BOARD OF SUPERVISORS

Board of Supervisors Chambers
500 County Center, Redwood City

ITEM #7

Owner: ..... **San Mateo County**

Applicant: ..... **San Mateo County Planning & Building**

File Number: ..... **N/A**

Location: ..... **Unincorporated San Mateo County Midcoast**

APN: ..... **Various**

Project Description:

Consideration of Get There Together: An Action Plan for Transportation Choices in Half Moon Bay and the Midcoast.

Background

- Develop a joint Transportation Demand Management Plan for City of Half Moon Bay and San Mateo County Unincorporated Midcoast
- $200k from SMCTA Alternative Congestion Relief and Transportation Demand Management (ACR/TDM) Cycle 1 (2022)

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

Benefits

Help ease traffic

Reduce greenhouse gas (GHG) emissions

Provide more transportation options

Lower transportation costs

TDM needs on the Coastside

- Reduce vehicle miles traveled per capita in county
- Companion strategies for infrastructure to support reduced road congestion
- Customize programs to meet unique needs and address visitor trips
- Right-size requirements
- Increase competitiveness for future funding opportunities

Approach

Studied existing conditions and reviewed past plans

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- Researched TDM best practices and identified gaps

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- Collaborated with regional partners and agencies

C/CAG City/County Association of Governments of San Mateo County

samTrans

Commute.org

METROPOLITAN TRANSPORTATION COMMISSION

Caltrans

CALIFORNIA COASTAL COMMISSION

REGIONAL OPEN SPACE

SAN MATEO COUNTY Transportation Authority

COASTSIDE CHAMBER

HALF MOON BAY CALIFORNIA

COUNTY OF SAN MATEO

… plus many more!

Approach

- Studied existing conditions and reviewed past plans
- Researched TDM best practices and identified gaps
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- Collaborated with regional partners and agencies

Recommendations

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

★ *"Community favorite" based on input received through public engagement*

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

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

Final Plan Review

Plan and Policy Conformance

General Plan and Local Coastal Program Consistency

- Urban Land Use
- Public Works and Transportation
- Visual Resources and Visual Quality
- Shoreline Access
- Park and Recreation
- Climate

Staff has concluded that the Plan complies with the County's General Plan and Local Coastal Program.

Environmental Review

Get There Together is not considered a project under California Environmental Quality Act (CEQA) (see CEQA Guidelines Section 15378) because it contains only recommendations and will not result in a direct or indirect physical change in the environment.

Planning Commission Approval – January 22, 2025

1. That the Planning Commission recommend that the Board of Supervisors find Get There Together: An Action Plan for Transportation Choices in Half Moon Bay and the Midcoast to be consistent with the County General Plan and Local Coastal Program; and

2. That the Planning Commission recommend that the San Mateo County Board of Supervisors adopt a resolution to adopt Get There Together: An Action Plan for Transportation Choices in Half Moon Bay and the Midcoast.

Recommendation

Recommendation to adopt a resolution to adopt Get There Together: An Action Plan for Transportation Choices in Half Moon Bay and the Midcoast.

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