

May 2024

Get There Together: Coastside TDM Plan

Public Workshop



COUNTY OF
SAN MATEO



HALF MOON BAY
CALIFORNIA



SAN MATEO COUNTY
Transportation
Authority



Meet our team:



Chanda Singh
San Mateo County



Bharat Singh
San Mateo County



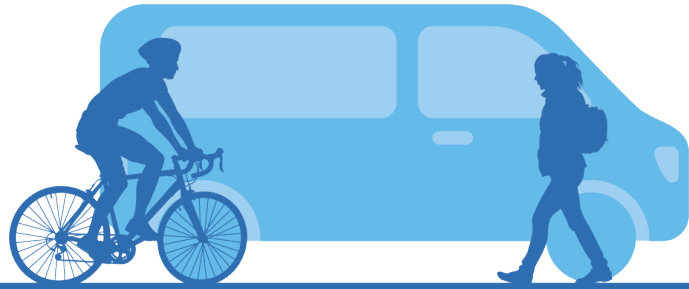
Matt Nichols
City of Half Moon Bay



Helen Wolter
City of Half Moon Bay



What is this project?



GET THERE TOGETHER

San Mateo County «» Half Moon Bay



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

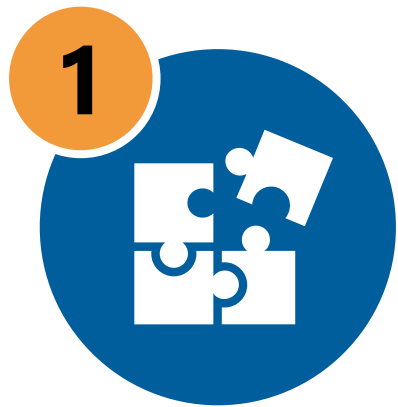


Reduce greenhouse gas (GHG) emissions



Lower transportation costs

Project goals and objectives



Emphasize connections



Identify actionable TDM strategies



Center equity in the plan



Community-driven solutions



Guide decision makers

Goals for today:

1. **Learn from you** about transportation challenges
2. **Share ideas** on how TDM can help
3. **Get Feedback** on proposals



But first... an Icebreaker!

Raise your hand if you have ever...

- ...Use a **bicycle** to get around the Coastside?
- ...Use **public transit** (like SamTrans bus service) on the Coastside?
- ...**Carpooled** to/from work or school?
- ...**Walked** to/from work or school?
- ...Had **ideas about how to make it easier, safer, or more convenient** to get around the Coastside without driving alone?



What have we learned?

What have we learned?

- **People tend to choose to drive... when they can.**



What have we learned?

- People tend to choose to drive... when they can.
- **For people who can't drive, there are major challenges getting around the Coastside.**



What have we learned?

- People tend to choose to drive... when they can.
- For people who can't drive, there are major challenges getting around the Coastside.
- **There is no single solution.**



What can we do?

TDM Strategies for the Coastsides

1

**Improve
transportation
options on the
Coastsides**

2

**Support
transportation
options with
programs,
incentives, and
education**

3

**Update
City/County
regulations and
management
approaches**

1. Improve public transit service (SamTrans)

Examples:

- Safer and more comfortable bus stops with benches & shelters
- Expand hours and service area of bus and RidePlus services



2. Implement a Coastside parking strategy

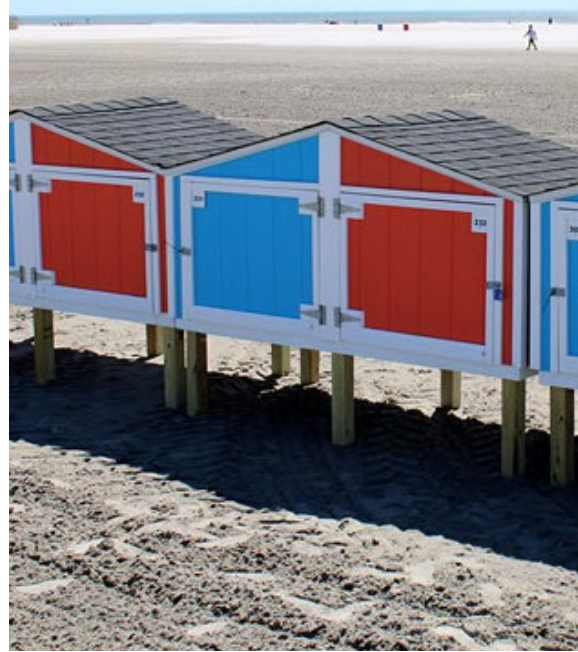
Examples:

- Identify a place for a centrally-located public parking lot
- Identify private parking spaces for public use



3. Amenities that make it easier to “park once”

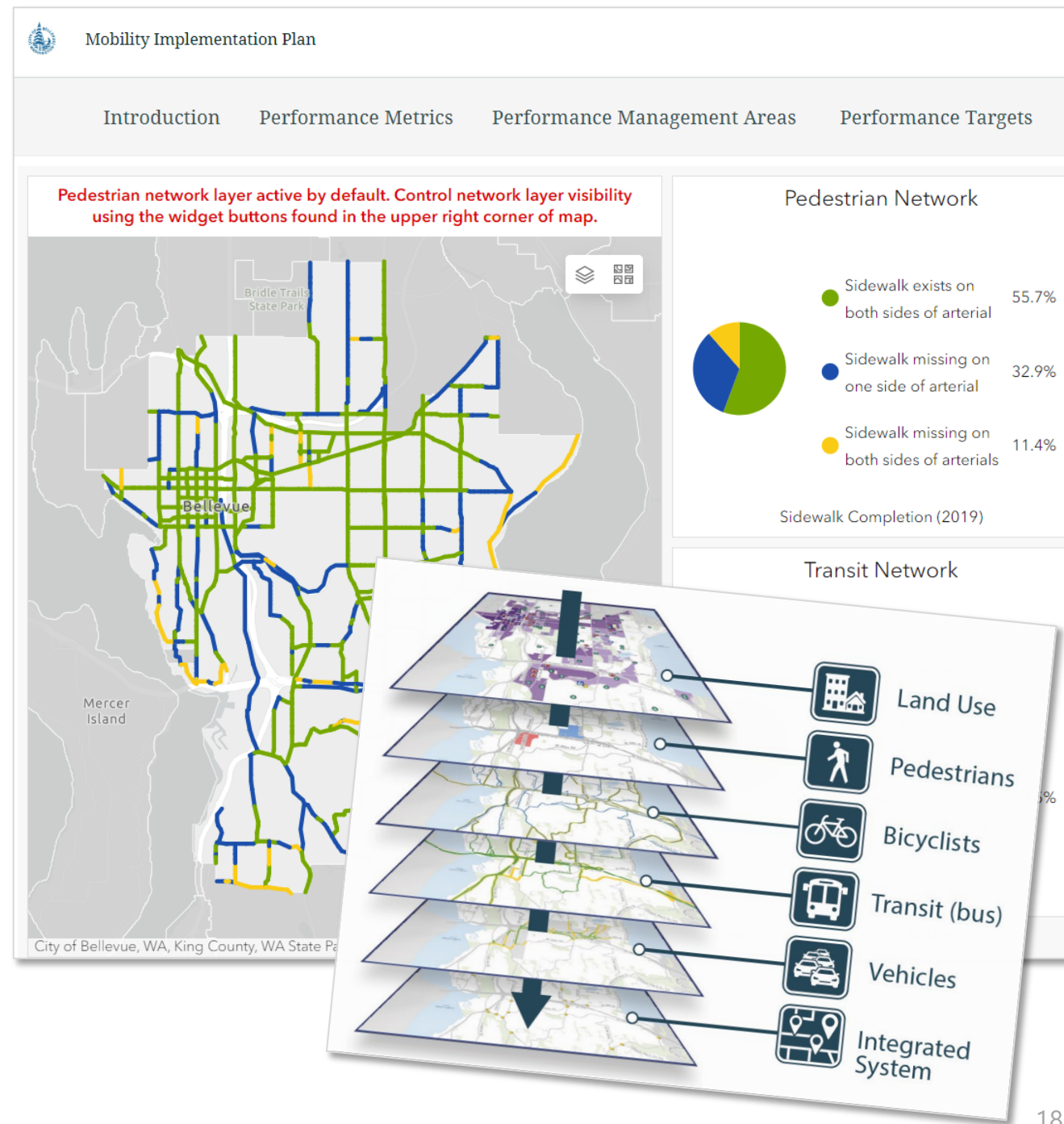
- Make it easier for visitors to “park once” and then walk, bike, or use transit to get around locally without driving and re-parking
- Examples: day use lockers, gear rentals, and informational signs



4. Prioritize building a complete walking and biking network

When new roads are built or development occurs, prioritize:

- Sidewalks (new, repaired)
- Bike lanes and paths
- Shared-use trails
- Bike parking
- Crosswalks



5. Explore opportunities for shuttle service

- Connect local destinations with a publicly-accessible shuttle



6. Implement equitable, demand-based priced parking

- Study the potential for priced parking
- Use revenue for transportation improvements
- Include permits and subsidies for low-income residents, workers, and visitors



7. Launch a transportation education and marketing campaign

- Educate Coastside residents and visitors about available travel options



San Mateo County «» Half Moon Bay

8. Launch a “mobility wallet” program

Mobility wallet:

- Bundle of discounted passes and vouchers for transportation options
- Examples:
 - Transit passes
 - Car share memberships
 - Bike rentals
 - Lyft/Uber/Taxi credits



9. Expand electric bicycle use with incentives and education

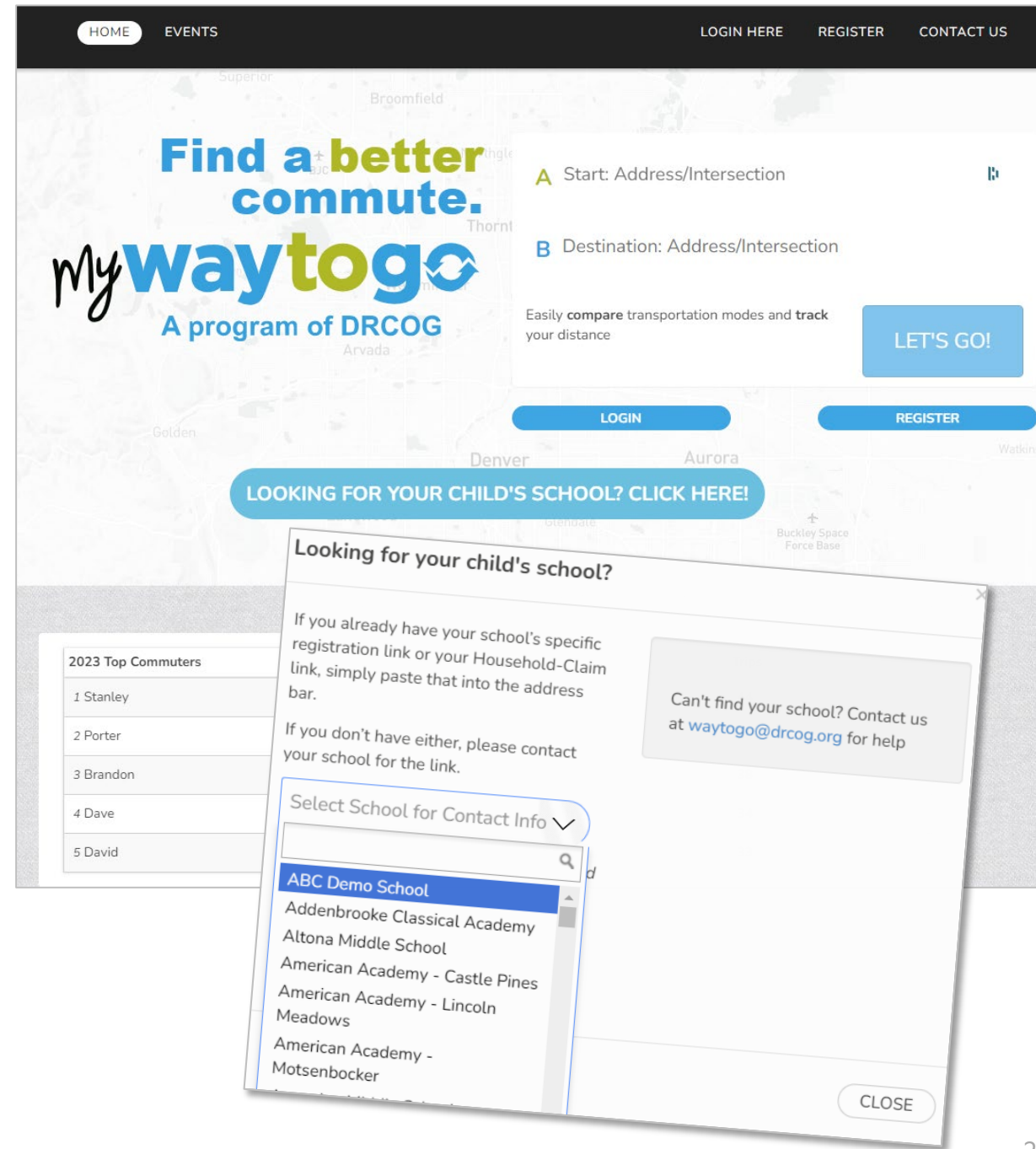
- Vouchers and discounts to offset the cost of e-bike purchases
- Trainings and workshops to support safe e-bike use
- Consider opportunities for public electric bike share services

*Pedal for a
Purpose*



10. Launch a district-wide school access program

- Provide staff/resources for planning, coordination, and information for school trips
- Consider:
 - Bike lending library for caregivers
 - District-wide carpool/ride matching program



11. Launch a community carpooling program

- Make it easier to find a shared ride with other community members
- Partner with community-based organizations
- Offer financial incentives/rewards

The image shows two overlapping digital interfaces. The top interface is the Commuter Club website, featuring a blue header with navigation links (HOME, LOGIN HERE, REGISTER, CONTACT US, FAQs, LANGUAGE) and a search bar with fields for 'Start' and 'Destination', and a 'LET'S GO!' button. Below the search bar, the website promotes 'COMMUTER CLUB A RIDESHARE PROGRAM OF SLOCOG' with the slogan 'SAY "HELLO" TO A BETTER COMMUTE!' and 'A FREE PROGRAM FOR SLO COUNTY COMMUTERS'. It also lists benefits: 'Save Money', 'Improve Your Health', and 'Be Green'. The bottom interface is a mobile app for 'iRideshare' with a navigation menu on the left containing options like 'Express Lanes', 'Carpool', 'Vanpool', 'Join a Vanpool', 'Enterprise Vanpools', 'Owner-Operated Vanpools', 'Vanpool Rewards', 'Driving', 'Biking', 'Getting Around', 'For Employers', and 'About 511'. The main content area of the app displays an advertisement for 'Enterprise Vanpools' with a photo of five people and text describing a \$500 monthly subsidy for vanpools.

Improve regulations and management

Opportunities include:

- Update local/regional ordinances to better support the Coastside
- Expand staff capacity
- Adopt equitable goals
- Expand local coordination



Next Steps for the Project
+
Plan for Tonight's Workshop

Next steps for the project

- We fold your feedback and ideas into the strategies
- You can share more suggestions/ask questions at www.get-there-together.com
- More engagement in the summer and fall



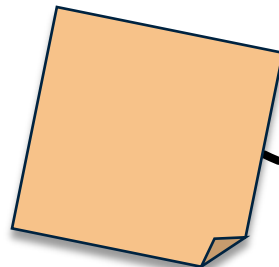
Tonight: learn, respond, and discuss

- Have a **group discussion** about each of the draft strategies
 - Which do you like?
 - What are your ideas for how we can make them even better?
- In real time, we will add **stickers and sticky notes** to record your ideas and feedback

	I LIKE THIS STRATEGY	HOW CAN THESE STRATEGIES BE IMPROVED TO HELP YOU "GET THERE" ON THE MIDCOAST? WHAT WOULD YOU NEED TO USE THESE STRATEGIES?
1 Implement a comprehensive parking management strategy in Half Moon Bay and the Midcoast.	PLACE STICKERS HERE!	
2 Implement an equitable demand-based priced parking program.	PLACE STICKERS HERE!	
3 Expand City and County capacity to oversee and expand TDM efforts.	PLACE STICKERS HERE!	
4 Explore a Transportation Management Association for the Coastside.	PLACE STICKERS HERE!	
5 Adopt a local TDM ordinance for the Coastside.	PLACE STICKERS HERE!	
		ADD YOUR IDEAS!

GET THERE TOGETHER
San Mateo County - Half Moon Bay
An Action Plan for Transportation Choices in Half Moon Bay and the Midcoast

COUNTY OF SAN MATEO
HALF MOON BAY CALIFORNIA
FUNDED IN PART BY:
TRANSPORTATION AUTHORITY



Questions and comments?

- **Before we begin our discussion,** any questions, reactions, or ideas to share?

