

November 2024

Get There Together: TDM Plan

**San Mateo County
Planning Commission**

Chanda Singh | San Mateo County

Alex Mercuri | Nelson\Nygaard



What is this project?

- Joint Transportation Demand Management Plan for City of Half Moon Bay and San Mateo County Unincorporated Midcoast
- Funded through SMC Transportation Authority (TA)



What is Transportation Demand Management (TDM)?

Programs and policies that make it easier, safer, more affordable, or more appealing to **get around without driving alone**, including:



Transportation options



Parking management



Financial incentives



Information and marketing

What are the benefits of TDM?



Help ease traffic



Provide more transportation options

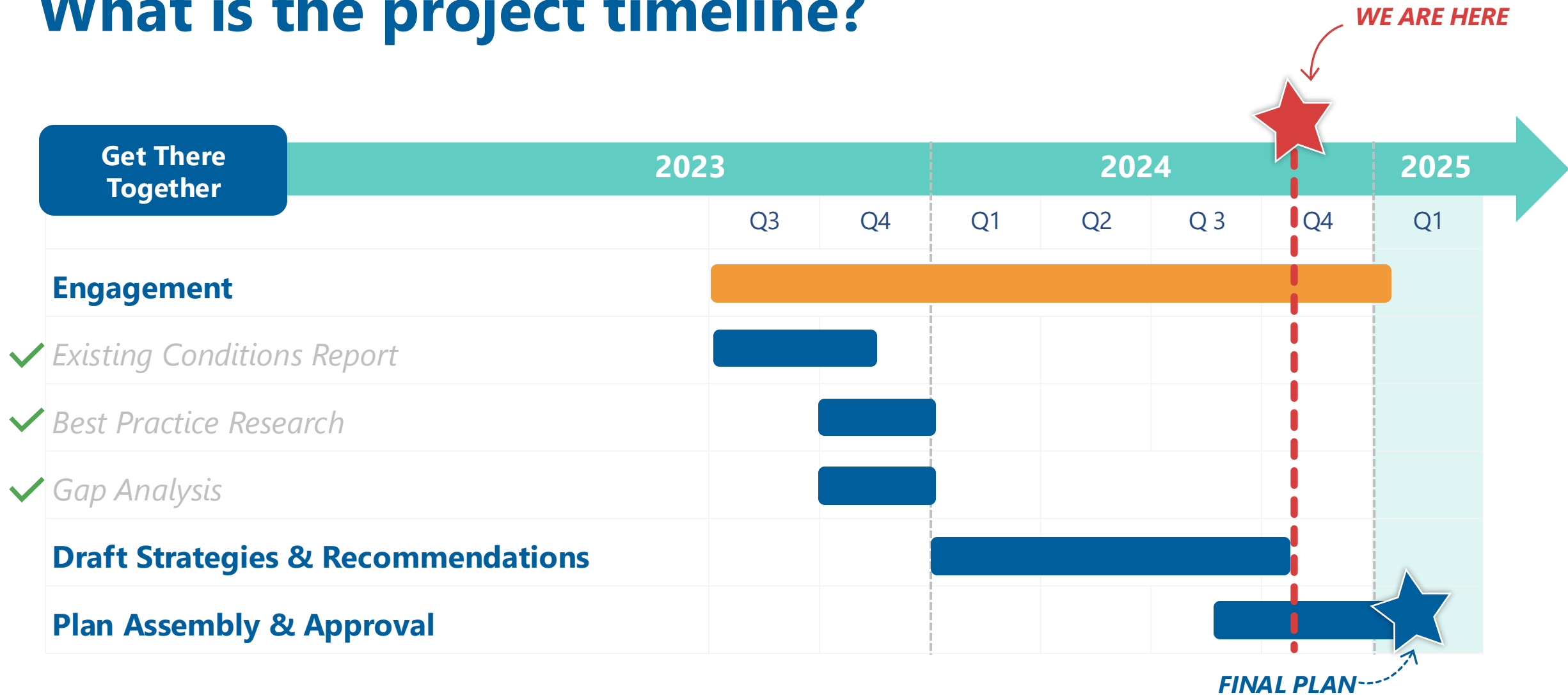


Reduce greenhouse gas (GHG) emissions



Lower transportation costs

What is the project timeline?



Summary of Findings



1

Existing conditions + gap analysis: Top 10 findings

1. Driving is the default travel mode
2. Transit, walking, biking, carshare, and other alternatives are limited
3. Alternative options are not well known and have barriers that limit access
4. Gaps in available options and the barriers to access are most acute for equity priority areas
5. Tourist traffic creates roadway congestion and safety challenges

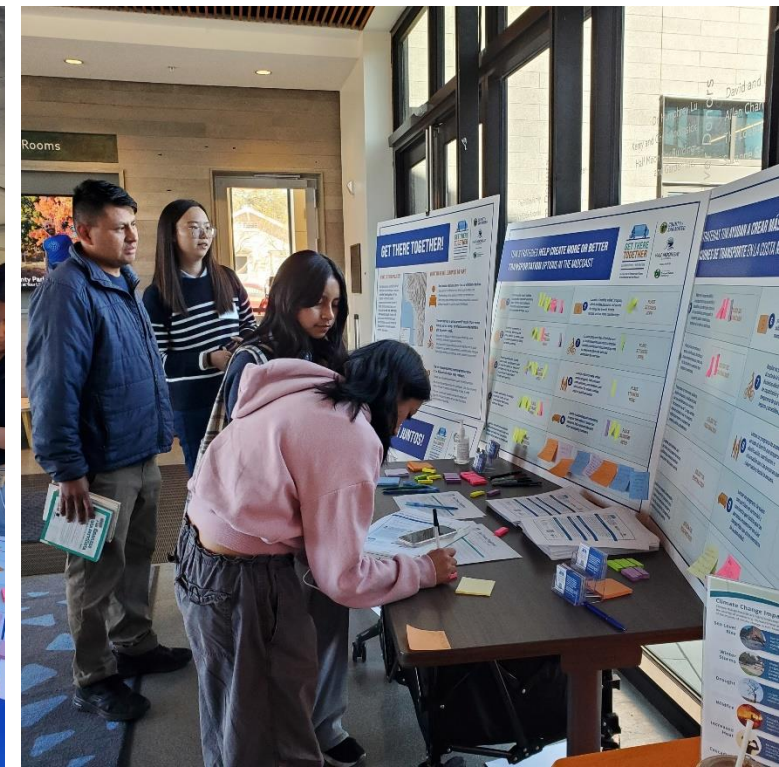
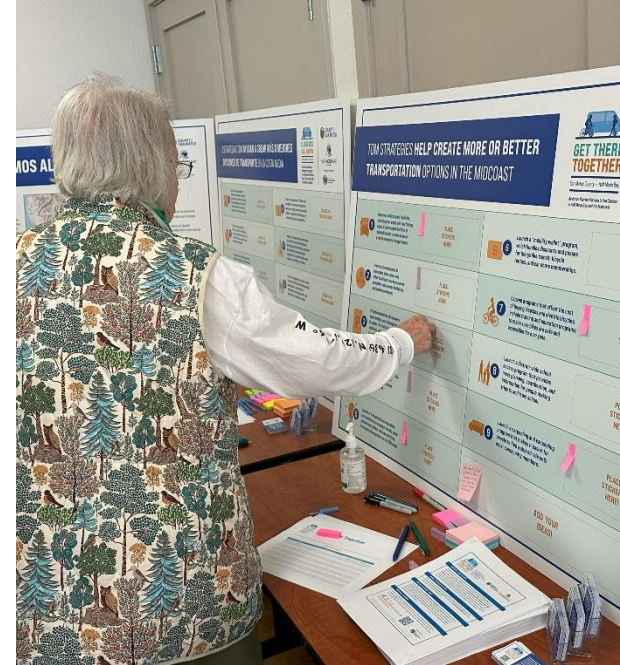
Existing conditions + gap analysis: Top 10 findings

6. Coastside lacks a comprehensive parking management strategy
7. Regional TDM regulations aren't structured to achieve local TDM goals
8. Limited forums for ongoing coordination and collaboration
9. More funding is needed to advance TDM goals
10. Changing travel behavior will require a range of different strategies and options

Engagement Events

10 Pop-up events

- Senior Coastsiders Lunch Hour
- Coastside Farmers Market
- Half Moon Bay Public Library
- Pescadero Farmworkers Convention
- Pillar Ridge Housing Community
- Fall Fest
- Cañada Cove Housing Community
- Half Moon Bay Library
- Coastside Farmers Market
- ALAS Dia De Los Muertos



Engagement Events

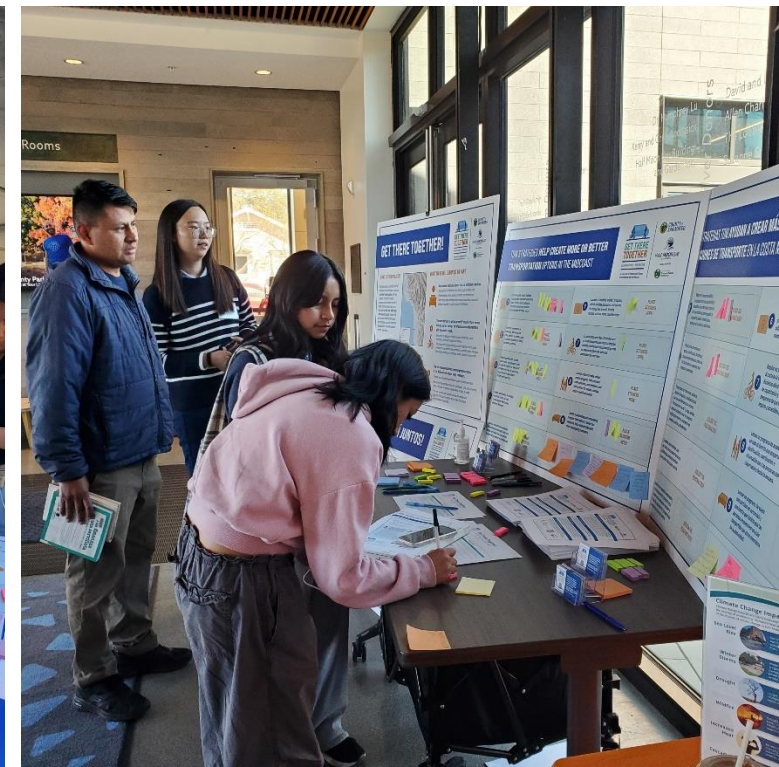
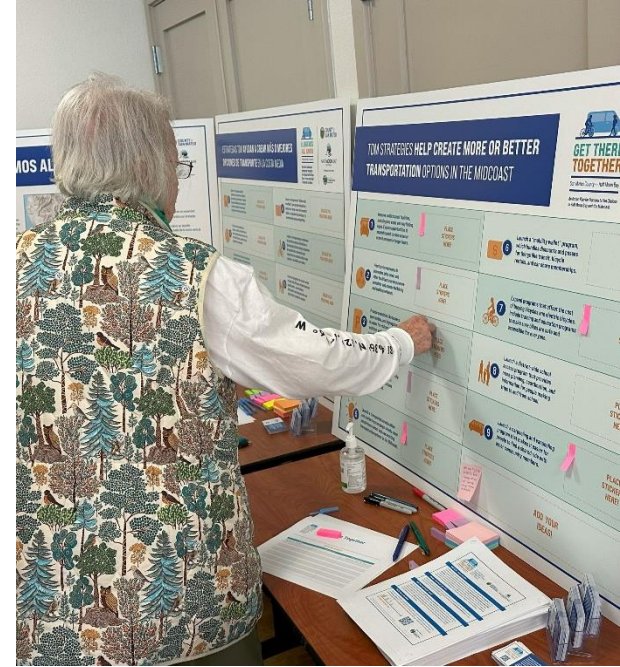
2 Focus Groups

- Low-income community members, seniors and mobility-challenged community members
- Spanish speaking community members

1-on-1 outreach with local businesses

Public workshops

- In-person workshop
- Virtual public workshop (zoom)



What did we hear?

General Themes:

- Desire to expand SamTrans service
- Roadway safety concerns
 - Walking and biking
 - Traffic safety and enforcement
- Infrastructure gaps
 - Walking, biking, rolling
- Travel challenges for certain trip types
 - Long distance/over the hill destinations
 - School transportation
 - Commuting (distance, closures, hiring/retention)



Strategy Recommendations



2

14 strategies, across three categories

Transportation Options



Programs, Incentives, and Education




TDM Management and Regulations





14 strategies, across three categories


Transportation Options

-  **T.1** Improve public transit services on the Coastside
- T.2** Implement a “park once” strategy
- T.3** Prioritize building a complete walking and biking network
- T.4** Explore opportunities for shuttle services

Programs and Incentives

-  **P.1** Implement a Coastside parking management strategy
-  **P.2** Launch a transportation education and marketing campaign
- P.3** Launch a “Mobility Wallet” program
- P.4** Expand programs that support bicycle use
- P.5** Launch a Coastside School Access Program
- P.6** Expand community carpooling and car sharing

TDM Management and Regulations

-  **M.1** Expand TDM management capacity and coordination efforts
-  **M.2** Adopt a local TDM ordinance
- M.3** Adopt a local Commute Trip Reduction (CTR) ordinance
- M.4** Adopt equity-driven mobility goals and performance targets



Highlighted today

T.1 Improve public transit services on the Coastsides

- Expand community advisory roles
- Adopt bus stop design standards
- Education, marketing, programs, and training to raise awareness and address barriers
- Secure funding to expand service (long-term)



P.1 Implement a Coastside parking management strategy

- Conduct a comprehensive study, including new data collection
- Shared parking agreements
- Framework for Parking Benefit Districts
- Evaluate pricing (long-term)
- Public parking hub



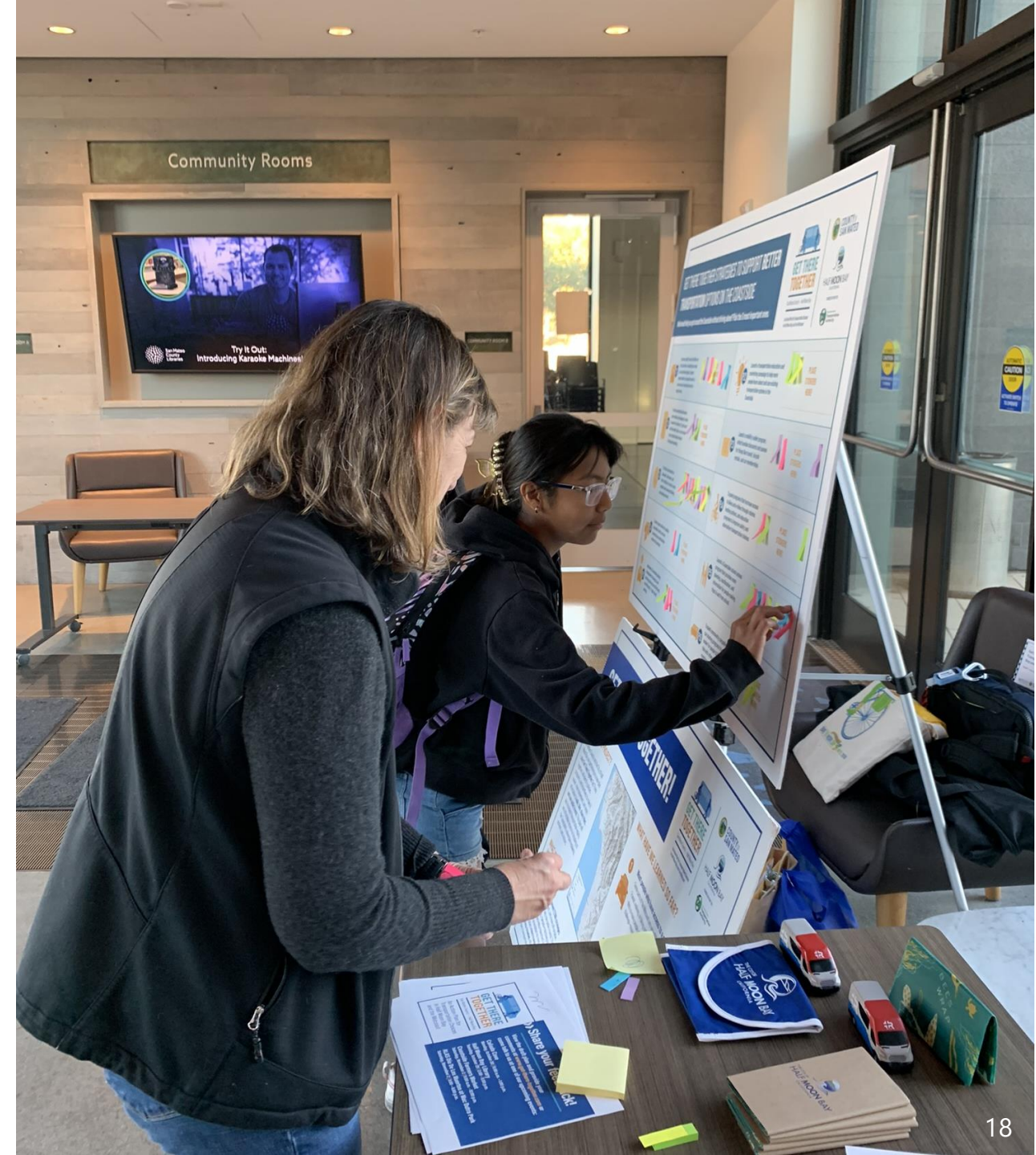
P.2 Launch a transportation education and marketing campaign

- Educate Coastside residents and visitors about available travel options
- Develop TDM program identity and launch resource page
- Education and information toolkit
- Event-based marketing




M.1 Expand TDM management capacity and coordination efforts

- Additional staff capacity will be needed to advance plan recommendations
- Near-term: TDM fellow, more coordination with Commute.org
- Medium-term: Coastside TDM coordinator
- Long-term: Consider TMA support for the Coastside (new or expand existing)



M.2 Adopt a local TDM ordinance

- Today, county-wide TDM requirements for some new developments (C/CAG)
- Adopt a local ordinance that is tailored to the needs of the Coastside
- Typically, a TDM ordinance includes:
 - Applicability thresholds
 - Required TDM strategies
 - Performance targets
 - Monitoring and data collection
 - Compliance/penalties



TDM Checklist
ccagtdm.org

Medical & Lodging Land Use: Large Project Page 1 of 2

500+ ADT; ~50,000+ sq ft

About this Form

Any new development project anticipated to generate at least 100 average daily trips is subject to the C/CAG TDM Policy and must complete a TDM Checklist and implement associated measures to mitigate traffic impacts. [Read more at ccagtdm.org](http://ccagtdm.org)

Questions?
support@ccagtdm.org

A Applicant Information

| | | |
|------------------|-----------------------|-----------------------------|
| Project Address | | Contact First and Last Name |
| Parcel Number | | Contact Phone Address |
| Application Date | Contact Email Address | |

B Trip Reduction Target Select one option based on your project's distance to high quality transit Read more about high quality transit at ccagtdm.org/high-quality-transit

Identify your project type

| | | |
|--|--|--|
| <input type="checkbox"/> TOD <small>Less than 1/2-mile from high quality transit service</small> 25% Trip Reduction Required | <input type="checkbox"/> Transit Proximate <small>1/2 to 3 miles from high quality transit service</small> 35% Trip Reduction Required | <input checked="" type="checkbox"/> Non-Transit Proximate <small>More than 3 miles from high quality transit service</small> 35% Trip Reduction Required |
|--|--|--|

C Required Measures You must select all measures that apply for your project type Click on each measure's title for more information

| Measure | Project Types | Percentage | Yes |
|--|--|-------------|---------------------------------|
| 1 M3 - TDM Coordinator/Contact Person <small>Provide TDM coordinator/liaison for tenants. May be contracted through 3rd party provider, such as Commute.org.</small> | ALL | 0.5% | <input type="checkbox"/> |
| 2 M4 - Actively Participate in Commute.org or Transportation Management Association (TMA) Equivalent <small>Obtain certification of registration from Commute.org or equivalent TMA incorporation documents.</small> | ALL | 6.5% | <input type="checkbox"/> |
| 3 M5 - Carpool or Vanpool Program <small>Establish carpool/vanpool program for tenants and register program with Commute.org.</small> | ALL | 2% | <input type="checkbox"/> |
| 4 M6 - Transit or Ridesharing Passes/Subsidies <small>Offer tenants passes or subsidies for monthly public transit or ridesharing costs incurred, equivalent to 30% of value or \$50 - whichever is lower.</small> | ALL | 10% | <input type="checkbox"/> |
| 5 M7 - Pre-Tax Transportation Benefits <small>Offer option for tenants to participate in a pre-tax transit program to encourage the use of sustainable transportation modes and leverage pre-tax income to pay for commute trip costs.</small> | ALL | 1% | <input type="checkbox"/> |
| 6 M9 - Design Streets to Encourage Bike/Ped Access <small>Design adjacent streets or roadways to facilitate multimodal travel.</small> | ALL | 1% | <input type="checkbox"/> |
| 7 M20 - Shuttle Program/Shuttle Consortium/Fund Transit Service <small>Establish a shuttle service to regional transit hubs or commercial centers. Shuttle service should be provided free of charge to employees and guests.</small> | Transit Proximate & Non-transit Proximate | | |
| | Private Shuttle Program/Consortium | 8% | <input type="checkbox"/> |
| | Community Shuttle Program/Consortium | 10% | <input type="checkbox"/> |
| 8 M24 - Pedestrian Oriented Uses & Amenities on Ground Floor <small>Provide on-site, visible amenities to tenants and guests, such as cafes, gyms, childcare, retail.</small> | ALL | 3% | <input type="checkbox"/> |
| 9 | Total from Required Measures <small>Sum percentages from each selected measure from rows 1-9</small> | | <input type="text" value=""/> % |

Form Continues on Page 2 →

Other themes

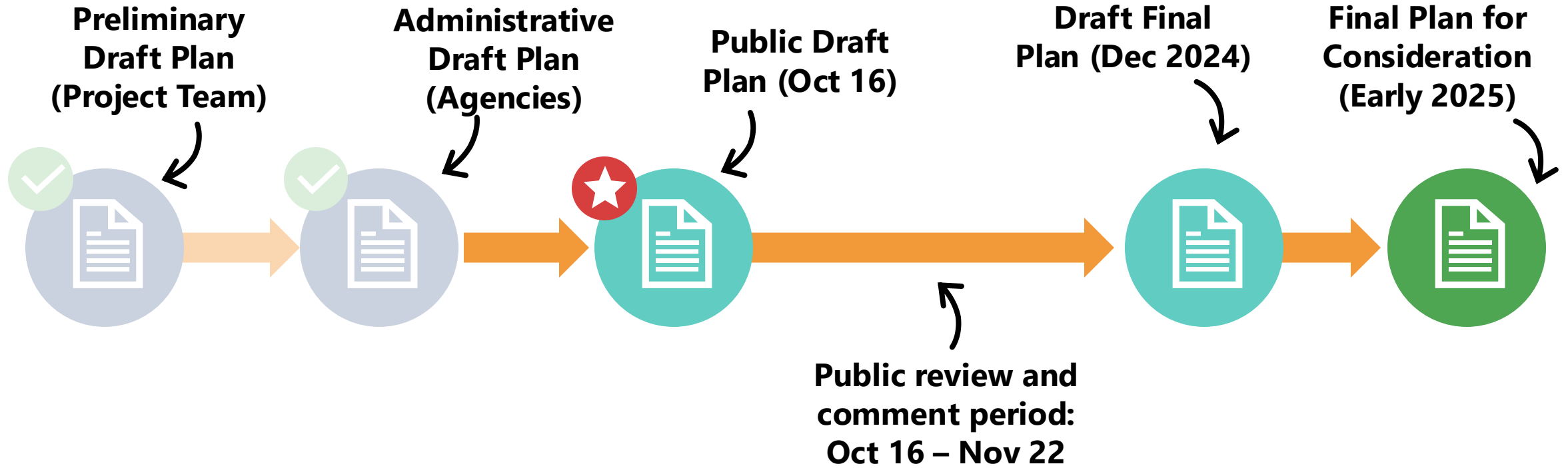
- **There is no one single “silver bullet” strategy**—recommendations in the plan are meant to be a mutually supportive and complementary
- **New resources are needed** (staff time, funding) to advance TDM in the Coastside
- **Partnerships will be essential**—both local/community based and regional



Next Steps

3

Plan Review Process



Online Engagement

- View the plan and submit feedback: www.get-there-together.com
 - *Please share with your networks*
 - *Feedback to be submitted online via comment form*
 - *Comment period ends: November 22, 2024*

**Thank You!
Questions?**

