

E101 Commuter Coalition

2019 Oct 1 Minutes

The October 1 Employer Coalition meeting had 27 people in attendance representing 17 employers and one property owner. Meeting space and doughnuts and coffee was provided by Genentech. Lauren Bennett, Melody, Lin, and Nathaniel Redmond, from Genentech, welcomed and signed-in attendees. Lauren started the meeting at 9:15 am with a welcome and introduction, and overview of the purpose of the Coalition and the three 2019 goals.

1. Improve 1st and last-mile connections for E101 employees,
2. Initiate an E101 carpool program, and,
3. Advocate for transportation options for the E101.

Purpose

Ad Hoc SSF Commuter Employer Coalition

Employers from South San Francisco gather to discuss traffic and commuting challenges experienced by our employees and impacting our organizations. The Coalitions seeks to identify actionable near-term strategies and solutions for Peninsula mobility enhancements.

Agenda

1. Community Facilities District
2. Updates on BART and Caltrain transit connectors
3. Ferries update
4. E101 Scoop Carpool Pilot update
5. Advocacy and Outreach
6. Bus Share Pilot Overview

Community Facilities District (CFD)

Lauren asked the group who has heard and knows about the City-proposed CFD. The group response informed Lauren that not many knew about the details of the proposed CFD, so

therefore she would spend some extra time outlining and discussing the details of the proposal. Lauren outlined the following points describing the proposed CFD:

- The City of South San Francisco (the City) is proposing a Community Facilities District to raise funds from landholders in the E101 business area on a per square foot basis to pay for five transportation projects. The funds raised will be used to get Federal matching funds to initiate the projects.
- The City is proposing the CFD to mitigate the expected increase in employees and expected traffic increases over the next 30 years (currently the tax is proposed at \$1.00/sq foot for bio-tech, and \$0.35/sq foot for warehouse and other uses—still in negotiation period).
- Projects proposed by the City are all infrastructure improvements and capacity increases (\$355 million total over 30 years), except for a proposed \$7 million line item for shuttle connectors for the first/last mile segment of the commute (\$7 million is part of the \$355 million total).
- CFD tax assessed to landholders, not tenants, but cost will likely be pushed through to tenants/leases.
- 80% of employees currently are single-occupancy vehicles (SOV) trips, which is unsustainable and detrimental to businesses if this trend stays consistent as the region grows.
- Genentech is a model for the region and proof of concept that providing commuter options reduces driving as they are currently considerably lower than the region at 58% SOV trips.
- Today E101 population is 28,000 with 22,000 daily SOV's to the area.
- Timeline: City has been talking about proposed CFD since January 2019. City Council needs to approve the proposal to move to a vote. That is likely to come this year. The ballots will then be mailed to landholders for a vote.
- To be approved, CFD must pass with a supermajority. Landholders number of votes are based on the number of acres of land owned.
- The fifth project is the only operational proposal and it is for shuttles, but the details have not been provided from the City regarding who would run the service or what the service looks like/where it would go. This is the project line item that Lauren proposed this group focuses on. Last-mile shuttle service—\$7 million.

Genentech's Proposal for the CFD Shuttle Line Item - shuttles to transit are critical to the success of the E101 business district. Therefore, it's critical that the CFD plan is fully thought through and evaluated against the needs of our employees. Genentech already provides a service that works very well to connect E101 employees to transit, we don't want to jeopardize that by implementing a new service that is short on details. The Genentech proposal is to not start from scratch, but to roll current transit service into a CFD funded Transportation Management Association (TMA) in two phases.

The proposal

Phase 1: 2020 - through time when CFD is operational

- Currently Genentech offers shuttles to Glen Park and Millbrae and has an agreement with one other property owner in the area to share a portion of the cost. Genentech is proposing to expand the current Glen Park service to mirror the recent Millbrae expansion. This would mean direct BART service to the Cove and other businesses along Oyster Point Blvd. and E. Grand Ave. The idea is to have everyone in the area to be within a 10-minute walk to a transit connector and have safe easy access.
- Genentech is asking all Property Owners in the E101 to share the cost of the transit service starting asap. This will fund the expansion of service to serve more of the E101. The property owners and select employer tenants would serve on an oversight committee.

Phase 2: Begins when CFD funding is available

- The Genentech transit shuttle service is rolled into a 501c3 TMA. The TMA has a board of directors of representatives from the property owners and tenants.
- The shuttle funds from the CFD are directed toward the TMA to pay for the transit service.
- Ideally, the CFD funds are flexible to fund whatever transportation options and programs the E101 needs over time.

After Lauren outlined this she asked the group if they have any thoughts, comments or questions:

1st question asked - what the alternative would be if this group does not create a TMA 501c3 to organize this system. Lauren stated that one scenario could possibly be that the City itself takes the \$7 million dollars to create its own shuttle system.

A question was raised about how they would like to see Commute.org integrated into this plan as the Bay Area is already extremely fragmented with coverage and transit governance.

Another member of the audience countered that comment by stating Commute.org's system is infrequent and quite unreliable, and since their employees have been part of the Genentech Bus Share pilot it has completely changed their lives and contributed to them staying employed in the E101 area.

Potential options were laid out as follows:

1. Genentech proposal - The TMA/non-profit with a governing board runs the shuttles (Lauren sees the proposed TMA-run shuttle system to not be as vast and complex as Commute.org's current system)

2. The City of SSF creates and runs the transit shuttles system using CFD funds.
3. Do nothing. If CFD does not pass & no additional investment from area property owners, then Genentech will need to decide if they will continue to provide the service (50% of riders do not work at Genentech) at no cost to the majority of riders.

Lauren stressed the importance of making sure the CFD projects are what we need to keep our area thriving over the next 30 years. All employer need to engage in this process and provide input and feedback. Lauren asked the group to digest this information and provide input, reactions, and opinions back to her via email or phone call.

A coalition member wanted clarification whether it would be Genentech running the shuttle service, and Lauren clarified that it would not be Genentech but a TMA-like governing and operations entity that would oversee and run the shuttle system with input from companies, employees (riders), and landholders.

A coalition member asked if there are similar TMAs in the region that have done similar things as proposed.

Lauren spoke to Mission Bay (pays per square foot) in San Francisco which runs shuttles from the BART stations on Market Street to the Mission Bay area of San Francisco as well as the EmeryGoRound (has a complicated funding structure based on trip generation, trip caps, all calculated by the city engineers, and Lauren proposes that what we do should not have a complicated funding structure like Emeryville) shuttle service that serves Emeryville with shuttles to/from the Macarthur BART station to other parts of Emeryville.

Lauren mentioned that she took her team to visit the EmeryGoRound shuttle service recently and stated that the service was good.

A coalition member mentioned that if the Caltrain moderate business plan goes through, we will still see an increase to 33,000 cars a day by 2040 up from 22,000 to underscore the immediate threat to the region and how high the stakes are if the coalition and area businesses are not proactive about this issue.

Lauren mentioned that this plan to run shuttle services with the CFD money through a TMA is their proactive response to the City's proactive response to the inevitable explosion of cars that are likely to come in the near future.

A coalition member asked for clarification on what the term "last-mile" means. Lauren clarified that it's a transportation term that means it's the last connection leg of the commute journey, and specifically it's the connection between E101 and high capacity transit (Caltrain and BART)

A coalition member mentioned interest in the last-mile connection to the Oyster Point Ferry. Lauren mentioned that we're still figuring out how the ferry service will connect to this plan.

Another coalition member was asking about what they should do for employees that cannot take public transit and are there anything we can do in that regard. Lauren mentioned that, yes, there are carpool opportunities and bus share opportunities that Genentech is pursuing and they'll be outlined in more detail further on in her presentation.

Lauren clarified that there is still a lot of planning and a lot of things still up in the air that need to be worked out and she looks forward to partnering with everyone to proactively plan for the future.

***Action Item for Individual Businesses** - email Lauren with thoughts on the proposed transit sharing plan. Pros, Cons, will this work for your employees?

Transit Commuter Survey

Lauren now showed the coalition the results from a recent survey that Genentech conducted with non-Genentech employees that are riding the Genentech-provided transit connectors to the Glen Park BART station in San Francisco and the Millbrae Caltrain station. Below are the survey results she outlined:

- Over 300,000 people are served a year, 1,200 per day and over half of these riders are non-Genentech riders.
- This shows demand for expansion and improvement to get even more riders and get more cars off the road.
- 275 responses total, Genentech was hoping for 125, so the survey was considered a great success.
- Survey question about having access to the transit connector contributing to their decision about continuing to work in the E101 area showed that overwhelmingly respondents consider the transit connectors one of the main reasons for continuing to work in the area.
- Over 70% of respondents are using the service every week and 50% of respondents use the service every day.
- Survey question about what would you do if you didn't have the service? The majority of respondents stated they would drive or take an Uber if the service wasn't available. Calculated to be more than 500 cars not being driven to the E101 area because of these connector services.
- Question about stop location: stop location is critical if the stop location was more convenient and closer to their workplace they would ride the service more often.
- Long-term project Lauren mentioned was a really important project was to make the Oyster point intersection at Gateway safer and more comfortable for pedestrians.

- The services were rated 4.4 and 4.5 out of 5.

Ferry presentation by Heather Salem, program manager for Genentech's ferries, vanpool, and carpool programs

Heather outlined the public ferry program and showed the importance of the ferry system by telling stories about how ferry commuters think of their ferry commute as their favorite part of their day!

An audience member confirmed that it is wonderful to take the ferry and that it's an unbelievable commute.

Heather outlined the Genentech connector shuttles which go to/from Gateway and Oyster Point as well as the Commute.org shuttles that connect the entire E101 area to the Oyster Point marina.

Heather underscored the great walkways and bikeways and great connections that are available by walking and biking throughout the community to/from the public ferry.

Heather also mentioned the SFO connector which is open to the public. It takes ferry passengers to the United headquarters and also stops at the public airport terminals after a few stops and takes about 20 minutes to get there.

WETA (public ferry operator) is going to open up a survey in the coming weeks to see how they can improve the Oyster Point service to increase ridership. Oyster Point is one of the lowest ridership terminals in their system and are in a push/campaign to increase ridership.

A coalition member wanted confirmation that the United/SFO ferry connector does in fact go to the terminal and Heather confirmed that it does.

Heather mentioned that because of regulations and complications surrounding putting a ferry terminal at SFO wouldn't be necessary because it would take just as long as the current setup of a shuttle going to/from Oyster Point to SFO.

Link to SFO shuttle information -

<https://sfoconnect.com/about/news/97720-new-free-sfo-ferry-connector-bus-oyster-point-ferry>

Scoop Pilot overview

Lauren started by telling the group that if they connect and log their Scoop trips with the commute.org platform they can get extra rewards.

One of the commute.org people in the room confirmed that they can get up to \$100/week, and a special offer for this month is an entry into a raffle for a vacation valued at \$900. More info:

<https://commute.org/get-rewarded/apply-for-carpool-incentives>

Lauren then walked through the results and impacts of the Scoop pilot - please see slides for detailed numbers.

A coalition member asked if we knew where the carpoolers are coming from and Lauren and Heather stated that it's private information but they know where Genentech people are coming from which is mostly nearby San Mateo county locations.

Lauren mentioned that the area companies were entered into the program by looking at all the domains of each company in the E101 as well as geofencing the area.

Lauren mentioned that if companies want their data to see if their employees are using the pilot program she can get it from Scoop since Genentech is the paying customer, but needs permission from the company for Scoop to release the data.

The program is going to continue after the Oct. 22nd end of pilot, but Genentech is working with Scoop to figure it out, but Lauren mentioned there are likely two paths:

1. If you are a company with 200 employees or more, that company can sign on with Scoop with the same rates as Genentech gets and continue the program with Scoop, or,
2. If you are a smaller company with less than 200 employees, they will still get the same rates based on the volume aggregation of the larger companies, but will have to sign a simple contract with Scoop stating they will give you marketing and outreach and the good rates from a larger company, and give them small billing agreements. Rates are currently at \$4/ride for the current rate table. Once cavitate is that Scoop doesn't want to go back and forth with the agreement and legal, an "are you in or out" type of scenario.

Lauren stated they are going to continue to have talks with Scoop and will keep everyone informed about the future of the program.

Lauren mentioned that this is a great program to get if you are a small company, and could be a great additional service that the future TMA could provide as one of its roles

Advocacy

The coalition has sent a letter to the Caltrain board in support of the moderate growth scenario Caltrain is proposing as one of its service planning scenarios. This scenario would provide 8 trains per hour at the newly remodeled and relocated South San Francisco Caltrain stop.

Lauren outlined the importance of having more frequent commuter train service for the future and continued success of the E101 area.

Bullet trains and express trains would stop at the SSF station if this growth scenario is approved.

18 companies signed on to the letter stating their support for this scenario.

Bus Share

Lauren talked about a long-haul bus share pilot Genentech has been engaged in since January 2019 that has worked with 4 companies in the E101 area to charge for empty seats

The pilot has been a huge success so far and Genentech is looking to expand the program in 2020.

Lauren/Genentech will be sending out a survey to area businesses about readiness and thoughts about wanting to be involved with the next phase of the bus share endeavor.

Lauren underscored the point that Genentech needs more buses and drivers to accomplish the next phase and are looking for active partners and does not foresee a situation where Genentech is the bus provider for the E101 community, but rather a leader in the area using their expertise and employee volume to provide congestion relief for the E101.

AJ mentioned that Genentech is also very interested in doing ferry sharing in the future and looks forward to partnering with other businesses.

Lauren ended the meeting with a plug for other businesses to think about who would like to host the next E101 commuter coalition meeting.

Meeting adjourned.