

VTA Palo Alto Community Transit Study

In August 2007, the Santa Clara Valley Transportation Authority (VTA) adopted a new Bus Service Operating Plan. The Plan was a product of the Comprehensive Operations Analysis (COA), an 18-month effort to develop a transit investment policy, evaluate market opportunities and identify improvements to VTA's bus transit network. Upon adopting the new bus service plan, the VTA Board recognized that Palo Alto is unique in Santa Clara County in that multiple operators provide transit service in the city. As a result, the VTA Board asked staff to work cooperatively with representatives from the City and other operators on a study to explore how service could be improved and more tailored to community needs.

Nelson\Nygaard was hired to conduct the comprehensive analysis of transit services in Palo Alto with focus on proposed VTA Community Bus Service. This concept features smaller vehicles with special branding and marketing directed at the local community in which it operates. The study involved extensive outreach efforts with the general public, city staff, elected officials and interested stakeholder groups over a very tight timeframe of four months.

After three successful public workshops and a handful of project team meetings, Nelson\Nygaard suggested restructuring several routes. Since Stanford University would provide a new Marguerite shuttle service to the Stanford Research Park, VTA Line 89 could be removed. These resources could then be reinvested in an improved Line 88 with enhanced service to two high schools and a middle school. The City's own Crosstown shuttle route was also altered and improved as a result of the project.



Project Duration: October 2007 to January 2008

Total Budget: \$37,650

For more information:

Santa Clara Valley Transportation
Authority (VTA)
3331 North First Street, Building A
San Jose, CA 95134-1906
www.vta.org

Contact:

Kevin Connolly
Transit Planning Manager
408-321-5746
Kevin.Connolly@vta.org