 90 minutes one-way on VTA Bus Line 68. If a transfer is required before or after taking Line 68,

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<sup>16</sup> Day passes for VTA services can be purchased for \$5.25 each for adults, \$4.50 for youth, \$2.25 for senior/disabled passengers. Appendix C includes the complete VTA Fare Structure, effective January 2006.

travel times can be up to two and a half hours. The issue is exacerbated if buses are not operating on-schedule.

#### Public Transit Service Hours

Based on comments received, service hours are not sufficient for the daily needs of low-income communities.

- **Limited weekday and weekend service.** Respondents cited the need for more service throughout the weekday and on weekends. Local bus service begins operating later and ends earlier than respondents require, particularly for early- and late-shift employees.

#### Customer Service Quality

Service quality refers to the perceived level of service. During public outreach, comments received during meetings and in surveys related to customer service comments for both public transit and paratransit services.

- **On-time service reliability.** Many respondents indicated that buses do not operate on-time, leading to late arrivals to jobs and appointments.
- **Service-related information.** Respondents requested that more information about transportation options be made available to them in convenient locations. Information regarding security and emergency procedures was also important, particularly for parents whose children may ride public transit to and from school. Respondents requested that information be translated, with predominant needs for Spanish translations.
- **Operator conduct.** A few respondents indicated that operators were rude to customers. Some indicated that bus operators pull out from bus stops before passengers have the opportunity to sit. Paratransit customers were concerned about drivers who speed on freeways and drivers feeling rushed to accommodate multiple trips within limited service times.

It should be noted that other respondents feel that service received from bus operators was good, and that operators that drive frequently in Gilroy neighborhoods are friendly and respectful.

- **Cellular phone usage.** A few respondents also indicated that bus and paratransit operators use cellular phones while driving. Respondents consider this a safety issue, feeling that drivers are distracted while operating the vehicle.



## Transportation Amenities

Amenities are additional fixtures that improve the overall functionality and appearance of the transportation system. Comments received during public outreach indicate that transit facilities do not include needed amenities.

- **Bus shelters.** Gilroy currently has 108 active bus stops, of which 17 stops (16%) are fitted with shelters. Gilroy's percentage of sheltered bus stops is consistent with the countywide percentage of sheltered stops (747 of 4,350 total stops, or 17%).

Comments indicate that lack of bus shelters makes transit inconvenient or difficult to use, especially during inclement weather. Shelters are needed for safety. If shelters are installed, however, they should be designed and placed to allow full visibility of oncoming buses.



84% of Gilroy's bus stops do not have shelters.

- **Safety/convenience-related amenities and services.** Additional requests included lighting and telephones at bus stops, and posted bus schedules at all bus stops. Transportation surveys distributed by Outreach, Inc. specified the need for transportation services that help seniors, including safe drivers' and walkers' programs, discounts for transportation services, and infrastructure improvements. See *Appendix E: Transportation Surveys & Results* for the results of the Senior Transportation Survey.

- **Sidewalks and pavement.** Comments received indicated that sidewalks are either in disrepair or do not exist in many locations. Sidewalks adjacent to the bus stop may be missing or in bad condition and do not provide full accessibility.

- **Bicycle-related facilities.** A small number (5-6%) of survey respondents ride bicycles as their primary mode of transportation. When bicycle travel was discussed during focus groups, the primary reason for not using bicycles was the lack of designated bicycle lanes throughout Gilroy. Riding a bicycle, therefore, is not regarded as a safe transportation mode because there is little separation or protection for bicyclists sharing the roads with vehicles.



One CBTP proposal advocates safe pedestrian routes and programs to encourage walking.

## Affordability of Transportation Options

Affordability is a considerable factor in choosing among available transportation options. A daily consideration for low-income residents is leveraging available money to provide the basic necessities. When providing transportation for family members, caretakers, and others, affordability becomes an even greater issue.

- **Public transit fares.** VTA offers per-trip fare discounts through day and monthly passes. VTA does not, however, offer free or discounted fares or transfers between VTA bus or light rail lines. Regardless of age group, the most common issue faced is high cost of public transit. For current transit fares, see *Appendix C: VTA Fare Structure (Effective January 2006)*.

As mentioned under the “Public Transit Service Coverage” section, the hub-based transit system necessitates transfers between buses for cross-town trips and trips north to San Jose and northern Santa Clara County. Common suggestions included discounted or free transit fares for low-income users and free transfers between routes.

- **Car ownership.** Half (50%) of survey respondents do not own a vehicle; half of those cite the high cost of ownership as the reason. Even among those that own vehicles, cost of ownership (specifically cost of insurance, gas, and maintenance) makes owning a car difficult, regardless of age group.

## Ranking Participant Comments

Following the public outreach period, all transportation-related issues were tallied based on the number of times the specific transportation issue was raised in surveys or during focus group discussions. Figure 5-4 summarized community comments and their relative rankings based on frequency counts. Counts displayed in Figure 5-4 reflect individual comment written in response to open-ended survey questions or received during focus groups. All survey results and responses to open-ended questions can be found in *Appendix E: Transportation Surveys & Results*.

Comments are ranked in five categories based on the number of occurrences of comments in research data: very high (over 70 occurrences); high (50 to 70 occurrences); medium (30 to 50 occurrences); low (10 to 30 occurrences) and very low (less than 10 occurrences).

When reviewing the most frequently heard comments, most transit-related needs focus on providing transportation within Gilroy, specifically within neighborhoods, to desired locations, and at necessary times. More transit service is needed at all times, during weekdays and weekends. The need for low-cost or free transit fares for low-income passengers also ranked highly.

Comments that ranked in the medium range included the need for bus shelters and safety-convenience fixtures at bus stops. CBTP participants also requested improvements in customer relations, including:

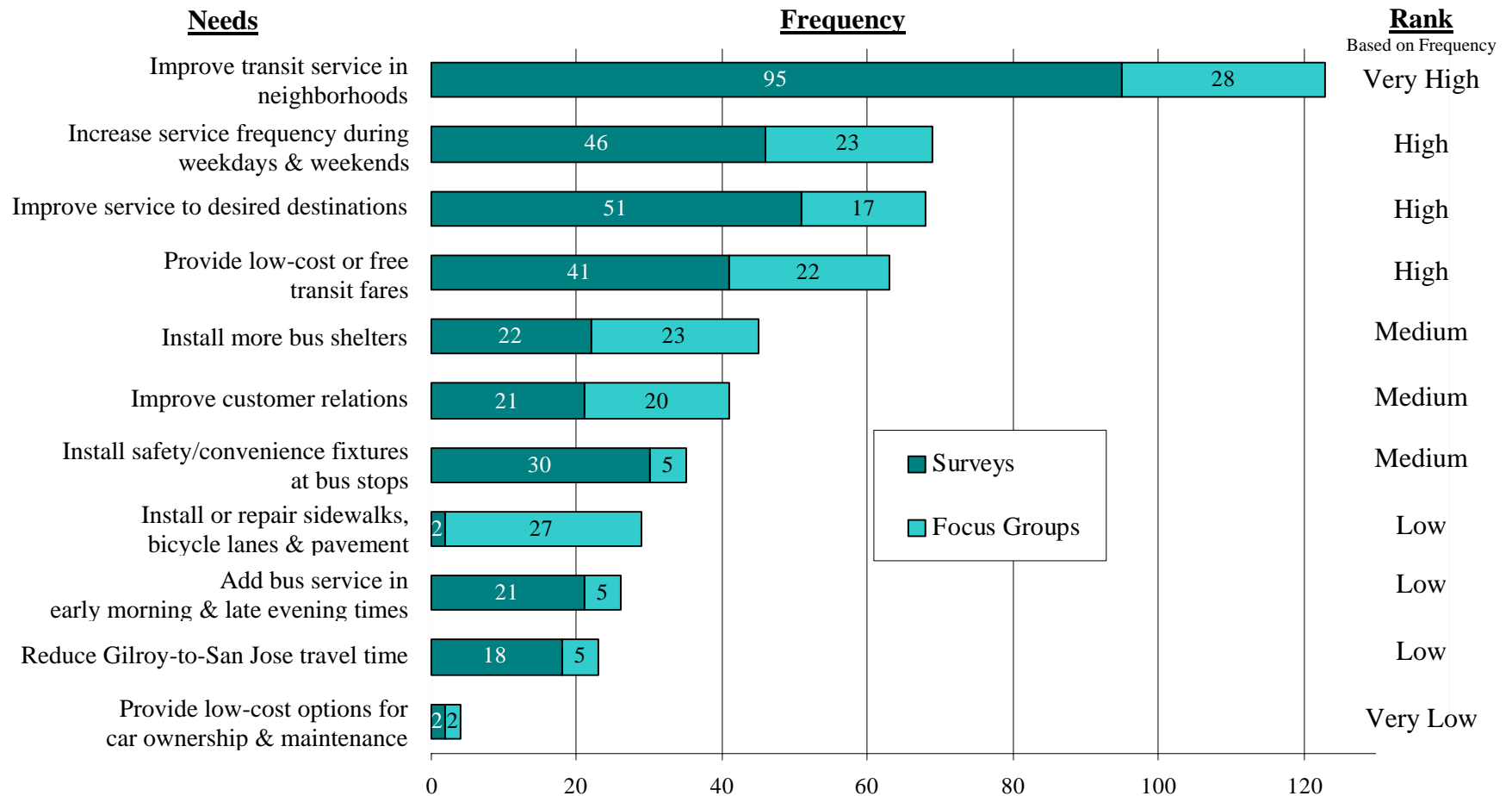
- More information on transit services, schedules, and destinations served by transit;
- Safety and emergency contacts when using transit;
- More information translated into other languages (primarily Spanish); and
- Improved operator conduct.

Lower-ranking comments included the installation and/or repair of sidewalks, bicycle lanes and pavement; additional transit service at non-commute hours (early morning and late evening); and reduced travel time between Gilroy and San Jose/Northern Santa Clara County. The need for low-cost car ownership programs also ranked lowly.

It should be noted that higher-ranking needs were those expressed in nearly all focus group meetings. Those needs that ranked in the medium or lower categories were those needs that were of specific concern to some participants. For example, although sidewalk repairs and installations ranked in the “low” category, it is a very important issue for senior populations who feel the inability to walk safely through neighborhoods affects their quality of life.

It should also be noted that “increase frequency during weekdays and weekends” and “add bus service in early morning and late evening times” refer to the general need for expanded public transportation service throughout the day, specifically to accommodate early and late shift workers.

**Figure 5-4**  
 Participant Needs for  
 Local Transportation Improvements  
 (CBTP Surveys & Focus Groups)<sup>17</sup>



<sup>17</sup> Each individual response received one count toward the total score.

## Chapter 6. Development of Transportation Proposals

Based on community input, specifically the prioritized transportation issues listed in *Chapter 5: Information Gathering*, a list of proposals was developed and evaluated using an iterative process. This chapter details the process used to develop the list of transportation proposals, which are further described in *Chapter 7: Recommended Transportation Proposals*.

### Methodology

#### Brainstorming Activity

As a first step in the development process, the members of the Project Working Committee participated in a brainstorming activity to develop a list of probable solutions. Because many of the comments received during public outreach focused on improvements to public transit services, VTA staff later added additional proposals to expand the list of options. Figure 6-1 lists all of the transportation proposals developed during these activities to address lifeline transportation barriers.

**Figure 6-1**  
List of All Gilroy CBTP Proposals

#### Transportation Proposals<sup>18</sup>

- Monterey-to-San Jose Express Bus
- Gilroy-to-San Jose Express Bus
- Community Bus Services
- Expanded Fixed-Route Services
- Shuttle Services
- Transit-Oriented Development
- Enhanced Transportation Information Services
- Partnership to Provide Transit Access on Commercial Properties
- Subsidized Transit Pass Program
- Commuter Check Program
- Discounted Taxi Rides
- Low-Cost Auto Ownership Program
- Carpool/Ride Share Program
- Vanpool Program
- Community Park & Ride Lots
- Citywide Car Share Program
- Senior Drivers' Education Program
- Volunteer Driver Program
- Escort "Ride Along" Services
- Bus Shelters & Amenities
- Bicycle and Pedestrian Infrastructure
- Safe Walking Program
- Public Art Projects
- Citywide Bicycle Sharing Program
- Bicycle & Pedestrian "Watchdog" Committee

<sup>18</sup> This list presents all proposals developed during brainstorming activities. This list was later refined to the final list of near- and mid-term proposals, which are described in Chapter 7.

## Evaluation of Transportation Proposals

In a second level of assessment, the Project Working Committee evaluated each solution based on five considerations:

- **Relevance:** The Project Working Committee attempted to match each proposal with transportation needs stated during public outreach. Proposals were recommended if the committee felt that the new service or project would address a prevalent transportation need based on public outreach results.
- **Implementation:** A vital component to successful implementation is the existence of a “program champion,” an agency (or agencies) that takes a lead role in securing funding, staffing and other resources devoted to the proposed service or project. Based on anticipated barriers to implementation (such as funding, resource allocation, and project development), the committee 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 committee considered if (and when) funding is available to plan, construct, and maintain the proposed projects and services. Availability of on-going fund sources, especially for transit service operations, must also be considered when evaluating the sustainability of a proposal. Although the committee did consider the possible costs to develop and implement each proposal, proposals were not ranked based on their costs, but rather on their necessity in addressing transportation needs.
- **Usability:** Finally, the committee considered whether each proposal is easy for potential customers to use in addressing lifeline transportation barriers. The committee also attempted to predict whether focus community residents would decide to use the new service or program to meet their transportation needs.

The specific questions asked of Project Working Committee members can be found in *Appendix G: Evaluation of Transportation Proposals*.

## Next Steps

As of this publication, transportation options categorized in near- and mid-term implementation timeframes are in various stages of design and delivery. For example, VTA and the City of Gilroy are currently working together to design a preliminary stage of local Community Bus Service. VTA is also working with Capitol Corridor (Amtrak) and Monterey-Salinas Transit to begin express bus service between Monterey and San Jose by Summer 2006. Future funding opportunities may allow VTA to contribute to this service as a funding partner to provide more trips or expand service within Gilroy.

Other near- and mid-term proposals require more development. Lead agencies have yet to be designated for delivering some of the proposals recommended in this CBTP. Also, further research and design must be coordinated among stakeholder agencies to ensure that new programs and services are effectively integrated into existing transportation services. Specific issues related to the implementation of each CBTP proposal are detailed for each proposal in *Chapter 7: Recommended Transportation Proposals*.

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## Chapter 7. Recommended Transportation Proposals

This chapter provides greater detail on the 13 transportation proposals recommended for near- and mid-term implementation. Information provided includes a description of each proposal, the selection rationale, and possible implementation steps, including program funding and cost assumptions.

*Chapter 8: Funding Sources & Opportunities* provides descriptions of the potential funding sources that may be applied to implement each proposal.

### Committee Recommendations

#### Near- and Mid-Term Recommendations

Of the 25 proposals listed in Figure 6-1, ten were recommended for near-term implementation (within three years) and three for medium-term implementation (within three to six years).

The committee stressed that these implementation timeframes serve as guidelines, and are not to be stringently applied. As new funding sources, program champions, or available resources become available, proposals can be implemented to take advantage of new opportunities. Each proposal, when considered separately, provides a solution to one or more specific transportation issues experienced by Gilroy's low-income communities. When considered as a whole, the list of transportation proposals comprises a complete, multimodal approach to alleviate transportation issues.

Near-term and mid-term recommendations are further described in this chapter. The remaining proposals, which were either recommended for long-term (seven years or more) or not recommended at all, are described in *Appendix G: Evaluation of Transportation Proposals*.



One CBTP proposal is local Community Bus Services to provide improved transit coverage within neighborhoods and to critical destinations.

**Figure 7-1**  
Recommended Gilroy CBTP Proposals

### Proposals Selected for Near-Term Implementation

#### Transportation Services

- Express Transit between Gilroy & San Jose
- Shuttle Services
- Community Bus Services
- Enhanced Information Services

#### Infrastructure

- Bus Shelters & Amenities
- Safe Walking Program
- Bicycle & Pedestrian Infrastructure

#### Affordability

- Subsidized Transit Pass Program
- Discounted Taxi Rides

### Proposals Selected for Mid-Term Implementation

#### Transportation Services

- Express Transit between Monterey & San Jose
- Volunteer Driver Program
- Vanpool Program

#### Affordability

- Low-Cost Auto Ownership Program

### Policy-Related Recommendations

The Project Working Committee opted to take a “support” position for two of the proposals, which were viewed as on-going, policy-level considerations that would improve lifeline transportation:

- Transit-Oriented Development, an approach to growth that focuses land uses around transit stations and within transit corridors.
- Partnership for Transit Access on Commercial Properties, a cooperative effort among the City of Gilroy, VTA, local businesses and private developers to provide transit access on commercial properties when necessary.

These policy-related proposals were both recommended for on-going consideration to address a major transportation barrier expressed by public outreach participants. Both these proposals facilitate improved transit service to businesses and residential areas for both current and future development in Gilroy. This direction seeks to address specifically the issue of distance between transit stops and desired locations.

## Express Transit Service between Gilroy & San Jose

Direct transit service to key destinations between Gilroy and San Jose.

### Public Outreach Results: High Response Rate

During public outreach, focus group participants expressed a strong need for a fast and inexpensive transit connection to San Jose. Travel time between Gilroy and San Jose is an important transportation issue for Gilroy’s low-income communities. A service to improve transit time would provide access to jobs, life-enhancing services and essential services located in San Jose and Northern Santa Clara County. Express service would also fill a service gap for those traveling during non-commute hours in both directions and reverse commute trips.

### Why Recommended?

- ✓ Reduces travel time between Gilroy and San Jose/Northern Santa Clara County

This proposal recommends express service between Gilroy and San Jose/Northern Santa Clara County. As proposed (see cost assumptions below), anticipated travel time for an express bus service would be 40 to 45 minutes, as compared to a current travel time of 60 to 90 minutes for VTA Bus Line 68. This service would reduce Gilroy-to-San Jose travel times by up to 50%. This service is assumed to travel along U.S. 101 instead of Monterey Highway, which is the north-south routing for the current Line 68 within South County.

The Project Working Committee emphasized that this service be provided with a low-cost transit pass option, such as the “Subsidized Transit Pass Program.”

Although this proposal assumes that an express bus service would be used to address the travel time issue, other CBTP proposals can be implemented to provide the same travel time reduction.

### Potential Program Sponsor(s):

VTA (if implemented as bus service); Local social service agency or community-based organization (if implemented as shuttle service)

If this proposal were implemented as an express bus service, VTA, as the public transit service provider for Santa Clara County, would determine appropriate routes and service levels. Service levels would be determined based on current economic conditions, availability of funding and staff resources, and service needs determined through additional public outreach efforts. To contact VTA, call VTA Community Outreach at (408) 321-7575.

**Cost Estimates:**

If implemented as bus service:  
Annual operating costs = \$0.5 to \$4.0 million  
Capital & start-up costs = up to \$2.5 million  
Maintenance costs = \$875,000

**Assumptions**

In determining potential costs, VTA assumed bus stop locations are located at or near the following locations: Gilroy Caltrain Transit Center, San Martin Caltrain Station, Morgan Hill Caltrain Station, Santa Teresa Light Rail Station, Santa Teresa Hospital, Downtown San Jose, San Jose Diridon Station, and Santa Clara Caltrain Station.

Service frequency for the lower operating cost estimate was assumed as four morning and four evening roundtrips. For the higher cost estimate, service frequency is assumed as follows:

- Monday through Friday: 30-minute frequency during peak, 60-minute during off-peak;
- Saturday and Sunday: 60-minute frequency all day;
- Service hours are 5am to 10pm daily.

This route has been designed to serve existing bus stop locations with shelters and other passenger amenities, therefore, start-up costs are not assumed to include costs to install and maintain new bus stops. New vehicles may have to be purchased to support this service, at an initial cost of up to \$2.5 million, and \$875,000 per year for vehicle maintenance.<sup>19</sup>

**Potential Funding Sources**

- Federal Section 5303 Technical Assistance (for planning and technical assistance)
- Job Access and Reverse Commute Program
- Lifeline Transportation Program
- Transportation Fund for Clean Air
- VTA Local Operating Funds

**Implementation:**

Recommended to implement within 3 years

VTA is in the process of conducting a Comprehensive Operations Analysis (COA)<sup>20</sup> of public transit services throughout Santa Clara County, beginning Summer 2006 with completion in 9 to 12 months. The Gilroy-to-San Jose corridor will be evaluated in the context of the COA.

<sup>19</sup> Service & Operations Planning.

<sup>20</sup> Through the COA, VTA will analyze existing transit service, develop operating performance measures, identify underserved markets, and test alternative operating service scenarios. See Chapter 3: Current Transportation Options & Usage for more information about the COA.

As the COA is being conducted, VTA will not add new services, with the exception of service conversions from fixed-route bus services to Community Bus Service for certain routes. See page the Community Bus Services proposal for more information. VTA will, however, continue to adjust and refine current transit services during quarterly service evaluations.

If output from the COA recommends an express bus service between Gilroy and San Jose, VTA would then initiate a series of steps to design and deliver the service, including:

- A cost-benefit analysis to determine service standards as delineated in VTA's Service Management Plan;
- An extensive public outreach effort to determine optimal service levels and potential community support and usage. With these activities, VTA would determine the appropriate service hours, frequencies, and destinations. The service would be evaluated and adjusted through VTA's quarterly service evaluations;
- Determination of new funding sources to commit to this service prior to implementation if funding is not re-allocated from other transit services.

It should be noted that, depending on the outcome of the COA, VTA might not pursue an express bus service within the near-term implementation timeframe recommended in this CBTP. To provide more immediate transportation options, other stakeholders may choose to implement alternative solutions, as described below.

### Alternatives

- **Shuttle Services:** A shuttle route can be implemented to provide the faster service connection between Gilroy and San Jose/Northern Santa Clara County. See the Shuttle Services proposal, which has also been recommended for near-term implementation.
- **Express Bus Service between Monterey and San Jose:** This service is recommended in this CBTP for mid-term implementation. See the Express Transit Service between Monterey & San Jose proposal, which has been recommended for mid-term implementation.

## Community Bus Services

Flexibly routed transit service utilizing small buses and routes developed through a community-driven process.

### Public Outreach Results: High Response Rate

Survey respondents and focus group attendees alike indicate that more bus routes are needed within Gilroy. Buses are also needed at earlier and later hours, particularly to serve early- and late-shift workers.

#### Why Recommended?

- ✓ Improves service within neighborhoods; reduces walking distance to bus stops.
- ✓ Improves service to desired destinations, both within and outside of Gilroy
- ✓ Adds bus service in early morning and late evening times

The flexible nature of this type of service makes it a more attractive option to address the issues of transit service coverage within the city, particularly when compared to fixed-route services. Potentially, Community Bus Service can be designed to serve desired locations, such as work sites, community centers, and shopping districts with specific service runs at convenient times.

By request, buses can serve “off-route” locations because buses are smaller and able to maneuver in neighborhoods with narrower streets. This service, therefore, would improve transit coverage in neighborhoods and rural locations and service to critical activity centers within the city.

#### Potential Program Sponsor(s):

VTA & The City of Gilroy

VTA is currently operating this type of service as a pilot program providing feeder service between VTA Light Rail in the City of Campbell and the neighboring Town of Los Gatos.

As of this publication, VTA and the City of Gilroy are partnering to develop a Community Bus Service within the city. To contact VTA, call VTA Community Outreach at (408) 321-7575. To contact the City of Gilroy, call (408) 846-0450.

**Cost Estimates:** Annual operating costs = \$0.8 to \$2.6 million  
Capital & start-up costs = to be determined  
Maintenance costs = to be determined

### Assumptions

Based on its experience operating a pilot program of Community Bus Services in the Town of Los Gatos, VTA estimates that the annual cost to operate Community Bus Service within Gilroy is \$0.8 million to \$2.6 million. Capital and maintenance costs will be determined based on the staff level and maintenance requirements needed to operated and repair the new fleet. VTA and the City of Gilroy will continue to work together in designing this service and developing accurate operating, capital and maintenance costs estimates.

### Potential Funding Sources

- Federal Section 5303 Technical Assistance (for planning and technical assistance)
- Job Access and Reverse Commute Program
- Lifeline Transportation Program
- Transportation Fund for Clean Air
- VTA Local Operating Funds
- Private Foundations (as described in *Chapter 8: Funding Sources & Opportunities*)

**Implementation:** Recommended to implement within 3 years

VTA and the City of Gilroy anticipate that fixed-route services will be fully converted the Community Bus Services by mid 2007. Initially, routes for this service would be similar to current fixed-route service.<sup>21</sup> As demand warrants, service can be expanded within communities, to serve more destinations, and to meet different schedules.

As with any service expansion, VTA would undertake the following steps to increase and/or modify Community Bus Service routes and schedule times:

- A cost-benefit analysis to determine service standards as delineated in VTA's Service Management Plan.
- An extensive public outreach effort to determine optimal service levels and potential community support and usage. With these activities, VTA would determine the appropriate service hours, frequencies, and destinations. The service would be evaluated and adjusted through VTA's quarterly service evaluations. Ongoing public involvement efforts would be utilized to modify service.
- Determination of new funding sources to commit to this service prior to implementation if funding is not re-allocated from other transit services.

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<sup>21</sup> VTA Service & Operations Planning

## Shuttle Services

Typically a van or small passenger bus that operates along a fixed or deviated routing to connect critical activity centers. Shuttles differ from traditional fixed-route services because they provide “curb-to-curb” convenience.

### Public Outreach Results: Suggested by stakeholder agencies

The Project Working Committee feels that there is a strong priority for shuttles specifically designed to serve migrant farm workers and specific medical/healthcare purposes. Seasonal shuttle services, such as for special events and holiday shopping should also be developed.

#### Why Recommended?

- ✓ Improves service to desired destinations, both within and outside Gilroy
- ✓ Serves migrant farm worker communities
- ✓ Adds service in early morning and late evening times

Shuttles have the potential to provide convenient door-to-door or curb-to-curb service, addressing the transit service coverage barrier expressed during public outreach. Shuttles may provide augmented service, specifically when and where VTA fixed-route and Community Bus Services are not operating, such as late at night and to rural locations within Gilroy and in surrounding unincorporated areas.

The Project Working Committee recommends the following uses for shuttle services:

- For migrant farm workers and families for non-work trips (to grocery stores and other shopping locations, local hospitals, education programs, and childcare facilities). Work-related trips can be accommodated by a vanpool program, another proposal recommended for near-term implementation;
- For seniors for trips associated with medical needs, shopping, and physical activities.
- For medical purposes. Public health nurses at Valley Health Center San Martin suggested a shuttle service to connect the San Martin site to the other campuses, specifically Santa Clara Valley Medical Center located on Bascom and Fruitdale Avenues in San Jose.
- For seasonal needs to provide transportation to special events (such as the annual Gilroy Garlic Festival at Christmas Hill Park), shopping and holiday festivities.



**Potential Program Sponsor(s):** The City of Gilroy or local community-based organizations, as appropriate for specific uses

Depending on the coverage desired for shuttle service routes, this proposal could be sponsored by local organizations (for specific needs) or the City of Gilroy (for citywide coverage). Examples of effective city-led shuttle programs include the Palo Alto Free Shuttle Program (operated by the City of Palo Alto) and the Stanford Marguerite Shuttle Service (operated through a partnership between the City of Palo Alto and Stanford University).

**Cost Estimates:** Annual operating costs = \$0.5 to \$1.0 million  
Capital & start-up costs = \$350,000  
Labor & Maintenance costs = \$897,100

#### Assumptions

Operating hours have been assumed to be 12 hours daily every day of the year. Hours may be adjusted during seasons or for special events.

#### Capital costs:

- Purchase price for 6 shuttle buses at \$50,000 each is \$350,000.<sup>22</sup>
- Annual costs for fuel and maintenance are assumed at \$197,100.<sup>23</sup>

#### Labor costs:

- 2,000 hours per Full Time Employee (FTE) with salary assumed at \$50,000 per FTE.
- Annual labor costs, therefore is \$700,000 for this level of operation.<sup>24</sup>

#### Potential Funding Sources

- Job Access and Reverse Commute Program
- Lifeline Transportation Program
- Transportation Fund for Clean Air
- VTA Local Operating Funds
- Private Foundations (as described in *Chapter 8: Funding Sources & Opportunities*)

<sup>22</sup> Average cost for 25-passenger shuttle that is wheelchair accessible. Vehicles would be replaced every 10 years.

<sup>23</sup> 10 miles traveled per bus per hour operating 12 hours per day and 365 days per year yields 262,800 miles per year. Fuel and maintenance costs are assumed at \$0.75/mile.

<sup>24</sup> Driver hours per year are assumed at 26,280 hours (6 buses, operating 12 hours a day for 365 days); 14 FTEs are required to operate buses for 26,280 hours.

**Implementation: Recommended to implement within 3 years**

Steps to design and implement a shuttle service include:

- Customer analysis to determine specific run times and locations to be served. Develop a plan to provide shuttle services for various uses determined by local needs. This step may include “sensitivity” analyses to determine if this service would be provided for free (and fully subsidized) or if a fare would be charged to recover operating costs.
- Operations plan to develop specific routes and operating hours. Information gathered from customer analysis can be used to determine the specific daily operating hours, which would affect operating costs.
- Marketing plan to inform potential users of the new service and operating times.
- Financing plan to support the service at the determined subsidy level.

Designing shuttle services for Gilroy would require significant coordination with VTA to ensure that the service does not compete with or supplant existing bus services. Implementation would also require extensive public outreach and education as well as route and schedule design.

## Enhanced Transportation Information Services

Comprehensive program to support new transportation options, including providing written materials in various languages.

### Public Outreach Results: Suggested by Project Working Committee

During public outreach activities, participants cited the need for improved information about transportation options, including the following:

- Schedules posted at bus stops;
- Security and emergency-related information, including procedures and telephone contact information;
- Procedures for customer comments, complaints and compliments;
- Multilingual transportation information, particularly information translated into Spanish; and
- General information about transit options.

The new transportation options described in this chapter will also required enhanced public outreach activities to explain new services and programs.

**Why Recommended?** ✓ Provides more transportation-related information

The Project Working Committee recommended that transportation service providers, including providers of new services as described in this CBTP, provide more focused, pertinent information to customers. This program would also promote efforts to improve customer relations by refocusing current customer service training efforts without augmenting existing budgets.

**Potential Program Sponsor(s):** VTA, City of Gilroy, County of Santa Clara, and community-based organizations that champion CBTP proposals

Agencies and organizations responsible for improved information services would include any and all transportation service providers. Local social service organizations may choose to operate a transportation information “clearinghouse” for clients that provides information on available transportation services.

**Cost Estimates:** Costs vary depending on specific needs

Various activities can be utilized to provide enhanced transportation information to current and potential customers. Activities may include:

- Full translation of any and all transportation-related materials produced. Translation costs will vary, depending on number of languages, amount of text to translate, and any special publishing and layout requirements for translated text. Translation costs may range from \$50 for a minimal amount of text to up to \$10,000 for larger print materials requiring layout services.
- Printing and fabrication for new signage may also cost \$100 per sign or higher depending on signage size. Maintenance staff and materials costs would also be necessary for general upkeep.
- To provide support for enhanced information services, a staff of transportation specialist may be hired to provide information to clients and customers.

Potential Funding Sources

- Community Development Block Grants
- Lifeline Transportation Program
- Safe Routes to Schools, if in relation to Safe Routes programs
- Transportation Fund for Clean Air
- Transportation for Livable Communities
- Private Foundations (as described in *Chapter 8: Funding Sources & Opportunities*)

**Implementation:** Recommended to implement within 3 years

To implement an enhanced information services program, the following steps may be necessary:

- Select locations and services where enhanced information services are necessary. For example, community-based organizations that implement the “Low-Cost Transit Pass” proposal may choose to staff and support a transit information center to provide transit information and assist clients in planning trips.
- Create an inventory of specific information-related improvements. If bus stop information/schedule signage is to be installed, begin the process with an inventory of locations, possibly grouped by neighborhood, to estimate costs for improvements.
- Determine the extent of translations needed for print materials. Transportation organizations, such as VTA, may already have translated materials available for use, which could be distributed within a relatively short timeframe.
- Recruit local organizations and individuals to review new materials and assess future information needs. This program may provide an opportunity for residents to form an action group specifically charged with improving access to and services for transportation-related information and resources.

## Farm Worker Vanpool Program

Shared use of a vehicle, with a seating capacity of 7 to 15 individuals, for transportation to and from their homes (or some designated locations) and their work sites. Vans can be purchased or leased.

**Public Outreach Results:** Suggested by stakeholder agencies

Vanpools offer a safe, reliable, and affordable transportation option for farm workers, specifically in more rural environments where public transit services may not operate.

### Why Recommended?

- ✓ Improves service to desired destinations, both within and outside of Gilroy
- ✓ Serves migrant farm worker communities

This proposal ranked highly because of the potential to provide a transportation option for those who cannot afford to purchase their own car, particularly Gilroy’s migrant farm worker population. Low-wage earners may work shifts that do not match traditional commute times when public transit services operate.

Gilroy’s migrant farm worker communities require safe and reliable transportation to and from work. Vanpool routes and run times can be customized to serve workers’ specific transportation needs. Vans are equipped with safety and comfort features, including seat belts, passenger-scale seating, and air-conditioning. Vanpool participants are charged monthly fares (usually \$40 to \$60) to use the service, which covers all costs associated with operating and maintaining the vehicles used. The monthly charge is often less than the \$5 a day that workers may be charged by *rateros* who may operate unsafe and unreliable vehicles.

### Potential Program Sponsor(s):

Community-based organization or local employer in partnership with the County of Santa Clara and VTA

A farm worker vanpool program can be implemented or sponsored by local agencies and/or employers to provide a reliable transportation mode for Gilroy’s working poor. If implemented as described by the “case study” below, VTA may be determined to be the program sponsor.

Cost Estimates: Annual operating costs = \$0.5 to \$4.0 million  
Capital & start-up costs = \$180,000  
Maintenance costs = To be determined

### Assumptions

#### Capital Costs:

- Six new vehicles are purchased at \$30,000 per vehicle.<sup>25</sup> Leasing options or volume purchase of a fleet may reduce capital costs.

#### Operating/Maintenance Costs:

- Actual costs to be determined based on cost of insurance, gas, and regular maintenance.
- Vehicles may need to be replaced every two to five years, depending on vehicle usage and wear.
- Unpaid volunteer drivers operate the vehicles, so no additional costs are charged to participants.
- Vanpools are operated at capacity (15 riders/van) with no subsidy to cover operating and maintenance costs.
- Vanpools are only used for work-related trips. Operations were assumed to occur during the seven months of the growing season (May to November). Vehicles may be used for other purposes during the off-season.

### Considerations

- Lead agency can explore lower cost vehicle leasing options, such as partnerships with local vehicle dealerships or agencies with fleet vehicles (such as the County of Santa Clara or the Gilroy Unified School District).
- State of California legislators are considering a new funding program designed specifically to fund transportation services for agricultural workers. See *Chapter 8: Funding Sources & Opportunities* for more information about the State's Agricultural Industries Transportation Services Program.
- Lead agency can seek financial support from local growers and agriculture companies to provide subsidies if needed (to pay operating costs or expand the program).

### Potential Funding Sources

- Job Access and Reverse Commute Program
- Lifeline Transportation Program
- Transportation Fund for Clean Air
- Private Foundations (as described in *Chapter 8: Funding Sources & Opportunities*)

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<sup>25</sup> Average price for a 15-passenger van from Edmonds.com (6/2006)

**Implementation: Recommended to implement within 3 years**

In response to high incidents of worker injuries and deaths in unsafe, unregulated transportation during 2001 and 2002, the California Department of Transportation (Caltrans) has partnered with Central Valley counties (Fresno, Kern, Kings, and Tulare) to implement the Agricultural Industries Transportation Program (AITS). The purpose of AITS is to develop safe, affordable and reliable transportation for farm workers. As of this publication, counties in Central Valley have implemented a pilot program to provide transportation for the counties' farm worker populations.

According to the findings of the AITS pilot program, the following steps are necessary to implement a vanpool program for farm workers:

- Secure start-up funding to purchase or lease vehicles. Vehicles should be equipped with safety and convenience features, including a Global Positioning System, so the driver can locate help should an emergency arise. The vans also carry first aid kits, fire extinguishers and roadside safety items;
- Vanpool drivers must have a Class C license, pass a required physical and provide a DMV printout showing proof of a clean driving record.

Aside from these steps to implementing local farm worker vanpool programs, the lead agencies participating in the AITS study confronted many policy-level barriers to implementing their local programs.

For example, state and federal government regulations restrict who can operate the transport vehicles, how they are compensated, what they can charge, and, how many workers they can transport. Other barriers have included: lack of licensed and trained drivers; limited access to affordable vehicle and driver insurance associated with agricultural labor transportation; lack of enforcement and regulatory oversight of unlicensed drivers and noncertified farm transport vehicles; and limited acceptance of the vanpool model by employers and employees.

### Model Program

The vanpool service developed by the Kings County Public Transit Agency (KCPTA) has been successful providing a demand-responsive service for agricultural workers.<sup>26</sup> However, to address the regulatory barriers, initially vans could only transport a maximum of nine passengers. This regulation impacted the ability of the service to be self-sufficient. KCPTA has overcome the barrier with the California Department of Labor and is now allowed to use vans with 15 seats, falling under the same regulation as the 9-passenger vans. However, KCPTA is still negotiating with the US Department of Labor to insure they are compliant with federal regulations. In general, the California Department of Labor has made the exception for farm worker vanpools if a public transit agency is the administrator of the service and

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<sup>26</sup> Ron Hughes, Kings County Public Transit Agency

## Gilroy Community-Based Transportation Plan

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### Chapter 7: Recommended Transportation Proposals

the driver of the van does not receive any compensation. KCPTA has also worked closely and negotiated with the local CHP division in the operation of the farm worker vanpools.

Drivers leased vans for \$750 a month, and then collect \$60 to \$70 a month from fellow workers for rides to work. However, because vans were filled with 9 or less passengers, additional subsidy had to be applied to the cost of the lease. The grant also paid for the cost of fuel. The vehicles used for the program were procured, insured and maintained by the Kings County Public Transit Agency (KCPTA).

Currently, KCPTA's program uses 59 vans in which a licensed, insured and certified agricultural worker drives the van. With the initial grant funding, KCPTA was able to purchase the vans and provide for the initial start up costs of the program. At this point, the operational cost of the program is offset through cost savings in insurance, fuel and maintenance using the KCPTA facilities and resources, and is maintained through fares and some additional transit funding. It is the goal of the KCPTA program for the program to be operationally self-sufficient, with additional funding sources used for capital expenditures (van replacement).

KCPTA is not receiving any subsidy from the employers/farms. Although KCPTA has discussed the program with members of the agricultural industry, there is no interest at this time by the industry to provide subsidies.

Agencies participating in the AITS study, including KCPTA, recommend the following steps to facilitate expansion of farm worker transportation programs:

- Advocate amendments to laws that created barriers to transportation solutions;
- Train and license agricultural workers to drive;
- Resolve issues to make vehicle insurance easier to obtain;
- Design and provide incentives for growers that provide transportation;
- Improve access to transportation information;
- Design automobile-based strategies for agricultural workers; and
- Expand vehicle safety training and enforcement.



## Low-Cost Transit Pass Program

Program by which authorized community-based organizations or non-profit organizations sell transit fare media to qualifying low-income persons at a discounted price.

### Public Outreach Results: High Response Rate

“Reduced (or free) transit fares” was one of the most frequent requests heard during public outreach, regardless of age group. Leveraging available money among all the basic needs, including food, housing, and transportation, remains a daily consideration for the low-income.

### Why Recommended?

✓ Provides low-cost, discounted or free fares on public transit services

This proposal would provide subsidized fares to qualifying low-income persons. Authorized agencies would purchase fare media (passes or tokens) from VTA at face value. Those agencies would then resell the fare media at a discounted rate to low-income persons meeting specified income criteria. Proceeds from the sale of discounted fare media would be reinvested to purchase fare media from VTA.

### Potential Program Sponsor(s):

Local community-based organizations, in partnership with VTA

As of this publication, VTA is working with its Ridership Initiative to Develop Energy-Efficiency (RIDE) Task Force to develop new, innovative and cost-efficient methods to increase transit ridership. One initiative being considered is a subsidized transit pass program for low-income transit users countywide.

If implemented as a countywide program, subsidized transit passes could be provided to Gilroy’s low-income transit customers through a partnership with local social service organizations. Community-based organizations interested in developing a pass subsidy program would need to consider (1) the level of subsidy, whether the passes would be provided at a discounted cost or for free, and (2) a distribution plan, and (3) standards for determining eligible pass recipients.

**Cost Estimates:**

Annual operating costs = \$0.5 to \$1 million, depending on number of total passes purchased and subsidy sought to apply to pass purchases

**Assumptions**

Factors to consider in funding a subsidized transit pass program include (1) the level of subsidy provided by outside funding sources; and (2) costs to administer the program through authorized agencies.

- 500 adult day passes purchased per month.
- Fully subsidy enables free passes to recipients.
- Support staffing may be required to operate the program and provide assistance to pass recipients.

**Potential Funding Sources**

- Lifeline Transportation Program
- Transportation Fund for Clean Air
- Private Foundations (as described in *Chapter 8: Funding Sources & Opportunities*)

**Implementation:**

Recommended to implement within 3 years

As of this publication, VTA is working with its Ridership Initiative to Develop Energy-Efficiency (RIDE) Task Force to develop new, innovative and cost-efficient methods to increase transit ridership. One initiative being considered is a subsidized transit pass program for low-income transit users countywide.

Potential program champions may consider combining a subsidized transit pass program with another existing subsidy program. For example, if an existing school lunch program provides free or reduced lunches to school children, a subsidized transit pass program may be combined to provide discounted fare media to qualified recipients.

**Model Program: Community Partnership Transportation Program (CPTP)**

Beginning in late 2006, a collective of Santa Clara County community-based social service agencies that provide services to over 32,000 low-income individuals will work with VTA to provide free transit passes. These agencies, working together as the Community Partnership Transportation Program (CPTP) provide services at 92 sites throughout the County.

The community agencies involved will identify and screen individuals for eligibility to receive transit passes through this program. The agencies will also develop a transportation plan with the families and individuals to assure that the transit pass leverages the other services being received.

A “Mobility Coordinator” will administer the day-to-day coordination. Frequent communication between agency staff and the Mobility Coordinator will ensure that the services provided to the target population are coordinated across the County.

Meetings will take place amongst all CPTP partners at a minimum of once per month for the first three months of project implementation. Subsequent meetings will take place at least quarterly, but more often as needed. CPTP partners will regularly discuss project implementation, successes and challenges, and how services to the target population can be improved. Training will also be provided to ensure consistent project implementation across all agencies. Additionally, a CPTP representative will attend the County’s monthly Homeless Collaborative meetings.

VTA will coordinate with the Mobility Coordinator, who will then coordinate with all CPTP partners to provide collaboration, information, and training across the board, ensuring that project implementation is uniform at all agencies. Trainings and meetings will occur at a minimum of once per month for the first three months of project implementation, and on a quarterly basis thereafter. Additional trainings and meetings will be held as needed.

On a monthly basis, VTA will distribute the transit passes to the Mobility Coordinator who will in turn distribute the agreed upon number of passes to each participating agency. Each agency will then identify and screen clients for eligibility to receive a transit pass. The agency will complete the transportation plan summary, which will minimally include the individual’s name, zip code, and expected use of transit passes to meet the needs identified during screening.

Agencies will submit completed documentation to the Mobility Coordinator on a monthly basis. This will include verification of each pass issued and the low-income status of the recipient, as well as the transportation plan summary. Any transit passes not needed by an agency in a given month will be redistributed by the Mobility Coordinator according to policies established. The Mobility Coordinator will coordinate all documentation and submit it to VTA on a monthly basis.

To let potential clients know about the program, agency outreach will be conducted at gathering places, including schools, faith communities, grocery stores, laundry facilities, parks, hospitals and clinics, and neighborhood associations. Public awareness of the project will also be increased when CPTP partner agencies discuss the program in a variety of settings, including public meetings of the Santa Clara County Board of Supervisors, City Councils, Rotary Clubs, and other civic organizations. Partner agencies will also build public awareness of the program by speaking with donors and volunteers, two groups that are already interested in supporting efforts in the community to serve vulnerable populations.

## Taxi Voucher Program

Discounts (subsidy level to be determined) on taxicab rates for senior and disabled passengers.

**Public Outreach Results:** Suggested by Project Working Committee

For special-needs clients, particularly those of limited incomes, taxi services provide a reliable, flexible transportation option compared to other available transportation options. The need for a taxi option is exacerbated in Gilroy, particularly because of the rural nature of the city. Subsidized taxi rides can also provide same-day trips in place of next-day reservations through other transportation services. Taxi services, however, can be expensive without a subsidy.

**Why Recommended?**

- ✓ Provides low-cost, discounted or free fares
- ✓ Improves service to desired destinations, both within and outside of Gilroy

Subsidized taxi services provide a low-cost option for eligible clients requiring special-needs transportation, specifically for low-income seniors and disabled customers. Vouchers, also called “scrip,” can be used like cash to pay for taxi fares, but are purchased at a fraction of face value.

**Potential Program Sponsor(s):** Community-based organizations in partnership with local taxicab companies

This program would be best administered through local social service and community-based organizations with the aid of local taxicab providers. Specific knowledge of client needs can be used to create a program that works for specific trips and uses. To develop a voucher program, contact the South County Collaborative or the South County Branch of the Silicon Valley Independent Living Center at (408) 846-1480 for assistance in developing a taxi voucher program.

**Cost Estimates:** Annual costs = up to \$1 million, including taxi voucher subsidy and administrative costs

### Assumptions

Costs would depend on length of trips, number of customers, and the subsidy level. Assuming current taxi fares, a \$50,000 subsidy per year could fully fund nearly 3,500 annual trips of a 5-mile average trip length, or over 7,000 annual trips of a 2-mile average trip length.

Administrative costs would include eligibility certification processes and staff support for sales and distribution of scrip, which could require up to \$40,000 annually. Screening costs could be significantly reduced if clients are pre-screened through other agencies. For example, a requirement for receiving taxi scrip can be the purchase of a Regional Transit Connection card, reducing the need for a second screening.

### Potential Funding Sources

- Job Access and Reverse Commute Program
- Lifeline Transportation Program
- Private Foundations (as described in *Chapter 8: Funding Sources & Opportunities*)

**Implementation:** Recommended to implement within 3 years

The Project Working Committee recommends that use of this type of service be limited to non-emergency trips related to medical, legal and childcare services. This program could be operated by a local non-profit or social service agency, possibly in conjunction with medical, legal or childcare services. Implementation steps may include:

- Selection of taxicab companies that operate fully ADA-accessible vehicles;
- Driver education and monitoring the quality of service provided;
- Selection and funding of administrative staff;
- Customer education program, describing how the service works, eligibility requirements and process, and usage requirements.

## Bus Shelters & Amenities

Install bus shelters at bus stop locations to provide weather protection and improve safety. Amenities include lighting, benches, and trashcans.

### Public Outreach Results: High Response Rate

The need for bus shelters and other amenities, such as lighting and trashcans, was mentioned during all focus groups and in open-ended survey questions. Specifically, shelters would provide protection, safety, and comfort while waiting for buses.

It should be noted that, during focus groups, respondents requested different design of bus shelters. The shelters should be installed or designed to allow full visibility for bus drivers. Respondents commented that they have missed buses because the drivers' views were obstructed by shelters and they could not see waiting customers. Senior transit customers requested that pavement near bus stops allow for complete ADA accessibility for buses.

Why Recommended?	✓ Installs bus shelters ✓ Installs safety/convenience-related fixtures at bus stops
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As of this publication, 85% of Gilroy's bus stops are without shelters. During public outreach, transit users remarked that taking transit is difficult in inclement weather, especially during hot and cold, rainy months.

Potential Program Sponsor(s):	VTA, the City of Gilroy (within the city), and the County of Santa Clara (for unincorporated areas surrounding Gilroy)
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Input can be provided by calling VTA Service and Operations Planning at (408) 321-7050 or by email to [bus.stop@vta.org](mailto:bus.stop@vta.org) or to City of Gilroy Engineering Division at (408) 846-0450.

Cost Estimates:	Capital costs = \$10,000 each for a standard shelter and related repairs
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### Assumptions

VTA estimates that a standard bus shelter can cost \$10,000 to install per location. Costs include installation of the shelters and all pavement for connecting sidewalks, curbs, and ramps (if applicable). Other designs that match streetscape designs may be selected at additional cost, depending on the materials necessary. The total cost of this proposal depends on the number of shelters to be installed as well as maintenance costs, including trash collection, location cleaning, and regular upkeep.

### Potential Funding Sources

- Bicycle Transportation Account for bicycle infrastructure improvements
- Community Development Block Grants
- Lifeline Transportation Program
- Transportation for Livable Communities
- Transportation Fund for Clean Air
- Private Foundations (as described in *Chapter 8: Funding Sources & Opportunities*)

### Implementation: Recommended to implement within 3 years

The following steps can be taken to install shelters and amenities at bus stop locations:

- Identify necessary bus stops that require upgrades. As of this publication, the City of Gilroy and its Bicycle/Pedestrian Advisory Committee have developed an inventory of bus stop upgrades, including shelters, ADA-enhancements, and amenities.
- Determine specific needs at each bus stop location to calculate costs to improve bus stop sites.
- Place bus stop improvement projects in capital project budgets. To fund improvements, various capital improvement program budgets may be available, including VTA's Bus Stop Accessibility Improvement Program<sup>27</sup> or capital improvement programs initiated by the City of Gilroy.

VTA currently provides shelters under the Transit Shelter Advertising Program. This program is implemented through a contract with Clear Channel Outdoor and agreements with each city, including Gilroy. Clear Channel constructs and maintains the shelters at its expense and shares advertising revenues with VTA. VTA in turn shares the revenues on a 50/50 basis with each city based on the number of shelters in the city.<sup>28</sup>

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<sup>27</sup> VTA's countywide capital program includes an annual budget to make physical improvements at bus stops to ensure Americans with Disabilities Act (ADA) compliance as well as improve overall passenger environment. In FY 2006, VTA budgeted a total of \$460,000 for bus stop improvements and repairs as well as an additional \$250,000 in FY 2007 for accessibility improvements and general repairs. This budget can cover costs to improve 50 to 70 bus stops throughout the county, depending on needed improvements at each bus stop location.

<sup>28</sup> VTA Service & Operations Planning

## **Bicycle & Pedestrian Infrastructure Improvements**

A broad-based category including upgrades and infrastructure projects for pedestrians and bicyclists.

### **Public Outreach Results: Mixed results**

Following transit service coverage and affordability issues, infrastructure improvements were ranked highly among transportation concerns of survey respondents and focus group members. Cracked or deficient sidewalks were of great concern to senior populations, who view their daily neighborhood walks as vital to maintaining their quality of life. Sidewalks provide the crucial “first-mile/last-mile” link connecting important destinations, transit services, and recreation areas.

Bicycle usage, on the other hand, is low among the survey respondents. Bicycling may not be considered a safe or viable option for Gilroy’s low-income populations because designated bike lanes and bicycle amenities are not located in critical areas.

During public outreach, the following locations were identified for infrastructure-related improvements:

- IOOF Avenue at Forest Street (sidewalk improvements);
- Forest Street at 6<sup>th</sup> Street (sidewalk improvements);
- Carmel and Princevalle Streets at 6<sup>th</sup> Street (sidewalk improvements);
- 1<sup>st</sup> and 2<sup>nd</sup> Streets at Carmel Street (sidewalk improvements);
- Santa Teresa Expressway at Mantelli Drive (bicycle lanes); and
- Route 152 to Bonfante Gardens (bicycle lanes).

### **Why Recommended?**

- ✓ Delineates bicycle lanes on major streets
- ✓ Installs or repairs sidewalks and pavement

Providing needed infrastructure improvements will ensure that communities of all age groups have varied transportation options.



**Potential Program Sponsor(s):**

City of Gilroy (within city boundaries); County of Santa Clara (in unincorporated areas surrounding Gilroy); Property owners (for improvements on private properties)

Depending on the location of specific improvement projects, responsibility for sidewalk, pavement, and bicycle infrastructure improvements may fall under one or many jurisdictions. Sidewalks, parkstrips<sup>29</sup>, curbs, and gutters are all public facilities within the public right-of-way. Improvements in these areas are the responsibility of the appropriate jurisdiction. By state law, however, the owner of the fronting property is responsible for maintaining the sidewalk, curb and gutter and parkstrip area. Maintenance responsibility includes repair or replacement of damaged or displaced concrete, abatement of weeds or debris, and trimming of shrubs to keep the area free of hazards.<sup>30</sup>

**Cost Estimates:**

Project costs are determined by extent of improvements necessary

Costs to design and build can range for low-cost improvements (including lighting, sidewalk repairs, and bicycle amenities) to high-cost installations (block-length sidewalk installations and curbs, pedestrian walkways, and new bridges).

Below are sample costs for infrastructure improvements:

- Signage for displays, information, or direction (such as speed limit signage, stop signs, or restrictions): \$200 each.
- High visibility crosswalks: \$1,000 to \$5,000, depending on necessary improvements.
- Sidewalk improvements: \$20 to \$50 per linear foot, depending on need for new materials or repair work.
- Bicycle lane (one direction): \$25,000 to \$75,000 per mile.
- Speed bump: \$5,000 each.
- Creek bridge: \$50,000 to \$100,000.

Improvements may or may not require on-going maintenance at additional cost.

**Potential Funding Sources**

- Bicycle Transportation Account
- Community Design and Transportation
- Community Development Block Grants

<sup>29</sup> A parkstrip is the piece of land within the public right-of-way between the sidewalk and the street. Parkstrips contain trees, fire hydrants, utility poles, and other utilities, either above or below ground.

<sup>30</sup> City of Gilroy, Engineering Division

## Gilroy Community-Based Transportation Plan

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### Chapter 7: Recommended Transportation Proposals

- Hazard Elimination Safety Program
- Lifeline Transportation Program
- Safe Routes to Schools
- Transportation Fund for Clean Air
- Transportation for Livable Communities
- Private Foundations (as described in *Chapter 8: Funding Sources & Opportunities*)

**Implementation:** Recommended to implement within 3 years

The City of Gilroy has identified specific bicycle and pedestrian infrastructure improvements located within low-income communities that provide links to critical locations and neighborhoods.<sup>31</sup> Locations for additional improvements, including lighting, bicycle amenities, sidewalk repairs, can be submitted to the City of Gilroy for consideration in future capital improvement programs.

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<sup>31</sup> City of Gilroy, Engineering Division

## Safe Routes Program

Education program to promote safe walking and bicycle usage. Programs can include physical infrastructure improvements and designated "safe routes" to increase awareness of bicyclists and pedestrians who may share travel paths with vehicles.

### Public Outreach Results: High response rate

For younger public outreach participants, walking and bicycling are viewed as the only two self-reliant transportation modes, especially for traveling to school. Providing safe routes is of great importance for children and teenagers that must travel alone. Gilroy's senior population also requires a safe option for traveling to local destinations as well as exercise.

### Why Recommended?

- ✓ Installs or repair sidewalks and pavement
- ✓ Installs safety/convenience-related fixtures at bus stops
- ✓ Delineates bicycle lanes on major streets

This proposal seeks to promote walking and bicycling within Gilroy by providing safety-related amenities to designated paths. Improvements may include infrastructure improvements, including bicycle and pedestrian bridges, signage, lighting, and sidewalk and cross-walk enhancements. Another component of this proposal is an education and marketing component to promote safety near bicycle and pedestrian routes, especially near schools. This program can also include a specific component addressing safe routes for children traveling to local schools.

### Potential Program Sponsor(s):

The City of Gilroy, Gilroy Unified School District, and local community-based organizations

This two-pronged approach to creating and promoting safe environments for walking and bicycling can be implemented as a joint program of the City of Gilroy and the Gilroy Unified School District in partnership with local community organizations.

**Cost Estimates:**

Project and program costs are determined by extent of improvements and scope of educational/promotional activities developed

Costs to design and build can range for low-cost improvements (including lighting, sidewalk repairs, and bicycle amenities) to high-cost installations (block-length sidewalk installations and curbs, pedestrian walkways, and new bridges).

Below are sample costs for infrastructure improvements:

- Signage for displays, information, or direction (such as speed limit signage, stop signs, or restrictions): \$200 each.
- High visibility crosswalks: \$1,000 to \$5,000, depending on necessary improvements.
- Sidewalk improvements: \$20 to \$50 per linear foot, depending on need for new materials or repair work.
- Bicycle lane (one direction): \$25,000 to \$75,000 per mile.
- Speed bump: \$5,000 each.
- Creek bridge: \$50,000 to \$100,000.

Improvements may or may not require on-going maintenance at additional cost.

**Potential Funding Sources**

- Bicycle Transportation Account for bicycle infrastructure improvements
- Community Design and Transportation
- Community Development Block Grants
- Hazard Elimination Safety Program
- Lifeline Transportation Program
- Safe Routes to Schools
- Transportation Fund for Clean Air
- Transportation for Livable Communities
- Private Foundations (as described in *Chapter 8: Funding Sources & Opportunities*)

**Implementation:**

Recommended to implement within 3 years

To develop a Safe Routes to School Program, the following steps can be implemented:

- Create a community action team to drive projects and develop the Safe Routes program. Team members may be recruited from local schools, neighborhood associations and action groups, Gilroy’s Bicycle/Pedestrian Advisory Group, local community-based organizations, and local government representatives.

- Develop a program vision and identify specific projects to undertake. This step may include discerning specific routes to schools and transportation issues that children may face along those routes.
- Identify educational activities and promotional programs that can occur within schools and youth activity centers to promote safe walking and bicycling to schools.
- Monitor program progress (i.e.: increased walkers and bicyclists, increased comfort with walking and bicycling to and from schools and youth activity centers).

Unless improvements are located on privately owned properties or at transit facilities, the lead agency responsible for most of these improvements is the City of Gilroy. Gilroy has identified specific infrastructure projects that would provide safe routes to schools in low-income communities. Locations for additional improvements can be submitted to Gilroy for consideration. It is recommended that local non-profits or agencies interested in designating safe routes or developing and participating in a safe walking program should contact the City of Gilroy.

As of this publication, the City of Gilroy has identified gaps in pedestrian walkways leading to and surrounding Eliot Elementary School along the following streets:

- Murray Avenue between IOOF Avenue and Lewis Street;
- Lewis Street between Forest Street and the southwest corner of San Ysidro Park;
- East 6<sup>th</sup> Street between Camino Arroyo and Maple Street (over U.S. 101);
- Portions of Old Gilroy and East 8<sup>th</sup> Streets between Crocker Lane and Alexander Street; and
- Alexander Street between Old Gilroy and East 9<sup>th</sup> Streets.<sup>32</sup>

Gilroy has also proposed a bridge project over Millers Slough to close the pedestrian gap at Chestnut Street leading to Eliot Elementary School.

### Model Programs

Marin County implemented a Safe Routes to School program to (1) reduce traffic congestion around county schools, and (2) to instill healthy habits in local youth. Marin County adopted the Safe Routes to Schools program in 2003 and the Marin Congestion Management Agency funded the program through federal funding through the Enhancements program and through the Bay Area Air Quality Management District's Transportation for Clean Air Funding award.

In November 2004, the voters of Marin passed a 1/2-cent transportation sales tax which include 11% of its funding for Safe Routes to Schools including program, crossing guards and infrastructure. It is now a program of the Transportation Authority of Marin and continues to be implemented by the Marin County Bicycle Coalition to create a plan for a long-term sus-

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<sup>32</sup> City of Gilroy, Engineering Division.

## Gilroy Community-Based Transportation Plan

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### Chapter 7: Recommended Transportation Proposals

tainable program that is institutionalized in the schools with strong community involvement.<sup>33</sup>

The Marin County program has developed a toolkit, which consolidates lessons learned, program ideas, and funding solutions. The toolkit is available at the program's website, [www.saferoutestoschools.org](http://www.saferoutestoschools.org).

Other Safe Routes to School Programs have been implemented in Sacramento, Denver, and various school districts in the State of Maryland. The program's website contains contacts for these various programs, as well as toolkits, sample curricula, and lessons learned.

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<sup>33</sup> [www.saferoutestoschools.org](http://www.saferoutestoschools.org), June 2006.

## Express Transit Service between Monterey & San Jose

Direct transit service to key destinations between Monterey and San Jose.

### Public Outreach Results: High Response Rate

During public outreach, focus group participants expressed a strong need for a fast and inexpensive transit connection to San Jose. According to survey results, other desired locations include Monterey, Prunedale, and Salinas.

#### Why Recommended?

- ✓ Improves service to desired destinations, both within and outside of Gilroy
- ✓ Reduces travel time between Gilroy and San Jose/Northern Santa Clara County

Monterey-Salinas Transit (MST) and Amtrak's Capitol Corridor Intercity Rail Service are entering into a partnership to provide express bus service between Monterey and San Jose. VTA would provide a bus stop at the Gilroy Caltrain Transit Center to accommodate this service and provide a south County connection to local bus service and Caltrain. Service is anticipated to begin Summer 2006.

Current travel time anticipates the Gilroy-to-San Jose trip will take 60 minutes, as compared to a current transit time of 90 minutes by VTA Bus Line 68. As currently designed, this service will connect to local service at the following transit centers:

- Monterey Transit Center;
- Edgewater Transit Exchange (in Seaside);
- Marina Transit Station;
- Prunedale Park & Ride (for local service to Salinas);
- Gilroy Caltrain Transit Center;
- Morgan Hill Caltrain Transit Center; and
- San Jose Diridon Station.

This service is proposed to provide three daily roundtrips (one morning, one midday, and one evening trip), making this service primarily commuter-oriented. This may provide a convenient option for traveling between Gilroy and San Jose during traditional commute hours. Survey results, however, indicate that transit trips are desired at greater frequencies and throughout the day.

**Potential Program Sponsor(s):**

Monterey-Salinas Transit (MST) and Capitol Corridor Joint Powers Authority (CCJPA); VTA (for future service upgrades)

At this time, MST and CCJPA propose to provide this service in the near-term. If demand warrants, VTA may consider funding this service to increase the number of daily roundtrips.

**Cost Estimates:**

Annual operating costs to be determined.

As of this publication, the VTA Board of Directors will act on a staff recommendation to allocate \$90,000 to support this pilot program.

Possible VTA financial contributions to this service are being reviewed. Operational considerations, such as developing transfer policies to allow VTA riders to transfer seamlessly to/from this new service, proposed service levels (# of trips per day) and actual service stops are also being discussed.<sup>34</sup>

**Potential Funding Sources (for future service upgrades)**

- VTA Local Operating Funds
- Job Access and Reverse Commute Program
- Lifeline Transportation Program
- Transportation Fund for Clean Air

**Implementation:**

Recommended to implement in 3 to 6 years

Monterey-Salinas Transit (MST) and CCJPA are developing this service, which is anticipated to begin Summer 2006.

<sup>34</sup> VTA Service & Operations Planning



## Volunteer Driver Program

Program that provides volunteer drivers to transport persons with special needs through a curb-to-curb, demand-responsive service.

### Public Outreach Results: Suggested by Project Working Committee

Gilroy’s senior population, many of whom live on fixed-incomes, require specialized transportation. Those with debilitating conditions, vision or hearing loss, memory impairment, or diminished strength often travel with assistants and caregivers for regular trips to hospitals, care facilities, and other vital locations both within and outside of Gilroy. Gilroy’s senior population is expected to increase by 16% by 2020.<sup>35</sup>

Why Recommended?	<ul style="list-style-type: none"> <li>✓ Improves service within neighborhoods and to desired locations</li> <li>✓ Reduces Gilroy-to-San Jose travel times</li> </ul>
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Volunteer Driver Programs provide transportation options for seniors and those of limited mobility by offering more personalized, curb-to-curb service. The Project Working Committee recommended that this program be implemented to provide special transportation services for the following trip purposes:

- Medical appointments that may not be life-sustaining, such as physical therapy;
- Life-sustaining medical services, such as dialysis, chemotherapy, radiation treatments and pharmacies;
- Supportive services and agency-related services to social service offices, meal sites and nutritional programs;
- Worksites, volunteer locations, shopping centers and recreational locations.

Potential Program Sponsor(s):	Community-based organization (as appropriate by trip purposes)
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It is recommended that local community-based organizations take the lead role in designing and implementing this type of program to ensure that the specific needs of their clients are met.

For guidance and local perspective, existing agencies are available to provide assistance in developing volunteer programs. Outreach, Inc. sponsors a senior transportation program for Santa Clara County, and the South County Collaborative can provide suggestions for implementing this service. Contact Outreach, Inc. at (408) 436-2865, or email at [admin@outreach1.org](mailto:admin@outreach1.org).

<sup>35</sup> Association of Bay Area Governments, *Projections 2005*

<b>Cost Estimates:</b>	<b>Annual operating costs = up to \$300,000</b> <b>Capital &amp; start-up costs = \$180,000</b> <b>Maintenance costs = To be determined</b>
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### Assumptions

#### Capital Costs:

Six new vehicles are purchased at \$30,000 per vehicle.<sup>36</sup> To reduce total program costs, sponsor organizations may consider leasing options or partnerships with local agencies that use fleet vehicles for vehicle procurement.

#### Operating Costs:

Staffing requirements to implement the program may include at least one full-time employee, such as a Special Transportation Needs Coordinator. If the service is provided for a variety of transportation needs, this coordinator can manage multiple programs in a consolidated program. Clerical support staff, office equipment, and supplies may also be needed to support program administration.

- Staff salaries and benefits: \$130,000 per year.<sup>37</sup>
- Promotional activities and staff incentives: \$50,000 per year.<sup>38</sup>
- Staff training and licensing: \$50,000 per year.

### Potential Funding Sources

- Federal Section 5310 Capital Grants – Elderly and Disabled (for Paratransit vehicle purchase)
- Lifeline Transportation Program
- Job Access and Reverse Commute
- Private Foundations (as described in *Chapter 8: Funding Sources & Opportunities*)

<b>Implementation:</b>	<b>Recommended to implement in 3 to 6 years</b>
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The Project Working Committee placed this program in a mid-term implementation time-frame to allow for more time to develop the program and an implementation strategy.

As a general guideline for developing a volunteer driver program, the following implementation steps are recommended:<sup>39</sup>

- Determine the appropriate sponsor organization(s) to champion the program over the long-term. Sponsor organizations should consider insurance issues and liability of its

<sup>36</sup> Average price for a 15-passenger van from Edmonds.com (6/2006)

<sup>37</sup> Annual Salary for Special Needs Transportation Coordinator assumed at \$60,000. Two clerical support positions' salaries are assumed at \$20,000 each. Benefits are estimated at 30% of salary.

<sup>38</sup> Promotional activities include program advertising, focus groups, and education. Driver incentives may include reimbursements for driving expenses.

<sup>39</sup> Washington Department of Transportation, *Volunteer Drivers, A Guide to Best Practices, 2006*

volunteers as the responsible party or parties providing the service. Considerations include:

- Insurance purchase for the sponsor organization(s), vehicles, and volunteers including medical, automobile and business insurance;
- Waivers, releases, agreements to participate and indemnification to limit and/or share risks with riders;
- Personnel policies to determine and ensure the highest standard of service delivery.
- Develop support functions to operate the volunteer program, including:
  - Community relations;
  - Payment/donation procedures;
  - Reimbursement of volunteers (if appropriate) for meals and other service-related expenses;
  - Technical assistance, including customer contact and switchboard functions.
- Assess potential users of the service through registration procedures, identification, and other methods. Future customers may also be determined through community relations, surveys and focus group activities.
- Develop a process to select, train, and review volunteer drivers to ensure performance standards.
- Manage vehicle operations, including vehicle maintenance, inspection, trip planning procedures, and “after-market” equipment to ensure user safety. An example of an after-market addition may be a car seat or lift equipment to facilitate passenger safety and security.
- Develop a process for managing and reporting incidents, unusual occurrences, and accidents.
- Develop and maintain a record management system to keep driver records, incident reports, and rider records. Use the information to monitor and assess the program for future improvements.

### Model Programs

Local programs sponsored by Outreach Inc., model much of the infrastructure and customer service systems that would be necessary to create and maintain a successful volunteer driver program. Other programs have been implemented in the State of Washington, specifically by the Washington Department of Transportation and Snohomish County’s Special Needs Transportation Coalition. For more information, refer to the toolkit developed by the Washington Department of Transportation at [www.wsdot.wa.gov/transit/vdg](http://www.wsdot.wa.gov/transit/vdg).

## Low-Cost Auto Ownership Program

Comprehensive program to facilitate car ownership for low-income drivers. May include allowances for gas, maintenance, insurance as well as repair and maintenance training programs.

**Public Outreach Results:** Suggested by Project Working Committee

Cost of car ownership is a countywide issue for low-income residents and was mentioned by a few CBTP focus group participants. Particularly for those making the transition from welfare to work, car ownership is often a deciding factor in the success of job hunting and maintaining employment.

Even where public transit is available, it may not be conducive to the off-hour shifts that many low-wage jobs require. Public transportation also can be problematic when a parent's job is located some distance from childcare provider sites.

Often, low-wage earners cannot afford to buy or save for a car. Purchase price, with insurance, gas and maintenance may absorb a significant percentage of working incomes.

**Why Recommended?** ✓ Provides low-cost options for car ownership and maintenance

This proposal advocates innovative solutions for addressing the transportation needs of the working poor. These programs employ a number of strategies including making affordable and reliable vehicles directly available to customers; providing low-cost loans, and facilitating matched savings accounts to enable vehicle purchases. This program may also encompass programs that address other necessary considerations of car ownership, including repair and maintenance costs and gas purchase assistance.

**Potential Program Sponsor(s):** To be determined

This program will require coordination among existing car ownership programs and new programs. State of California expanded its Low-Cost Automobile Insurance Program to include Santa Clara County as one of 16 eligible counties.<sup>40</sup> Other program components, including mechanisms to sell or lease vehicles to participants and discount programs for low-cost gas and maintenance services, would need to be developed and championed by one or more local agencies. Local agencies and community-based organizations may want to work with Outreach, Inc. to develop an appropriate strategy for the program.

**Cost Estimates:** To be determined

<sup>40</sup> AISPO, June 2006.

Car ownership programs entail a complex set of procedures for administrative functions including vehicle processing, client screening and loan processing, if financing is made available through the program. If a non-profit or social service agency chooses to administer a program, depending on the breadth of the program, these functions may need to be outsourced to other firms if the agency does not possess the necessary industry-related knowledge.

### Potential Funding Sources

- Community Development Block Grants
- Job Access Reverse Commute Program
- Lifeline Transportation Program
- Private Foundations (as described in *Chapter 8: Funding Sources & Opportunities*)

**Implementation:** Recommended to implement in 3 to 6 years

Although the committee recommended this proposal, it was categorized for mid-term implementation to allow more time to develop a strong, comprehensive, and sustainable program.

Implementation steps would include:

- Determine vehicle acquisition policies. New cars can be purchased, but at significantly higher costs as compared to procuring and rebuilding older, donated vehicles. Local programs, including Outreach's vehicle donation program, can serve as appropriate models for public donation strategies.
- Develop on-going funding strategy to sustain the various elements of the program.
- Create eligibility and screening criteria for potential program participants. For example, if the California Low-Cost Automobile Insurance Program is a component, strict standards are upheld for clean driving records of program participants.
- Develop a case management model to monitor clients' progress and assist client issues, including personal budgeting, automobile maintenance education, and credit building.

The National Economic Development and Law Center developed a source document called *Shifting into Gear: A Comprehensive Guide to Creating a Car Ownership Program*. This guide provides a well-rounded assessment of various issues and suggestions in developing, implementing, and sustaining car ownership programs. Sample programs are also included that illustrate existing programs for vehicle donations, low-cost ownership and assistance. The guide is available online at <http://www.nedlc.org/center/car.htm>.

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## Chapter 8. Funding Sources & Opportunities

Funding for various forms of transportation is obtainable from federal, state, regional and local sources. Funds may be distributed either based on population and public transit ridership volumes or through a competitive process.

This chapter contains information regarding funding sources that can be used to implement projects and programs recommended in this CBTP.

### Possible Requirements of Fund Sources

The information in this chapter provides a general understanding of the requirements for public and private funding sources that can finance proposals outlined in *Chapter 7: Recommended Transportation Proposals*. Each source agency may dictate if funding can be applied to capital (infrastructure) improvements, operational needs, and/or administrative costs.

Agencies may also require that grant applicants provide “local match” funds of a certain percent of the whole amount necessary to implement the program. Depending on the source agency’s requirements for the fund source, local match obligations may be met through cash contributions, staff costs, and/or other grants received by sponsor agencies.

### Public/Government Funding Sources

#### Bicycle Transportation Account (BTA)

Source: California Department of Transportation (Caltrans)  
through:

- City of Gilroy
- County of Santa Clara
- Santa Clara Valley Transportation Authority (VTA)

Eligible CBTP Elements: Bicycle Infrastructure Improvements

BTA provides state funds for city and county projects that improve safety and convenience for bicycle commuters. During the Fiscal Year 2005-2006 funding cycle, California Department of Transportation (Caltrans) provided \$7.2 million for statewide bicycle projects, including \$690,000 for projects within Santa Clara County. This source is best suited for bicycle-related projects identified by the City of Gilroy, the County of Santa Clara, or VTA.



## Gilroy Community-Based Transportation Plan

### Chapter 8: Funding Sources & Opportunities

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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.

BTA grants require a minimum of 10% local match of the total cost of constructing proposed bikeways and facilities. The ratio of local funds to BTA funds on the original application form will determine the project's reimbursement amount.

Contact:

Office of Local Assistance

California Department of Transportation

P.O. Box 23660

Oakland, CA 94623-0660

Ken McGuire at (916) 653-2750 or David Priebe (916) 653-0036.

### Community Design and Transportation (CDT)

Source: Santa Clara Valley Transportation Authority (VTA)

CBTP Elements: with potential      Bus Shelters/Amenities  
eligibility (design phases only):      Bicycle/Pedestrian Infrastructure Improvements

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.

A 20% local match is required. The match must consist of a minimum of 11.5% in cash contributions with staff time accounting for a maximum of 9.5%. The requested grant funds may be awarded wholly or in part.

Contact:

Santa Clara Valley Transportation Authority (VTA)  
3331 North First Street  
San Jose, CA 95134  
Chris Augenstein (408) 321-7093

Community Development Block Grants (CDBG)

Source: U.S. Department of Housing and Urban Development (HUD) through:

- City of Gilroy
- County of Santa Clara

Eligible CBTP Elements: Transit-Oriented Development  
Low-Cost Auto Ownership Program  
Bus Shelters/Amenities  
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 Metropolitan Transportation Commission (MTC)

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:

## Gilroy Community-Based Transportation Plan

### Chapter 8: Funding Sources & Opportunities

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- 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 Metropolitan Transportation Commission (MTC)

Eligible CBTP Elements: Volunteer Driver Program (if vehicles are purchased)

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% of the total project cost. Applicants must have funds available to pay all operating and maintenance costs for the vehicles.

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

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

#### Hazard Elimination Safety Program (HES)

Source: California Department of Transportation through:

- City of Gilroy
- County of Santa Clara
- Santa Clara Valley Transportation Authority (VTA)

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% local match is required.

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

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

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

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

Funds are allocated on a discretionary basis with 60% to areas of over 200,000 population; 20% to areas of under 200,000 population, and 20% to nonurbanized areas. A 50% local match is required, but only a 20% match is required for capital projects.

Two kinds of grants are available through the JARC program:

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

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

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

### Lifeline Transportation Program (Lifeline)

Source: Metropolitan Transportation Commission (MTC) through a partnership between the County of Santa Clara and Santa Clara Valley Transportation Authority (VTA)

Eligible CBTP Elements: All recommended CBTP proposals

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

Approximately \$3.9 million is available for a three-year funding cycle. MTC has dedicated \$216 million to the program over the next 25 years. A minimum 20% local match is required for most projects.

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

### Older Americans Act (OAA)

Source: County of Santa Clara

Eligible CBTP Elements: Shuttle Services  
Volunteer Driver Program

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. The state/local match for the National Family Caregiver Support Program is 25%. A match of 15% is maintained for other services, as is the 25% match requirement for state and local administrative activities.

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

Contact:

Administration on Aging  
Washington, DC 20201  
(202) 619-0724

Safe Routes to Schools (SR2S)

Source: California Department of Transportation (Caltrans)  
through:  

- City of Gilroy
- County of Santa Clara

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% of construction costs.

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

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

### State Transit Assistance Program (STA)

Source:	Metropolitan Transportation Commission (MTC) through Santa Clara Valley Transportation Authority (VTA)
Eligible CBTP Elements:	Express Transit Service between Gilroy & San Jose Express Transit Service between Monterey & San Jose Community Bus Services

The State Transit Assistance Program (STA) provides funds for public transit operating and capital purposes, as well as for regional transit coordination projects. STA funds are apportioned by the State of California to MTC according to a formula based upon population and annual transit operator revenues, and are then distributed by MTC to the various public transit operators in the Bay Area. MTC usually receives about 38 percent of the state's available STA funds per year. VTA's annual share amounts to about \$5 million to \$7 million.

### 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:	Gilroy-to-San Jose Express Transit Services Monterey-to-San Jose Express Transit Services Community Bus Services Shuttle Services Transit-Oriented Development Vanpool Program Low-Cost 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. There is no local match requirement for TFCA funds, but applicants may receive a better score in the competitive process if the applicant can provide local match funding. Applicants can apply to either one of two types of TFCA grants:

- The Regional Fund comes from 60% of the revenue and is allocated directly by the Air District.



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

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

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

### Transportation for Livable Communities (TLC)

Source: Metropolitan Transportation Commission (MTC)  
-or-  
Santa Clara Valley Transportation Authority (VTA)

Eligible CBTP Elements: Bus Shelters/Amenities  
Bicycle/Pedestrian Infrastructure Improvements  
-and-  
Bicycle, pedestrian, traffic-calming projects planned by the City of Gilroy and the County of Santa Clara.

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

Capital projects are funded using regional Transportation Enhancements Activities funding from the federal Surface Transportation Program. Funding also comes from the Congestion Mitigation and Air Quality (CMAQ) program. Awards are made through a competitive grant process. Projects in their early or “conceptual” stages of development are eligible for TLC

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Planning Program grants of up to \$75,000, which are awarded to help sponsors refine and elaborate promising project ideas. Projects with completed plans are eligible for TLC Capital Grants, which build the projects. Capital grants range from \$750,000 to \$2 million. A local match of at least 11.5% is required.

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

## **Potential Future Government Funding Sources**

### 2000 Measure A Local Sales Tax (Measure A)

Santa Clara County voters passed Measure A in November 2000, a 30-year, 1/2-cent sales tax for a list of specific transit improvement projects. Listed among those transit projects are operating and maintenance costs for increased bus, rail and paratransit service.

As of this publication, the VTA Board of Directors is determining a funding strategy to deliver the Measure A projects. During this process, VTA will collaborate with local jurisdictions, including the City of Gilroy and the County of Santa Clara, to develop a more specific list of transit-related improvement projects and services to be funded by the Measure A sales tax.

### Agriculture Industry Transportation Services (AITS) Program

The AITS program was started, in part, in response to fatal traffic accidents involving farm workers traveling to and from work in unsafe vehicles. AITS is an expansion of a pilot program implemented in Central Valley counties to provide safe, reliable, and affordable transportation options for farm workers. As of this publication, the California State Legislature is considering expanding the AITS program to include counties in which farm workers' transportation needs are currently unmet, including Santa Clara County.

A proposed \$20 million would be awarded to local transit agencies to implement the AITS program throughout California. Grant awards will require a dollar-for-dollar match from the local transit agencies, which can include their allocation of federal funds or other state funds. The funds would be available for awards over a five-year period, and will primarily be used for the purchase of vans and other equipment. It is projected that new AITS programs will be entirely self-sufficient within the fee revenues from passengers.<sup>41</sup>

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

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<sup>41</sup> California State Assembly, Budget Committee Report, May 2006.

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

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

### Federal Section 5317 New Freedom Initiative

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

It is expected that the Federal Transit Administration (FTA) will provide more guidance on the details of this program, likely by mid-2006 or early 2007. FTA has indicated that the New Freedom funding program may be expanded to fund services that also assist seniors, individuals with low incomes, and/or the general public, if they primarily meet the needs of individuals with disabilities.<sup>42</sup>

### 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.

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<sup>42</sup> *Elderly Individuals and Individuals With Disabilities, Job Access and Reverse Commute, New Freedom Programs and Coordinated Public Transit-Human Services Transportation Plans: Notice of Public Meeting, Interim Guidance for FY06 Implementation, and Propose* from [www.fta.dot.org](http://www.fta.dot.org). March 2006.

#### Valley Transportation Plan 2030 (VTP2030)

VTP 2030 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 2030 are submitted to MTC for inclusion in T2030, the regional transportation plan, making them eligible for funding allocations from MTC.

VTP 2030 identifies existing and future transportation-related needs, considers all travel modes, links land use and transportation planning and decision-making, and identifies what can be accomplished with the projected available funding for projects and programs. Projects and programs are organized into 10 categories:

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

VTP 2030 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 2030 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 Gilroy CBTP. Other foundations not listed here may also make grants available to support transportation-related projects if they are consistent with their organizational goals.

#### Community Foundation Silicon Valley

Community Foundation Silicon Valley today manages more than 600 individual, family and corporate funds, as well as nonprofit endowments. Cash grants program includes three grant programs designed to provide financial support and technical assistance to community-based organizations. Two of the three programs for which Gilroy CBTP projects may be eligible are listed below:

- **Community Investment Grants:** One-year general support grant awards of up to \$20,000 to nonprofits working in one or more of the following areas: Arts and Cultural Participation, Education and Lifelong Learning, Civic Engagement, and Self-Reliant Individuals and Families. There are four quarterly grant application deadlines for Community Investment grants.
- **Neighborhood Grants Program:** This once-yearly program provides grants of up to \$5,000 and technical assistance to help resident-based groups conduct activities that improve neighborhood conditions or address issues important to their quality of life.

Contact:

60 South Market Street, Suite 1000  
San Jose, CA 95113-2336  
(408) 278-2200

### 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.

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### Chapter 8: Funding Sources & Opportunities

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#### Contact:

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

#### Robert Wood Johnson Foundation

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

#### Contact:

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

#### Santa Clara Valley Medical Center Foundation

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

#### Contact:

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

#### Surdna Foundation

Surdna Foundation makes grants in the areas of environment, community revitalization, effective citizenry, the arts and the nonprofit sector, with annual grantmaking of approximately \$30 million. Specifically, the foundation supports programs that offer viable solutions to difficult systemic problems, as well as high quality, direct service programs. Its “Community

Revitalization” program seeks to transform environments and enhance the quality of life in urban places, increase their ability to attract and retain a diversity of residents and employers, and ensure that urban policies and development promote social equity.

Contact:

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

van Löben Sels/RembeRock Foundation

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

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

Contact:

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

Zellerbach Family Foundation

The Zellerbach Family Foundation’s mission is “to be a catalyst for constructive social change by initiating and investing in efforts that strengthen families and communities.” Various 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:

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



## Appendix A:

# South County Collaborative Member Agencies

The South County Collaborative is a collective of social service agencies that serve low-income residents of Gilroy, San Martin and Morgan Hill.

American Cancer Society	Head Start
Blue Cross	Health Connections
Boccardo Family Living Center	Health Trust Dental
CA Rural Legal Assistance	Kaiser Permanente
Catholic Charities	Learning and Loving Center
Center for Employment Training	MACSA
Chamberlain's Mental Health Services	Mobile HIV Test
Child Advocates	Mount Madonna YMCA
CHPD Foster Care	Planned Parenthood
City of Gilroy	Project Sentinel
Community Outreach Services	Rebekah's Children Services
Community Solutions	Restorative Justice
Community Technology Alliance	RotaCare
Santa Clara County Department of Alcohol & Drug Services	San Andreas Regional Center
Santa Clara County Department of Family and Children Services	Santa Clara County Public Health
Employment Development Department	Santa Clara County Regional Occupational Program
Education Foundation Bonfante Gardens	School Linked Services
Employment Service Center	Silicon Valley Independent Living Center
ESO	Social Services - South County
First 5	South County Housing
Gardner Family Health Network	St Louise Regional Hospital
Gavilan College	St. Joseph's Family Center
Gilroy City Council	SVWIN One Stop
Gilroy Family Resource Center	The Health Trust
Gilroy Library	United Neighborhoods of Santa Clara County
Gilroy Neighborhood Health Clinic	United Way - Silicon Valley
Gilroy Police Department	Valley Health Center at San Martin
Girl Scouts	Vision Literacy
Go Kids	WestEd
GUSD Cal-Safe Program	Your Morgan Hill
GUSD Health Services	

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## Appendix B: Gilroy Economic Information from the 2000 Census Data

	<b>Gilroy</b>		<b>Santa Clara County</b>	
<b>TOTAL POPULATION</b>	41,464 <sup>(1)</sup>	100.0%	1,682,585	100.0%
In households	41,034	99.0%	1,652,871	98.2%
In group quarters	430	1.0%	29,714	1.8%
<b>RACE</b>				
White	24,426	58.9%	905,660	53.8%
Black or African American	745	1.8%	47,182	2.8%
American Indian and Alaska Native	661	1.6%	11,350	0.7%
Asian	1,810	4.4%	430,095	25.6%
Native Hawaiian and Other Pacific Islander	105	0.3%	5,773	0.3%
Some other race	11,499	27.7%	204,088	12.1%
Two or more races	2,218	5.3%	78,437	4.7%
<b>HISPANIC OR LATINO AND RACE</b>				
Hispanic or Latino (of any race)	22,298	53.8%	403,401	24.0%
Not Hispanic or Latino	19,166	46.2%	1,279,184	76.0%
White	15,767	38.0%	744,282	44.2%
Black or African American	615	1.5%	44,475	2.6%
American Indian and Alaska Native	193	0.5%	5,270	0.3%
Asian	1,658	4.0%	426,771	25.4%
Native Hawaiian and Other Pacific Islander	74	0.2%	5,040	0.3%
Some other race	58	0.1%	3,522	0.2%
Two or more races	801	1.9%	49,824	3.0%

	<b>Gilroy</b>		<b>Santa Clara County</b>	
<b>PLACE OF BIRTH BY CITIZENSHIP STATUS</b>				
Native	31,545	75.9%	1,109,455	65.9%
Foreign born	10,042	24.1%	573,130	34.1%
Naturalized citizen	2,575	6.2%	235,952	14.0%
Not a citizen	7,467	18.0%	337,178	20.0%
<b>SEX</b>				
Male	20,656	49.8%	852,974	50.7%
Female	20,808	50.2%	829,611	49.3%
<b>AGE</b>				
Under 5 years	3,903	9.4%	119,418	7.1%
5 to 17 years	9,598	23.1%	296,984	17.7%
18 to 64 years	25,148	60.7%	1,105,656	65.7%
65 years and over	2,815	6.8%	166,527	9.5%
Median age	29.9		34	
<b>HOUSEHOLDS</b>				
Total households	11,869	100.0%	565,863	100.0%
Family households	9,590	80.8%	395,561	69.9%
Families with children under 18	5,660	47.7%	197,245	34.4%
Average household size	3.46		2.92	
Average family size	3.74		3.41	
<b>HOUSING OCCUPANCY</b>				
Median gross rent (dollars)	936		1,185	

	<b>Gilroy</b>		<b>Santa Clara County</b>	
<b>INCOME AND POVERTY IN 1999</b>				
Median household income (dollars)	62,135 <sup>(2)</sup>		74,335	
Median family income (dollars)	65,330		81,717	
Per capita income (dollars)	22,071		32,795	
Individuals in poverty	4,250	10.4%	124,470	7.5%
<b>EDUCATIONAL ATTAINMENT</b>				
Population 25 and over	24,105	100.0%	1,113,058	100.0%
High school graduate	4,833	20.0%	176,926	15.9%
Bachelor's degree	3,209	13.3%	267,449	24.0%
Graduate or professional degree	1,388	5.8%	183,090	16.4%
<b>LABOR AND EMPLOYMENT BY OCCUPATION</b>				
Employed civilian population 16 years and over	19,259	100.0%	843,912	100.0%
Management, professional and related	5,511	28.6%	409,371	48.5%
Service	2,741	14.2%	88,797	10.5%
Sales and office	5,405	28.1%	191,719	22.7%
Farming, fishing & forestry	622	3.2%	3,494	0.4%
Construction, extraction, and maintenance	2,095	10.9%	55,616	6.6%
Production, transportation, and material moving	2,885	15.0%	94,915	11.2%
<b>CLASS OF WORKER</b>				
Self-employed workers	1,146	6.0%	52,302	6.2%

	<u>Gilroy</u>	<u>Santa Clara County</u>
<b>COMMUTING TO WORK</b>		
Mean travel time to work (minutes)	30.6	26.1

**MEANS OF TRANSPORTATION  
TO WORK FOR WORKERS 16  
YEARS AND OVER**

Total	18,774	100.0%	828,927	100.0%
Car, truck, or van	16,760	89.3%	742,301	89.5%
Drove alone	13,158	70.1%	641,113	77.3%
Carpooled	3,602	19.2%	101,188	12.2%
Public transportation	675	3.6%	29,118	3.5%
Bus or trolley bus	366	1.9%	21,372	2.6%
Streetcar or trolley car	0	0.0%	1,510	0.2%
Subway or elevated	0	0.0%	624	0.1%
Railroad	309	1.6%	5,234	0.6%
Ferryboat	0	0.0%	44	0.0%
Taxicab	0	0.0%	334	0.0%
Motorcycle	44	0.2%	2,169	0.3%
Bicycle	187	1.0%	10,076	1.2%
Walked	331	1.8%	14,786	1.8%
Other means	289	1.5%	4,609	0.6%
Worked at home	488	2.6%	25,868	3.1%

Notes

(1) Increased to 46,671 by 2005, according to the California Department of Finance.

(2) Increased to \$71,500 by 2005, according to the California Department of Finance.

# Appendix C:

## VTA Fare Structure (as of January 2006)

### Cash Fares

#### Single Ride (regular & limited stop buses, light rail)

Adult	\$1.75
Youth (5 - 17 years)	\$1.50
*Senior/Disabled/Medicare	\$0.75

#### Express Single Ride

Adult	\$3.50
Youth (5 - 17 years)	\$1.50
*Senior/Disabled/Medicare	\$0.75

#### Day Pass

Adult	\$5.25
Youth (5 - 17 years)	\$4.50
*Senior/Disabled/Medicare	\$2.25

#### Express Day Pass

Adult	\$10.50
Youth (5 - 17 years)	N/A**
*Senior/Disabled/Medicare	N/A**

\* Senior (65+)/Disabled/Medicare Reduced Fares- To qualify for the Senior/Disabled/Medicare fare, present one of the following: a Medicare Card, Regional Transit Connection (RTC) Discount Card, DMV Disabled License Plate registration, DMV Disabled Parking Placard printout, a valid card from another transit provider or proof of age (65 and older).

\*\* Senior/Disabled/Medicare, Day Pass and Youth Day Pass are valid on Express Bus Service.

Day Passes are good for unlimited rides on VTA and can be purchased from a bus operator or light rail ticket vending machines. Children under 5 years ride free with an accompanying adult or parent.

Caltrain passengers with monthly passes for two or more zones may ride all VTA Local and Limited Stop Buses, and Light Rail service free of charge.

## Monthly Flash Passes, Monthly Stickers and Day Pass Tokens

### **Adult Flash Pass - \$61.25**

Good for one calendar month of unlimited rides on VTA Local Buses, Limited Stop Buses, and Light Rail.

### **Youth Flash Pass (ages 5 through 17) - \$49.00**

Good for one calendar month of unlimited rides on VTA Local Buses, Limited Stop Buses, Express Buses, and Light Rail.

### **Senior/Disabled/Medicare Monthly Sticker - \$26.00**

Good for one calendar month of unlimited rides for Seniors, Persons with Disabilities and Medicare cardholders on VTA Local Buses, Limited Stop Buses, Express Buses, and Light Rail. Sticker must be properly affixed to the Regional Transportation Connection (RTC) Discount Card to be valid.

### **Express Flash Pass - \$122.50**

Good for one calendar month of unlimited rides on VTA Local Buses, Limited Stop Buses, Express Buses, and Light Rail.

### **Monthly Pass Subscriptions**

The Annual Pass Subscription Program allows pre-purchase of 12 monthly passes (for 12 consecutive months) for the price of 11 monthly passes.

**Adult:** \$674.00

**Youth:** \$539.00

**Senior/Disabled/Medicare:** \$286.00

**Express:** \$1,348.00

### **Day Pass Tokens**

Adult Day Pass Tokens (Bag of 5) \$23.60

Youth Day Pass Tokens (Bag of 5) \$20.25

Adult Day Pass Tokens are valid for one day of unlimited rides on VTA Local Buses, Limited Stop Buses, and Light Rail. There is an additional charge for VTA Express Service. Youth Day Pass Tokens are valid for one day of unlimited rides on all VTA Local Buses, Limited Stop Buses, Express Buses and Light Rail.



**Appendix D:  
Excerpts from City of Gilroy General Plan &  
Master Plan Documents**

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# Transportation and Circulation



## Introduction

This chapter of the General Plan sets forth the City's goals, policies and implementing programs for Transportation and Circulation, including:

- Traffic Circulation and Parking
- Transit
- Bicycle and Pedestrian Circulation



Circulation Plan Map and the Bicycle Transportation Plan Map

Action 12.A Functional Street and Highway Improvements  
Actions 12.C and 12.D Local and Collector Street Design in Residential Neighborhoods

Actions 12.C and 12.D Local and Collector Street Design in Residential Neighborhoods

Action 6.B Scenic Highway Development Standards  
Action 1.1 Community Beautification

## Goals and Policies

### 12 Traffic Circulation and Parking

*GOAL: (a) A functional and balanced transportation system that provides access for all, is compatible with existing and proposed land uses, and minimizes emissions of air pollutants; (b) A coordinated multi-modal system that accommodates private motor vehicles, pedestrians, bicycles and mass transit.*

#### **Policy 12.01**

**Street System.** Use the proposed major street system (designed to accommodate traffic at build-out of the General Plan) shown on the Circulation Map and the Bicycle Transportation Plan Map to guide long-term planning of the citywide circulation system.

#### **Policy 12.02**

**System Function and Neighborhood Protection.** Ensure that the existing and proposed highways, streets, bikeways and pedestrian paths serve the functions they are intended to serve, while protecting the character of residential neighborhoods.

#### **Policy 12.03**

**Residential Street System Design.** Design street systems in residential areas to encourage direct connections between neighborhoods; to encourage internal movement by bicycling and walking; and to provide safer and quieter neighborhoods.

#### **Policy 12.04**

**Scenic Routes.** Preserve the scenic character and ecology of the hillsides to the west of the City when designing circulation facilities. Any roadways that must pass through hillside areas will be designed so as to preserve the ecological and scenic character of the hillsides, and high quality vistas from scenic routes in the Planning Area will be preserved.

#### **Policy 12.05**

**Uvas Creek Bridge Service.** New development will not be permitted southwest of Uvas Creek unless such development provides adequate bridge service.



Circulation Plan Map

**Policy 12.06**

**Expressway Access.** Limit driveway intersections on Santa Teresa Boulevard and Hecker Pass Highway to maximize safety and traffic-carrying capacity, and to maintain the high-speed inter-city character of these expressway routes. Street intersections shall be minimal, with an average spacing of one-half mile between intersections.

**Policy 12.07**

**Commercial Driveways.** To minimize traffic conflicts, keep commercial driveways to a minimum, located so as to prevent conflicts at intersections and with other driveways.

**Policy 12.08**

**Standard Level of Service (LOS).** Maintain traffic conditions at LOS C or better at Gilroy intersections and roadways, allowing some commercial and industrial areas (as specified on the 'Level of Service D Areas' Map, page 6-11) to operate at LOS D or better. Exceptions to this standard will be allowed only where the City Council determines that the improvements needed to maintain the City's standard level of service at specific locations are infeasible.

**Policy 12.09**

**LOS and Air Quality.** Maintain the City's Standard Level of Service whenever feasible to minimize traffic congestion and thereby minimize exposure to carbon monoxide, since vehicles generate less air pollutant emissions at higher speed.

**Policy 12.10**

**Land Use and Congestion.** Promote land use planning that helps to reduce automobile trips, thereby reducing congestion and helping to achieve air quality goals. In particular, strive for a balance of jobs and housing in future development to provide Gilroy residents the opportunity to work within Gilroy, and reduce long distance commuting both to and from Gilroy. The jobs-housing balance must strive for parity in the total number of jobs to the total number of housing units, as well as in the salary ranges of jobs compared to the costs of housing prices and rents.

**Action 1.A**  
Zoning Ordinance

'Level of Service d Areas'  
Map  
**Action 12.A**  
Functional Street and Highway  
Improvements

**Action 12.A**  
Functional Street and Highway  
Improvements

**Land Use Plan Map**  
**Action 1.C**  
Neighborhood Districts Implemen-  
tation Strategy  
**Action 13.B**  
Transit Oriented Development

## Transportation and Circulation



**Action 12.F**  
Parking Standards

**Action 12.F**  
Parking Standards  
**Action 12.G**  
Downtown Parking District

**Action 1.C**  
Neighborhood Districts Implementation Strategy  
**Action 13.B**  
Transit Oriented Development

**Action 13.A**  
Park and Ride Land Set-asides

**Action 1.C**  
Neighborhood Districts Implementation Strategy  
**Action 13.B**  
Transit Oriented Development  
Downtown

**Action 13.C**  
Interagency Cooperation for  
Transit Services

### ***Policy 12.11***

**On-site Parking.** Ensure adequate on-site parking in new developments to meet the needs of residents, employees, and patrons, in keeping with the requirements of the City's Zoning Ordinance. For residents and businesses in the Downtown area, parking requirements should be determined in accordance with the provisions of the City's Downtown Parking Ordinance.

### ***Policy 12.12***

**Shared Parking.** Encourage shared parking facilities where uses on the same or adjoining sites have parking requirements at different times of the day or week.

## **13** ***Transit***

*GOAL: Local and regional public transit systems that are responsive to the changing needs of Gilroy area residents.*

### ***Policy 13.01***

**Transit and Development.** Plan new residential and commercial development to fully accommodate, enhance, and facilitate public transit, including pedestrian and bicycle access to transit.

### ***Policy 13.02***

**Park and Ride Lots.** Designate specific areas for Park and Ride lots, with supporting commercial and transit activities.

### ***Policy 13.03***

**Transit-Oriented Development.** Encourage higher density residential and mixed use developments in close proximity to transit services, especially in the vicinity of the Downtown Caltrain station and multi-modal transit center.

### ***Policy 13.04***

**Regional Transit Services.** Support regional transit operations that serve the Gilroy area through coordination of planning efforts and development policies that promote transit use.



# 14 *Bicycle and Pedestrian Circulation*

*GOAL: Bicycling and walking as significant transportation modes, promoting personal health and recreational enjoyment while minimizing energy consumption and environmental degradation.*

### ***Policy 14.01***

**Non-Auto Modes of Travel.** Emphasize non-auto travel modes of transportation as a key strategy for achieving air quality goals. For example, encourage bicycle riding to school from an early age by providing safer bikeways between residential areas and schools and encourage the schools to provide secured bike racks and/or lockers.

### ***Policy 14.02***

**Land Use Planning to Promote Walking and Biking.** Promote compact, mixed use development patterns that encourage pedestrian and bicycle travel and transit use. For example, providing commercial services such as day care centers, restaurants, banks and stores near employment centers can reduce auto trips by promoting pedestrian travel. Providing neighborhood commercial and park uses within residential developments can reduce short auto trips by making pedestrian and bicycle trips feasible. Support implementation of the Neighborhood Districts, infill development, and mixed use development in the Downtown for their potential air quality benefits, as well as their other community benefits.

### ***Policy 14.03***

**Bicycle and Pedestrian Paths and Facilities.** Correct deficiencies, expand existing facilities, and provide for the design of safer, convenient and attractive bicycle and pedestrian facilities whenever possible. Proposed roadways will be planned to accommodate bicycle traffic in accordance with the bikeway designations set forth in the City's Bicycle Transportation Plan. Similarly, greenbelts, linear parks, public easements and drainages reserved in public open space will be planned to accommodate bike and pedestrian traffic if they are so designated in the Bicycle Transportation Plan.

**Actions 14.A thru 14.J**  
Bicycle and Pedestrian Circulation

**Action 1.C**  
Neighborhood District Implementation Strategy

**Action 9.B**  
Infill Development Incentives

**Action 9.C**  
Mixed Use Zoning and Incentives

**Action 14.B**  
Bicycle Transportation Plan

**Action 14.E**  
Easements for Pedestrian and Bicycle Access

**Action 14.J**  
Bikeway Planning and Design Criteria

## Transportation and Circulation



**Action 14.B**  
Bicycle Transportation Plan  
**Action 14.C**  
Bridge Crossings  
**Action 14.G**  
Roadway Design

**Action 14.B**  
Bicycle Transportation Plan  
**Action 14.D**  
Bike Parking and Storage

**Action 12.H**  
Traffic Impact Fee

### ***Policy 14.04***

**Crossings.** Design street crossings to provide for the safety needs of bicyclists and pedestrians. River and other crossings by bridges will be designed to accommodate bike lanes or paths in accordance with the designations set forth in the Bicycle Transportation Plan. Bridges for the exclusive use of pedestrians and bicycles should be considered whenever barriers exist which impede convenient and safe access.

### ***Policy 14.05***

**Private Development of Bike and Pedestrian Facilities.** Involve private development in providing bikeways, pedestrian pathways, and support facilities when such facilities pass through or about a development site.

### ***Policy 14.06***

**Traffic Impact Fee for Bikeway Improvements.** Use the comprehensive traffic impact fee to finance General Plan bikeway improvements in conjunction with roadway improvements.





## Implementing Actions

### 12 *Traffic Circulation and Parking*

#### *Action 12.A*

**Functional Street and Highway Improvements.** Adopt the functional street and highway improvements indicated in the General Plan Map to facilitate maintenance of the City's Standard Level of Service. The major circulation improvements are listed in the General Plan appendices.

#### *Action 12.B*

**Future Alignment Planning.** Plan and reserve proposed expressway, arterial, collector street and bicycle path alignments in advance of development in areas in which increased traffic will be generated. Development will be set back along the entire right-of-way (ROW) with sufficient width to accommodate anticipated future traffic requirements.

#### *Action 12.C*

**Local Street Design in Residential Neighborhoods.** Encourage residential street designs that discourage high speed and high volume through-traffic, while providing for roadway connections between adjacent residential subdivisions and multiple points of access to nearby collectors and arterials. Residential street designs should include sidewalks as part of an interconnected pedestrian circulation system (with the exception of hillside areas) and curbside planting strips for street trees (with the exception of cul-de-sacs and private streets). In accordance with actions recommended by the Bay Area Air Quality Management District, consider including these and other traffic calming strategies in the City's capital improvement program.

#### *Action 12.D*

**Collector Street Design in Residential Neighborhoods.** Design Collector Streets in new residential areas to ensure an even distribution of traffic, to maintain the City's Standard Level of Service, and to protect and enhance the quality of the residential area.



***Action 12.E***

**Access for Public Safety Vehicles.** Require dual access on all streets serving 26 or more dwelling units to facilitate access by public safety vehicles.

***Action 12.F***

**Parking Standards.** Ensure the provision of adequate on-site parking in new development in accordance with the parking standards in the Zoning Ordinance.

***Action 12.G***

**Downtown Parking District.** Use the Downtown Specific Plan process to address parking coordination and design issues in the Downtown, and update the City's Downtown Parking Ordinance as necessary to ensure adequate parking facilities while maintaining the area's pedestrian orientation.

***Action 12.H***

**Traffic Impact Fee.** Establish a comprehensive traffic impact fee for new development to be used to finance General Plan roadway improvements.

***Action 12.I***

**County Coordination.** Work with Santa Clara County to adopt official plan lines for all circulation facilities designated on the General Plan map that are within the jurisdiction of the County.

***Action 12.J***

**Signal Timing.** In accordance with the recommendations of the Bay Area Air Quality Management District in the 2000 Clean Air Plan, continue and expand local signal timing programs.

## **13 Transit**

***Action 13.A***

**Park and Ride Land Set-asides.** Reserve land in the vicinity of the Monterey/Buena Vista intersection, Monterey/Masten-Fitzgerald intersection, and/or other suitable sites for potential park and ride lots to support ride-sharing and commuter bus service.

***Action 13.B***

**Transit Oriented Development Downtown.** Use the Downtown Specific Plan process to identify sites for potential Transit Oriented Development near the Downtown Caltrain station, and to identify strategies for encouraging such development.

***Action 13.C***

**Interagency Cooperation for Transit Services.** Work with the County of Santa Clara transit planning effort to plan for new rail and/or other express services to northern Santa Clara County and the rest of the Bay Area.

***Action 13.D***

**Signal Preemption for Buses.** In accordance with the recommendations of the Bay Area Air Quality Management District in the 2000 Clean Air Plan, study signal pre-emption for buses on arterial streets with a high volume of bus traffic.

## **14 *Bicycle and Pedestrian Circulation***

***Action 14.A***

**Trail and Pathway Implementation.** Work with the County in implementing trails and bike paths planned locally as part of the County-wide network in the County Trails and Pathways Master Plan. New development along designated trail or bikeway corridors should be required to dedicate land and construct the designated facility.

***Action 14.B***

**Bicycle Transportation Plan.** The City should implement the comprehensive City Bicycle Transportation Plan. Developers shall be responsible for implementing planned bike paths/lanes within and along the frontage of their parcels.

***Action 14.C***

**Bridge Crossings.** Work with Caltrans and the Santa Clara Valley Water District to provide bike and pedestrian bridge crossings across the South Valley Freeway and drainage channels.



***Action 14.D***

**Bike Parking and Storage.** Work with the Valley Transportation Authority (VTA) to develop standards for providing bike racks and lockers at major transit stops, and encourage safe and adequate facilities for storing and locking bicycles at trip destinations such as business and employment centers, recreation areas, and major public facilities. New public institutions, shopping centers, industrial centers, apartments and condominiums should provide bicycle parking as well as automobile parking.

***Action 14.E***

**Easements for Pedestrian and Bicycle Access.** Encourage street patterns that provide direct access between neighborhoods for autos, pedestrians, and bicycles. Where access is not provided through the design of the street system, require developers to provide easements for pedestrian and bicycle access (e.g., between cul-de-sacs). Designate and design easements to ensure clear sight lines into and through the easement from adjacent roadways; to minimize maintenance requirements; and to address other security and adjacency issues. Easements should be provided at the ends of cul-de-sacs and other locations where they do not directly abut private property.

***Action 14.F***

**Road Surfacing.** Strive to maintain and improve the quality of the surface of the right-hand portion of existing roads as well as the travel lanes so that they are suitable for bicycle travel, regardless of whether or not bikeways are designated.

***Action 14.G***

**Roadway Design.** Encourage the design of all future roads, bridges and facilities in residential and commercial areas to accommodate bicycle and pedestrian travel.

***Action 14.H***

**On-Street Parking.** If all other appropriate street modifications are determined to be infeasible, consider removing or restricting existing on-street parking in areas of critical width in order to facilitate traffic flow and accommodate bike lanes.



***Action 14.I***

**Bike Paths for Emergency Access.** Design bike paths to be wide enough for emergency vehicles where other emergency routes do not exist, located and designed to enhance the personal safety of bicyclists. Use removable bollards or other devices to prevent vehicles other than emergency and maintenance vehicles from using the bike paths.

***Action 14.J***

**Bikeway Planning and Design Criteria.** Follow the criteria for bikeways outlined in the California Department of Transportation's publication *Planning and Design Criteria for Bikeways in California*.








***Action 14.K***

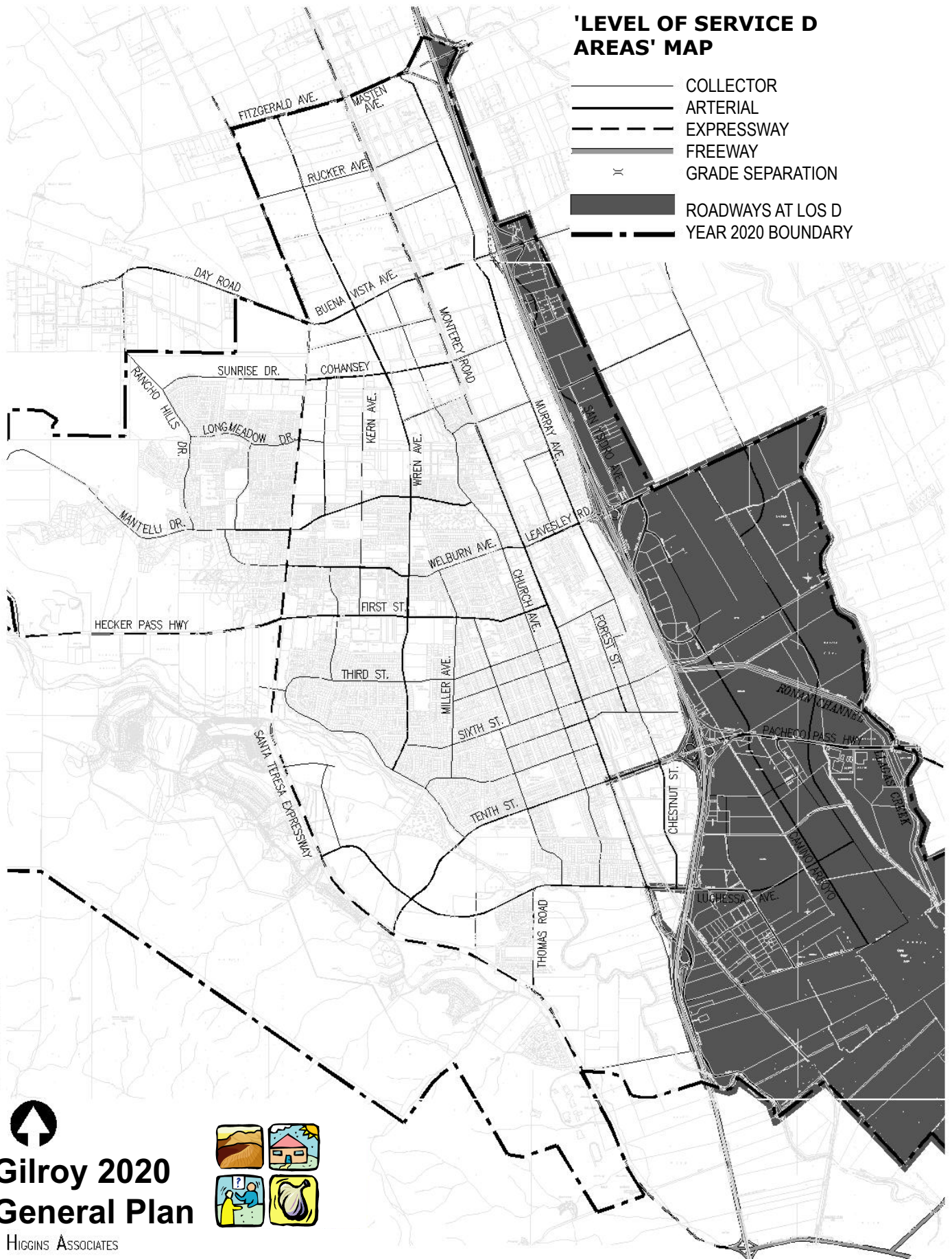
**Bicycle and Pedestrian Improvements to Improve Air Quality.** Implement the following bicycle-related improvements to implement the recommendations of the Bay Area Air Quality Management District in the 2000 Clean Air Plan:

- a) Establish and maintain a bicycle advisory committee.
- b) Designate a staff person as a Bicycle Program Manager.
- c) Designate a staff person as a Pedestrian Program Manager.
- d) Provide bicycle safety education.



# 'LEVEL OF SERVICE D AREAS' MAP

-  COLLECTOR
-  ARTERIAL
-  EXPRESSWAY
-  FREEWAY
-  GRADE SEPARATION
-  ROADWAYS AT LOS D
-  YEAR 2020 BOUNDARY

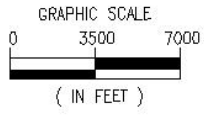


**Gilroy 2020  
General Plan**

HIGGINS ASSOCIATES

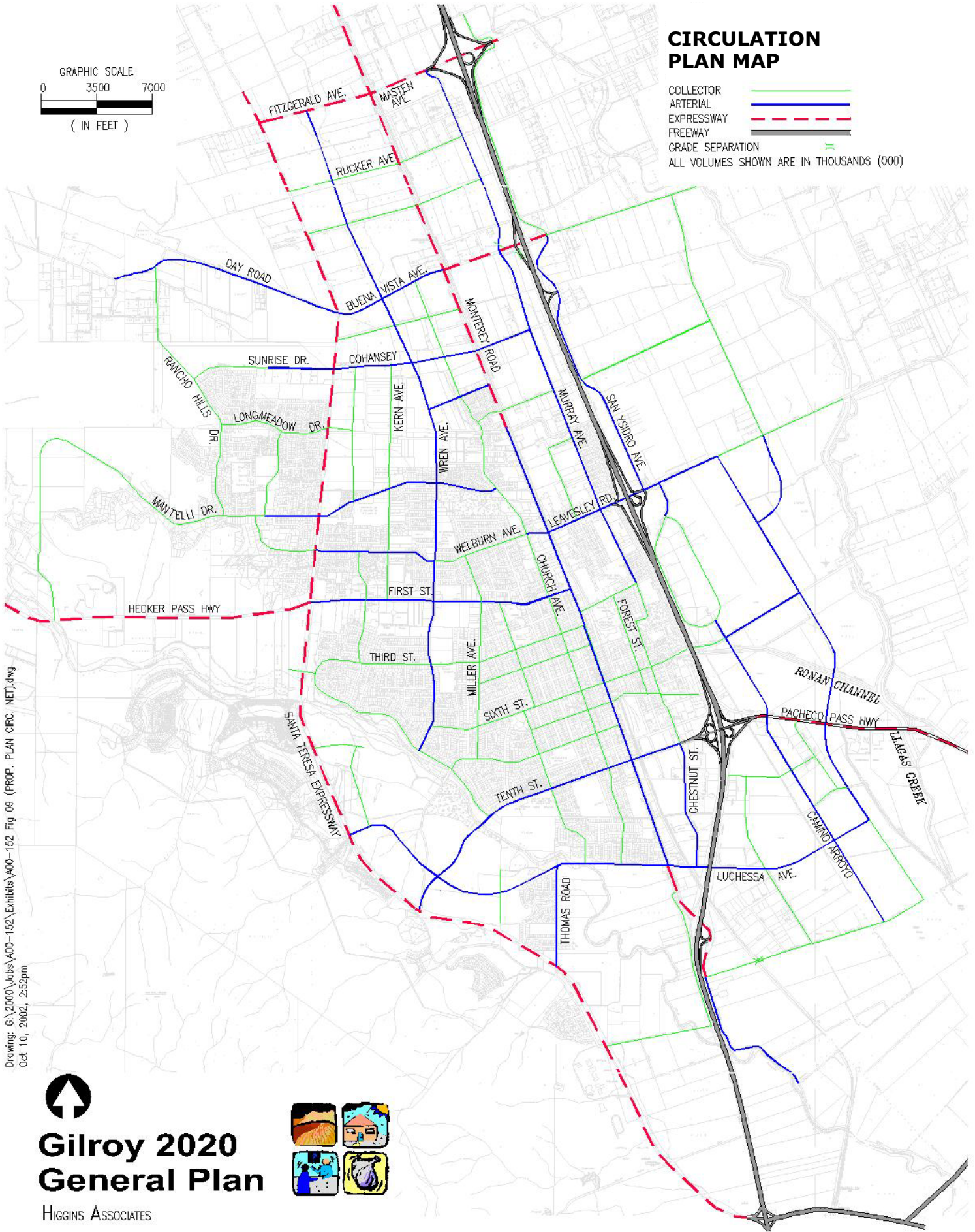






# CIRCULATION PLAN MAP

- COLLECTOR
  - ARTERIAL
  - EXPRESSWAY
  - FREEWAY
  - GRADE SEPARATION
- ALL VOLUMES SHOWN ARE IN THOUSANDS (000)



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
## Gilroy 2020 General Plan

HIGGINS ASSOCIATES

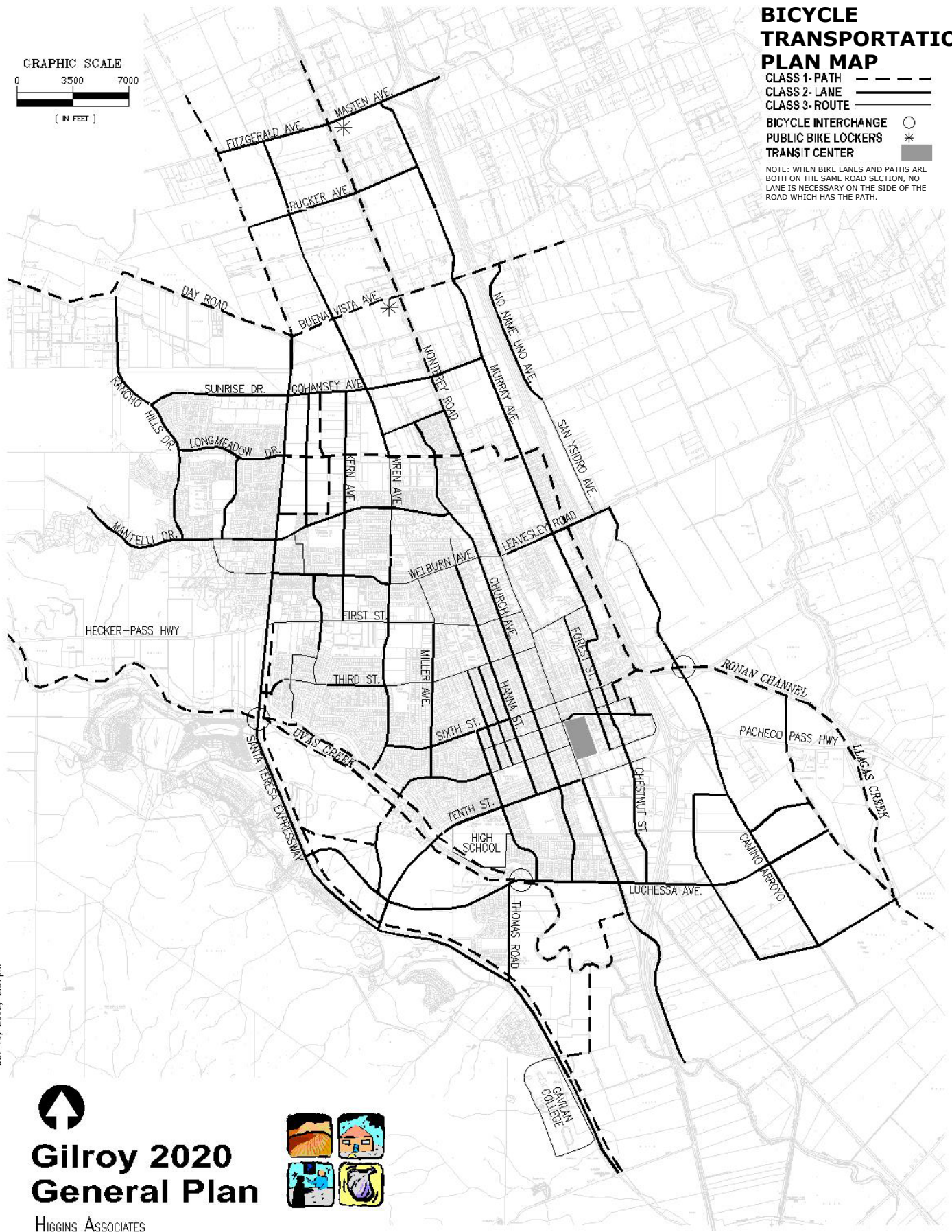
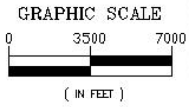




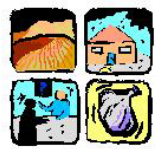
# BICYCLE TRANSPORTATION PLAN MAP

- CLASS 1 - PATH 
- CLASS 2 - LANE 
- CLASS 3 - ROUTE 
- BICYCLE INTERCHANGE 
- PUBLIC BIKE LOCKERS 
- TRANSIT CENTER 

NOTE: WHEN BIKE LANES AND PATHS ARE BOTH ON THE SAME ROAD SECTION, NO LANE IS NECESSARY ON THE SIDE OF THE ROAD WHICH HAS THE PATH.



Drawing: G:\2000\Jobs\400-152\Exhibits\A00-152 FIG 16 (PROPOSED BIKE WAYS).dwg  
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# **Appendix E: Transportation Surveys & Results**

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# Gilroy Transportation Survey

## *Preliminary Findings*

Surveys were conducted between July and November 2005 in support of the Gilroy Community-Based Transportation Plan (CBTP), a joint effort of Metropolitan Transportation Commission (MTC) and Santa Clara Valley Transportation Authority (VTA).

### **Preliminary Findings**

The vast majority (65-71%) of respondents use an automobile to travel. Nearly a quarter (17-27%) use public transit.

50% of the respondents own their own car. Those who do not cite "Cost" (47%) as the primary reason for not owning a car. Other reasons include "Can't drive" (19%) and "No license" (17%).

Most respondents travel within Gilroy, or to Morgan Hill, San Jose and San Martin to receive services (medical, child care) or to go to work or school.

Respondents listed the following locations as impossible to get to given transportation currently available to them: Shops/malls (29%); Work (21%); Doctor/hospital (18%).

When asked why they cannot reach these locations, most respondents cited public transit related issues (proximity of bus stops, lack of bus route, or service issues) as the reasons.

A majority of respondents travel with children, family members, and friends to various locations. Responses to open-ended questions reveal that many respondents would like discounted fares or other incentives when traveling in groups.

Overall, public transit service received a majority of ratings in the good, fair or poor categories. Responses to open-ended questions cited the following as suggested improvements to the transit system: more buses; more bus routes with shorter route times; better amenities (shelters, safety features); and better service from drivers.

A majority of the respondents are employed or looking for work. 21% of respondents are students.

75% of respondents described themselves as Hispanic/Latino.

79% of respondents have an annual household income of under \$35,000. 61% of respondents have an income of under \$20,000.

**1. In a normal week, approximately how many times do you make a trip by: (Mark all that apply.)**

<u>Trip by:</u>	<u>Less than 5</u>	<u>5 to 10</u>	<u>10 or more</u>
Auto – driving alone	40%	25%	36%
Auto – as a passenger	48%	28%	25%
Auto – shared ride or carpool	58%	20%	22%
Bicycle	73%	14%	13%
Walk	51%	20%	30%
Shuttle	76%	12%	11%
Paratransit (OUTREACH)	78%	13%	10%
VTA	54%	23%	23%
Caltrain	79%	10%	10%
Other	82%	10%	9%

**2. Do you currently own (or lease) your own vehicle?**

Yes	50%
No	50%

**If no, what is the primary reason? (open-ended)**

Cost	47%
Can't drive	19%
No license	17%
Too old	2%
Poor vision	2%
Car in someone else's name	2%
Other	10%
No answer	1%

**3. What transportation methods do you use to travel to: (Mark all that apply.)**

<u>Location</u>	<u>Shuttle</u>	<u>Paratransit</u>	<u>Bicycle</u>	<u>Walk</u>	<u>Public Transit</u>	<u>Auto</u>
Doctor/Healthcare	3%	5%	5%	12%	27%	69%
Work	2%	1%	6%	14%	24%	70%
Shopping	2%	3%	5%	17%	20%	71%
Recreation	2%	2%	6%	18%	18%	69%
School	2%	2%	6%	22%	18%	65%
Day Care	1%	2%	5%	16%	17%	69%

**Where?**

<u>Location</u>	<u>Gilroy</u>	<u>Morgan Hill</u>	<u>San Jose</u>	<u>San Martin</u>	<u>Palo Alto</u>	<u>Fremont</u>
Health Services	39%	3%	13%	22%	2%	--
Employment	47%	14%	12%	1%	--	1%
Shopping	64%	8%	9%	--	--	--
Recreation	44%	6%	31%	1%	--	--
Education/School	56%	12%	5%	3%	--	--
Day Care	56%	15%	8%	4%	--	--

Other locations specified:

senior center  
 family visits  
 church  
 mental health

**4. Rate transportation that you use to these locations:**

<u>Location</u>	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>No Opinion</u>
Health Services	24%	35%	21%	4%	15%
Employment	22%	30%	25%	5%	19%
Shopping	24%	33%	22%	5%	16%
Recreation	22%	31%	21%	6%	20%
Homes of Friends/Family	25%	31%	22%	5%	18%
Education/School	24%	28%	20%	6%	22%
Day Care	21%	21%	18%	5%	35%

**5. List specific places you need to reach where you cannot reach now and explain why (for example, parks, office or workplace, shopping, recreation): (open-ended)**

<u>Places</u>		<u>Why can't be reached:</u>	
Shops/malls	29%	No close bus stops	7%
Doctor	11%	No bus route	30%
Hospital	7%	Limited service	21%
Work	21%	Unreliable service	11%
Beaches/parks/recreation	14%	Slow service	18%
Airport	1%	No weekend service	4%
San Jose	7%	Inconvenient	14%
Day Care	4%	Expensive	7%
Other	41%	Other	12%

**6. Who usually travels with you to these locations? (Mark all that apply.)**

<u>Location</u>	<u>Adult Family</u>				
	<u>Children</u>	<u>Member</u>	<u>Friends</u>	<u>Caretaker</u>	<u>Other</u>
Health Services	55%	52%	17%	3%	6%
Employment	20%	48%	39%	4%	13%
Shopping	48%	52%	35%	3%	5%
Recreation	49%	50%	36%	2%	6%
Education/School	57%	27%	25%	1%	9%
Day Care	65%	21%	14%	4%	13%

**7. Rate public transit service for each of the following:**

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>No Opinion</u>
Cost	8%	17%	27%	29%	20%
Hours of bus operation (early or late enough)	8%	24%	29%	19%	21%
Days of week transit operates	10%	26%	30%	13%	21%
Length of time to take a trip	7%	22%	27%	24%	20%
Availability of information about transit options	8%	25%	29%	16%	22%
Pedestrian access to bus stops	9%	25%	30%	15%	21%
Bus stop facilities (benches, shelters, lighting)	8%	22%	27%	23%	21%
Security and safety	7%	25%	30%	18%	20%
Cleanliness of vehicles	8%	27%	36%	8%	21%
System easy to understand	9%	30%	29%	12%	21%
Overall transit service within Gilroy	9%	22%	31%	16%	22%
Overall transit service outside of Gilroy	8%	24%	31%	13%	24%

**8. What times do you travel using public transit? (Mark all that apply.)**

5 a.m. to 9 a.m.	42%
9 a.m. to 12 p.m.	41%
12 p.m. to 3 p.m.	34%
3 p.m. to 6 p.m.	35%
After 6 p.m.	29%

**9. Do you have any comments/suggestions on your community's transportation needs?**

More buses	21%
Better safety/shelters at stops	16%
Better service from drivers	9%
Longer hours/weekend service	8%
On-time service	6%
Lower fares	15%
More/better bus routes	20%
Shorter route times	7%
Need shuttle buses	2%
Better schedules	4%
More stops	3%

**10. Tell us about yourself:**

**a. Are you: (Mark all that apply)**

Employed, full time	39%
Employed, part time	14%
Looking for work	19%
Retired	3%
Unemployed	9%
Student	21%
Receiving Public Assistance	8%

**b. What is your ethnic background?**

Asian/Pacific Islander	3%
Black/African American	2%
Hispanic/Latino	75%
Vietnamese	1%
White/Caucasian	19%
Other	3%

**c. What is your age?**

13-17	9%
18-24	16%
25-34	27%
35-44	21%
45-64	15%
65-74	5%
75 and over	7%

**d. Do you have a disability that makes it difficult to use some methods of transportation?**

No	88%
Yes	12%

**If "Yes," please specify:**

Eyesight	22%
Walking/legs/knees	39%
Pregnant	7%
Back problems	13%
Other	33%

**e. What is your yearly household income?**

Under \$20,000	61%
\$20,000 to \$34,999	18%
\$35,000 to \$49,999	10%
\$50,000 to \$74,999	7%
\$75,000 to \$99,999	2%
\$100,000 and over	2%

# Senior Transportation Survey

Thank you for taking time to complete this survey and helping to better understand the transportation needs of seniors. **This is a confidential survey!**

**1. In a normal week, approximately how many times do you make a trip by:**

		0 to 10 trips	10 or more trips
a.	Car – driving alone	<input type="checkbox"/>	<input type="checkbox"/>
b.	Car – as a passenger	<input type="checkbox"/>	<input type="checkbox"/>
c.	Car – shared ride or carpool	<input type="checkbox"/>	<input type="checkbox"/>
d.	Walk	<input type="checkbox"/>	<input type="checkbox"/>
e.	Bus	<input type="checkbox"/>	<input type="checkbox"/>
f.	VTA Free Shuttle	<input type="checkbox"/>	<input type="checkbox"/>
h.	Rides provided by Community Agency	<input type="checkbox"/>	<input type="checkbox"/>
i.	Caltrain	<input type="checkbox"/>	<input type="checkbox"/>
j.	Outreach Paratransit	<input type="checkbox"/>	<input type="checkbox"/>
k.	Rides provided by Housing Complex	<input type="checkbox"/>	<input type="checkbox"/>

**2. Do you currently own (or lease) your own car?**

\_\_\_\_\_Yes                      \_\_\_\_\_No

**3. If you do own or lease a car, please check which costs put a strain on your budget:**

**Cost too much**

Car Insurance	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Car Repair	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Gas	Yes <input type="checkbox"/>	No <input type="checkbox"/>

**4. What kind of transportation do you use to travel to? (Mark all that apply.)**

	Drive Own Car	Passenger in Car	Bus	Train	Walk	Para-transit	Agency Van	Housing Complex
Medical/Health								
Shopping/Services								
Recreation								
Adult Day Care								
Nutrition								



**5. Which form of transportation would you prefer for most of your trips?**

Car	Bus	Train	Agency Provides	Walk	Paratransit	Housing complex Provides

**6. What time do you travel using public transit (bus or rail)? (Mark all that apply.)**

- Early morning                       Middle of the day                       Evenings

**7. If you use public transit (bus or rail), which days? (Mark all that apply.)**

- Weekdays                       Saturday                       Sunday

**8. If you drive your own car or ride as a passenger with others, please mark all of the challenges you experience? (Mark all that apply.)**

- a. Cost of gas  
 b. Cost of insurance  
 c. Concerns about safety such as driving at night  
 d. No driver's license or concerned about keeping a driver's license  
 e. Take very few rides, as I have to depend on others to drive  
 f. Difficulty with carrying packages or walking long distances

**9. Have you had to choose where to live based on if transportation was offered?**  
 \_\_\_\_\_ Yes                      \_\_\_\_\_ No

**10. Have transportation problems ever affected your keeping a medical or other important appointment?**  
 \_\_\_\_\_ Yes                      \_\_\_\_\_ No

**11. If you take trips to San Jose, how do you usually travel? Please check:**

Drive Own Car	Passenger in Car	Bus	Train	Para-transit	Agency Van	Housing Complex Provides Ride

**12. If you use paratransit service, tell us about yourself:**

<input type="checkbox"/>	Paratransit Is Affordable	<input type="checkbox"/>	I need someone to ride with me, and stay at appointments or help with shopping, and it is difficult to find someone
<input type="checkbox"/>	Paratransit Is Not-affordable	<input type="checkbox"/>	I sometimes take a bus for some trips
<input type="checkbox"/>	I use a wheelchair/scooter	<input type="checkbox"/>	I live more than 1 mile away from Monterey Road

**13. Please select all of the types of strategies below that you think would help the seniors in Gilroy meet their transportation needs? Check all the strategies that you think may be beneficial.**

- a. \_\_\_\_\_ Older driver programs to help older drivers stay safe
- b. \_\_\_\_\_ Volunteer driving programs;                      c. \_\_\_\_\_ More agency rides to services
- d. \_\_\_\_\_ A community helper/escort program to help you travel
- e. \_\_\_\_\_ Community Bus Services/VTA service with smaller vehicles and flexible routes
- f. \_\_\_\_\_ Ride matching or sharing service;                      g. \_\_\_\_\_ Discounted Taxi Rides
- h. \_\_\_\_\_ Senior discounts for gas;                      i. \_\_\_\_\_ Discounted senior car insurance
- j. \_\_\_\_\_ Safe walking programs;                      k. \_\_\_\_\_ Sidewalk improvements
- l. \_\_\_\_\_ Longer crossing signals                      m. \_\_\_\_\_ Improved curb cuts at corners
- n. \_\_\_\_\_ Free bus service off-peak hours                      o. \_\_\_\_\_ Larger senior discount for bus
- p. \_\_\_\_\_ Business/Shopping shuttles connecting housing to shopping
- q. \_\_\_\_\_ Discounted Senior Car Repairs                      r. \_\_\_\_\_ Larger senior discount for train

**What is your ethnic background? Please check:**

- Asian/Pacific Islander                       Hispanic/Latino                       White/Caucasian
- Black/African American                       Vietnamese                       Other

**What is your age? Please check:**

- 60-69                       70-79                       80 plus

**What is your yearly income level? Please check:**

- \_\_\_\_\_ Under \$20,000
- \_\_\_\_\_ \$20,000 to \$34,999
- \_\_\_\_\_ \$35,000 to \$49,000
- \_\_\_\_\_ \$50,000 plus

**Thank You**

# Senior Transportation Survey

August 2005

Survey was conducted by OUTREACH, Inc. staff of 81 of its current clients who are Gilroy residents.

## Preliminary Findings

### Demographics

Gender	Males	20 (25%)
	Females	61 (75%)
Ethnicity:	Asian	1 (1%)
	Vietnamese	2 (2%)
	Hispanic	38 (47%)
	White	37 (46%)
	Black	3 (4%)
Age:	60-69 years	16 (21%)
	70-79 years	26 (33%)
	80+ years	36 (46%)
Income:	<\$20,000	75 (95%)
	\$20,000-\$34,999	4 (5%)

The vast majority of seniors take 10 or fewer trips per week.

Number of seniors that own a car: 33 (41%)

The vast majority of seniors travel to their destinations by car, either as the driver or passenger.

Vehicle use by trip purpose:

- The most frequent trip purpose were: medical/health and shopping/services.
- The usual transportation mode for these trips was by car. The major exception being those seniors that used Paratransit. Some seniors reported two different modes of transportation: bus and car (as passenger); bus and paratransit; car (as passenger) and paratransit.
- The most frequent mode of transportation reported was by car (either as driver or as passenger)

The mode of transportation preferred by senior respondents:

Car	50 (67%)
Bus	7 (9%)
Agency Provided	1 (1%)
Paratransit	17 (23%)

Number of seniors who responded “yes” when asked, “have transportation problems ever affected your keeping a medical or other important appointment?” = 10 (12%)

Strategies that “would help seniors in Gilroy meet their transportation needs:

More agency rides to services	62 (77%)
Discounted taxi rides	51 (63%)
A community helper/escort program	47 (58%)
Volunteer driving programs	39 (48%)
Senior discounts for gas	37 (46%)
Community bus services	37 (46%)
Larger senior discount for bus	36 (44%)
Discounted senior car insurance	35 (43%)
Business/shopping shuttles connecting housing to shopping	34 (42%)
Sidewalk improvements	25 (31%)
Free bus service during off-peak hours	24 (30%)
Improved curb cuts at corners	19 (23%)
Discounted senior car repairs	12 (15%)
Older driver programs to help older drivers stay safe	11 (14%)
Ride matching or sharing service	8 (10%)
Safe walking program	7 (9%)
Longer crossing signals	6 (7%)
Larger senior discount for train	1 (1%)

Other information:

- One respondent uses a shopping shuttle service operated by Nob Hill Supermarket.
- Many seniors indicate that they do not travel to San Jose.
- One respondent receives a free annual bus pass from COA.

## **Appendix F: Comments from Focus Group Meetings**

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# Gilroy Transportation Meetings

*Comments gathered from public outreach meetings*

## Connections and Trip Times

### *Learning and Loving Center*

Example trip:

- 10-12 minute walk from home to Gilroy bus (line 16 at Main Street).
- 8:30 am bus to Morgan Hill at 9am with child
- borrows a car to drive son to El Toro Elementary School

Doctor's office on Wren Street is a 35-minute walk.

Movies, fun things are all in Morgan Hill. No close activities for kids, accessible by transit in Gilroy

25-minute walk to grocery store (Safeway at 1st Street). Line 18 used to go there, but line was discontinued

To go to WIC (1235 First Street): Line 68 from Morgan Hill used to go directly to the office. Now, need to take Line 68 and connect at Transit Center to go to Downtown Gilroy. Too long of a trip, and not direct like it used to be.

Need more transportation to Mervyn's, Target.

Transit runs less on weekends, but people still work. Ex: need to walk 20-25 minutes through an open field (farmland) to get to the nearest bus stop. (from Butterfield via Cochrane and over train tracks to Santa Teresa to board bus; to Llagas Creek and Santa Teresa)

From 6 p.m. to 9 p.m. need to get a ride because Line 16 does not run at these times.

To go shopping (food or clothing) is at least 90 minutes one way.

Holiday schedule is not frequent enough. Need more service on Line 68 to San Jose and Line 27 to Los Gatos for holiday shopping.

### *Our Lord's Table*

During winter months, the walk to transit from the Gilroy Armory (Emergency housing at 8490 Wren Ave) takes about 20 minutes. Usually cut through Las Animas School to get between transit and the armory.

For doctor's visits, 3 times/week from Gilroy to San Jose (Valley Medical Center), the trip is 3 hours. Start at 6am, end at 9am Line 68 to Line 25 to Line 62. A direct route from Gilroy to Valley Medical would be better.

We need a bus to the Garlic Farm on Bolsa Road and to Bonfante Gardens

Using transit to get to Elmwood Correctional (Milpitas) take a long time. If one bus is late, I'm late, then I'M IN TROUBLE!!!

Line 19 from Bonfante Gardens to the bus route goes the wrong direction and does not travel at the right time. Does not travel anytime in the afternoon.

*Wheeler Manor*

OUTREACH Pickups are often late on weekends. Service is inconsistent on weekends

OUTREACH Need to synchronize trips better.

VTA Goes to Gilroy Transit Center and waits 45-60 minutes to take a 10-minute bus ride.

How about a round or circular route around the city instead of routes from transit center?

Bus service is the best between San Jose and Cupertino. Very good!

Bus does go to Target, but not north of 10th Street or east of 101

OUTREACH Loading wheelchairs takes a long time, but this is not factored into scheduling.

OUTREACH The wait is too long for return trips.

Can't always get an early pickup. Sometimes, I have to wait too long (over an hour).

From VA Palo Alto (3801 Miranda Avenue) to Gilroy takes 90 minutes one way using OUTREACH.



## **Cost Concerns**

### *Learning and Loving Center*

Son just turned 5 years old. Now mother must pay child and adult fare for each trip. Too expensive.

### *Our Lord's Table*

Three times a week for two people, with all the transfers (or day passes) still costs about \$200 a month.

When economy goes down, bus prices go up, and it makes it harder for us to afford to use the buses.

### *Wheeler Manor*

Need transfers! Especially for short trips. Makes no sense to pay full fare for short trips

Is it possible to make an exception on transfers policy in Gilroy? Re: free or low-cost transfers between routes

## **Customer Service Issues**

### *Learning and Loving Center*

No shelter at Monterey Road and Watsonville Road. The bus sometimes passes by without picking up the passengers because the driver can't see the stop.

Bus drivers say unkind words (curse words) to people who don't speak English.

### *Our Lord's Table*

No schedules are posted at bus stops

Wheelchairs are not a problem on buses. Lifts work well

### *Wheeler Manor*

Shelters hide people...bus drivers don't see people waiting until it's too late.

Buses are too cold inside

Bus Line 17 at IOOF and Forest: the stop has no pad. Lots of weeds. Hard for wheelchairs to board.

Forest and 6th Streets at Monterey Road near the railroad tracks. It is dangerous for wheelchairs/walkers/scooters. Insufficient sidewalks.

Ramps don't work sometimes and don't meet "flush" with the sidewalk.

All stops need to be inspected.

Carmel and Princevalle Streets have buckled sidewalks, especially near Wheeler Manor (6th Street)

Some walk with walkers or use wheelchairs because there are no sidewalks (eg: 1st and 2nd Streets at Carmel has no sidewalks)

Sidewalks not safe enough in neighborhoods to do recreational walking.

Need audible pedestrian signals at major crosswalks, like in Downtown Gilroy

Inset lights used on Monterey at 7th and 8th streets don't work. Drivers don't slow down to yield to pedestrians, even if the lights are flashing!

Include a vibrating post at intersection to let visually impaired know it's OK to cross the street.

Drivers fall asleep.

*MACSA*

VTA Website is too complicated. Need to find transit information, but there's too much "other stuff" that is not relevant to transit or Gilroy. Need trip-planning online, but can't find it on the website.

## **Facilities Issues**

### *Learning and Loving Center*

Some bus drivers will lower platforms for large carts, but some drivers yell at people when they ask for the lower platform to board with strollers.

### *Our Lord's Table*

Buses do not have schedules inside.

Bus drivers need to stay off their cell phones

Bus drivers are courteous

Newcomers (new to the area or the country) need more help in using VTA (connections, schedules, cost, how to use the system, where do buses go).

### *Wheeler Manor*

About 2/3 of audience uses OUTREACH

Drivers don't have enough time for breaks. Too many trips.

Drivers need courtesy and technical training

Drivers talk to friends/relatives on cell phones during almost the entire trip

South County drivers are good in general

Drivers play music too loud

Drivers of White and Yellow Cabs are not good for paratransit service

Riders don't have a sense of comfort and safety.

Generally, the drivers are wonderful, courteous and helpful.

OUTREACH is a very good service

Rider needs a sedan, but always gets a minivan for pickup. Minivans are hard to get into.

Drivers speed to reach destinations because their schedules are so tight.

Drivers don't know streets and routes. Need maps and more training on getting to destinations

Create satisfaction report card for each trip available on board. Make the cards with SASE or postage prepaid. Maybe include report card with monthly bill to send back to OUTREACH.

About 1/3 of audience uses VTA fixed route (buses and light rail)

Gilroy bus drivers are friendly

New/substitute drivers get lost on routes.

## **MACSA Meetings Comments**

*Note: these comments were left separate from other comments gathered because the “strategy” used to solicit comments was different for this audience.*

### Describe how you travel everyday:

Lives near Ochoa Migrant Farm.

Walks to babysitting job

Walks younger kids to school

Shares one family truck

When truck is not available, shares rides whenever

Family members give rides to One Stop because bus is too expensive and does not run often enough.

Transit does not go by house. More than 30 minutes walk to Line 68 – VTA cut closest route near Ochoa.

Lives by Orchard

45-minute walk to One-Stop from home

Takes Line 68 to work

Gets \$3/day for transit from mother. Chooses to pocket \$1.50 and walk home from work instead of ride the bus.

### How do you feel about VTA buses?

- Buses smell bad
- Crazy people ride buses
- Drunk person sat on a girl once
- Drivers stopped to speak for 15 minutes on the cell phone during route
- Driver to a passenger on Line 68 to Gavilan College and took a 25-minute break. Passenger decided to walk home (30-minute walk).
- Likes to go to Eastridge, Oakridge, or Great Malls, but trip is over 2 hours.
- Bus was late, person was late for court date.
- Bus drove off with bicycle still on the rack
- Having money for a car means freedom, but cost to own a car (gas, insurance, maintenance) is too much.
- To take transit to the One Stop, either arrive too early or too late. Wait at the transit center is 20 minutes. Then take Line 17 to the One Stop, but the 17 only runs every hour. So either you're early or late for meetings.
- One driver does not drive directly to the WalMart, even though he is supposed to. Riders complain all the time, but he still won't do it!

### How else do you get around in Gilroy if you don't take the bus or get a ride?

- Bicyclist chooses to ride on the sidewalk at Santa Teresa and Mantelli because she almost got hit by a car. Bike lanes are too dangerous to use in that area.
- Kids use skateboards on sidewalks because its their only way to get around Gilroy.

If you could change the bus system, what would you change?

- More shelters
- Discounted prices
- Prices are too high for teenagers
- Crazy person hugs people...do not feel safe on the bus. Will never ride alone again.
- More buses...sometimes, Line 68 is crowded.
- Takes too long to get to San Jose (90 minutes, up to 2 hours to get to final stop)
- Not enough bus routes within Gilroy
- Need more seats, and comfortable seats
- No shelters at the bus stops near high schools
- Buses only go down main streets, not near neighborhoods
- Transfers are confusing, take too long, and are expensive (e.g.: what bus goes to San Ysidro Park?)
- Fares cost students about \$40/month
- One hour wait to connect between Line 17 and Line 19
- Driver yelled at passenger

What do you miss out on because you could not get there?

- Job Interview
- Curfew
- Going to San Jose Library
- Movies
- Fun things with friends

What are the major obstacles to getting around in Gilroy?

- If car was available, they would use it, but expensive to own/maintain
- Time in transit takes away from time to run errands (personal or family)
- Need to always plan extra time into traveling because of transit and transfers
- Lack of information about buses (where they go, how long it takes to go places)
- Buses stop running in Gilroy
- Lack of train trips out of Gilroy

Where do you like or need to go (or would if you could go) on transit?

- Doctor's appointments in San Jose, Valley Medical Center
- School (South Valley Middle School, Princevalle (HS))
- Malls (Oakridge, Valley Fair, Great Mall)
- Great America
- Raging Waters
- Bonfante Gardens
- Coyote Lake
- Christmas Park (Gilroy)
- Legal/Court matters (on First Street in San Jose)

- Job Interviews
- Movies (in San Jose)
- Hang out with friends after school
- Santa Cruz or Capitola (Boardwalk, beaches, shopping)
- Local festivals (Garlic Festival in Gilroy, Artichoke Festival, County Fair)

Design your perfect bus route...

- House → School directly
- 4<sup>th</sup> and Rosanna → Arroyo Circle
- Longmeadow and Santa Teresa → SJSU (4<sup>th</sup> and San Fernando in San Jose) and downtown San Jose
- Connect east side and west side of Gilroy better...only one connection between east and west at the Transit Center!!!
- Put maps of routes and schedules at bus stops



## **Boccardo Family Living Center**

1) Travel destinations: all over the county and also to Carmel and Monterey (one respondent is a home hospice aide).

- Lots up to San Jose to the Civic/Justice Center,
- downtown (Park/Delmas)
- downtown to the Mental Health/Drug court.
- East Valley Pavilion (mental health)
- Flea Markets in San Jose (Berryessa), MH and Gilroy

2) Time of travel – all during the day

3) Mode of travel – bus, walking. The home hospice aide has a car, the other are completely dependent on public transit.

4) Who goes with you? All travel with someone in their family at one time or another. All of the four traveled with small children, one has two twin baby girls (8 weeks old) who must fold up a double stroller and get on the bus with two infants and the stroller! One in a wheelchair also traveled with her husband.

5) Is transportation affordable? Resounding answer: Hell no.

Homeless families in transitional housing pay 1/3 of their income, whatever it is, on housing. VTA provides assistance by offering deeply discounted flash passes at \$7 each month for 3 months. The challenge is that transitional housing programs, particularly for families, are as long as a year or more. They can't afford the \$61.25 for a regular pass after month 3. Homeless services agencies have been trying to change VTA policy on this for year, to no avail. **Homeless people CAN'T AFFORD the public transit they so deeply need.**

Also mentioned: there are no discounted single trip tickets for youth. They pay full price.

**Also mentioned: Switching from line 17 to line 19 or 68 to one of those two lines (which often happens when shopping) requires two single trip tickets per person. That makes a mom and a kid pay an expensive \$6.50 to run an errand. Walking isn't really possible in this barren stretch of Monterey Highway from San Martin to Gilroy or to Morgan Hill. There is no shade on the side of the road, and the temps for the last two weeks have been mostly 90's and even 100's.**

6) Major obstacles:

- The bus is crowded and it's difficult with twins (8 week old infants)
- Disabled riders often face buses with **broken lifts**. They must wait for another bus. Or, wait for the bus driver to call someone who will help them onto the bus, and when disembarking from a bus with a broken

ramp, wait for someone to help them off. **This happens 4-5 times a month!**

- **Drivers are rude to people with wheelchairs** because they take too much time to get on/off
- **Buses aren't on time** (this happened to my intern this morning. He was 35 minutes late!)
- Buses take too long. If working in San Jose, must leave no later than 2 hours before shift starts. **Roundtrip travel time is 4 hours, causing extra child care costs.**

7) Ideas for improvement: a shuttle to go to downtown San Jose to the places where people need to go for official docs/appointments with probation officers/court appointments, etc.

Other comments:

Light rail is great, but doesn't come down here

Can't use the train with the pass, even though it's right across the street and faster

# Appendix G:

## Evaluation of Transportation Proposals

### Evaluation Questions

#### Support/Relevance

- Does this proposal address a transportation barrier as identified during public outreach?
- Does this proposal provide a transportation solution to provide more direct service to critical locations?
- Do local stakeholders support the proposal in concept?
- Are stakeholders willing to provide funding, staffing, materials, and/or equipment to ensure the proposal's success?
- Can other residents, regardless of income, benefit from this proposal?
- Does this proposal address different lifeline transportation needs?

#### Funding

- Can this solution be provided at little or no cost?
- Is the solution an effective use of available funding? Is there an historical perspective to show that this proposal would be cost-effective?
- Are “incremental” costs prohibitive? Specifically, if service were expanded, could it be sustained with indicated funding sources?
- Are underutilized resources available to support operations?
- Is the proposal eligible for possible state and/or federal funding?
- Is funding in place or identified to implement the project?
- Is funding available in the short-term (first two years) for any necessary capital investments, start-up costs, and overhead (including marketing)?
- Is long-term funding available for operations, maintenance, and/or future upgrades?

#### Implementation

- Who is the program champion?
- Has the program champion identified this proposal, or some form of it, in a planning or programming (funding) document?
- Does the proposal have a short start-up time?
- Is available funding in place to begin implementation?
- Does this proposal meet service standards set by the program champion?
- Is the service/program flexible to changing transportation needs?
- If other connected services change, can this service/program change to maintain service continuity?

## Usability

- Does this proposal fit with other existing transportation services?
- Does this proposal require other services to change?
- Can this proposal provide seamless connections with other existing services?
- Will target communities use this service to fill transportation needs?
- Does this proposal have the potential to reduce waiting times or improve travel times?
- Does this proposal have the potential to reduce or remove spatial barriers?
- Does this proposal provide an affordable transportation option?
- Does this proposal provide transportation to locations identified as “essential” to target communities?
- Is this service/program easy to use?
- Is this service/program easy to understand?
- Does this service/program require little additional “user education”?

## CBTP Proposals Recommended for Long-Term Implementation

- Carpool/Ride Share Program
- Citywide Car Share Program
- Senior Drivers’ Education Program
- Escort “Ride-Along” Services
- Citywide Bicycle Sharing Program

### **Carpool/Ride Share Program**

Source of Suggestion: Committee Brainstorming Activity, MTC (Regional Rideshare Program)

Definition: Shared use of a car, in particular for commuting to work, often by people who each have a car but travel together to save costs. There are sometimes special facilities for carpoolers, including high occupancy vehicle lanes specifically for cars with multiple riders.

Project Working Committee Decision: Recommended for long-term focus.

Carpooling and ridesharing are important programs, but do not specifically meet the needs expressed by low-income populations during CBTP public outreach activities.

## **Citywide Car Share Program**

Source of Suggestion: Committee Brainstorming Activity

Definition: Pay-as-you-use program that allows members to reserve and drive a car.

Project Working Committee Decision: Recommended for long-term focus.

More research needs to be done on the actual costs of implementing a citywide car-sharing program in Gilroy. Based on programs run in other markets, this program can be an expensive option. It is also not known if low-income drivers would consider car-sharing as a viable use of their limited budgets.

## **Senior Drivers' Education Program**

Source of Suggestion: OUTREACH

Definition: Seminar that offers senior drivers the opportunity to refresh their driving skills, including rules of the road and information to adapt driving techniques as they age.

Project Working Committee Decision: Recommended for long-term focus.

Committee members felt this program was important, but not applicable for immediate transportation needs. It was advised to pursue private partnerships to implement this program.

## **Escort "Ride-Along" Services**

Source of Suggestion: OUTREACH

Definition: Service that provides escorts to accompany seniors not requiring physical assistance but are fearful of or uncomfortable with traveling alone.

Project Working Committee Decision: Recommended for long-term focus.

OUTREACH, Inc. expressed the importance of this program, particularly for members of Gilroy's senior population who are not eligible for paratransit services. Again, this service is great in concept, but difficult to administer. This proposal was categorized for a long-term focus to develop an implementation plan to ensure its success.

## **Citywide Bicycle Sharing Program**

Source of Suggestion: Committee Brainstorming Activity

Definition: Community bicycle-lending program that provides registered members with access to a fleet of bikes.

Project Working Committee Decision: Recommended for long-term focus.

Depending on the costs to participate, this program may provide another low-cost transportation option for target communities. Committee members opted to place this proposal in a long-term focus. This would allow time to improve the city's bicycle-friendly infrastructure prior to implementing this program.

## **CBTP Proposals That Were Not Recommended**

- **Expanded Fixed-Route Service**
- **Community Park & Ride Lots**
- **Commuter Check Program**
- **Public Art Projects**
- **Bicycle/Pedestrian Watchdog Committee**

## **Expanded Fixed-Route Services**

Source of Suggestion: Public Comments, Committee Brainstorming Activity

Definition: Increased coverage and span of VTA fixed-route bus services within the city. Increased bus service would include any or all of the following:

- More frequent bus service (15-20 minute frequencies);
- Extended bus service hours (before 7am, after 7 pm, during weekends and holidays); and
- Increased route coverage, in neighborhoods and throughout Gilroy.

Project Working Committee Decision: Not recommended.

The committee agreed that expanding the service as it is designed now will not effectively serve the transit needs of target populations. Committee members recommended other transit service options, including express bus and community bus services. Expansion of alternate transit-related proposals would be considered as part of quarterly transit service reviews to maximize efficiency and meet customer demands.

## **Community Park & Ride Lots**

Source of Suggestion: Committee Brainstorming Activity

Definition: Lots reserved for use by commuters. Lots can be placed in designated communities and/or adjacent to transit facilities.

Project Working Committee Decision: Not recommended.

Park & Ride Lots are a good idea for general transportation demands, but do not specifically meet the transportation needs expressed by low-income populations.

## **Commuter Check Program**

Source of Suggestion: VTA

Definition: Vouchers that can be redeemed for transit passes, tickets or tokens and to pay for vanpool fares. They are provided tax-free to employees in amounts up to \$105 per month. Commuter Checks are used as an employee benefit, either as a substitute for taxable salary or supplemental benefit. It allows employers to be fully IRS compliant.

Project Working Committee Decision: Not recommended.

Committee members expressed concern with a payroll deduction for transportation uses, particularly for the large denominations of commuter checks currently administered through companies that currently sell commuter checks.

## **Public Art Projects**

Source of Suggestion: Committee Brainstorming Activity

Definition: Public-sponsored art projects to enhance public spaces and promote multimodal transportation uses.

Project Working Committee Decision: Not recommended.

Public art projects are important to beautify transportation facilities. The committee, however, felt that this program did not directly address specific transportation needs for low-income communities.

## **Bicycle/Pedestrian “Watchdog” Committee**

Source of Suggestion: Committee Brainstorming Activity

Definition: Committee that monitors and reports bicycle-and-pedestrian related issues in Gilroy and South County to established advisory bodies, including those of Gilroy and VTA.

Project Working Committee Decision: Not recommended.

Committee members chose to eliminate this proposal because committees focused on local bicycle and pedestrian issues already exist.