



County of San Mateo

Inter-Departmental Correspondence

Department: PLANNING AND BUILDING

File #: 23-243

Board Meeting Date: 4/11/2023

Special Notice / Hearing: None
Vote Required: Majority

To: Honorable Board of Supervisors
From: Steve Monowitz, Community Development Director
Subject: Agreement with Nelson\Nygaard Consulting Associates, Inc. to develop the Midcoastside Transportation Demand Management Plan

RECOMMENDATION:

Adopt a resolution authorizing the execution of an agreement with Nelson\Nygaard Consulting Associates, Inc. to develop the Midcoastside Transportation Demand Management Plan for a term of April 11, 2023, to February 28, 2025, in an amount not to exceed \$218,840.

BACKGROUND:

Transportation Demand Management (TDM) encourages the use of sustainable transportation options and enhanced mobility, working toward ensuring that all modes of transportation are safe, reliable, and convenient while discouraging driving, managing congestion, and reducing Vehicle Miles Traveled (VMT). Vehicle Miles Traveled is the product of the number of trips a project is expected to generate and the average length of those trips.

On June 14, 2022, the Board of Supervisors adopted Resolution Number 078950 directing staff to submit an application for the San Mateo County Transportation Authority (TA) Alternative Congestion Relief / Transportation Demand Management (ACR/TDM) Program funds for \$100,000 for the Midcoastside Transportation Demand Management Plan (Plan), and if awarded, authorized the Community Development Director or designee to execute a funding agreement with the TA to encumber funds. The City of Half Moon Bay also submitted an application for the TA ACR/TDM Program funds for \$100,000 for the Plan with the intention of partnering with the County, if awarded. On August 4, 2022, the TA Board of Directors adopted a resolution to program and allocate Measure A Alternative Congestion Relief and Measure W Transportation Demand Management Program Funds for Cycle 1, which awarded funds to both the City of Half Moon Bay and the County of San Mateo for the Plan. The Director subsequently executed a three-party funding agreement with the TA and City of Half Moon Bay accepting the funding and setting forth obligations for completion of the Plan (provided as Attachment A to this memo).

DISCUSSION:

The purpose of the project is to develop the Midcoastside Transportation Demand Management Plan, which will result in actionable TDM strategies that are tailored to the needs of the unincorporated

communities of Montara, Moss Beach, Princeton, El Granada and Miramar, and the City of Half Moon Bay. This Plan will also promote cohesiveness between existing and planned transportation improvements and local growth patterns.

According to the Commute.org Coastside Commuter Transportation Survey, the average one-way trip distance in miles for residents that live and work on the coastside is 9 miles and for residents that live on the coastside and work elsewhere is 23 miles. Implementation of TDM strategies is critical to meet County, regional, and State climate change and greenhouse gas (GHG) reduction goals; however, TDM is complex to implement on the coastside. Transportation options to and from the coastside are limited, with Highways 1 and 92 serving as the primary routes with no functional alternative routes, which must serve drivers, transit users, bicyclists, and pedestrians. The coastside has a lower density land use pattern and high rates of tourism, which means that tailored programs for specific user groups and many partnerships are required for successful implementation of TDM measures. Through the development of this Plan, the County and City seek to meaningfully engage the public and key stakeholders with a focus on vulnerable populations to understand existing conditions, barriers to multimodal transportation, and potential solutions; identify feasible policy and programmatic solutions tailored to the unique setting and transportation circumstances of the midcoastside; and clarify roles, responsibilities, opportunities, and resources needed to implement recommendations.

On October 17, 2022, the Planning and Building Department released Request for Proposal (RFP) PLN22-1017 to develop the Midcoastside Transportation Demand Management Plan that closed on November 16, 2022. The RFP was listed on Public Purchase as well as the Planning and Building website, and staff reached out to transportation planning and transportation demand management consulting firms to inform them of the RFP. Two proposals were received. A multi-agency evaluation panel consisting of staff from County Planning and Building, City of Half Moon Bay, San Mateo County Transportation Authority, Commute.org, and City/County Association of Governments reviewed the submitted written proposals and conducted oral interviews. The evaluation panel recommends that the contract be awarded to Nelson\Nygaard Consulting Associates, Inc. The panel based their recommendation on the extensive experience and subject matter expertise of the Nelson\Nygaard Consulting Associates, Inc. team with developing action oriented TDM plans for other jurisdictions of similar size and character, community engagement experience specific to the Midcoast community, and focus on equitable solution development.

The resolution and agreement have been reviewed and approved by the County Attorney's Office as to form.

FISCAL IMPACT:

This agreement is for an amount not to exceed \$218,840. Funding for the Plan includes \$200,000 in reimbursable funds from the Transportation Authority; and up to \$10,000 matching funds from the City of Half Moon Bay and the County, respectively. This funding is included in the FY 2022-23 Recommended Budget for Planning and Building. There is no new additional Net County Cost for this agreement.