

October 2024

Get There Together: TDM Plan

**San Mateo County Bicycle and
Pedestrian Advisory Committee
Briefing**

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What is this Project?



- Joint Transportation Demand Management Plan for City of Half Moon Bay and San Mateo County Unincorporated Midcoast
- \$200k from SMC Transportation Authority (TA) Alternative Congestion Relief and Transportation Demand Management (ACR/TDM) Cycle 1
- Increase eligibility for future ACR/TDM grants



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



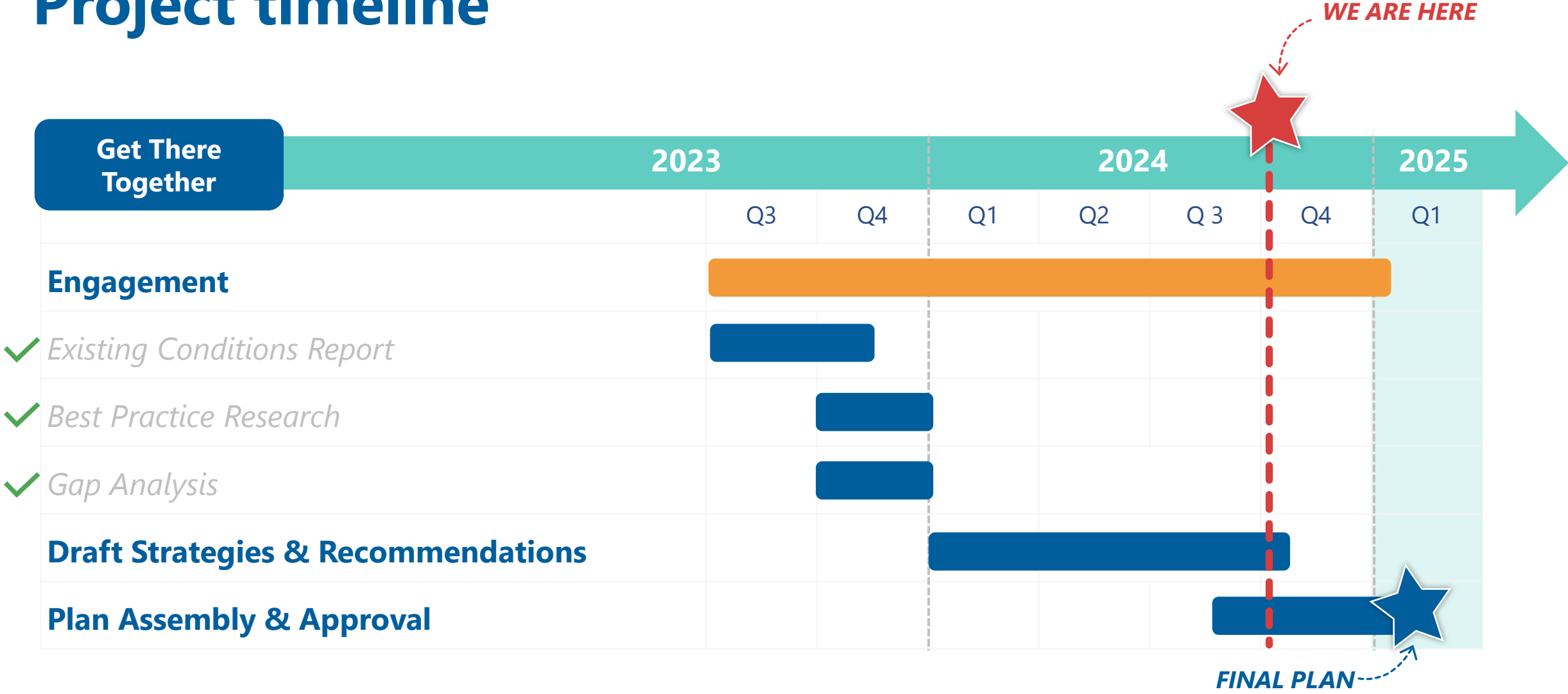
Lower transportation costs

Why is TDM a critical strategy on the Coastside?

- Reduce high VMT per capita
- Companion strategy for infrastructure
- Customize programs to meet the Coastside's unique needs to address visitor trips
- Right-size requirements for smaller local employers and housing providers



Project timeline



Background

1

Existing Conditions / Gap Analysis

TDM Gaps

- 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

TDM Gaps

- | | |
|-----------|--|
| 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

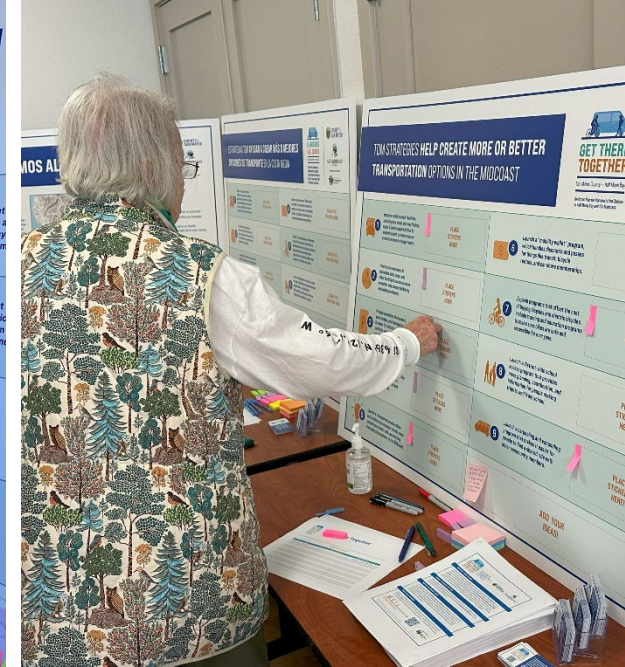
5 Pop-up events

- Senior Coastsiders Lunch Hour
- Coastside Farmers Market
- Half Moon Bay Public Library
- Pescadero Farmworkers Convention
- Pillar Ridge Housing Community

2 Focus Groups

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

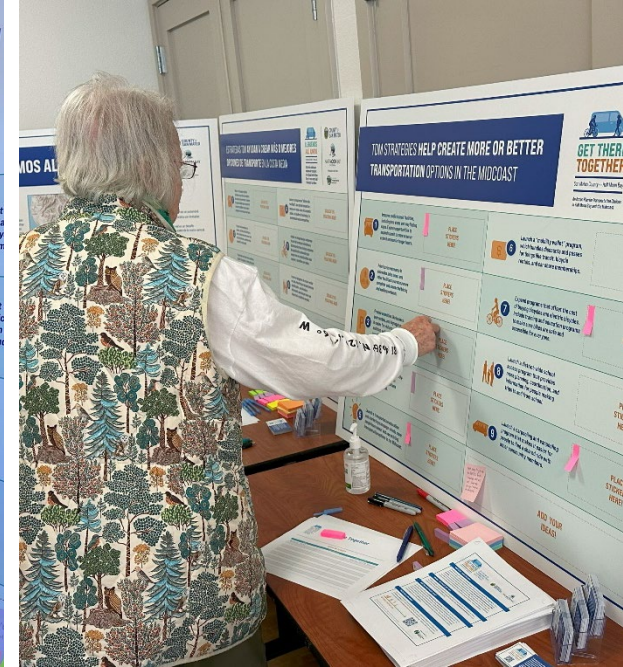
In-person and virtual public workshop



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)





Strategies



2

Strategy recommendations (Fall 2024)

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*

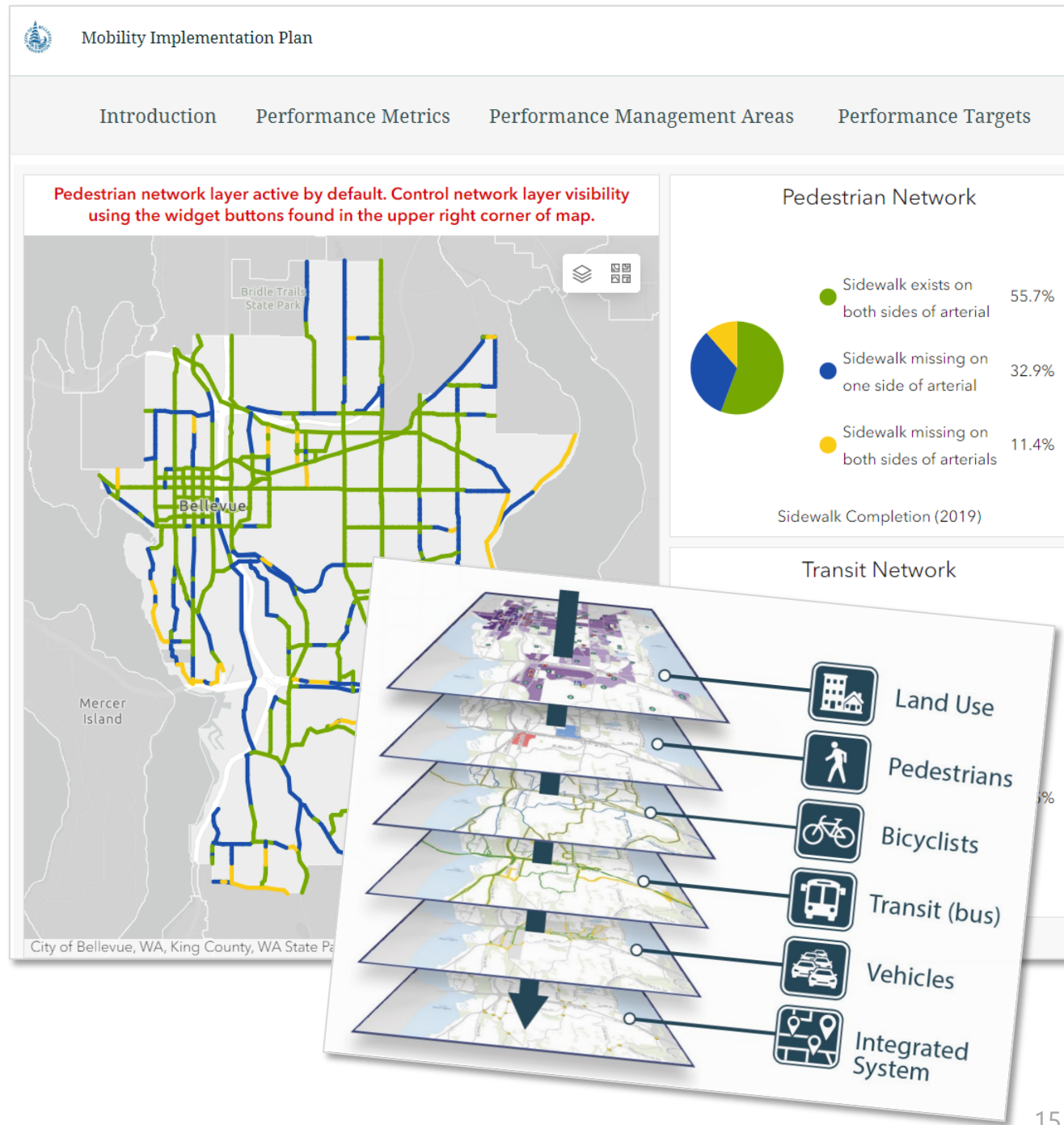
T.2 Implement a “park once” strategy

- Make it easier for visitors to “park once” and then walk, bike, or use transit to get around locally without driving and re-parking
- Parking signage, wayfinding, and information, including real-time information
- Day use hubs to store belongings, rent gear, access amenities
- Address walking/biking gaps to/from parking and destinations



T.3 Prioritize building a complete walking and biking network

- City/County to review needs and opportunities for shared projects
- Update bicycle parking design guidelines
- Collaborate with community partners to advance bike valet at large events



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



P.4 Expand programs that support bicycle use

- Marketing and education of existing bike/e-bike subsidies and expansion
- Expand bike education and training classes
- Pilot lending library
- Clarify regulations

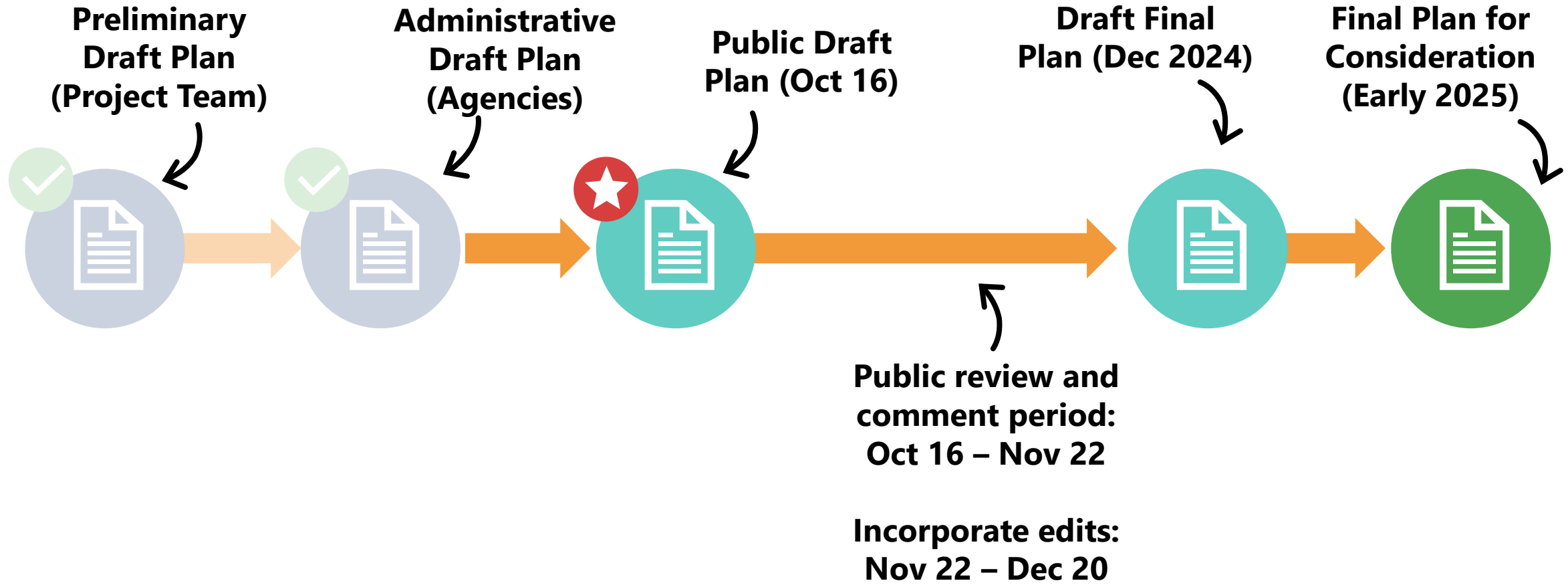
Pedal for a Purpose



Next Steps

3

Plan Review Process



Upcoming engagement

- Online engagement – [HOME | Get There Together \(get-there-together.com\)](https://www.get-there-together.com)
 - ***Please share with your networks***
 - ***Feedback to be submitted online via comment form***
- 5 Pop-up events*
 - Fallfest at Quarry Park (attended 10/12)
 - Safeway (10/30)
 - Half Moon Bay Library (10/30)
 - Coastside Farmer's Market (11/2)
 - ALAS Dia de los Muertos (11/2)

*Dates to be confirmed pending staff availability

Thank You!
Questions?



**COUNTY OF
SAN MATEO**



THE CITY OF
HALF MOON BAY
CALIFORNIA



SAN MATEO COUNTY
**Transportation
Authority**

N **NELSON**
NYGAARD